



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



Less than a month to go until #iGiveCatholic on #GivingTuesday!

We are less than a month away from [#iGiveCatholic](#) on [#GivingTuesday](#), and we are amazed by the creative ways you all have been marketing the Giving Day. Keep up the great work!

This is the fourth of six weekly e-blasts with general information and tips for success on the #GivingDay.

Please forward this email to all of your team members!

Preparing for Advanced Giving

Advanced Giving begins in ONE (1) week and runs from
Monday, Nov. 14 through Monday, Nov. 28

Why is Advanced Giving important?

- Advanced Giving offers your organization the opportunity to promote the giving day ahead of time, which helps you gain momentum for #iGiveCatholic on Nov. 29. Consider it the "silent phase" of your campaign!
- Donors will be able to view the total of all gifts entered during this phase on your profile page.
- Advanced Giving also allows extra time for those who would prefer to give via cash or

CHECKLIST

Here's a checklist to make sure you're prepared!

FINISH PROFILE PAGES

- Donors will start visiting profile pages during Advanced Giving. This will be your outward-facing message so make it something of which you are proud and ensure it makes a solid statement! Need a little help? Check out the "Creating an Impactful #iGiveCatholic Profile Page" recording on our [Trainings](#) page!

SET MEANINGFUL DONATION LEVELS

- [James Madison University \(JMU\) Catholic Campus Ministry](#) in the Diocese of Richmond designed meaningful donations levels by breaking down how much it costs for the ministry to provide services for their students. Being specific with donation levels helps donors to understand how their gift will be used and the impact it will have.

OFFLINE DONATIONS

- Make sure you enter ALL offline gifts in your dashboard so that they will count in your leaderboard totals. *You can find a quick tutorial on how to do that [here](#).*

EDUCATE SUPPORTERS ON DONATING

- Tell your story as if you are talking to strangers who do not know anything about your ministry. Make the story real by adding pictures and videos to your pages. Giving is easy, but your donors need to know where to make their gifts! In all of your messaging, make sure you're providing the link to your profile page for online giving but don't forget to include instructions on how offline gifts of cash or check can be offered as well.
- [The Catholic Campus Ministry at Northern Michigan University](#) in the Diocese of Marquette, has done an excellent job explaining all of the incredible work that they do on their profile page allowing donors to gain more information about their ministry.
- When donations are "live," supporters will also be able to find your ministry by navigating to [www.iGiveCatholic.org](#), where they can search by the diocese and/or your organization's name right from the home page.

HOST AN ADVANCED GIVING EVENT

- Why not make it easier for donors by setting up donation stations in an accessible location in your parish, school or ministry office with computers, iPads, or other tablets during the Advanced Giving period?
- Ask staff members to help supporters add the donations to the platform. This extra assistance is vital especially for those who are not comfortable with technology.



Inspiring Each Other

#iGiveCatholic in the News

Have you been following us on social media to keep up on the latest news about #iGiveCatholic? You can find us on [Facebook](#), [Twitter](#), and [Instagram](#)!

Following us allows you to find relevant content that you can share with your parishioners, school or ministry community, friends, family, board



Last week, we talked about how video can help put a face and meaning to your mission or cause. As a reminder, videos can vary in length, and they can even be shot and edited on cell phones or tablets.

Whatever form your video takes, you have the opportunity to explain your project needs or giving day goals while stating why it is essential to "Give Catholic." Then make your donors the hero through your call to action!

Here are some great video examples along with a brief explanation of why they work so well:

- The short and creative video above recorded by [Catholic Life Television](#) in the Diocese of Baton Rouge will most likely "stick" and resonate with donors. What a great way to describe their need!
- [Duchesne High School](#) in the Archdiocese of St. Louis has shared several great short videos on social media of key people talking about what funding through #iGiveCatholic can mean to their school community. They've gotten lots of views and the videos have been super impactful. Well done!
- [St. Jude Catholic Church](#) from the Diocese of Fort Worth took to Instagram with a 20 second video of parish friends holding the #iGiveCatholic poster board. It'll make you smile and it'll be effective in its simplicity.
- [Holy Family Academy](#) in the Archdiocese of New Orleans added a "donate to us through #iGiveCatholic" note at the end of an existing school promotional video. What a brilliant pro-tip to

members and all those who love your organization!

Below are some great newspaper and/or magazine articles that have covered #iGiveCatholic:

- The Archdiocese of Atlanta/Catholic Foundation of North Georgia had this awesome [article](#) in the recent edition of the Georgia Bulletin. Fantastic!
- Our friends in the Diocese of Houma-Thibodeaux highlight their prior accomplishments and set the stage for a record-breaking year in this great [article](#)!
- The Hays Catholic School System in the Diocese of Salina had a (\$100) grand announcement to share in this super [news release!](#)

Use these great articles as templates to announce how excited your organization is to be taking part in this National Giving Day for the Catholic Community!



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 on our [Trainings](#) page.

NOVEMBER 14-28

Advanced Giving Period is just two weeks.

NOVEMBER 29

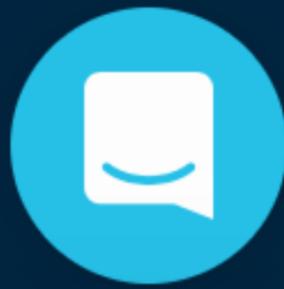
#iGiveCatholic on #GivingTuesday!



Final Steps to Success for #iGiveCatholic 2022

Our last training webinar, *Final Steps to Success for #iGiveCatholic 2022* will be held in TWO days on **November 9**. It is NOT too late to register! Important last minute tips and best practice details to help engage supporters will be shared. Don't miss it! Please [click here](#) to join us!

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.

#iGIVECA^{HOLIC} Tip of the Week

Share your message with your constituents

It's time to begin messaging more directly to your constituents if you haven't already started.

This week, we encourage all participating organizations to take unique photos of your parishioners, administration/faculty/staff, board members, students, alumni, parents, grandparents, and volunteers or create short videos of them finishing this sentence, "iGiveCatholic because ..."

Be sure to have proper permissions to share these. You can find guidelines from the U.S. Conference of Catholic Bishops [HERE](#). These photos and videos can then be used in your social media efforts, on your profile page, on your website, and in email blasts.

BONUS!

If you send us a link to your approved pictures or videos at info@igivecatholic.org, you might see them on our social media pages, in future issues of this e-news, or in our #iGiveCatholic videos!

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



Recommendations for . . .



- Use [yard signs](#) to promote your campaign.
- Take pictures next to an #iGiveCatholic banner or hold an #iGC sign and post on your social media sites.
- Check out the great example above from the Archdiocese of Atlanta!



- Incorporate quotes from parents, students, and other stakeholders explaining why they **Give Catholic** and post on your social media sites.
- Provide the details of your project in promotional materials and social media posts.
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How will you get the word out?

Last year, St. John Paul II High School in Huntsville, Alabama, spread the word about #iGiveCatholic on social media using a whiteboard. We believe it bears repeating.

Don't overthink this or underestimate keeping your marketing simple.

There is no need to get fancy!



jpiifalcons • Follow
St. John Paul II Catholic High School

...



jpiifalcons SAVE THE DATE!

Giving Tuesday will be here before we know it! Celebrate this worldwide day of generosity by supporting St. John Paul II Catholic High School's scholarship funds on November 30!

Your gift on #GivingTuesday will go towards student scholarships and financial aid that 25% of our student body relies on to receive the best Catholic education in Alabama!

#iGiveCatholic

2h



42 likes

2 HOURS AGO



Add a comment...

Post

NEED MESSAGING HELP?

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

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