



#iGIVECATHOLIC

Official Newsletter for the U.S. Catholic Church's Giving Day

Welcome

Thank you for
Joining Us!

We're so excited to have you and your organization participate in **#iGiveCatholic** on **#GivingTuesday**, November 30, 2021! You are receiving this because you have been designated as an administrator for your organization's #iGiveCatholic Giving Day profile page. This is the first of six weekly e-blasts with general information and tips for success on the Giving Day.

> *Please forward this email to all of your team members!*

Make It Your Own

How to Customize Your Profile Page

Have you been working on your profile page? Want to make sure it gets noticed?

There are lots of great ways to customize your profile page to ensure it stands out! Check out these suggestions from organizations who participated in previous #iGiveCatholic Giving Days:

- **[Display a monetary goal](#)**: Set an objective to enable the real-time progress bar on your profile, helping to "gamify" or generate excitement among your supporters! *Pro-tip: If you hit your goal, you can adjust it - even on the Giving Day!* Want to see a great example of how to do this? Check out **[St. Mary School](#)** in the Diocese of New Orleans.
- **[Use the story editing tool](#)**: Insert photos and



"Help Us"

[John Paul the Great Academy](#)

*In 2020, students and staff from **[John Paul the Great Academy](#)** in the Diocese of Lafayette developed an easy advertising video to let supporters know why they should participate in #iGiveCatholic on #GivingTuesday 2020.*

format text to make your story unique and emphasize your project or mission. Learn how by watching our "[Creating an Impactful Profile Page](#)" training webinar. Also, the profile page for the [D.O.R.S. -- Diocese of Reno Scholarship](#) program includes a video of a student saying "Thank You" for receiving a scholarship.

- **Add donation levels:** Highlight the impact of your donors' gifts by inserting three to four custom amounts with descriptions and photos. How would a gift of \$50 impact those you serve? *Remember, the #iGiveCatholic minimum online donation is \$20, so please don't list amounts lower than \$20.* Our partners at the [St. Martin Center](#) in the Diocese of Erie have done a great job at this. Have a look!
- Remember that even though online registration closes on **November 3**, you can continue working on your profile page through the Giving Day!



Unless your arch/diocese or foundation accepts donations on your behalf, you should have your bank account information entered and verified by October 31! Shown below is where you add your verification data from your dashboard.

The screenshot shows the GiveGab dashboard for the #iGiveCatholic campaign. The 'Get Set Up' section lists several steps: 'Add Your Organization's Info', 'Add Your Story', 'Get Verified to Collect Donations' (highlighted with a red circle and arrow), 'Add Donation Levels', 'Add a 'Thank You' Message', and 'Add Fundraisers'. The 'Get Verified to Collect Donations' step includes the subtext 'Set up your banking information to receive secure online donations'.

How do you plan to spread the word about the projects that will be funded by your #iGiveCatholic Giving Day donations?

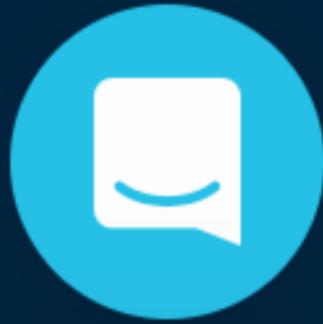


Reminders, Training Opportunities, and Important Dates

- **Nov 3:** Online registration closes. Your organization's banking information needs to be verified by this date, if necessary.
- **Nov 3:** Final live training webinar for all participating organizations at 3 pm ET. [Registration is required.](#) (Check out all of our pre-recorded webinars on our [Trainings page.](#))
- **Nov. 15 - 29:** Advanced Giving Phase
- **Nov 30:** #iGiveCatholic on #GivingTuesday



Have Questions or Need Help?



Email questions@igivecatholic.org or write into the blue chat bubble at the bottom right-hand corner of any #iGiveCatholic web page! Remember to include your email address for a prompt reply. The GiveGab Customer Success Team is available M-F from 9 am to 5 pm ET.

#iGIVECATHOLIC Tip of the Week

Check Out the Communications Timeline on Our [Resources Page](#)

The Communications Timeline gives you an easy-to-follow, week-by-week strategy for staying on track with your marketing plan for #iGiveCatholic! With #GivingTuesday just six weeks away, we encourage all participating organizations to:

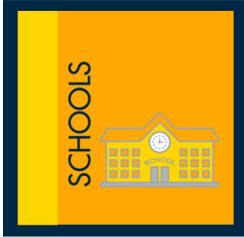
- Change social media cover images and profile icons to #iGiveCatholic [graphics](#).
- Add an #iGiveCatholic [logo](#) and a link to your organization's profile page to your email signature.
- Post a short video on all of your social media channels. Remember to ask others to share it and to tag @iGiveCatholic.

Recommendations for Parishes, Schools, and Ministries



- Insert an #iGiveCatholic [flyer](#) into your weekly bulletin.
- Dedicate an area in your bulletin for #iGiveCatholic [images](#) and messages.
- Make announcements about #iGiveCatholic at Masses, both in-person and live stream.
- Include the city and state in your organization's name so your donors can find you easier.

- Distribute #iGiveCatholic [flyers](#) to teachers, students,



- parents, and school board members.
- Dedicate an area in your newsletter for #iGiveCatholic [images](#) and messages.
- Make announcements about #iGiveCatholic at your PTO/ PTA meetings.
- Include the city and state in your organization's name so your donors can find you easier.



- Distribute #iGiveCatholic [flyers](#) to volunteers and board members.
- Dedicate an area in your newsletter for #iGiveCatholic [images](#) and messages.
- Send email announcements about #iGiveCatholic to your contacts and previous donors.
- Include the city and state in your organization's name so your donors can find you easier.

Need messaging help?
 Check out our [2021 Marketing Toolkit](#), [email marketing templates](#), and [social media tips](#).



Thank You to Our 2021 Sponsors and Associates

NATIONAL SPONSOR



IMPACT SPONSOR



AFFILIATE SPONSOR



In Association With



Building Faith | Inspiring Hope | Igniting Change

YLD

Yellow Line Digital

