



#iGIVECATHOLIC

Official Newsletter for the U.S. Catholic Church's Giving Day

Welcome!

Thank you for joining us!



Happy almost-November from the #iGiveCatholic Giving Day Team!

We hope that you're enjoying sharing [#iGiveCatholic](#) with your communities. We've seen many fun and exciting posts, pictures, and flyers. Keep up the great work! This is the third 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!

IDEAS TO INSPIRE

Six things you can do to maximize your #GivingTuesday

If you're following along with our [Communications Timeline](#), e-news, or both, last week we gave participating parishes, schools, and non-profit ministries a few ideas to implement. **WOW!** Since you've inspired us, we thought we'd pass on a bit of the inspiration! See our [Six Ideas](#) below:

IDEA #1 - *Customize your #iGiveCatholic profile page*

SET GOALS

- Houma-Thibodeaux's [St. Genevieve Catholic School](#) set a goal of \$50,000 so donors will understand exactly what they hope to bring in on #GivingTuesday in support of their needs related to interactive technology improvements and playground resurfacing.

FORMAT TEXT

- To make their story and goals stand out, the [University Catholic Community at UT - Arlington](#) in the Diocese of Fort Worth, Texas, used bold and colorful text to highlight, very specifically, their needs. Donors love and respond to this kind of articulation and appeal!

DONATION LEVELS

- The [Winthrop Newman Catholic Community](#) in South Carolina's Diocese of Charleston made giving tangible by setting up donation levels that remind their donors how each amount helps out. For instance, a donation of \$50 will pay for a meal at their Wednesday Emmaus Night gathering.

COVER PHOTO & DONATION LEVEL BUTTONS

- [St. Joseph Catholic School](#) in the Diocese of Jackson, Mississippi has updated its cover photo and put images on its donation level buttons to inform donors about how their generous gifts will be put to great use.

OTHER RESOURCE OPPORTUNITY - *Volunteerism and Matching Gifts*

- Click to see how the [Sisters of the Holy Family](#) in the Archdiocese of New Orleans effectively offer numerous volunteer opportunities. The #iGiveCatholic Giving Day offers organizations a chance to appeal to those who love and support your ministry and want to see it thrive and prosper. Check out how the Sisters use space on their profile page wisely to encourage volunteerism!
- [St. Peter Catholic Church](#), residing in the Diocese of Lafayette, Louisiana secured a fabulous match of \$15,000 that will greatly benefit their organization. Donors can see precisely the amount of funds available, and they **love** to give when they know their gift will be doubled!

TELL YOUR STORY

- Look no further than the [Catholic of Pointe Coupee School](#) in the Diocese of Baton Rouge, Louisiana. They simply explained their need to enhance and upgrade their outdoor recreational areas for their students. Wonderful!

IDEA #2 - *Update your social media profile & cover photos*



Don't forget to update your Facebook cover photo (*see picture at left*) and profile icon.

[Downloadable images are available here!](#)

You can also make one of the #iGiveCatholic logos your new profile photo.

IDEA #3 - *Add #iGiveCatholic logo to your email signature*

- **Tip:** Find instructions for including your logo in your signature line for Outlook [here](#).
- Don't forget to make the logo or graphic into a hyperlink to guide donors to your profile page!



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IDEA #4 - Spread the word by social media/personal emails



The Diocese of Fort Worth has already begun effectively promoting their participation with #iGiveCatholic on their social media platforms.

While we haven't come across any personal email pushes just yet, here's a quick reminder that we have [email templates](#) for you to use. Check them out!

Tip: Please forward your examples to info@igivecatholic.org or tag @iGiveCatholic so we can showcase your incredible work!

IDEA #5 - Fundraise as a Peer-to-Peer (P2P) fundraiser

St. John Vianney School in Tennessee

- Last year there were 68 children in the school, and there was only one classroom per grade. They generated awareness of the school in the community.
- The principal involved highly connected, **KEY** parents in getting their buy-in, knowing they would spread the word verbally and on social media to get others involved.
- With the monetary goal of \$15,000, they **raised \$17,700!**

IDEA #6 - Provide a Match or Challenge Gift

Our friends at [Charlottesville Catholic School](#) in the Diocese of Richmond, Virginia had a community of donors pool resources to create an incredible **\$27,500 matching gift**.

