



#iGiveCatholic Marketing for Ministries

#iGIVECA^{HOLIC}



#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

#iGIVECATHOLIC



Thank You!

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CATHOLIC  EXTENSION
Building Faith | Inspiring Hope | Igniting Change



#iGIVECATHOLIC



Agenda

- Your #iGiveCatholic Story, Goals
- Marketing
 - Resources
 - Best Practices
 - Ministry Ideas
 - Video Campaigns
 - Email/Mail Campaigns
 - Social Media
 - Thank Your Donors
- Key Takeaways





Review: Your #iGiveCatholic Story

- **Know Your Audience**

- Past and current donors... but also potential new donors!
- How do your donors like to be engaged?
- What are your most effective communication methods?

- **Tell Your Story**

- What is your main call to action?
 - Specific project?
 - Mission support?
- What are your goals for your campaign?
 - Do you have a financial target? New donors? More awareness in community?
- How can your donors help make a difference?
 - What stories or testimonials can you share that will speak to their hearts?
- Do you have photos, graphics, or videos already available? Need more?





Marketing: Resources

• Marketing Toolkit

- Ministry-specific suggestions
- Sample emails
- Sample social media posts
 - Facebook
 - Twitter
 - Instagram



• Communications Timeline

- Web, email, social media, and video posting milestones begins in mid-October (6 weeks out)

• Assets

- #iGiveCatholic logos, graphics, bulletin inserts, and more!

• Reminder E-Blasts

- Marketing suggestions and campaign reminders beginning in mid-October

	Social Media Marketing Timeline	6 Weeks Out	4 Weeks Out	3 Weeks Out	2 Weeks Out	1 Week Out	Week Of GivingCatholic Giving Day	After GivingCatholic
Website								
Add iGiveCatholic web banner and key messaging to website	+							+
Email Communications								
Email newsletter distribution with iGiveCatholic project and information including URLs from iGiveCatholic.org	+	+	+	+	+	+	+	
Add iGiveCatholic logo to staff email signature	+							
Facebook								
Change cover image to iGiveCatholic banner	+							
Change profile icon to iGiveCatholic badge	+							
Post iGiveCatholic promotional images	+	+	+	+	+	+	+	+
Announce participating with iGiveCatholic on Giving Tuesday	+							
Post unique organizational photos, stories, and videos, tag iGiveCatholic, #iGiveCatholic, and message points from Marketing Toolkit. Provide links to organization website and URL in iGiveCatholic.org	+	+	+	+	+	+	+	+
Share iGiveCatholic's and your archdiocese's Facebook posts	+	+	+	+	+	+	+	+
Post fundraising updates and successes, ask followers to like and share						2x/day	+	+
Twitter								
Change cover image to iGiveCatholic banner	+							
Change profile icon to iGiveCatholic logo	+							
Retweet iGiveCatholic's (@iGiveCatholic) Twitter posts	+	+	+	+	+	+	+	+
Post unique organizational photos, stories, and videos, including iGiveCatholic, #iGiveCatholic, and message points from Marketing Toolkit. Provide links to organization website and iGiveCatholic.org	+	+	+	+	2-3x/day	2-3x/day	2x/day	+
Post fundraising updates and successes, ask followers to like and retweet						daily	+	+
Instagram								
Change profile icon to iGiveCatholic logo	+							
Report iGiveCatholic's (@iGiveCatholic) Instagram posts	+	+	+	+	+	+	+	+
Post unique organizational photos, stories, and videos, including iGiveCatholic, #iGiveCatholic, and message points from Marketing Toolkit. Provide links to organization website and iGiveCatholic.org	+	+	+	+	+	+	+	+
Post fundraising updates and successes, ask followers to like and share						2x/day	+	+
Video								
Post a short video across all social channels supporting iGiveCatholic and challenging others to get involved	+							
Share your organization's promotional videos across all social channels to iGiveCatholic's to get them shared	+							

#iGIVECAHOLIC
#GIVINGTUESDAY



#iGIVECAHOLIC



Marketing: Best Practices

- **Personalize Online Profile Pages**
 - Opportunity to tell your story with photos, video, messaging, and more
- **Attend Live or Utilize Archived Webinars**
 - Great start!
 - More on the [Trainings page](#)... including how to create an impactful profile page!
- **Use Available Resources**
 - Marketing Toolkit, graphics, etc.
 - Communicate in the ways that work for your ministry already
- **Get the Word Out**
 - Marketing budget?
 - Staff, volunteers, and other supporters
- **Be creative and have F-U-N!**





Marketing: Ideas for Ministries

Remember: YOU know your donors best!

