

Six Steps to a Successful #iGiveCatholic Giving Day Using Social Media



#iGIVECATHOLIC

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#iGIVECATHOLIC



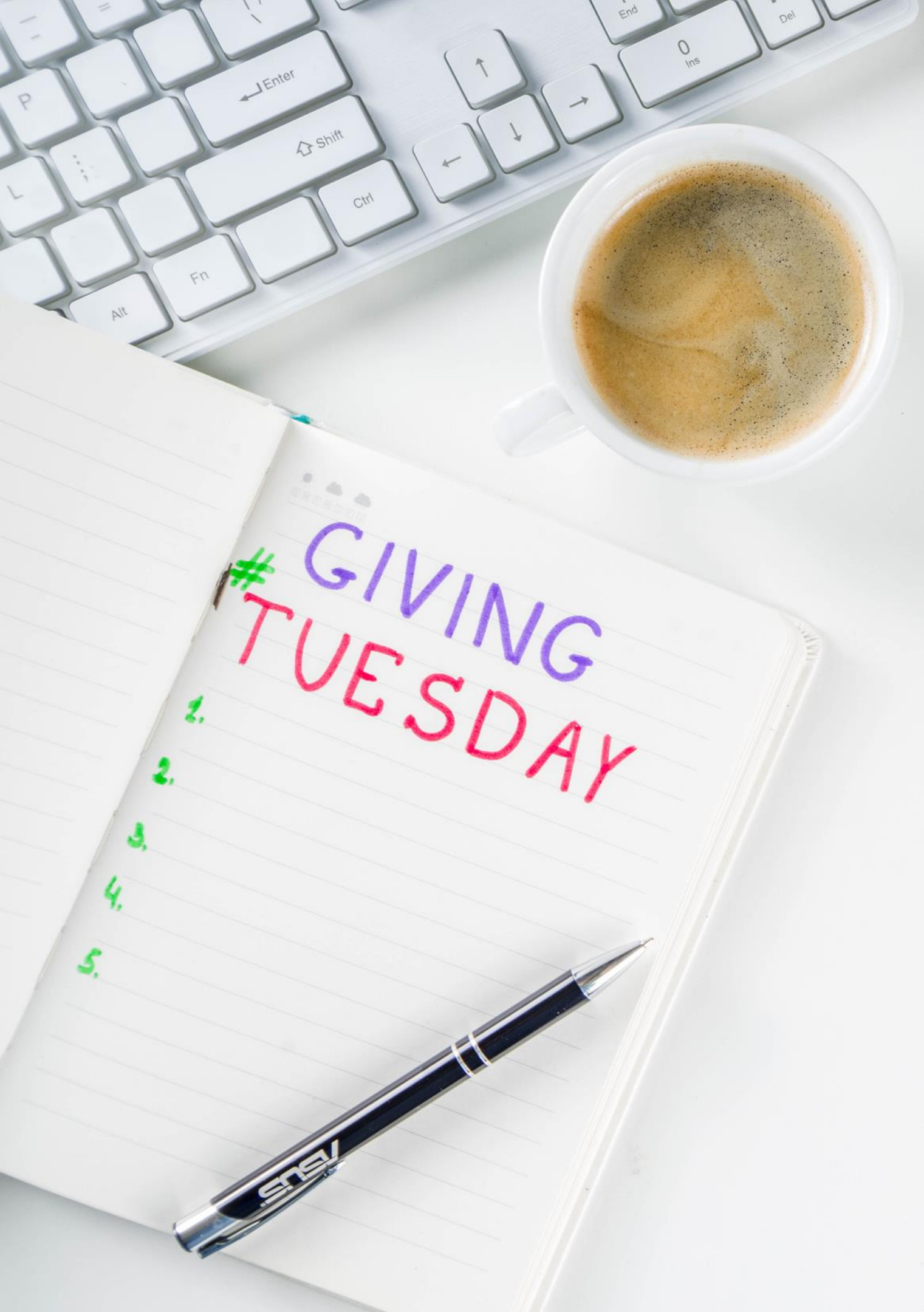
Today's Presenters



*Natalie Kohrman
#iGiveCatholic Social
Media Coordinator*



*Sherry Hayes-Peirce
Catholic Social Media Strategist
Social Media Manager
American Martyrs Catholic
Community
Manhattan Beach, CA*



OCTOBER 19, 2020 @12:00PM PST

6 STEPS TO A SUCCESSFUL **#IGIVECATHOLIC** CAMPAIGN USING SOCIAL MEDIA

PRESENTED BY
SHERRY HAYES-PEIRCE



Do not neglect to
do good and to
share what you
have; God is
pleased by
sacrifices of that
kind.

