

NEWSLETTER

November 8, 2023

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



We are less than one month away from [#iGiveCatholic](#) on GivingTuesday, and we are amazed by all the creative ways you have been marketing the giving day! Keep up the great work! Read on below for more valuable tips and links to resources to help you make the most of this giving day!

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 TODAY 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.

You can find the presentation slides already on the [Trainings](#) page, if you'd like to take a sneak peek at what we're covering!

Preparing for Advanced Giving

Advanced Giving begins NEXT week and runs from

Why is Advanced Giving important?

- Advanced Giving offers your organization the opportunity to promote the giving day ahead of time, which helps you build momentum for #iGiveCatholic so you're already engaged on GivingTuesday, November 28.
- Donors will be able to see gifts entered during this phase on your profile page.
- *People are more likely to give if they see others have already supported you and think you can reach your goal!*

****TIP:** Research shows that the higher the first donations are in a campaign, the more generous donors will be who follow later in the campaign!! **If you KNOW a certain donor will make a generous gift during your campaign, ask them to make it on MONDAY to set the bar high for others!**

- This phase also allows extra time for those who would prefer to give via cash or check and for those who might be too busy or forget on Giving Tuesday.

CHECKLIST

Here's a checklist to make sure you're prepared!

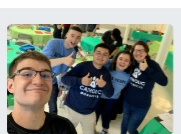
FINISH PROFILE PAGES

- Donors will start visiting profile pages during Advanced Giving. This will be your best vehicle for storytelling, so make your goal and ask clear, convincing, beautiful, and inspiring!

Need a little help? Check out the "*Creating an Impactful #iGiveCatholic Profile Page*" recording on our [Trainings](#) page!

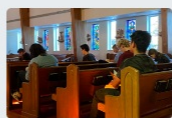
SET MEANINGFUL DONATION LEVELS

- [Old Dominion University Catholic Campus Ministry](#) in the Diocese of Richmond designed meaningful donations levels by breaking down how much it costs for the ministry to provide services for their students. Being specific with donation levels helps donors to understand how their gift might be used and the impact it could have.



\$25

Allows us to update our CCM Library Collection for students.



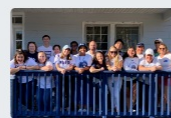
\$50

Provides for a week of liturgical supplies for both Sunday & Daily Masses.



\$100

Provides dinner and speaker stipend for one of our weekly Soul Food events.



\$250

Provides for needed updates to supplies & furnishings in the the CCM House.



\$500

Enables our students to attend life-changing retreats, events, & programs.

CHOOSE YOUR OWN AMOUNT

SHOW YOUR DONORS WHY AND HOW TO GIVE

- Tell your story as if you are talking to strangers who do not know anything about your ministry. Make the story real by adding pictures and videos to your pages. INSPIRE generosity!
- [If U Love Me](#), participating under our National Ministries page, has done an excellent job explaining all of the incredible work that they do on their profile

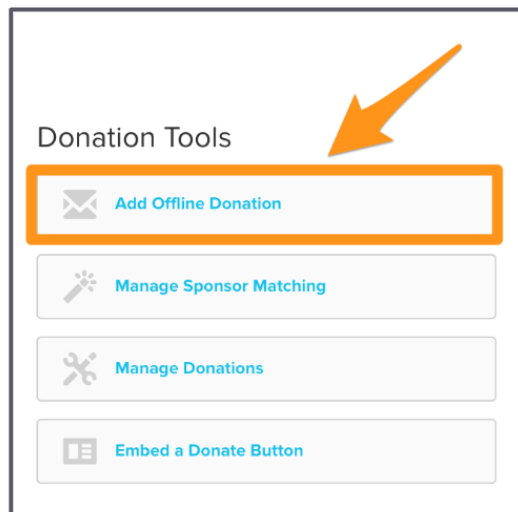
page allowing donors to gain more information about their ministry. They are doing the Lord's work by helping families to learn the Ten Commandments together and make them relevant in daily life! Kudos!

- Make sure your followers also know HOW to give to your organization! In all of your messaging, make sure you **include the link to your profile page** for online giving. *Don't forget to also include instructions on how to give offline gifts of cash or check!*

ENTER OFFLINE DONATIONS

- **Starting on Monday when Advanced Giving opens**, start entering ALL offline gifts of cash or check into your dashboard so that they will count in your leaderboard totals. You can find a quick tutorial on how to do that by **CLICKING HERE**.

*****NOTE that you will not be able to see the dashboard button where you enter offline gifts before Monday, November 13. This feature is only available from Advanced Giving through 11:59 P.M on December 5.***



HOST AN ADVANCED GIVING EVENT

- Why not make it easier for donors by setting up donation stations in an accessible location in your parish, school or ministry office with computers, iPads, or other tablets during the Advanced Giving period?
- Ask staff members to help supporters add the donations to the platform. This extra assistance is vital especially for those who are not comfortable with technology.
- Include opportunities to volunteer with your program or ministries and/or a food or supply drive as other ways to express generosity!

