



#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 29, 2022!](#) 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 information and tips for your success.

Please forward this email to all of your team members!

MAKE IT YOUR OWN

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 the Diocese of Lexington's [St. Elizabeth Ann Seton Church and Seton Catholic School](#) page.
- [Use the story editing tool](#): Insert photos and 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.



"Help us!"

Vicksburg Catholic School

Students from the [Vicksburg Catholic School](#) in the Diocese of Jackson developed an easy and fun advertising video to let supporters know why they should participate in #iGiveCatholic on #GivingTuesday 2021.

How do you plan to spread

#iGiveCatholic Training Series

For organizations in search of the #iGiveCatholic essentials, look no further! Our Training Videos will highlight some of the most important steps every organization should take to prepare for a successful #iGiveCatholic campaign!



#iGiveCatholic - What's It All About?

WATCH RECORDING



Creating An Impactful Profile for #iGiveCatholic

WATCH RECORDING

- Videos are a great way to highlight your important work. Check out the [video](#) that [Campus Ministry at the University of South Carolina](#) shared on their profile page showing all they do!
- [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 [Harry Thompson Center](#) in New Orleans have done a great job at this. Have a look!
- Remember that even though online registration closes on **Nov. 2**, 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 29!**

Shown below is where you add your verification data from your dashboard.

The screenshot shows the GiveGab dashboard for a #iGiveCatholic campaign. The 'Get Set Up' section lists several steps: 'Add Your Organization's Info' (checked), 'Add Your Story' (checked), 'Get Verified to Collect Donations' (circled in red), 'Add Donation Levels' (checked), 'Add a 'Thank You' Message', and 'Add Fundraisers'. A red arrow points to the 'Get Verified to Collect Donations' step.

the word about the projects that will be funded by your #iGiveCatholic Giving Day donations?



Reminders, Training Opportunities, and Important Dates

NOVEMBER 2

Online registration closes! Your organization's banking information needs to be verified by this date, if necessary.

NOVEMBER 9

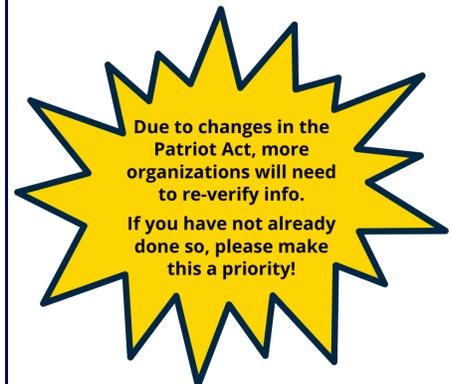
Final live training webinar for all participating organizations at 3 pm ET. [Registration required!](#) Check out all pre-recorded webinars on our [Trainings page](#).

NOVEMBER 14 - 28

Advanced Giving Phase

NOVEMBER 29

#iGiveCatholic on
#GivingTuesday

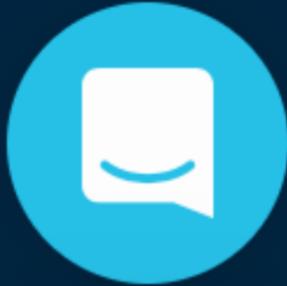


NOTE: If your arch/diocese or foundation is **NOT** accepting donations on your behalf and your organization is still not donatable, watch a brief video that outlines instructions for updating your banking and representative

information.”

Click
Here!

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:

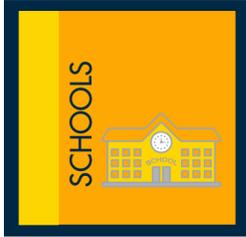
- Change social media cover images and profile icons to #iGiveCatholic [graphics](#).
- Add an #iGiveCatholic [logo](#) and a link to your organization's profile page to your email signature.
- Post a short video on all of your social media channels. Remember to ask others to share it and to tag @iGiveCatholic.

Recommendations for . . .



PARISHES

- Insert an #iGiveCatholic [flyer](#) into your weekly bulletin.
 - Be sure to add a hyperlink to your profile page in all communications.
 - 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.
-



SCHOOLS

- Distribute #iGiveCatholic [flyers](#) to teachers, students, parents, and school board members.
- Dedicate an area in your newsletter for #iGiveCatholic [images](#) and messages.
- Be sure to add a hyperlink to your profile page in all communications.
- 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.



MINISTRIES

- Distribute #iGiveCatholic [flyers](#) to volunteers and board members.
- Dedicate an area in your newsletter for #iGiveCatholic [images](#) and messages.
- Be sure to add a hyperlink to your profile page in all communications.
- 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 [2022 Marketing Toolkit](#), [email marketing templates](#) and [social media tips](#).

Special thanks to our
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CAPTRUST

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Building Faith | Inspiring Hope | Igniting Change



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