- This is your opportunity to:
 - Advocate
 - Inspire
 - Educate





Marketing: Ideas for Ministries

- Use a **text messaging service**
- During the Thanksgiving holiday, change **outgoing voicemail messages** on greetings, staff lines, and cell phones to remind people about the giving day
- Distribute or post **flyers** (Resources page)
- Use a banner ad on your **website**
- **Announce and discuss** #iGiveCatholic with staff, ministry participants and constituents at all meetings, or set up an event

Catholic Student Center - Home of Catholic Terps
December 3, 2019 ·

We have a new goal! \$2500 from 50 donors.
We are 54% there ... help us meet the goal!
<https://washington.igivecatholic.org.../the-catholic-student...>

NEW GOAL

50 DONORS **\$2,500**

#iGIVECATHOLIC TUESDAY

3 Shares 5 Shares

#iGIVECATHOLIC



Marketing: Video Campaigns

- **Start a VIDEO Campaign**
 - Social media algorithms favor videos
 - Free/easy to do by just taking a video with your smartphone and posting it online
 - Engage board members, donors, and staff
 - Make quick 3-5 second videos stating "#iGiveCatholic because..."
 - Host your video on YouTube or Vimeo-
search #iGiveCatholic





Marketing: Email/Mail Campaigns

- Create a **banner or dedicated message** in your e-communications
- Embed a QR Code to your profile page on your printed materials
- Add an #iGiveCatholic logo to your **email signature**
 - Clickable link to your profile page
- Send an email to friends asking them to **“Save the Date”** for the giving day... and then forward to 10 of their friends. Include hyperlink (clickable link) to your page.
- **Templates** (Resources page)

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Marketing: Social Media

- **Facebook**

- Change **cover photo** and **profile picture** to **#iGiveCatholic**
- Create a **schedule of Posts** to remind “friends and fans” to give Catholic and support your ministry
 - Videos and photos
 - Example Posts in the Marketing Toolkit
- Tag and thank those who tag you
- Use the **#iGiveCatholic** hashtag and “follow” our official page: **@iGiveCatholic**
 - Opportunities to share content
 - **#iGiveCatholic** may share your posts!
 - **Create your own hashtag** featuring your ministry name to rally and track your supporters



The Catholic Center at UWG
1406 Maple Street, Carrollton

Campus Catholics at UWG
July 1 · 0 likes

A Catholic Center at UWG to Open Fall 2020!! (Good news is hard to keep secret!!!)
"When one door closes, God opens another!" Approximately one year ago earnest efforts were begun to raise funds for a much needed Catholic Center at UWG in order to provide an intellectual and spiritual home for our students. The cry was "It's Time to Build!" Campus Catholics at UWG well exceeded their original goal in the #GIVECatholic campaign and became the number one fundraising ministry in the diocese.
Several bequests were made in honor of deceased members of our Our Lady of Perpetual Help, and in the Spring we hosted the Inaugural Campus Catholics GALA. We were "on a roll" raising over a quarter of a million dollars. Then COVID19 hit. It was obvious that among all the other negative impacts of the virus, our fundraising efforts would also be challenged. How long would our students have to wait for a center?
Then a door opened! A rental home next to our lot became available. Campus Catholics quickly mobilized to request special permission from Archbishop Hartmayer to temporarily act as a center until a time that sufficient funds are raised for a

#iGIVECATHOLIC



Marketing: Social Media (Continued)

