#iGiveCatholic Marketing for Schools
#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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Catholic Extension

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#iGIVECATHOLIC
Agenda

- Your #iGiveCatholic Story, Goals
- Marketing
  - Resources
  - Best Practices
  - School Ideas
  - Video Campaigns
  - Email/Mail Campaigns
  - Social Media
  - Thank Your Donors
- Key Takeaways
Know Your Audience
- Past and current donors... AND future 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?
- 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?
Marketing: Resources

- **Marketing Toolkit**
  - School-specific suggestions
  - Sample emails
  - Sample social media posts
    - Facebook
    - Twitter
    - Instagram

- **Communications Timeline**
  - Web, email, social media, and video posting milestones beginning 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
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 school already

- **Get the Word Out**
  - Marketing budget?
  - Staff, volunteers, and other supporters

- **Be creative and have F-U-N!**
Remember: YOU know your donors best!

- This is your opportunity to:
  - Advocate
  - Inspire
  - Educate
Marketing: Ideas for Schools

- Use **text messaging** services
- During the Thanksgiving holiday, change **outgoing voicemail messages** on greetings, staff lines, and cell phones to remind people about the giving day
- Send **flyers** home with students (Resources page)
- Use a banner ad on your **website**
- **Announce and discuss** #iGiveCatholic with staff, Mom’s Club, PTA, 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 principals, students, staff, and alumni
  - 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
- **Templates** (Resources page)

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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 school
  - 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](https://twitter.com/iGiveCatholic)
  - Opportunities to **retweet** content
  - **Create your own hashtag** featuring your school name to rally and track your supporters
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**
  - “follow” our official page: @iGiveCatholic
- Opportunities to **repost** content
- **Create your own hashtag**
  - featuring your school name to rally and track your supporters
Marketing: Thank Your Donors!

- All 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 students, alumni volunteers, or staff 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

“The first year will be a learning year, but don’t be discouraged. Just set a reasonable goal. If you can get commitment from a few generous people and know you have their definite support to help you reach your goal, use their gifts and their stories as inspiration for others to give and share their stories. I would definitely advise ALL Catholic organizations to participate in #iGiveCatholic. Even if you just raise a little, that’s more than you had, and it’s a great foundation for doing even better the next year! Set your goal a little lower than you think is possible so you can definitely achieve it, exceed it, and celebrate your success.”

Christa Jackson,
Director of Admissions & Advancement
St. Mary Catholic School
Archdiocese of Atlanta
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, foundation or section landing page!
- Send us an email: questions@iGiveCatholic.org
- Visit GiveGab’s Help Center: https://support.givegab.com/
- Chat with GiveGab’s Customer Success Team:
  - Click the little blue chat bubble. Be sure to include your email address in your message!
#iGiveCatholic

Thanks for listening!