



#iGiveCatholic Marketing for Schools

#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
 - School Ideas
 - Video Campaigns
 - Email/Mail Campaigns
 - Social Media
 - Thank Your Donors
- **Key Takeaways**





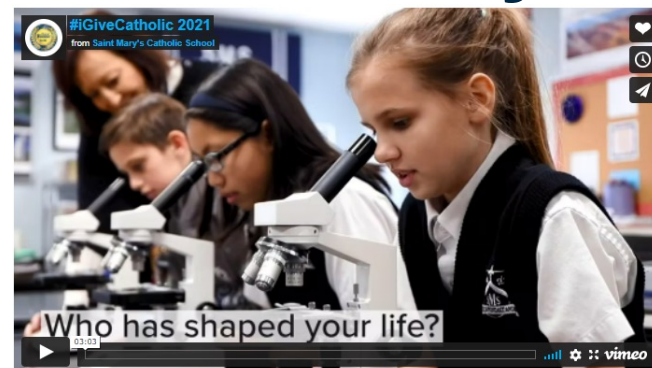
Review: Your #iGiveCatholic Story

- **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**

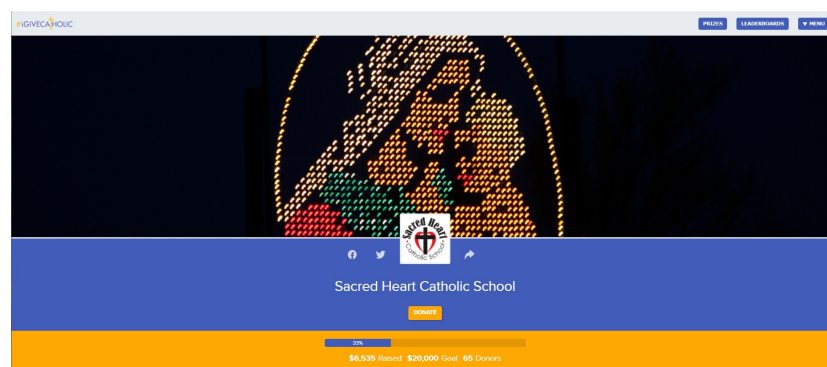
- What is your main call to action?
 - Specific project?
 - Mission support?
- What are your goals for your campaign?
 - A financial target? New donors? More awareness in community?
- How can your donors help make a difference?
 - What stories or testimonials can you share that will speak to their hearts?
- Do you have photos, graphics, or videos already available? Need more?



Who has shaped your life? Today, during this 2021 #iGiveCatholic event, we invite you to make a gift to Saint Mary's in honor or memory of someone who has shaped your life.

For me, the course of my life was changed by **Mrs. Carolyn Anderson**, long-time 5th grade teacher at Saint Mary's Catholic School during the 1970's, and my dear "aunt-in-law." Many years ago, as my husband Charles and I were trying to decide where to send our boys to school, we were so influenced by our Aunt Carolyn... whenever the subject of Saint Mary's came up, her entire expression changed as she shared from her heart her deep love for this school and its impact on children's lives. **In large part because of Aunt Carolyn, we chose Saint Mary's for our family... and the rest is history!** The life of each person in our family has been positively shaped by the more than thirty-five years that we have been associated with this dear school. From a strong academic foundation, to values grounded in faith, to lifelong friends, we all point to Saint Mary's as that fork in the road that changed our lives forever. Thank you, dear Aunt Carolyn, for lighting our pathway to this special school.

We have five generous matching donors who are each willing to give Saint Mary's \$1000 if we can raise \$5000 by 11:59 PM on November 30, Giving Tuesday. Each one of these donors has a special person that they will be making their gift in honor of, a person who has shaped their lives in a powerful way. Won't you join us today in making a year-end, tax deductible gift? A gift that will help to shape the lives of children and their families at Saint Mary's? Thank you ahead of time for your love and generosity to the