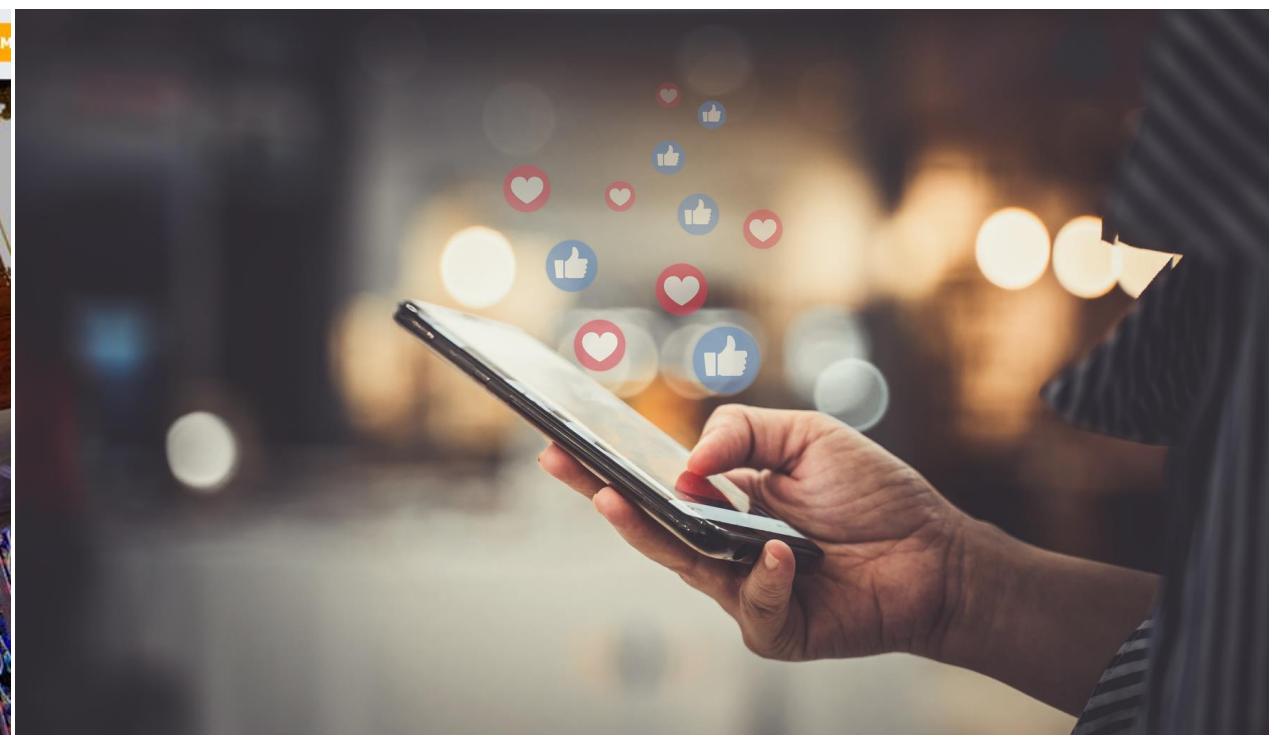


Where Are Your People?



