



#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 2022 [#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 — think of the members of your finance or parish council, your pastor, parochial vicar or even staff members.

FOR SCHOOLS — it might be members of your school board, parent organization, alumni class

ONLINE REGISTRATION CLOSES November 2!

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 2022 ends on Wednesday, November 2!

Here are some things to keep in mind!

- Because we want to ensure the site is cohesive, we will update any non-personalized profile pages with #iGiveCatholic graphics before the start of Advanced Giving on November 14.
- If you have not inserted a logo, cover photo, and/or story by that time, we will automatically update your profile page with these #iGiveCatholic assets.

leaders, 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.

- Of course, you will still be able to change these images and make updates up until the Giving Day by logging in to your administrative dashboard.
- On November 3, the final participant list for #iGiveCatholic 2022 will be set.
- To safeguard site functionality at the start of Advanced Giving on November 14, we will **NOT** add new organizations after registration closes on November 2.
- If you decide participating is not for your organization, please let your diocesan or foundation point person know ASAP or before November 2.



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

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!

At right is a great example, from Fort Hays State University Catholic Disciples in Kansas, to announce their participation in #iGiveCatholic on Twitter, @fhsudisciples.

Have you announced your participation yet?



IN A PINCH?!

Be sure to follow @iGiveCatholic on Facebook, Twitter, and Instagram and **repost** relevant content like St. Matthew's School in Virginia Beach in the Diocese of Richmond, Va., 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 2022 campaign!

Recommendations for . . .



PARISHES

- Insert an #iGiveCatholic [flyer](#) into your weekly bulletin. (*Flyer bundles are located under the printables section*).
- 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 livestream.



SCHOOLS

- Distribute #iGiveCatholic [flyers](#) to teachers, students, parents, and school board members. (*Flyer bundles are located under the printables section*).
- Be sure to add a hyperlink to your profile page in all communications.
- 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.



MINISTRIES

- Remind board members and volunteers about your #iGiveCatholic goals and suggest ways they can get involved via social media.
- Be sure to add a hyperlink to your profile page in all communications.
- Distribute #iGiveCatholic [flyers](#) to volunteers and board members. (*Flyer bundles are located under the printables section*).
- Dedicate an area in your newsletter for #iGiveCatholic [images](#) and messages.
- Send email announcements about #iGiveCatholic to your contacts and previous donors.

Have you watched the first training video from August 23?

If not, please be sure to check it out!

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



NEED MESSAGING HELP?

Check out our [2022 Marketing Toolkit](#), [email marketing templates](#) and [social media tips](#).

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