



#iGIVECATHOLIC

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

Welcome

Thank you for
Joining Us!

Once again, we're thrilled to have your organization as part of the 2021 **#iGiveCatholic** Giving Day! This is the second of six #iGiveCatholic e-blasts you will receive with general information and tips on spreading the word about the Giving Day.

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

Engage Your Ambassadors

Ambassadors nourish the connection that your organization has to the broader Catholic community. Check out this webinar "[Engaging Your Ambassadors](#)" at the bottom of the web page.

Who are your ambassadors?

- For **parishes**, they could be members of your finance or parish council, pastor, parochial vicar or even staff

Online Registration Closes on November 3

Have you been working on your organization's profile page by adding photos, uploading a logo, and communicating your mission? Remember, registration for all organizations participating in #iGiveCatholic 2021 ends on Wednesday, November 3!

Here are some things to keep in mind:

- Because we want to ensure the site is cohesive, we will update blank profile pages with #iGiveCatholic graphics before the start of Advanced Giving on

members.

- For **schools**, they might be members of your school board, parent organization, different grade levels, classrooms, or engaged and enthusiastic parents and grandparents.
- For **nonprofit ministries**, your best ambassadors are your board members and volunteers.

No matter who they are, your ambassadors can take your #iGiveCatholic Giving Day success to new heights by sharing their passion for your mission!

How do you engage them?

- **Spread the word:** Ask ambassadors to share your profile page on [social media](#) or send [personal emails](#) to their networks or your donors.
- **Peer-to-Peer (P2P) fundraising:** Ask them to become P2P fundraisers. [P2P fundraising](#) is a fun way to help expand your organization's reach to include those in your fundraisers' networks.
- **Provide a match or challenge gift:** Ask a board member, existing donor, local company, or other community member to support your organization through a [matching or challenge gift](#). Donors will be motivated to give if they know their gift will be doubled.

November 15.

- Therefore, if you do not insert a logo, cover photo, and/or story by then, we will automatically update your profile page with #iGiveCatholic assets.
- However, if this happens, you will still be able to change these images and copy them by logging in to your administrative dashboard and making changes.
- On November 4, the final participant list for #iGiveCatholic 2021 will be set.
- To safeguard site functionality at the start of Advanced Giving on November 15, we will **NOT** add new organizations after registration closes on November 3.
- If you decide participating is not for your organization, please let your diocesan or foundation point person know ASAP or before November 3.



Reminders, Training Opportunities, and Important Dates

- **Nov 3: Online registration closes.** Your organization's banking information needs to be entered and 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, including "Engaging Your Ambassadors" at the bottom of our [Trainings](#) page.)
- **Nov.15-29:** Advanced Giving Period
- **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

Use Social Media to Promote Your Campaign

We encourage all participating organizations to continue posting unique promotional photos, stories, and videos on social media channels! Below is a great example from Catholic Charities in Gainesville to announce on Instagram their participation in #iGiveCatholic. Have you announced your participation yet?



 catholiccville • Follow ...

 catholiccville Mark your calendar and join us for this special day of giving! #iGiveCatholic #iGiveCatholic2021 #Matthew25

2d



Be the first to like this

2 DAYS AGO

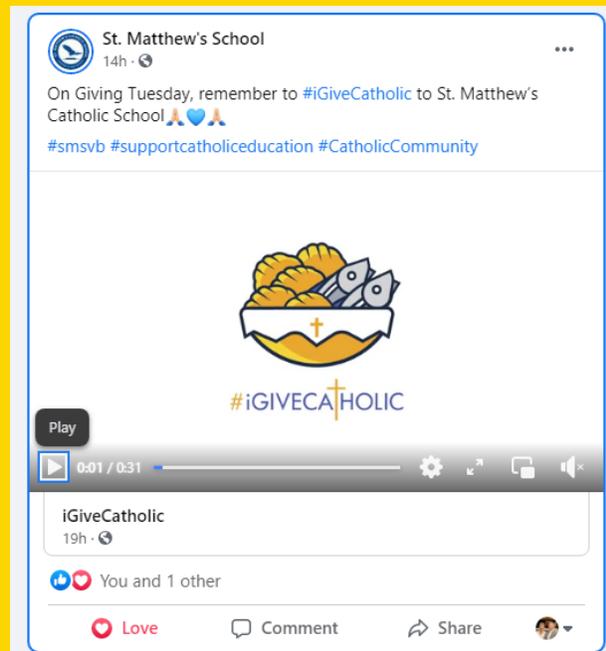
 Add a comment...

Post

In a Pinch?

Be sure to follow [#iGiveCatholic](#) on Facebook, Twitter, and Instagram and re-post relevant content like St. Matthew's School in Virginia Beach, Virginia, from the Diocese of Richmond, who shared our Giving Day promo video!

As always, for week-to-week tasks, check out the [Communications Timeline](#) on our [Resources](#) page to stay on track in marketing your [#iGiveCatholic 2021](#) campaign!



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 livestream.



- 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 or during a time-out of a sporting event.



- Remind board members and volunteers about your [#iGiveCatholic](#) goals and suggest ways they can get involved via social media.
- Distribute [#iGiveCatholic flyers](#) to volunteers and board members.
- Dedicate an area in your newsletter for [#iGiveCatholic images](#) and messages.

Have you watched the first training video from August 24th?

If so, it's not too late to catch up!

You can also watch "Creating An Impactful Profile for [#iGiveCatholic](#)" on our [Trainings](#) page! Slides are also available on that page.



Need help coming up with Social Media messages?

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

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