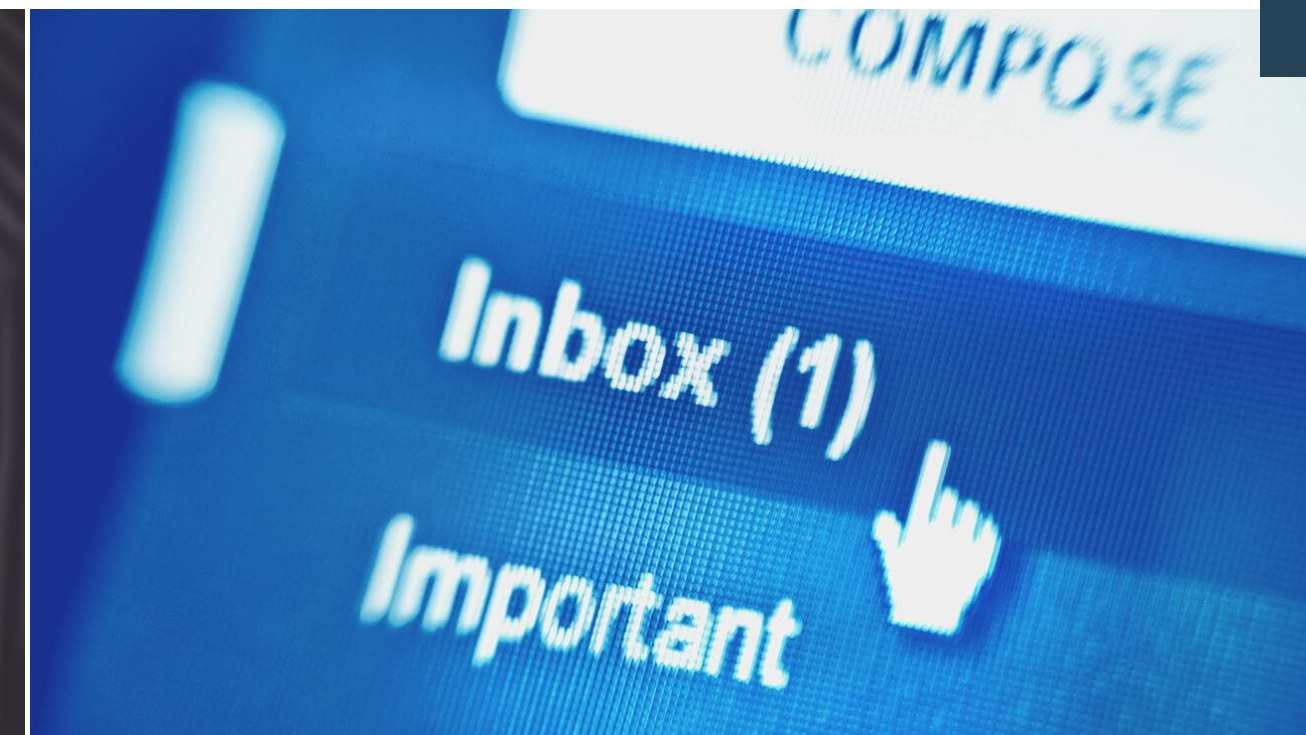
WEBSITE

Create a banner on your social media pages that is clickable and takes them directly to your #IGiveCatholic profile.



SOCIAL MEDIA

Facebook, Twitter, Instagram, YouTube



EMAIL OR TEXT

Sending emails are still effective in reaching members of your parish.

Social Media

FACEBOOK

The fastest growing group of users is 65 and older. However, all ages have a presence on the platform. Posting daily articles, pictures and videos spark engagement

TWITTER

This platform is best used to share in real time posts of how donations are pouring in and to share a daily call to action. Hashtags and videos generate the most engagement.

INSTAGRAM

This platform is image and hashtag driven. A recent change in the algorithm makes it necessary for you to share more photographs, quotes, stories and IGTV videos to spark engagement.

YOU TUBE

This platform is where young people live. It ranks number one for young people. Mobilize your Confirmandi to create videos to promote your #IGiveCatholic campaign. It's a great way to get content.