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

	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 within GiveCatholic.org	☐	☐		☐			☐	
Add #iGiveCatholic logo to staff email signature	☐							
Social Media								
Change cover image to #iGiveCatholic banner	☐							
Change profile icon to #iGiveCatholic logo	☐							
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 GiveCatholic.org	☐	☐	☐	☐	☐	☐	☐	☐
Share #iGiveCatholic's and your school'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 GiveCatholic.org		☐	☐	☐	2-3x/day	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 GiveCatholic.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 school already
- **Get the Word Out**
 - Marketing budget?
 - Staff, volunteers, and other supporters
- **Be creative and have F-U-N!**

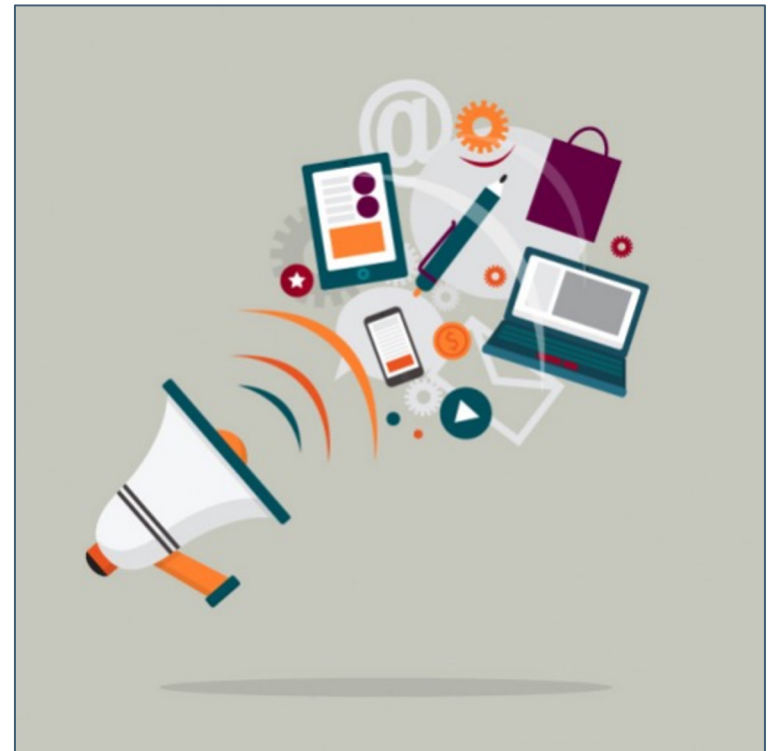




Marketing: Ideas for Schools

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

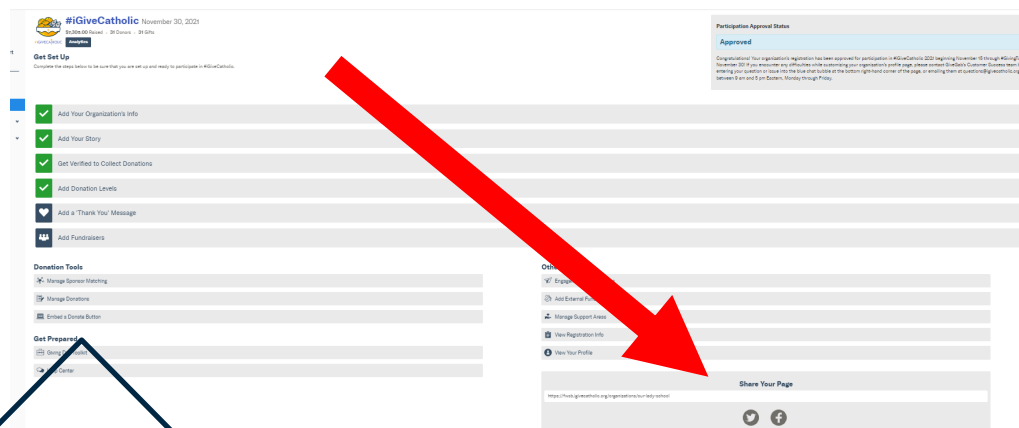




Sharing Your Page

- 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)

