

NEWSLETTER

November 1, 2023

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



Can you believe it's November already? [#iGiveCatholic](#) on GivingTuesday will be here before you know it! This week's newsletter is all about **INSPIRATION!** We want to empower YOU to INSPIRE GENEROSITY for your beautiful ministries.

Please forward this email to all of your team members!

FINAL STEPS

FOR [#iGIVECATHOLIC](#) 2023
#GIVINGTUESDAY

Final Steps to Success for [#iGiveCatholic 2023](#) -- our last training webinar -- is **NEXT WEDNESDAY, November 8, at 3 P.M. Eastern.**

Even if you have participated in [#iGiveCatholic](#) before, we encourage you to [REGISTER HERE](#) and tune in to hear the latest trends and best practice tips as well as updates from the GiveGab platform.

TACTICS TO INSPIRE

Six things you can do to maximize your GivingTuesday

In [last week's e-newsletter](#), we gave you a few ideas to implement. **WOW!** Some of you have gotten off to a great start! Keep up the great work! We've combed through many of your profile and social media pages to find examples that illustrate our...

SIX EFFECTIVE TACTICS for a SUCCESSFUL #iGIVECATHOLIC

#1 - Customize your #iGiveCatholic profile page

SET A GOAL

- The Diocese of Alexandria's [Our Lady of Prompt Succor School](#) set a goal of \$25,000 to replace their fence and add landscaping as the second phase in their "Stay Safe" campaign. On their profile page, they also (wisely!) thank donors who helped them complete the first phase last year that provided a new keyless entry system. Great job showing impact and gratitude!

TELL YOUR STORY

- Through a few powerful words and a fabulous one-minute video, the [Holy Family Special Needs Foundation](#) in the Diocese of Wichita simply explained their need to raise funds to pay for paraprofessionals to support their Catholic school students. It's VERY well done.

FORMAT TEXT

- As a member of the #iGiveCatholic Catholic Education page for schools in non-participating dioceses, [Good Shepherd Catholic School](#) in Perryville, MD does a great job at simply and clearly formatting the text on their page to share their mission statement and tell their community how they specifically plan to spend money raised through #iGiveCatholic.

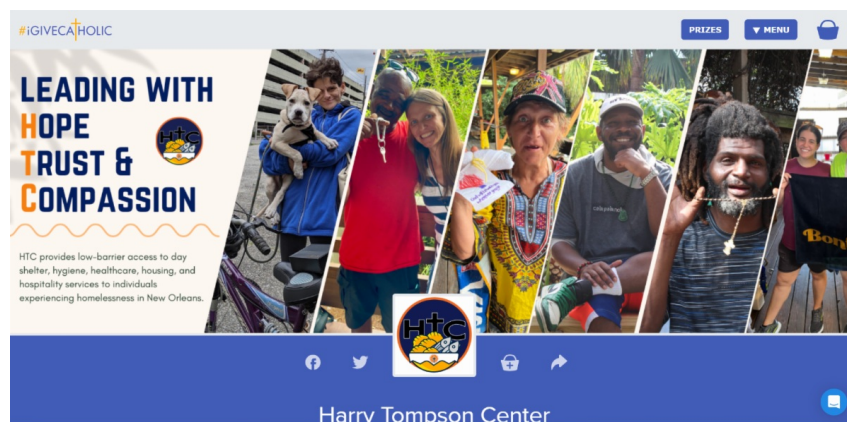
CUSTOMIZE DONATION LEVELS

- [Catholic Charities of Central Texas](#) in Austin, TX is specific in describing the impact of an #iGiveCatholic gift: \$25 provides a child a counseling session; \$100 provides a month of diapers to four families; \$250 provides critical utility assistance to a family facing disconnection; and \$500 provides reliable legal information during an Immigration 101 session.

***Remember:** these are JUST DESCRIPTIONS to motivate a donor; they do not create legal restrictions on how you spend the money you raise through #iGiveCatholic.*

INCLUDE ENGAGING PHOTOS

- The [Harry Thompson Center](#), a day shelter offering vital services for people experiencing homelessness in the Archdiocese of New Orleans, uses beautiful and authentic images of its community for their cover photo and donation level buttons to visually show donors who they are serving and how. So inspiring! Who WOULDN'T want to help?