- Twitter

- Change cover photo and badge/icon to #iGiveCatholic
- Create a schedule of Tweets to remind “friends and fans” to give Catholic and support your ministry
 - Videos and photos
 - Example Tweets in the Marketing Toolkit
- Tag and thank those who Tweet you
- Use the #iGiveCatholic hashtag and “follow” our official page:
@iGiveCatholic
 - Opportunities to **retweet** content
 - **Create your own hashtag** featuring your ministry name to rally and track your supporters



Friends in Solidarity
@FIS_SSudan

Nidal's experience at Solidarity Teacher Training College in South Sudan has been life-changing for her. Support the good work of Solidarity with South Sudan by making a donation through #iGiveCatholic! washington.igivecatholic.org/organizations... @LCWR_US @cmsmtweets @SolidaritySS @iGiveCatholic



10:30 AM - Nov 17, 2020 - Buffer

#iGIVECAHOLIC



Marketing: Social Media (Continued)

- **Instagram**

- Change profile photo to #iGiveCatholic
- Profile page link in bio
- Share fun quotes, graphics, or photos
 - Post videos and boomerangs of community members holding up #iGiveCatholic signs
- Use the “Stories” feature to update followers to keep momentum going
- Use the #iGiveCatholic hashtag and “follow” our official page:
@iGiveCatholic
 - Opportunities to **repost** content
 - **Create your own hashtag** featuring your ministry name to rally and track your supporters



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Marketing: Thank Your Donors!

- Online donors receive an immediate thank you email from #iGiveCatholic that will include required tax information.
- **Your personalized “thank you”...**
 - Does not have to be a letter
 - Can be fun and creative, such as:
 - Personal phone call
 - Handwritten note
 - Social media “shout out”
 - Picture of staff, board members, volunteers, or constituents that the donation supported
 - Real-time thank you!





Marketing: Key Takeaways

- **C.O.P.E. - Create Once, Post Everywhere**
- Provide clear calls to action
- Include links to your giving day profile page
- Offer opportunities for volunteers and supporters to get involved
- Always keep your goals in mind
- **Get creative and have fun!**





Testimonial

“Why the heck wouldn’t a ministry participate in #iGiveCatholic? Regardless of whether or not you reach your goal, you’re raising funds you wouldn’t otherwise have and raising awareness of your ministry. In our case, Chadron State is a school in the middle of nowhere, and a lot of parishes aren’t aware of all the ministries we have in our state. This is a way to make our Newman Center known to them. The funds that come in as a result are a bonus.”

Amy Graham
Director of Campus Ministry
CSC Newman Center, Chadron State College
Diocese of Grand Island, NE

The image shows a fundraising interface. At the top, five donation amounts are displayed in boxes: \$25, \$50, \$75, \$100, and \$200. Below these is a button labeled "CHOOSE YOUR OWN AMOUNT". A video thumbnail for "CSC Newman House HD 720p" shows four young women smiling outdoors. To the right, there's a section titled "Fundraising Campaigns" with links for "Newman House Scholarship" and "Student Retreats", each with a "DONATE" button. At the bottom, a section titled "Recent Donors" shows a group of people.

\$25 \$50 \$75 \$100 \$200

CHOOSE YOUR OWN AMOUNT

CSC Newman House HD 720p

Fundraising Campaigns

Newman House Scholarship

Student Retreats

Recent Donors



Next Steps: Key Dates

- Key Campaign Dates:
 - Online registration
 - Opened August 16
 - Closes November 3
 - Advanced Day Giving
 - Runs November 15-29
 - #iGiveCatholic on #GivingTuesday
 - November 30!

[View more #iGiveCatholic trainings!](#)



Questions? Contact Us!

- Contact your leadership team indicated in the footer of your arch/diocese's landing page!
- Send us an email:
questions@iGiveCatholic.org
- Visit GiveGab's Help Center:
<https://support.giveab.com/>
- Chat with GiveGab's Customer Success Team:
 - Click the little blue chat bubble. Be sure to include your email address in your message!



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#iGiveCatholic

Thanks for listening!

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