Catholic High School
@CHSVBcrusaders

We are thrilled to announce our first Chapel Chair dedication, in honor of LtCol Matthew P. Capodanno, USMC (Ret), from Julie, Dominic & Sarah Capodanno. Only 30 chairs are available- click to learn more and reserve yours: ow.ly/6SHs50xkbEF
[#iGiveCatholic](#) [#GivingTuesday](#)

CHAPEL CHAIR DONATED IN HONOR OF

LT COL MATTHEW
P. CAPODANNO,
USMC (RET)

From: Julie, Dominic &
Sarah Capodanno



Twitter



Facebook

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. Most of the time, they're presented before an audience. It serves a variety of purposes, making them powerful tools for convincing and teaching.



Catholic High School

November 25, 2019 · 🌐

Tyler shares why the Fraim Family Chapel is important to him!

Help us reach our goal to renovate the Fraim Family Chapel by dedicating a Chapel Chair with kneeler in honor or memory of someone special. For \$200, a placard bearing their name will be permanently affixed to the new Chapel Chair. We will feature the picture and story of why you chose this special person on social media. Only 30 seats are available!

Click here to donate today:

<https://richmond.igivecatholic.org/organiz.../chsvbcrusaders>

#iGiveCatholic #GivingTuesday #SeasonofGiving #TakeaKnee #CRUpide
#CRUministry





Tools To Help Create Content



YOUR CELLPHONE

CAMERA READY

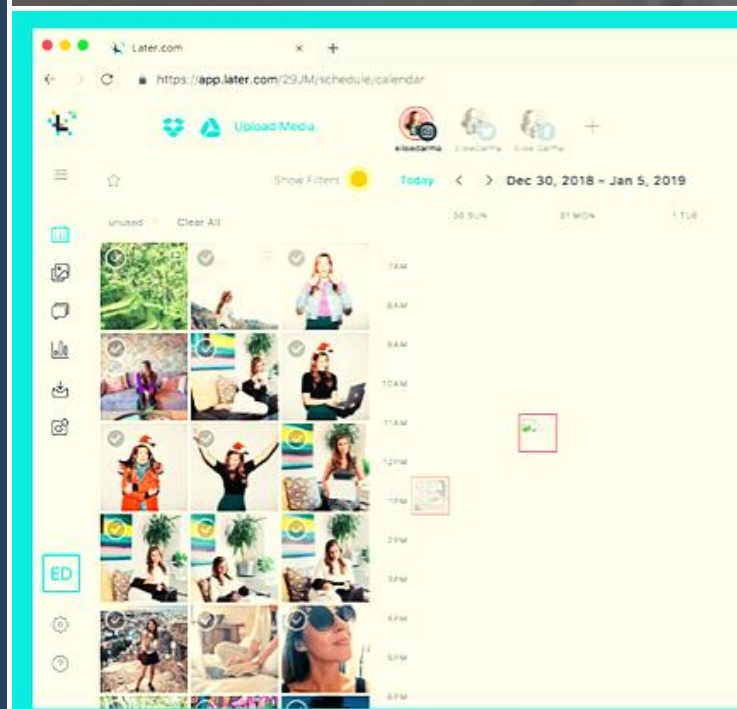
Your best tool for creating is in the palm of your hand!



CANVA.COM

GRAPHIC DESIGN ON THE CHEAP

This tool allows you to plug in pictures to templates to make beautiful and professional looking graphics for your pages.



