



#iGiveCatholic Marketing for Ministries

#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
 - Ministry 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?

 **Harry Thompson Center**
November 30, 2021 · 🌐

Jerry is one of many guests the HTC has helped get off the streets through our continuum of care. Now he's working full time and loving the life he is building. Help us help others like Jerry this #GivingTuesday2021 by contributing to our #iGiveCatholic campaign! Your gift truly makes a difference in the lives of our unhoused guests!
<https://neworleans.igivecatholic.org/~harry-tompson...>



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Marketing: Resources

- **Marketing Toolkit**

- Ministry-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 with #iGiveCatholic.org	○	○		○				
Add #iGiveCatholic logo to staff email signature	○							
Social Media								
Change cover image to #iGiveCatholic banner	○							
Change profile icon to #iGiveCatholic badge	○							
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's and your arch/diocese'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	+
Post fundraising updates and successes, ask followers to like and retweet							4x/day	○
Instagram								
Change profile icon to #iGiveCatholic logo	○							
Repost #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 a short video 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 ministry already
- **Get the Word Out**
 - Marketing budget?
 - Staff, volunteers, and other supporters
- **Be creative and have F-U-N!**

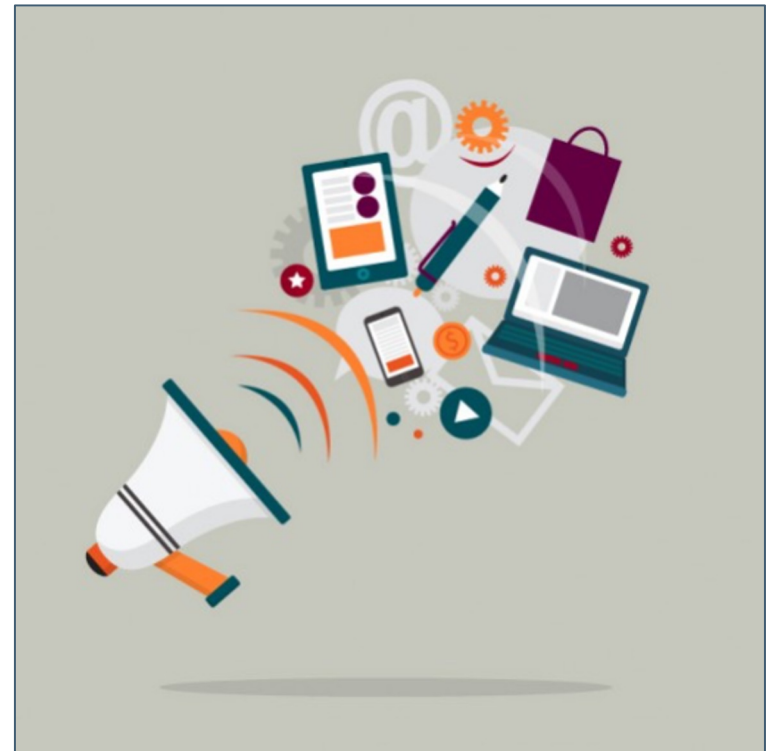




Marketing: Ideas for Ministries

Remember: YOU know your donors best!

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





Marketing: Ideas for Ministries

- Use a **text messaging service**
- During the Thanksgiving holiday, change **outgoing voicemail messages** on greetings, staff lines, and cell phones to remind people about the giving day
- Distribute or post **flyers** (Resources page)
- Use a banner ad on your **website**
- **Announce and discuss** #iGiveCatholic with staff, ministry participants and constituents at all meetings, or set up an event

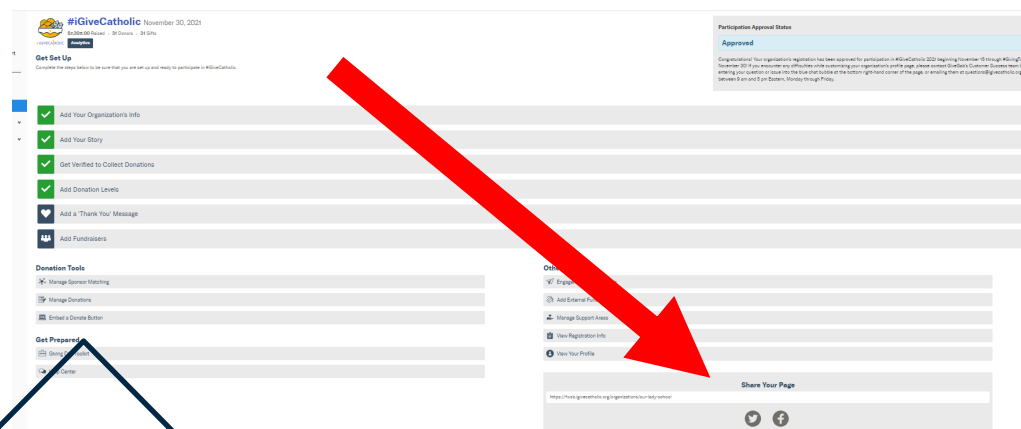




Sharing Your Page

- Find your URL in your organization dashboard
- URL to embed/hyperlink in all your electronic communications is under “Share Your Page”

