

# NEWSLETTER

November 15, 2023

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



Advanced Giving began on Monday!! That means that [#iGiveCatholic](#) on GivingTuesday is almost here! Less than two weeks to go!

Below we have more information and suggestions to help you have the most productive and effective #iGiveCatholic campaign.

*Please forward this email to all of your team members!*

## Clarification re: Social Media Video Competition



The answer is BOTH, when it comes to your campaign video.

It is always a great idea to use the hashtag #iGiveCatholic on your social media posts across all channels. This elevates all of the posts with that hashtag (#), helping our giving day messaging to "become viral" = show up to many users at once.

However, for the new Social Media Video Competition, we ask that you **ALSO** tag us with the "at sign", **@iGiveCatholic**, so that we can be SURE to see and include your video entry in the competition.

*Facebook has over 27,000 posts in their collection of #iGiveCatholic hashtag posts from over the years, and some algorithm sorts them -- not in chronological order. Instagram has over 12,000, but we can only see less than 30 at a time.*

If you want to **BE SURE** that we **SEE** your video and track it for this competition, tag our account by typing **@iGiveCatholic** in your description.

You can read the official prize competition rules by clicking [HERE](#).

Even if you've already posted your video, you can edit it by clicking the three dots in the top right corner of your post, scrolling down to "Edit" , then adding "**@iGiveCatholic**" anywhere in your description.

You could even **ASK** your audience to like and share the post to help your organization win the \$500 prize! People are motivated by prizes; they'll help you if you ask! **AND THEN**, even **MORE** people will see your video about your #iGiveCatholic campaign, which will hopefully bring in more donations. Now that's feeding two birds with one crust. 😊

## *Embedding donation buttons on your website*



*There is an option in your admin dashboard to  
Embed a Donate Button*

### **WHAT IS THE BUTTON?**

- The button renders a styled donation form, and the HTML code can be copied and pasted to a website or blog page, much like a YouTube video.

### **WHAT DOES IT DO?**

- Donors can click the button to give through a donation form which opens right on your website. All gifts made through the forms will count toward the totals and goals on your #iGiveCatholic profile page and diocesan leaderboards.

### **HOW DOES THE FORM SHOW ONLINE?**

- The form pulls the cover photo and donation levels from your profile page.

*NOTE: Please make sure your profile page has several donation level buttons in various amounts before embedding the button!*

### **HOW DO YOU SET UP THE BUTTON?**

- Look on the bottom left of your admin dashboard under "Donation Tools" and click "Embed a Donate Button." Next, select #iGiveCatholic 2023 from the dropdown menu, then choose the text and color you want to appear on your website. Finally, copy and paste the code into your website.

### **CAN YOU CUSTOMIZE THE BUTTON?**

- Yes! You can customize the button's

- ✓ Add Your Organization's Info
- 📖 Add Your Story
- 📊 Get Verified to Collect Donations
- 📁 Add Donation Levels
- ❤️ Add a 'Thank You' Message
- 👥 Add Fundraisers

**Reset Profile**

ⓘ Resetting the profile will reset the story, thank you message, images, ar

### Donation Tools

🔗 Manage Matches and Challenges

📝 Manage Donations

📄 Embed a Donate Button

color and call to action, i.e., "Donate Now!" or "Please Give!" Simply use the directions above.

### WHO WOULD FIND THIS TOOL USEFUL?

- Organizations with a solid online presence will like this. It's particularly great for supporters who would be more comfortable navigating to your organization's website for #iGiveCatholic donation purposes.

Still have questions? Check out this [Support Article from GiveGab](#).

## Is your Profile Page complete?

Are you doing all that you can on your profile page to inspire generosity and motivate donors? Take a look at what [St. Dominic Haiti Partnership](#) in New Orleans, LA did to see if there's anything they did that YOU could add or adjust to improve your own profile page.



If you hadn't already guessed what this ministry was about by the name, their hero image (above) and donation levels (below) make it crystal clear. The photos show us the very people who will benefit from our generosity. The donation levels show us with pictures and describe with specificity exactly how donations can be used in their work. This allows the donor to imagine the impact their gift can make, which is very helpful in inspiring generosity! Connect with the heart!



\$0 Raised \$54,000 Goal 0 Donors



\$25

Provide lunch for a school child for a month.



\$100

Buy a goat for our sustainable goat program.