POST SCHEDULER

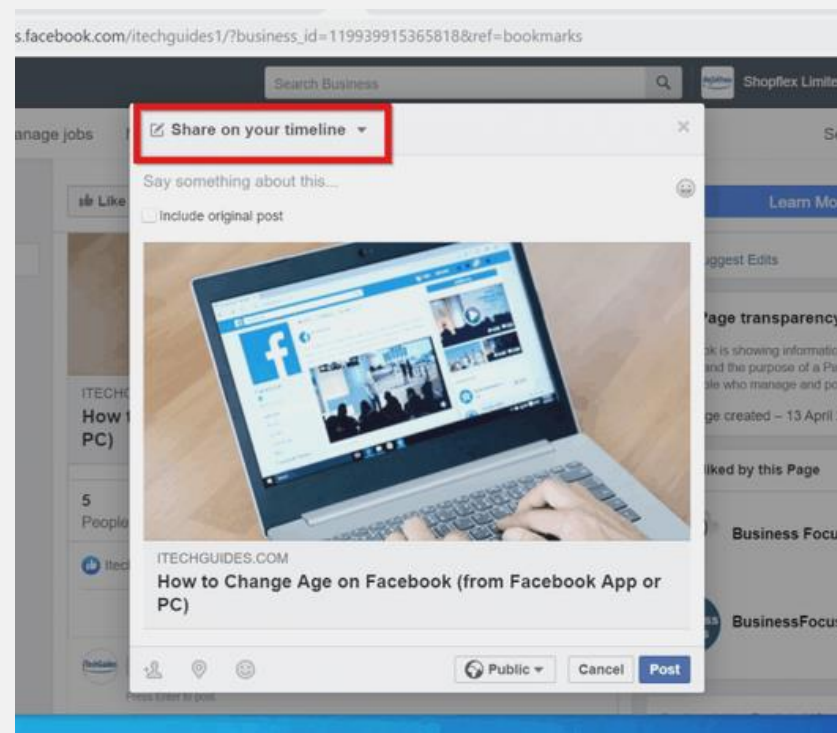
CREATE YOUR POSTS AND THEN
SCHEDULE THEM TO POST
WHILE YOU SLEEP

Later.com, Hootsuite.com, Buffer.com

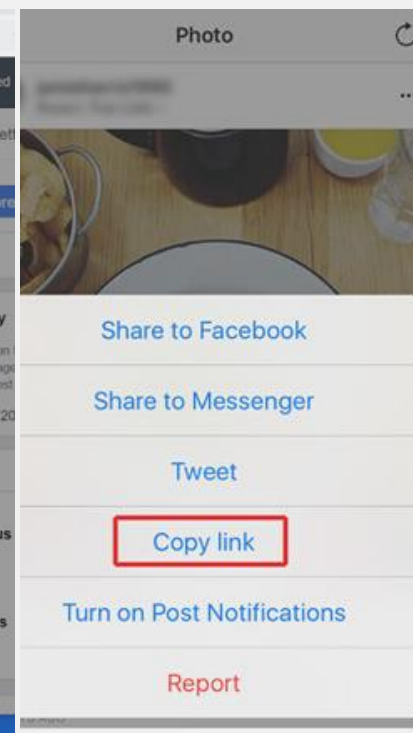
#hashtag



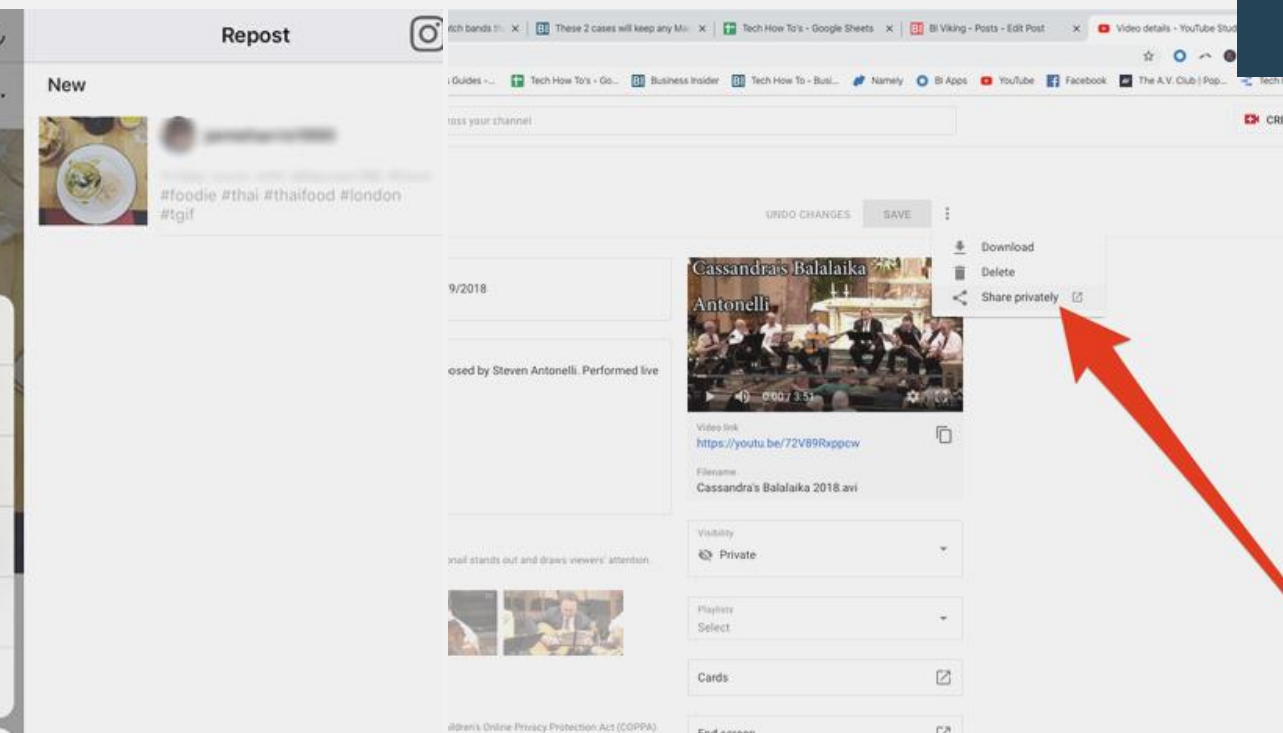
Share the Message



FACEBOOK
BUTTON



INSTAGRAM
COPY LINKS



YOU TUBE
LINKS



Resources

[Getting Started](#)

[Getting Setup](#)

[Next Steps](#)

[Spread the Word](#)

Psst! Remember to Register Your Organization to Participate by **October 30** and **Complete your Giving Day profile by November 15!**

1. Getting Started



**Register your
organization!**



Training Sessions

[View & Sign Up!](#)



**Communications
Timelines**

Follow Timeline

#1





Setting Up Your Site? #2

St. Lawrence Catholic Church

Encounter Christ. Grow as Disciples. Share the Gospel.

[DONATE](#)

[FUNDRAISE](#)



\$54,000 Raised \$40,004 Goal 366

The Parish That Prays Together Does Better!

PRAYER OF THE FAITHFUL

WEEKLY OR DAILY POST

PRAY FOR SUCCESS #3



