



#iGiveCatholic Marketing for Parishes

#iGIVECATHOLIC



#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



Thank You!

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#iGIVECATHOLIC



Agenda

- **Your #iGiveCatholic Story, Goals**
- **Marketing**
 - Resources
 - Best Practices
 - Parish 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?

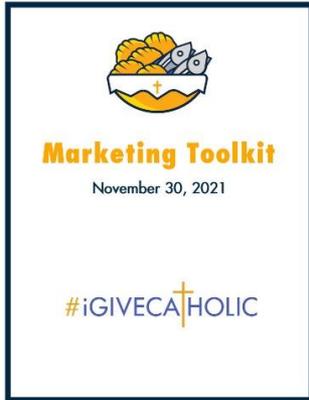




Marketing: Resources

- **Marketing Toolkit**

- Parish-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

	Six Weeks Out	Five Weeks Out	Four Weeks Out	Three Weeks Out	Two Weeks Out	One Week Out	Week Of #iGiveCatholic Giving Day	After #iGiveCatholic
Website								
Add #iGiveCatholic web banner and key messaging to website								
Email Communications								
Email/newsletter distribution with #iGiveCatholic project and information including URL to profile page within @iGiveCatholic.org								
Add #iGiveCatholic logo to staff email signature								
Facebook								
Change cover image to #iGiveCatholic banner								
Change profile icon to #iGiveCatholic logo								
Post #iGiveCatholic promotional images								
Announce participating with #iGiveCatholic on Giving Tuesday								
Post unique organizational photos, stories, and videos, tag #iGiveCatholic, @iGiveCatholic, and include message points from Marketing Toolkit. Provide links to organization website and URL to #iGiveCatholic.org								
Share #iGiveCatholic and your archdiocese's Facebook posts								
Post fundraising updates and successes, ask followers to like and share							2-4x/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	2-3x/day
Post fundraising updates and successes, ask followers to like and retweet							4x/day	
Instagram								
Change profile icon to #iGiveCatholic logo								
Repeat #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 4 short videos across all social channels supporting #iGiveCatholic and challenging others to get involved								
Share your #iGiveCatholic promotional videos across all social channels to challenge others to get involved								





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 parish already
- **Get the Word Out**
 - Marketing budget?
 - Staff, volunteers, and other supporters
- **Be creative and have F-U-N!**





Marketing: Ideas for Parishes

Remember: YOU know your donors best!

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





Marketing: Ideas for Parishes

- Use **text messaging** services
- During the Thanksgiving holiday, change **outgoing voicemail messages** on greetings, staff lines, and cell phones to remind people about the giving day
- Send **flyers** home in the bulletin(Resources page)
- Use a banner ad on your **website**
- **Announce and discuss** #iGiveCatholic with staff, and attendees at all ministry meetings, or set up an event after Mass during the Advanced Giving phase





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 **pastor, parishioners, staff, and supporters**
 - 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
- **Templates** (Resources page)

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#iGIVECATHOLIC
#GIVINGTUESDAY

#iGIVECATHOLIC



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





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 parish
 - 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 parish name to rally and track your supporters





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 parish name to rally and track your supporters





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 students, alumni volunteers, or staff 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

“Go for it! Immerse yourself in #iGiveCatholic. If you don’t have a fundraising background, there might be a learning curve, but the tools provided and the skills you develop will help you in a lot of different ways. Don’t be afraid to jump in. Engaging with #iGiveCatholic helped me become a better writer for fundraising. It’s not only a great source of income, but it’s also valuable in other areas of parish life – and your own professional development.”

Susan Marchner
Office Manager
Our Lady of Tahoe Catholic Church
Diocese of Reno

Our Lady of Tahoe Catholic Church

In being so nourished, we reach out in faith to serve the larger community.

[DONATE](#) [FUNDRAISE](#)

44%

\$10,995 Raised \$25,000 Goal 26 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.givegab.com/>
- Chat with GiveGab's Customer Success Team:
 - Click the little blue chat bubble. Be sure to include your email address in your message!





#iGiveCatholic
Thanks for listening!

#iGIVECATHOLIC