\$250

Pay a teacher's salary for a semester.



\$1,000

Funding to support the construction of a new classroom wing.

***Do have a stated goal on your page? Do your donation levels show the viewer who you serve and how they can specifically participate in your mission?***

Their video takes the viewer deeper into the people of this ministry as well as those who benefit. This video was not specifically created for #iGiveCatholic. It is simply a collection of photos with text and music that one could pull together in [Canva](#) or another free app. But it tells the story beautifully of what they have done and what they will continue to do with the donor's support.

***Do you have a video on your page? If not, do you know someone who could help you compile one with your program photos? It's not too late to add one!***



St. Dominic Haiti Partnership is a parish-to-parish twinning partnership with Mont Carmel Parish in Haiti established through the Catholic Relief Services structure. Our mission is to build a long-term solidarity based relationship between our two parishes that strengthens our faith and challenges us to co-operative action. Now in our sixth year of operation we have successfully assisted Mont Carmel in rebuilding their church and school facilities, established a hot lunch program for the school children (the only meal of the day for many of these children), subsidized teachers' salaries and operations cost and established a sustainable goat program for families in the community. Through these efforts we continue to create more local jobs, buy locally whenever possible, and build sustainable programs within the community.

Since this is a direct parish-to-parish relationship, and our non-profit is 100% volunteer, 100% of every dollar raised in the organization goes directly to the parish. Every dollar you donate has the potential to transform the lives of the impoverished families of Mont Carmel Parish. Thank you for making a difference!

### Matches



Anonymous: Mont Carmel Multiplier!

We have a group of donors who have agreed to match, dollar-for-dollar, all donations up to \$20,000! Please help us reach our maximum goal match for our 2023 #I Give Catholic for St. Dominic Haiti Partnership!

\$20,000 MATCH

\$20,000 REMAINING

SEE MORE MATCHES

### Fundraisers

- 1 Donna and Matt Colosino \$0.00
- 2 Quinn Eagan \$0.00
- 3 Karen Eagan \$0.00
- 4 Mary Johnson \$0.00
- 5 Keith Johnson \$0.00

SEE MORE FUNDRAISERS

Their written story is concise -- which makes it easier for a prospective donor to scan the page -- but it still includes all of the important points to familiarize someone with their ministry.

***Is your story clear, concise, and quick to read on the go? Is the text large enough to be read on a phone? Bullet points, numbering, or highlighting with bold, italics or colors really help to draw the eye to important points.***

They've also secured a match from a group of donors (great strategy!) and recruited 19 Peer2Peer Fundraiser ambassadors to help get the word out in support of this compassionate ministry.

Great job! We're praying for you to reach your goal!

## Stewardship Reminders

ENCOURAGE GIVING - If donors

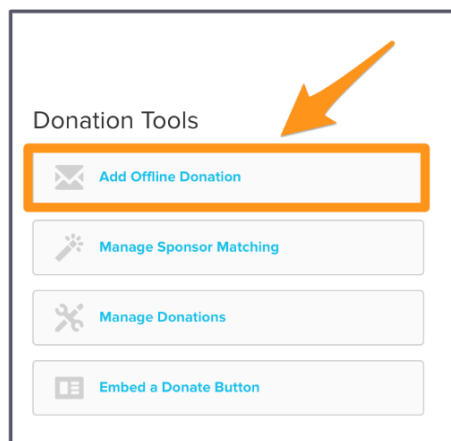
ask whether they should give to both your parish and school, for example, the answer is "Yes, please!"

With the Gift Basket feature, your donors can give to multiple organizations by "shopping" several profile pages before "checking out." [Check out more information by clicking here.](#)

**ADD OFFLINE GIFTS** - Donors might also ask whether they can give you cash or a check instead of donating online. No problem!

We encourage you to enter this type of gift as an "offline donation" so the donor sees their gift impacting your goal. [Here's a step-by guide](#) to entering donations of check or cash into your dashboard.

*\*Offline gifts are not subject to fees.\**



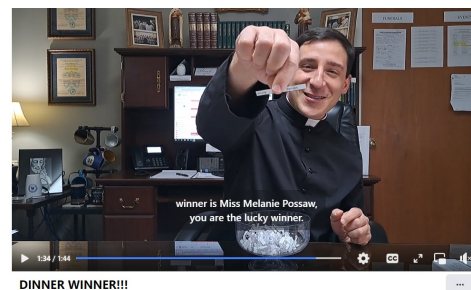
**NOTE!**

- *Your organization* will be responsible for sending 2023 tax letters for any offline gifts of cash or checks you receive.
- #iGiveCatholic will email tax receipt acknowledgements for all online donations.