OPTIONAL BONUS FEATURES AVAILABLE:

SOLICIT VOLUNTEERS

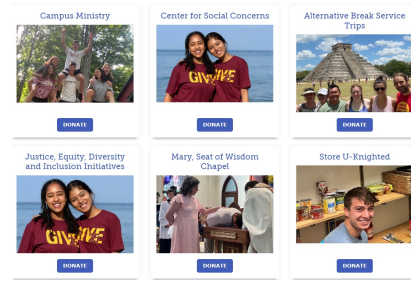
- The [Catholic Campus Ministry at Northern Michigan University](#) in the Diocese of Marquette is using the [Engagement Opportunity](#) feature to seek volunteer and in-kind support for their "Food For Thought" weekly series! You can set these up for a specific date and time range, or for ongoing volunteer

opportunities.

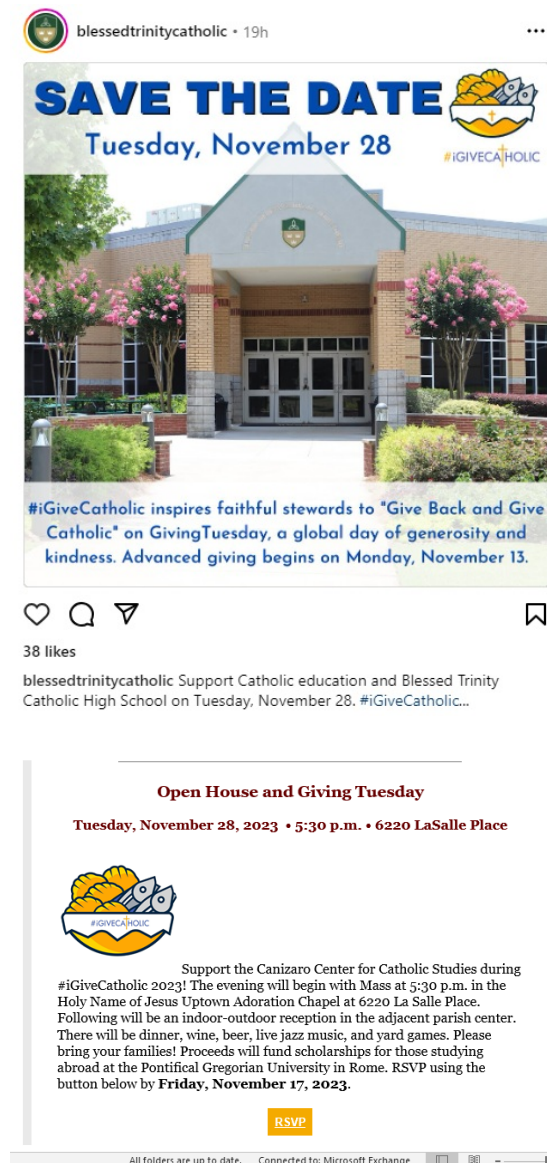
Tip: You can enter engagement opportunities through your #iGiveCatholic dashboard on the bottom right list under "Other Actions."

SHOWCASE PROGRAMS OR PROJECTS

- [Gannon University](#) in Erie, PA is using **Support Areas** to showcase six specific projects a donor can support with their #iGiveCatholic donation! Each Support Area has it's own unique profile page with moving photos, descriptive gift levels, and even engaging videos! Great job showing exactly what a donor can do with their generosity!



#2 - Spread the word by social media and email



We're happy to see many "Save-the-Date" posts like this one from [Blessed Trinity Catholic High School](#) in Roswell, GA. Make sure to prepare a post for November 13 to announce the start of Advanced Giving, calling your audience to action before midnight on November 28!

You should also be emailing your community about your #iGiveCatholic campaign. [Loyola University New Orleans'](#) Canizaro Center for Catholic Studies recently included an announcement about their Giving Tuesday Open House for #iGiveCatholic in their e-Newsletter.

Have writers block? We have five [email templates](#) to get you started:

1. NOW to announce #iGiveCatholic and invite participation
2. At the start of Advanced Giving to offer specific ways to help
3. On GivingTuesday
4. As a personal thank you for a gift
5. After giving ends to report on success and thank your community

Request: Please forward your email examples to info@igivecatholic.org and tag @iGiveCatholic in social media so we can showcase your incredible work!