#iGIVECatholic Prayer

*O Lord, giver of life,
we know that all we are,
and all we have
are gifts from You.*

*We live in a world
that celebrates consumption,
but You call us
to be good stewards
of all You have entrusted to us.*

*May this #GivingTuesday prompt us
to gratitude and generosity,
that brings nourishment to the hungry
and hope to the hopeless.*

*We pray that #iGIVECatholic
may be a miracle of loaves and fishes,
where every gift shared lovingly
from a grateful heart
becomes bread for the multitudes,
and the ordinary becomes extraordinary.*

*In this giving and receiving,
may our hearts rejoice
in You alone,
who are Lord for ever and ever.*

Amen



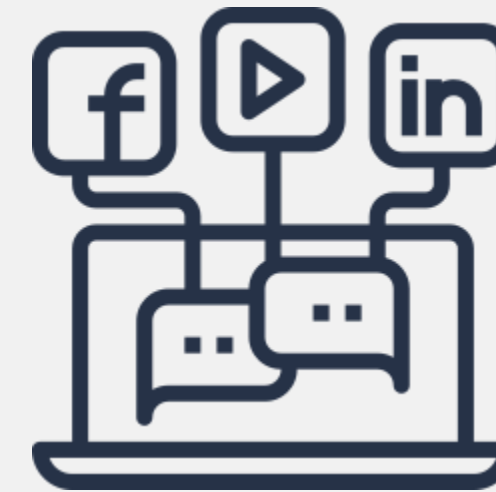
Digital Resources



DOWNLOADABLE GRAPHICS



EMAIL TEMPLATES



SOCIAL MEDIA TIPS





Follow Us!

- FACEBOOK:

<https://www.facebook.com/igivecatholic/>

- TWITTER:

<https://www.twitter.com/igivecatholic/>

- INSTAGRAM:

<https://www.instagram.com/igivecatholic/>

Thank You

TIME FOR QUESTIONS