**PLAN A THANK YOU** - Around or before December 6, extend gratitude to your supporters via email and social media. Get creative! Take a picture NOW with your stakeholders like [St. Rita Catholic School](#) in Ft. Worth, TX did last year in the post above. Then just add your total once everything wraps up!

Or you can plan a live video to thank your supporters and announce your results. Last year [St. Hilary of Poitiers Church](#) in Baton Rouge, LA pulled an #iGiveCatholic donor's name to win a dinner at the rectory in their social media posted thank you video! What a beautiful and fun way to steward your donors!



Need something ready-made? Use the "Thank You Image Bundle" available on our [Downloads](#) page of the website.

**NOTE** - Please do not enter anything in the Thank You section of your dashboard. There is a custom receipt required for all online gifts through #iGiveCatholic

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**Want to be featured in next week's E-Blast?** Email [info@igivecatholic.org](mailto:info@igivecatholic.org) a link or other sample of what you're doing to spread the word and promote your #iGiveCatholic campaign!

As always, for week-to-week tasks, check out the [Communications Timeline](#) on our

## Inspiring One Another

Want to see what other organizations are doing to communicate their #iGiveCatholic campaigns? Just search the #iGiveCatholic hashtag on whatever social media channels you use. And *here's a tip*: you can bookmark that page to refer back to it!

[CLICK HERE](#) to see #iGiveCatholic posts on Facebook.

[CLICK HERE](#) to see #iGiveCatholic posts on Instagram.

[CLICK HERE](#) to see #iGiveCatholic posts on Twitter.

*Don't forget to include #iGiveCatholic in YOUR posts to increase visibility for ALL #iGiveCatholic posts.*

And in case you missed it at the top of this email, please ALSO tag @iGiveCatholic in your social media campaign videos to be included in the competition. You can read the official rules by clicking [HERE](#).



**NOVEMBER 13 - 27**  
Advanced Giving Phase

**NOVEMBER 28**  
#iGiveCatholic on GivingTuesday

**DECEMBER 5**  
Last Day to Enter Offline Donations

**DECEMBER 6**  
Distribute thank you messages reporting on your totals!



Did you miss our **Getting Ready, Top Ten Roundtable, and/or Final Steps** webinars??

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](mailto: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

### Encourage Advanced Giving Donations!

*Get a head start towards your GivingTuesday goal*

First impressions REALLY DO matter! Research shows that **donors are motivated to give when they see that others are giving to an organization and they think the organization can reach their goal**. So make sure that you get started NOW so you kick off GivingTuesday already on your way to success!

Incentivize gifts during Advanced Giving:

- **Add donor drawings for prizes.** Get creative with the prizes: reserved pew at Christmas, dinner with the pastor/principal/coach, reserved parking for a quarter/year, first spot in the drop-off line, first crack at your upcoming silent auction -- whatever your community finds valuable!
- If you know a large gift is coming, ask the donor if you can **turn a \$1,000+ donation into a dollar-for-dollar match** for one day or ONE HOUR of Advanced Giving! Donors really respond to match opportunities, and the matching donor sees big ROI (return on investment) from their gift! Double win! You can add matches in your dashboard at any point through the end of GivingTuesday. [CLICK HERE](#) to see how.
- Ask loyal donors to make their generous gift NOW, at the beginning of



Advanced Giving, to set the bar high for donors who follow. **The higher the amount a donor sees was recently contributed, the more they'll consider giving.** Peer pressure can be a good thing! 😊

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### *Recommendations for . . .*



#### **PARISHES**

- Be sure to include a Call-to-Action in every communication now through 11:59 PM on GivingTuesday, November 28! 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](#).



#### **SCHOOLS**

- Be sure to include a Call-to-Action in every communication now through 11:59 on GivingTuesday, November 28! Get started with 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. Tag us @igivecatholic.org too!
- 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.



#### **MINISTRIES**

- Be sure to include a Call-to-Action in every communication now through 11:59 on GivingTuesday, November 28! Get started with 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

### **NEED MESSAGING HELP?**

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



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