

NEWSLETTER

October 18, 2023 Official Newsletter for the U.S. Catholic Church's Giving Day



We're so excited to have you and your organization participate in [#iGiveCatholic](#) on GivingTuesday, **November 28, 2023**! This first of seven weekly newsletters for administrators is packed with important information and plenty of tips to help ensure your success!

Please forward this email to all of your team members!

MAKE IT YOUR OWN

Customize your profile page

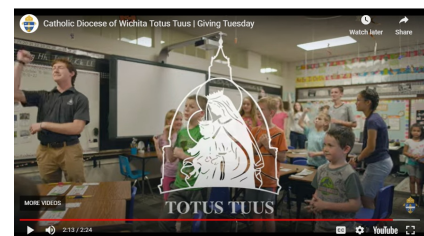
Have you been working on your profile page? Want to make sure it gets noticed?

There are lots of great ways to customize your profile page to ensure it stands out! Check out these suggestions from organizations who have participated in previous #iGiveCatholic on GivingTuesday:

- **[Set a monetary goal:](#)** Within "Add Your Story" in your dashboard, click "Display Goal on Profile" to enter your financial goal and enable the real-time progress bar on your page. This will "gamify" and generate excitement among your supporters! Want to see a great example? Check out the profile page of Diocese of Lafayette's [St. Peter's Catholic Church](#). The reason for the goal is explained in their STORY!

*Pro-tip: Choose a goal that is slightly ambitious but realistically **ACHIEVABLE**. If you hit your goal, you can always adjust it - even on GivingTuesday!*

- **[Use the story editing tool:](#)** Insert photos and format your text to dynamically tell your story and showcase



*Inspire Generosity
through Video!*

Totus Tuus

*Joy-filled clergy and religious sisters from the Diocese of Wichita explain the impact of Totus Tuus in this fabulous [VIDEO](#) from last year. They **effectively** and **specifically** let donors and potential donors know exactly why and how their support would be meaningful.*

Once created, use your campaign video in ALL of

your project or mission. Learn how by watching our [Creating an Impactful Profile Page](#) training webinar (pictured below at right from our "Trainings" page).

#iGiveCatholic Training Series

For organizations in search of the #iGiveCatholic essentials, look no further! Our Training Videos will highlight some of the most important steps every organization should take to prepare for a successful #iGiveCatholic campaign!



#iGiveCatholic - What's It All About?

WATCH RECORDING

DOWNLOAD SLIDES



Creating An Impactful Profile for #iGiveCatholic

WATCH RECORDING

DOWNLOAD SLIDES

- **Include videos:** They are an engaging opportunity to allow your stakeholders to represent and speak on behalf of your important work! Check out the Diocese of Charleston's [St. Thomas More Campus Ministry at the University of South Carolina's VIDEO](#) on their profile page showing all they do and the difference they make for students day in and day out. Awesome!
- **Add donation levels:** Demonstrate the impact of your donors' gifts by creating three to four custom amounts with descriptions and images. How would a gift of \$50 impact those you serve? Our partners at [Woman's New Life Clinic](#) in the Diocese of Baton Rouge have done a great job at this. Have a look!

The #iGiveCatholic minimum online donation is \$10, so don't suggest amounts lower than that. In fact, we encourage suggested donations that start HIGHER than the minimum, perhaps \$20 or \$25.

- Keep in mind that even though online registration closes on **Nov. 3**, you can continue working on your profile page through GivingTuesday!



Unless your diocesan or group leader accepts donations on your behalf, **you should have your bank account information entered and verified ASAP -- but no later than November 8** -- to ensure that you will be able to receive donations when Advanced Giving opens.

See screen shot below where you add your verification data in your dashboard.

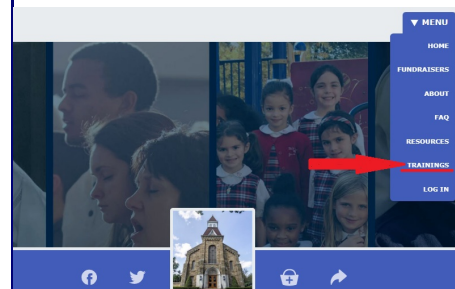
your #iGiveCatholic communications! Your video could even earn you an extra \$500!! (see "[Tip of the Week](#)" below for details.)