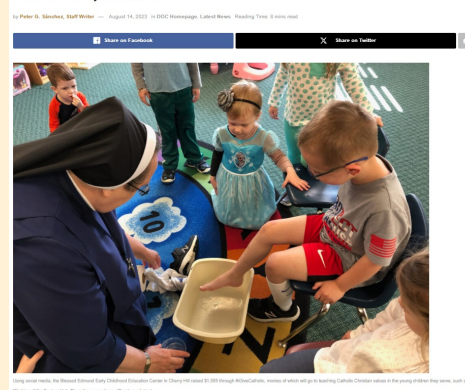


(pic above) [Divine Mercy Parish](#) in Kenner, LA hosted a ministry fair to kick off their #iGiveCatholic campaign in 2022. The showcase reactivated ministries dormant since pre-COVID AND helped them surpass their financial goal!

New #iGC trend: Video Series

Last week, we talked about how video can help put a face and meaning to your mission or cause. We've seen several organizations who have launched VIDEO SERIES through social media, which is so creative and engaging! It certainly makes ME want to follow them to see the next video and learn more about their ministry, the people they serve, and the impact of their #iGiveCatholic campaign.

#iGiveCatholic funding projects in parishes, schools, ministries

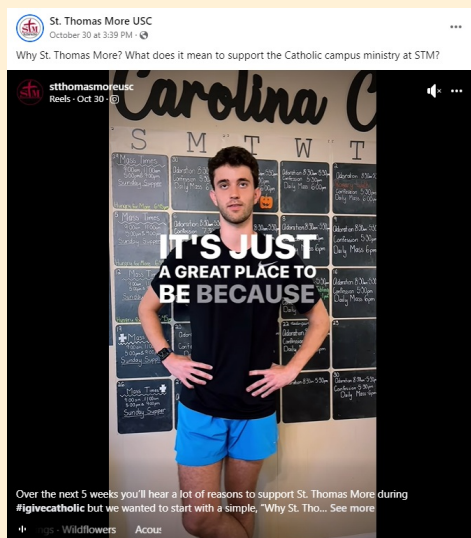


#iGiveCatholic in the News

Check these out below:



- [St Genevieve Catholic School](#) in Thibodaux, LA needs new cafeteria tables -- and they show us through a series of [Instagram](#) and [Facebook](#) videos of their adorable elementary students telling us why lunch is important. 😊 Let's get these kids some new tables!



- [St. Thomas More Newman Center at the University of South Carolina](#) started a series of student testimonials on [Facebook](#) and [Instagram](#) about why their student center matters to them. What a great way to incorporate the people who benefit from your ministry to inspire support for your #iGiveCatholic campaign!

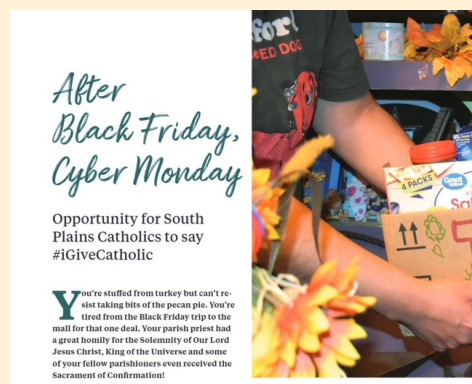
Have you been following us on social media to keep up on the latest news about #iGiveCatholic?

You can find us on [Facebook](#), [Twitter](#), [Instagram](#) and [Threads](#)!

Following us allows you to see relevant content that you can share with your parishioners, school or ministry community, friends, family, board members and all those who love your organization!

Below are some articles that have covered #iGiveCatholic this year:

- The [Catholic Star Herald](#) published a beautiful article in August (pictured above) showing the impact of #iGiveCatholic in the [Diocese of Camden](#) and announcing the opening of registration for eligible ministries.
- The [Diocese of Lubbock](#) did an outstanding job creating excitement about #iGiveCatholic and combined that with great messaging on true Christian stewardship in this fabulous [South Plains Catholic article](#), pictured below.



- The [Diocese of Jackson](#)'s article published in [Mississippi Catholic](#) briefly described the event, the history, and how organizations and individuals can get involved to "Give Back and Give Catholic" in their diocese.



The Annual Diocesan Appeal now on #iGiveCatholic!

- The [Diocese of Youngstown](#) created a [Youtube channel](#) for their annual appeal and their first video announced #iGiveCatholic as a way to participate! Now I want to follow this series to learn more about what they do in their community.

Videos can vary in length, and they can even be shot and edited on cell phones or tablets.

