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!

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FINAL STEPS FOR #iGIVECATHOLIC 2023

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.

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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 your spend the money your raise through #iGiveCatholic.

INCLUDE ENGAGING PHOTOS
- The Harry Tompson 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 its 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

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 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 are 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!

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*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!*
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!

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Need some inspiration? **Check these out!**

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

- 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.

- 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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