Hello from the #iGiveCatholic Giving Day Team!

The Advanced Giving Period began this morning, which means #iGiveCatholic on #GivingTuesday is nearly here. Wow, we could not be more excited!

This is the fifth of six weekly 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!*

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**Embedding Donation Buttons in your Website**

As shown below, there is an option in your admin dashboard to "Embed a Donate Button."

Here's some information on using this tool:

- **What is the button?** The button renders a styled donation form, and the HTML code can be copied and pasted to a website or blog page, much like a YouTube video.

- **What does it do?** Donors can click the button to give through a donation form which opens right on your website. All gifts made through the forms will count toward the totals and goals on your #iGiveCatholic profile page and diocesan leaderboards.
- **How does the form show online?** The form pulls the cover photo and donation levels from your profile page.
  - **NOTE:** Please make sure your profile page has several donation level buttons in various amounts before embedding the button!

- **How do you set up the button?** Select a choice in the right-hand bar from your admin dashboard called "Embed a Donate Button." Next, configure the button and copy and paste the code into your website. [Check out these directions!](#)

- **Can you customize the button?** Yes! You can customize the button's color and call to action, i.e., "Donate Now!" or "Please Give!" Use the directions above!

- **Who would find this tool useful?** Organizations with a solid online presence will like this tool, mainly supporters who would be more comfortable navigating your website for donation purposes.

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*Here is a great example of a detailed Profile Page, including donation buttons with pictures from the St. Martin Center in Erie, PA.*
Inspiring Each Other!

Last week, we talked about messaging your constituents more directly by taking unique, fun photos and videos of your parishioners, staff, board members, students, alumni, parents, and grandparents and using them in your communications efforts.

Here are some great examples. Bravo!

BLOCS is a need-based scholarship organization in the Diocese of Philadelphia raising funds for students Catholic schools. Check out their Tweet below.
Your Donors, Your Heroes!

Your donors are your heroes!

Here are a few notes on answering common Giving Day questions and effectively managing your stewardship efforts.

- **Encourage Giving:** If donors ask whether or not they can give to both your parish and school, for example, the answer is "Yes, please!" With the Gift Basket feature, your donors can give to multiple organizations by "shopping" several profile pages before "checking out." [Check out more information here.](#)

- **Add Offline Gifts:** Donors also might ask whether or not they can give you cash or a check instead of donating online. No problem! Enter this type of gift as an "offline donation," meaning a donation that was not made online via credit card or ACH withdrawal, so the donor sees their gift impacting your goal. [Here's a step-by guide.](#) Offline gifts are not subject to fees.

- **NOTE:** Your organization will be responsible for sending 2021 tax letters for any offline gift of cash or checks you receive!

- **Plan a Thank You:** Within seven days of the Giving Day, extend thanks to your generous supporters via email, social media, phone call, or letter. Get creative! Or, need something ready-made? You can find the thank you graphic below in our Thank You Image bundle available on our [Downloads](#) page of the Website.” Need some inspiration? Check out the picture above.

- **St. Joseph Parish in Downingtown, PA.,** sent out this post on Instagram.

- **St. Ignatius School in Grand Coteau, LA,** sent out this colorful post via Instagram.

Want to see even more fantastic examples? Search #iGiveCatholic on any social media platform or check out the tagboard at the bottom of [www.iGiveCatholic.org](http://www.iGiveCatholic.org)!
Keep in Touch: You've asked your donors to give and to spread the word about your participation. You've also updated them during the Giving Day and extended a thank you. But why not continue this relationship by keeping in touch with your #iGiveCatholic donors so they see the impact of their gift firsthand? Maybe that means sending out a video tour of your newly renovated parish hall or pictures of your playground upgrades. Whatever your project, think outside of the box when stewarding your donors after #iGiveCatholic.

Did you miss our last training, "Final Steps to Success for #iGiveCatholic 2021"? Check out the recording as well as all of the pre-recorded offerings on our Trainings page.

- Nov.15-29: Advanced Giving Period
- Nov. 30: #iGiveCatholic on #GivingTuesday
- Dec 6: Have all offline gifts entered by 11:59 pm on this day!
Do you need Spanish resources? We have several to choose from, and they are available to download now. Click here to find #iGiveCatholic Spanish resources, then scroll to the bottom of the page.

Here are two examples of how two organizations have reached out to their Spanish donors:

**St. George School in the Diocese of Fort Worth** posted via Instagram in Spanish. It ensures that they reach out to all of their donors.

**St. Andrew Catholic Church from the diocese of Atlanta** recorded the same video in English and Spanish. What a great idea!

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**#iGIVECATHOLIC Tip of the Week**

**Encourage Donations during Advanced Giving**

Your messages for this week should focus on the option for donors to give in advance.

Need some help messaging advanced day giving to your supporters? Have a look below:

**Recommendations for Parishes, Schools, and Ministries**

- **Advanced Giving**
messaging for parishes.
messaging for schools.
messaging for nonprofit ministries.

*Added Bonus:* If you send us a link to your approved pictures or video at info@igivecatholic.org, you might just see it on social media, in future issues of this e-news, and in #iGiveCatholic videos!

As always, for week-to-week tasks, check out the Communications Timeline on our Resources page to stay on track in marketing #iGiveCatholic!

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**Need messaging help?**

Check out our 2021 Marketing Toolkit, email marketing templates, and social media tips. Our Resources page also includes flyers, inserts, and more!

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