Whatever form your video takes, use it to explain your project needs and giving day goals while encouraging your audience follow the call to "Give Back and Give Catholic."

Don't forget to tell them HOW and WHEN to make their generous gift!

#iGiveCatholic Returns to the Archdiocese for 2023



- [Catholic Philly](#) announced highlights from the [press release](#) distributed by the [Catholic Foundation of Greater Philadelphia](#) about their fourth annual #iGiveCatholic campaign on behalf of the Archdiocese of Philadelphia!
- *Want more coverage in your area? Reach out to your local Catholic newspaper, magazine or even local news to request a mention of #iGiveCatholic in YOUR community!*



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

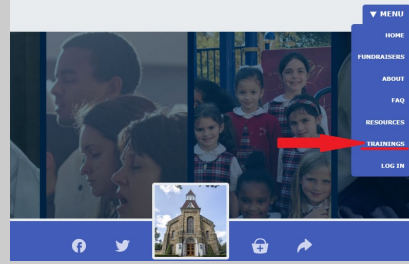
Also TODAY, NOVEMBER 8
 Deadline to verify banking information
(if your diocese or group is not collecting donations on your behalf)

NOVEMBER 13 - 27



Did you miss our **Getting Ready** and/or **Top Ten Roundtable** webinars in August? Do you have a conflict for the **Final Steps to Success** webinar today?

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

Share your message with your constituents

It's time to begin messaging more directly to your constituents, if you haven't already.

This week, we encourage all participating organizations to **take unique photos of your parishioners, administration/faculty/staff, board members, students, alumni, parents, grandparents, and volunteers** or **create short videos** of them finishing this sentence:

"iGiveCatholic BECAUSE..."

and then go on to say why they are supporting your organization in your #iGiveCatholic campaign. These testimonies and witnesses to generosity can be so powerful and motivating!

These photos and videos can then be used

- in your social media posts
- on your #iGiveCatholic profile page
- on your organization's website, and
- in email communications

Include #iGiveCatholicBecause hashtag to join the social media movement inspiring Catholic generosity!

TIP: Be sure you have proper permissions to share these. You can find guidelines from the U.S. Conference of Catholic Bishops [HERE](#).

New this year: You can download an #iGiveCatholic BECAUSE... template from the [Downloads](#) section of our Resources page!

OR use our [Canva template](#) to add your own logo and social media tags!



As always, for week-to-week tasks, check out the [Communications Timeline](#) on our [Resources](#) page to stay on track in marketing your #iGiveCatholic campaign!

Recommendations for . . .



PARISHES

- Send out an email to your parishioners on MONDAY announcing the start of Advanced Giving with a link to your #iGiveCatholic page. Be sure to include a Call-to-Action to make their gift NOW! Get started with our email templates [HERE](#).
- **Do you use Flocknote?** Check out the new #iGiveCatholic content library in your account!
- Take pictures of your clergy and ministry leaders next to an #iGiveCatholic banner or holding an #iGiveCatholic sign and post on your social media sites.
- Better yet, RECORD AND POST A VIDEO of your pastor encouraging your congregation's participation in #iGiveCatholic! Need help? Here are instructions on how to upload a video to [Facebook](#) and [Instagram](#).
- Use [yard signs](#) to promote your campaign.



SCHOOLS

- Send out an email on MONDAY to your parents, alumni, and other stakeholders announcing the start of Advanced Giving with a link to your #iGiveCatholic page. Be sure to include a Call-to-Action to make their gift NOW! Need help getting started? Check out our email templates [HERE](#).
- Incorporate quotes from parents, students, and other stakeholders explaining why they Give Catholic and post on your social media sites with the #iGiveCatholicBecause hashtag.
- Better yet, RECORD AND POST VIDEOS of your stakeholders sharing why they support you through #iGiveCatholic! Need help? Here are instructions on how to upload a video to [Facebook](#) and [Instagram](#).
- Provide the details of your project in promotional materials

- and social media posts.
- Use [yard signs](#) to promote your campaign.



MINISTRIES

- Send out an email on MONDAY to your donors and other stakeholders announcing the start of Advanced Giving with a link to your #iGiveCatholic page. Be sure to include a Call-to-Action to make their gift NOW! Need help getting started? Check out our email templates [HERE](#).
- Incorporate quotes from your director, board president, service recipients or other stakeholders explaining why they Give Catholic and post on your social media sites with the #iGiveCatholicBecause hashtag.
- Better yet, RECORD AND POST VIDEOS of your stakeholders sharing why they support you through #iGiveCatholic! Need help? Here are instructions on how to upload a video to [Facebook](#) and [Instagram](#).
- Provide the details of your project in promotional materials and social media posts
- Use [yard signs](#) to promote your campaign.

NEED MESSAGING HELP?

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

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Building Faith | Inspiring Hope | Igniting Change

GIVING
TUESDAY



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