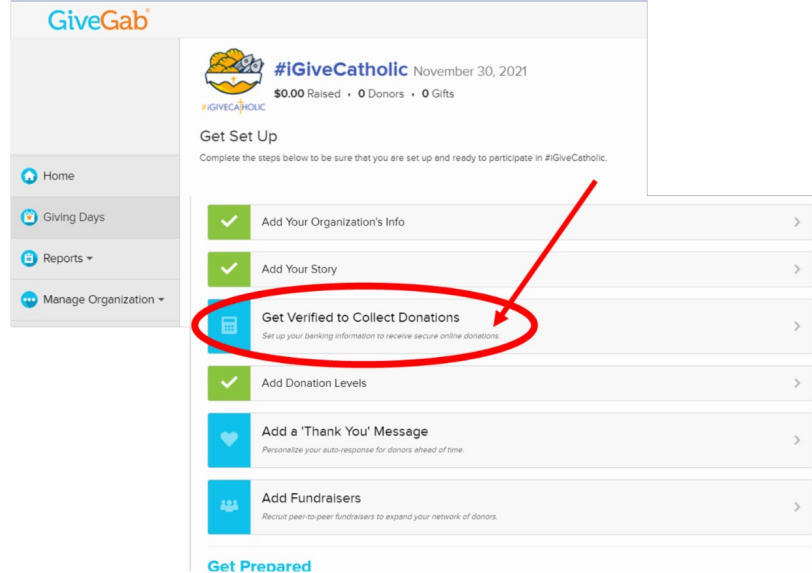
How do you plan to spread the word about the projects that will be funded by your #iGiveCatholic on GivingTuesday donations?



Did you miss our **Getting Ready** and/or **Top Ten Roundtable** webinars in August?

You can **watch the recordings** and **download the VERY HELPFUL presentation documents** anytime on the "Trainings" page located in the drop down menu on the top right of any #iGiveCatholic page. Or just [CLICK HERE](#).





To watch a brief video guide to updating your banking and representative information, [CLICK HERE](#).

NOVEMBER 8
Deadline to verify banking information.

Also NOVEMBER 8
"Final Steps to Success"
live training webinar for all participating organizations at 3 pm EST. [Register HERE!](#)

NOVEMBER 13 - 27
Advanced Giving Phase

NOVEMBER 28
#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

Check out the [Communications Timeline](#) on our [Resources](#) page

The Communications Timeline gives you an easy-to-follow, week-by-week strategy for staying on track with your marketing plan for #iGiveCatholic! With GivingTuesday just six weeks away, we encourage all participating organizations to:

- Change social media cover images and profile icons to #iGiveCatholic [graphics](#).
- Create a custom email signature banner with the new Canva template available [HERE](#). (Don't have Canva? Instructions on creating a FREE Non-Profit Pro account are included in the template instructions.)
- Post a short video on all of your social media channels announcing your project and goal. Remember to ask others to share it and to tag @iGiveCatholic so WE can share it, too!

NEW this year: \$500 will be awarded to the organization whose short social media video receives the most 'likes' by the end of GivingTuesday! You can find the rules [HERE](#).

Recommendations for . . .



PARISHES

- Include #iGiveCatholic [graphics](#) and messaging in your weekly bulletin now through the end of the giving day. You can find customizable Canva templates [HERE](#) or ready-to-use bulletin ads [HERE](#).
- Use our [templated language](#) to craft your mass announcements and bulletin messaging!
- Make announcements about #iGiveCatholic at Masses, both in-person and live stream (if applicable).
- Add a hyperlink to your profile page in all communications.
- Include the city and state in your organization's profile name so your donors can easily find you.



SCHOOLS

- Distribute #iGiveCatholic [flyers](#) to teachers, students, parents, and school board members. You can find customizable Canva templates [HERE](#).
- Dedicate an area in all communications now through November for #iGiveCatholic [images](#) and messages.
- Use our [templated language](#) to craft announcements about #iGiveCatholic at your PTO/ PTA meetings.
- Add a hyperlink to your profile page in all communications.
- Include the city and state in your organization's name so your donors can easily find you.



MINISTRIES

- Distribute #iGiveCatholic [flyers](#) to volunteers and board members. You can find customizable Canva templates [HERE](#).
- Dedicate an area in your newsletter for #iGiveCatholic [images](#) and messages.
- Send email announcements about #iGiveCatholic to all your contacts and previous donors.
- Use our [templated language](#) to help you craft your newsletter or live meeting announcements about your #iGiveCatholic campaign.
- Add a hyperlink to your profile page in all communications.
- Include the city and state in your organization's name so your donors can easily find you.

NEED MESSAGING HELP?

Check out our
[2023 Social Media Toolkit](#), [email marketing templates](#) and [social media tips](#).

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