Sally Smith

Administrative Assistant

Holy Spirit School

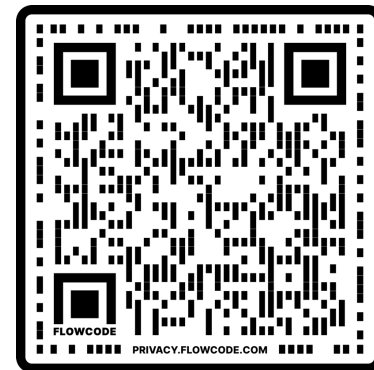
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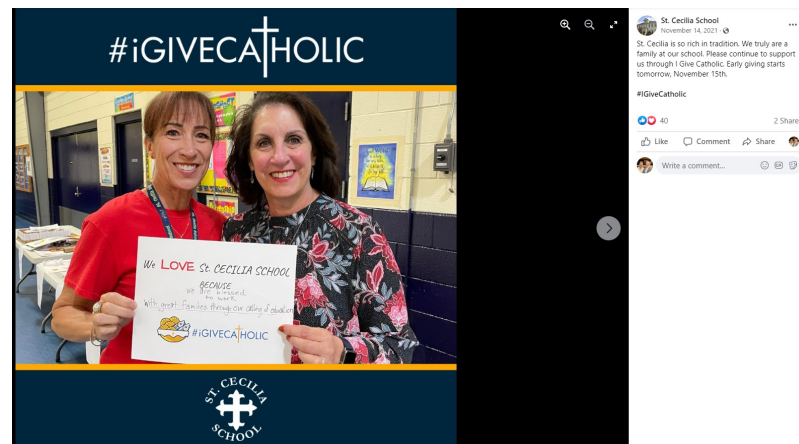


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Marketing: Social Media - Facebook

- 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**
 - Opportunities to **retweet** content
 - **Create your own hashtag** featuring your school name to rally and track your supporters



← Tweet

 Our Lady of Mercy
@MercyCatholic

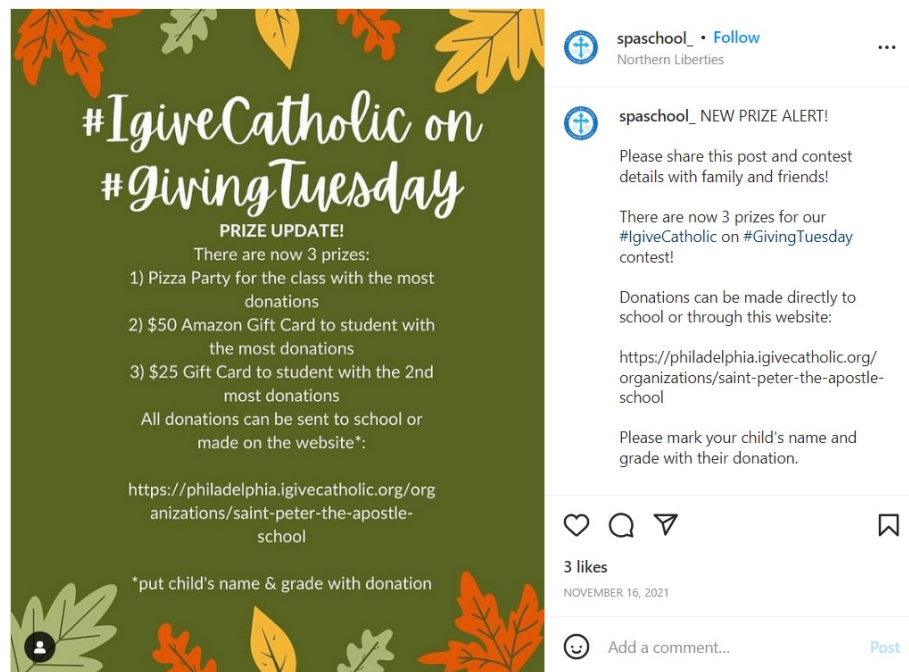
[#iGiveCatholic](#) on [#GivingTuesday](#)
Advanced Giving started 11/15/21. Thanks to all who have given. Help enhance learning, and you help change the world. Donate here:
[atlanta.igivecatholic.org/organizations/...](https://atlanta.igivecatholic.org/organizations/)





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 school name to rally and track your supporters



#iGIVECATHOLIC



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!

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