This will double their ability to make an impact in their work. What a great way to incentivize other generous

donors to give!

Matches

Charlottesville Catholic School's Community of Donors:
Double Your Impact!

We have \$27,500 in matching gifts that will be released with your increase in this year's gift or any new gift to the annual fund. If you do not increase your gift from last year, your gift still counts in #GivingTuesday, but will not be matched.

\$27,500 more unlocks \$27,500

SEE MORE MATCHES

Reminders,
Training &
Important
Dates

NOVEMBER 2

Online registration closes. Your organization's banking information needs to be entered and verified before this date, if necessary.

NOVEMBER 9

Final live training webinar for all participating organizations at 3 pm ET. [Registration is required.](#) (Check out all of our pre-recorded webinars, including "Engaging Your Ambassadors and Donors" on our [Trainings](#) page.)

NOVEMBER 14-28

Advanced Giving Period is just two weeks.

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 Videos to Promote Your Campaign

This week we encourage all participating organizations to create a fun and unique #iGiveCatholic video and make plans to integrate it into your marketing efforts and profile pages!

To make videos with your phone: [Search YouTube for instructions on How to Make YouTube Videos on Your Phone.](#)

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

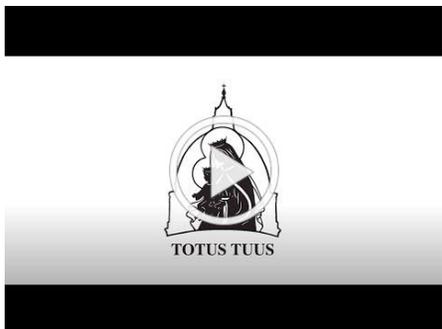
As always, for week-to-week tasks, **check out the [Communications Timeline](#) on our [Resources page](#) to stay on track in marketing #iGiveCatholic!**

Need some inspiration? Check these out!



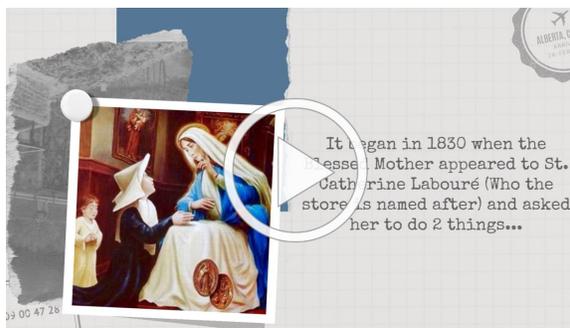
The video below is from [Totus Tuus](#), whose members are pictured above, in the Diocese of Wichita, Kansas. The organization works hard and so effectively to inspire youth to experience an encounter with Christ.

Click the link above or the video below to view.



This video comes from the [Vincentian Marion Youth of Southeast Missouri](#) in the Archdiocese of St. Louis who, through their special devotion to the Blessed Mother, conduct the beautiful and necessary work of bringing souls to Christ!

Click the link above or the video below to view.



Recommendations for . . .

- Have you been talking about the #iGiveCatholic Giving Day from the lectern, in your bulletin, or in staff meetings? Keep it up!
- How often are you posting about the giving day on your social



media? Stay on course with the [Social Media Marketing Timeline](#).

- Stuck on messaging? [Click here for some examples.](#)



- Include a blurb in PTO/PTA meeting announcements, weekly principal emails, classroom notes sent home, and newsletters that feature spreading the word about the giving day!
- The more talk about the giving day, the better! Stay on course with the [Social Media Marketing Timeline](#).
- Need a little messaging help? [Click here for examples.](#)



- Keep talking about the Giving Day in **all** of your meetings.
- Write a story about your project goals in an upcoming blog, social media post, or article!
- Looking for call-to-action messaging? [Click here.](#)
- Stay on course with the [Social Media Marketing Timeline](#).

NEED MESSAGING HELP?

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

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