#3 - Add an #iGiveCatholic banner to your email signature

New this year: We've created a Canva template for you to create an #iGiveCatholic banner for your email signature!

[CLICK HERE](#) to access instructions that include:

- Creating a FREE Canva Pro Teams premium account
- Using a Canva template
- Using Bitly to create a shortened link to your #iGiveCatholic profile page
- Inserting your new email banner into your signature in Outlook or Gmail



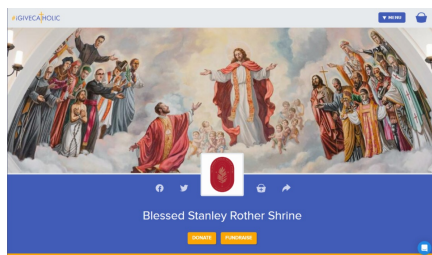
#4 - Update your social media profile and cover photos



Don't forget to update your social media cover photos and profile icons like [St. Genevieve Catholic School](#) in Thibodaux, LA has done already!

You can find #iGiveCatholic graphics to Download [HERE](#) -- or use our [Canva Templates](#) to customize with your organization's name and logo!

#5 - Set up Peer-to-Peer Fundraising



Fundraisers

1	Cynthia Aranda	\$0.00
2	Father Miguel Ayuso	\$0.00
3	Vanessa Baquera	\$0.00
4	Rob Blakely	\$0.00
5	Greg Bland	\$0.00
6	Father Scott Boekman	\$0.00
7	Quetzaly Gonzalez	\$0.00
8	Kristine Henry	\$0.00
9	Father Brannon Lepak	\$0.00
10	Jose Marull	\$0.00
11	Elizabeth McLinn	\$0.00
12	Miguel Mireles	\$0.00
13	Elizabeth Rivera	\$0.00
14	Fatima Rodriguez	\$0.00
15	Carly Rae	\$0.00
16	Father Don Wolf	\$0.00

[Blessed Stanley Rother Shrine](#), in the Archdiocese of Oklahoma City, OK took our message about the benefits of Peer-to-Peer fundraising to heart! ♥

Even though this is their first year participating in #iGiveCatholic, they have already lined up 16 people to act as P2P Fundraisers. Incredible!

In 2022, only 100 #iGiveCatholic organizations used P2P -- and **they raised, on average, nearly 10x more** than non P2P organizations!

Need another reason to try this out?
Approximately 20% of donors through P2P are new to the organization.

This is THE most effective way to expand your donor base through #iGiveCatholic.

#6 - Secure a Match or Challenge Gift

Like P2P, organizations who create Match or Challenge opportunities typically **raise 10x MORE** than organizations who don't! Check out slides 42-45 from our [Getting Ready](#) webinar in August to learn more about using this POWERFUL tool -- including ideas about finding sponsors or donors to provide the funds!

Here a couple of creative ones we've seen so far this year:

- [St. Albert the Great Catholic Church](#) in Knoxville, TN has announced a challenge from an Anonymous donor: \$10,000 will be released when the entire parish raises \$20,000! What an exciting challenge for a first time participant!
- [Holy Family Parish](#) in Portage, PA has a \$10,000 match from their Sacred Heart Ushers Club! What a great way to tap into committed volunteers and ambassadors to pool resources for a motivating match incentive!

You may not be able to employ all six tactics this year -- and that's ok! Take on what you feel confident you can do well, and see how it propels your campaign forward. Then next year, you can try something new!



NOVEMBER 8 - in ONE WEEK!

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

Also NOVEMBER 8
Deadline to verify banking
information
*(if your diocese or group is not
collecting donations on your behalf)*

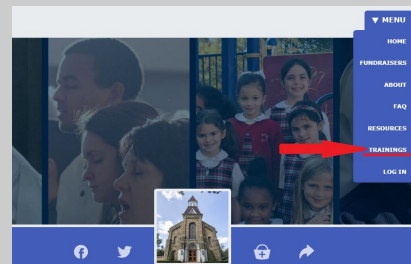
NOVEMBER 13 - 27
Advanced Giving Phase

NOVEMBER 28
#iGiveCatholic on GivingTuesday



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](#)



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

Use Videos to Promote Your Campaign

This week we encourage all participating organizations to create a fun and unique #iGiveCatholic video and integrate it into your all of marketing efforts -- INCLUDING YOUR #iGIVECATHOLIC PROFILE PAGE!