**#1 way
donors find
your profile
page!**





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 **board members, donors, and staff**
 - 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. Include hyperlink (clickable link) to your page.
- **Templates** (Resources page)

Jaqueline Smith

Assistant Director

Holy Spirit Retreat Center

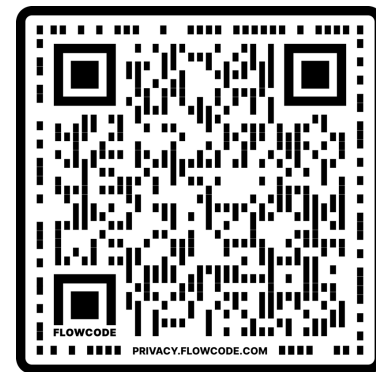
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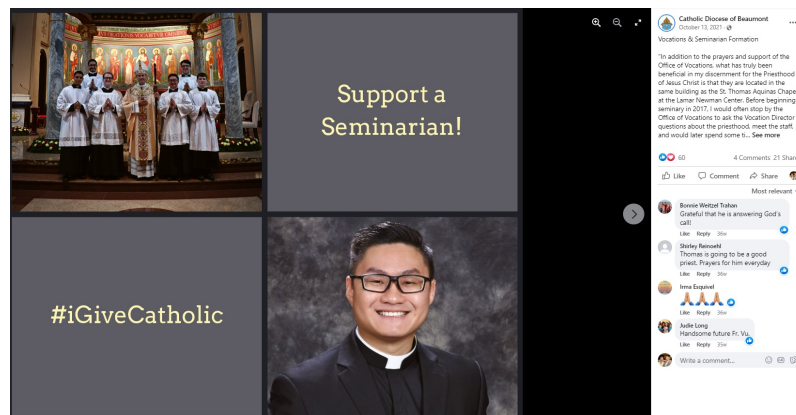
jsmith@holyspiritretreatcenter.org





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 -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 ministry
 - 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 ministry name to rally and track your supporters



← Tweet



Sr. Margaret Kerry fsp
@Kerrygma

Advanced Giving Day for [#iGiveCatholic](https://mailchi.mp/15df7ff59aac/a...)
mailchi.mp/15df7ff59aac/a... Thank you from the
[@DaughterStPaul](#) in Charleston, SC



12:50 PM · Nov 15, 2021 · Twitter Web App



Marketing: Social Media - Instagram

- Change **profile photo** to #iGiveCatholic
- Profile page **link in bio and post**
- 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 ministry name to rally and track your supporters

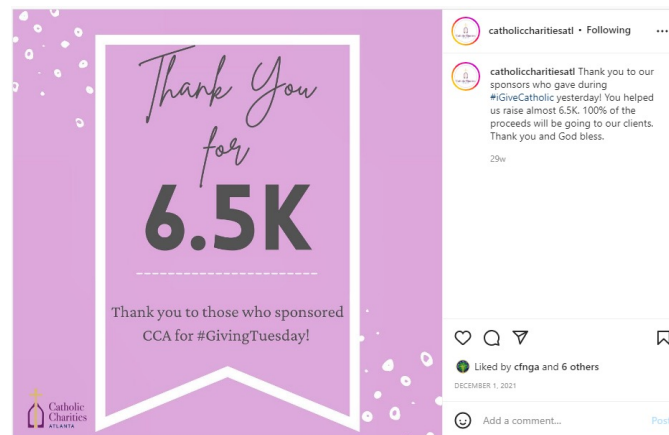


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Marketing: Thank Your Donors!

- 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 staff, board members, volunteers, or constituents 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

“Anything you raise is more than you otherwise would have had. It doesn’t take a lot to participate and doesn’t need to be overly complicated – and you can have a great return on investment. Even if you don’t have a full-time development director, you can assemble a small team to help fill in whatever gaps you may have. #iGiveCatholic has thought of everything, so just use the resources they provide. Don’t rule out any opportunity God wants to use for people to share their appreciation for your ministry. Align your marketing with your mission and trust the process.”

Macy Becker

Director of Development

Comeau Catholic Campus Center

Ft. Hayes State University

Diocese of Salina, KS





Next Steps: Key Dates

- Key Campaign Dates:
 - Online registration
 - Opened August 15
 - Closes November 2
 - Advanced Day Giving
 - Runs November 14-28
 - #iGiveCatholic on #GivingTuesday
 - November 29!

[View more #iGiveCatholic trainings!](#)



Questions? Contact Us!

- Contact your leadership team indicated in the footer of your arch/diocese's or foundation landing page!
- Send us an email:
questions@iGiveCatholic.org
- Visit GiveGab/Bonterra's Help Center:
<https://support.givegab.com/>
- Chat with GiveGab/Bonterra's Customer Success Team:
 - Click the little blue chat bubble. Be sure to include your email address in your message!





#iGiveCatholic
Thanks for listening!

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