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](#).

Feeling unprepared? We've found a few [videos on YouTube about how to make a video on your phone](#), and we've also created tutorial documents on how to upload a video on [Facebook](#) and [Instagram](#).

Bonus: If you send us a link to your video at info@igivecatholic.org, you might see it on social media, in future issues of this e-news, and #iGiveCatholic videos!

Need some inspiration? *Check these out!*

Our Story



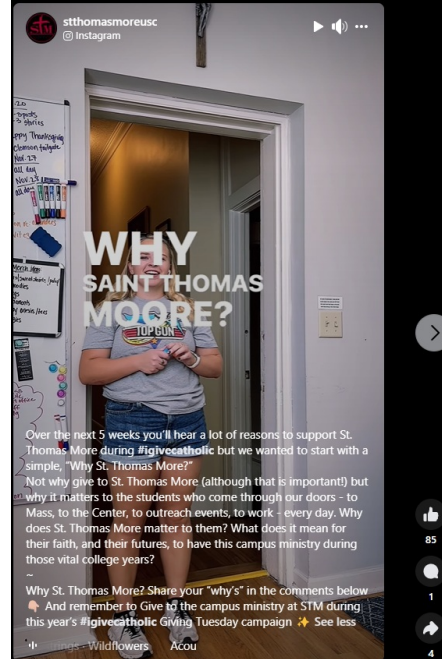
Help us reach our goal this #GivingTuesday to record the *New American Bible* in Talking Book format! We hope to raise enough money to make the Word of God available in an audiobook format compatible with the *Talking Book machines* provided by the National Library Service for the Blind and Print Disabled (part of the Library of Congress). These machines are used by around 500,000 blind, visually impaired, or print disabled persons across the country. Your gift will help us record, edit, and produce the Catholic Bible in an audio format accessible to blind, visually impaired, and print disabled people all across the United States!

Even if you don't have a video that specifically speaks about your #iGiveCatholic project, you can start with an existing video that explains

your mission and introduces us to who you serve.

This inspiring video from the [Xavier Society for the Blind](#) in #iGiveCatholic's National Ministries page lets one of their young clients speak to the impact of the services they provide for Catholics with vision disabilities.

Not only have they uploaded this video to their #iGiveCatholic profile, but they also used it to announce their participation in #iGiveCatholic through their [Twitter](#), [Facebook](#) and [Instagram](#) accounts!



St. Thomas More Newman Center at the University of South Carolina just started a 5-week series of reels on [Instagram](#) and [Facebook](#) (you can post on BOTH simultaneously with the push of a button) featuring their students saying why STM matters to them to inspire generosity for their #iGiveCatholic campaign. Great idea!

As always, for week-to-week tasks, **check out the [Communications Timeline](#) to stay on track in marketing #iGiveCatholic.**

You can also find pdfs of past E-Blasts on the [Resources](#) page!

Recommendations for . . .



PARISHES

- Do you use Flocknote? Check out the new #iGiveCatholic content library in your account!
- Have you been talking about the #iGiveCatholic Giving Day from the lectern, in your bulletin, or in staff meetings? Keep it up!
- How often are you posting about the giving day on your social media? Stay on course with the [Social Media Marketing Timeline](#).
- Stuck on messaging? [Click here for some examples.](#)



SCHOOLS

- Include a blurb in PTO/PTA meeting announcements, weekly principal emails, classroom notes sent home, and newsletters that feature spreading the word about the giving day!
- The more talk about the giving day, the better! Stay on course with the [Social Media Marketing Timeline](#).
- Need a little messaging help? [Click here for examples.](#)



- Keep talking about the Giving Day in **all** of your meetings.
- Write a story about your project goals in an upcoming blog, social media post, or article!
- Looking for call-to-action messaging? [Click here.](#)
- Stay on course with the [Social Media Marketing Timeline.](#)

MINISTRIES

NEED MESSAGING HELP?

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

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GIVING
TUESDAY



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