

# NEWSLETTER

**November 29, 2023** Official Newsletter for the U.S. Catholic Church's Giving Day



Because of your commitment, hard work, and your donors' faithful and generous hearts, we had a wonderfully successful #iGiveCatholic on GivingTuesday campaign!

Thank YOU for being a part of something amazing and beautiful for our Church! It is truly inspiring to hear the emerging stories about how this effort has positively impacted nearly two thousand U.S. Catholic organizations and thousands of lives worldwide. The Holy Spirit was with us during our months of planning - guiding us throughout the campaign!

This email is all about the important, final steps to wrap up your #iGiveCatholic campaign:

1. **Enter all offline donations** you continue to receive BEFORE 11:59 on December 5 (instructions included below)
2. **Download your donation report** (instructions included below)
3. **Thank and engage your donors** (examples included below)

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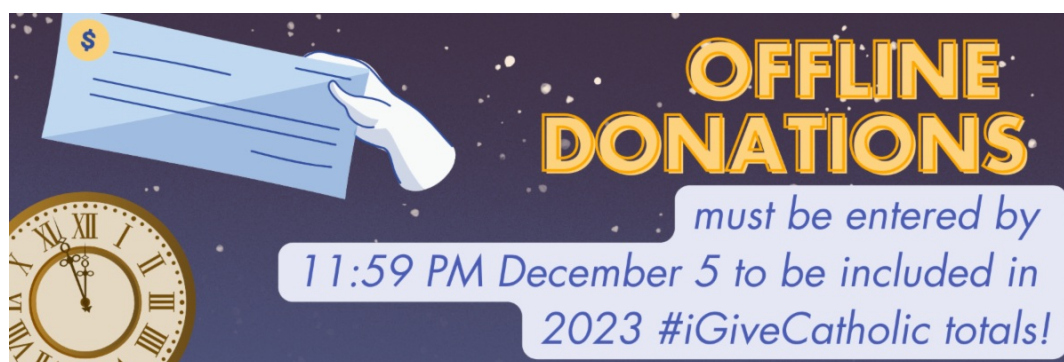
*AND THE WINNER IS...*



Congratulations to [Lexington Catholic High School](#) in Lexington, KY which will receive at \$500 check from #iGiveCatholic national as the winner of our new Social Media Video Prize! Their [Instagram](#) video -- which they also shared on [Facebook](#) --accumulated **362 likes!** That's 138 more likes than when we checked last week!

With all of this fantastic promotion, it's no surprise that you EXCEEDED your goal of \$18,500 -- by 20%. You are a wonderful example of how quality storytelling featuring your community stakeholders speaking about your specific needs can really inspire generosity. BRAVO!

## Offline Donations Due Dec. 5

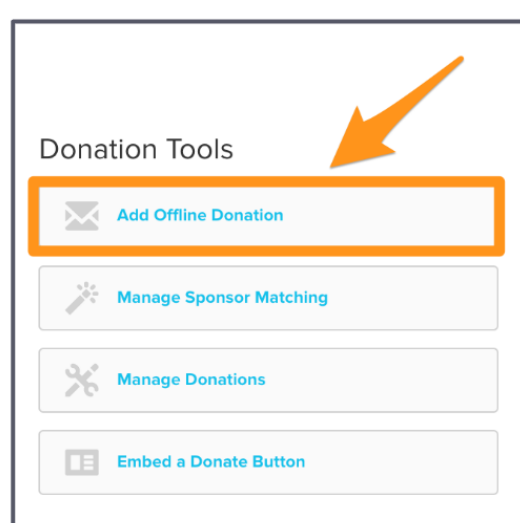


Online donations are no longer accepted, but you still may be receiving gifts of cash or check. **Please continue to enter offline donations into your dashboard** to reflect in the totals for your organization, your diocese/group, and the national campaign!

[Here's a step-by guide](#)

to help you enter donations of check or cash into your dashboard.

**NOTE!** *Your organization* is responsible for sending tax receipts for any offline gifts of cash or checks you receive.



## Didn't Meet Your Match?

Anonymous: iGiveCatholic Match



**\$30,000** MATCH

**\$6,135** REMAINING

If you didn't meet your match, your generous donor might want your organization to keep the full amount of their gift anyway. Double-check with your donor first, and if they give you permission, you can "deplete the match" and add the remaining balance to the your campaign total as an offline gift.

[Click here for a step-by-step guide.](#)

## Report Roundup

Downloading your donation report is easy!

[Here are step-by-step directions for downloading your donor report.](#)

Once you have the report, how do you decipher all of the data? [Check out this guide for reading the spreadsheet's columns.](#)

### FOR RETURNING ORGANIZATIONS:

Want to compare 2023 results to last year's donor list? Pay close attention to the *Option: Filter Your Report* instructions in the download directions above to pull your 2022 report!

**Pro Tip:** Check out performance stats and a year-over-year comparison in a fabulous, NEW analytics section available to you from our partners at GiveGab/Bonterra!

Learn how to view your organization's analytics [HERE](#).

## Thanking Your Donors

The hard part is over! We've made it through #iGiveCatholic and Giving Tuesday. The final step is to **thank your generous donors within seven days** of the Giving Day.



What form can this take? Some organizations send an email or a letter; some post a social media shout-out or make a phone call.

### HERE'S A TIP!

Your donation report will be beneficial if you intend to extend a personalized thank you letter or email to each of your donors.

[THANK YOU GRAPHICS ARE AVAILABLE HERE.](#) You can use them in social media posts or in your bulletins, newsletters and emails.

Below are some great examples from a few of our 2022 participating organizations to inspire you.



- **St. Joseph Catholic School** in Marietta, GA captured this precious video of their students holding Thank You signs and saying "Thank you for donating through #iGiveCatholic" (well, approximately... 😊) and distributed it via [Instagram](#).



- **The Diocese of Houma-Thibodaux** simply added a thank you graphic to a beautiful photo of their Diocesan Administrator to share their thanks and report their #iGiveCatholic 2022 totals. SIMPLE! But effective! That smile is contagious!!



- The precious children at **Our Lady of Bethlehem School and Childcare Center** of Columbus, Ohio took to [Facebook](#) to thank their donors from the "bottom of their potholes" for helping to raise necessary funds for the parking lot paving project! What a creative way to REALLY show impact on the specific project they were funding AND the specific people who benefit from the generosity of their donors.

## Stewarding Donor Relationships

Don't let the relationship with your supporters go dormant after you thank them! **Show your #iGiveCatholic donors the impact of their donations every time you have a visual representation.**

For example, post a simple update with project progress pictures, or offer a virtual tour to show off your new renovations. Keep engaging your donors all year round! Show them the impact of their gift so they'll be excited to help you in next year's project!

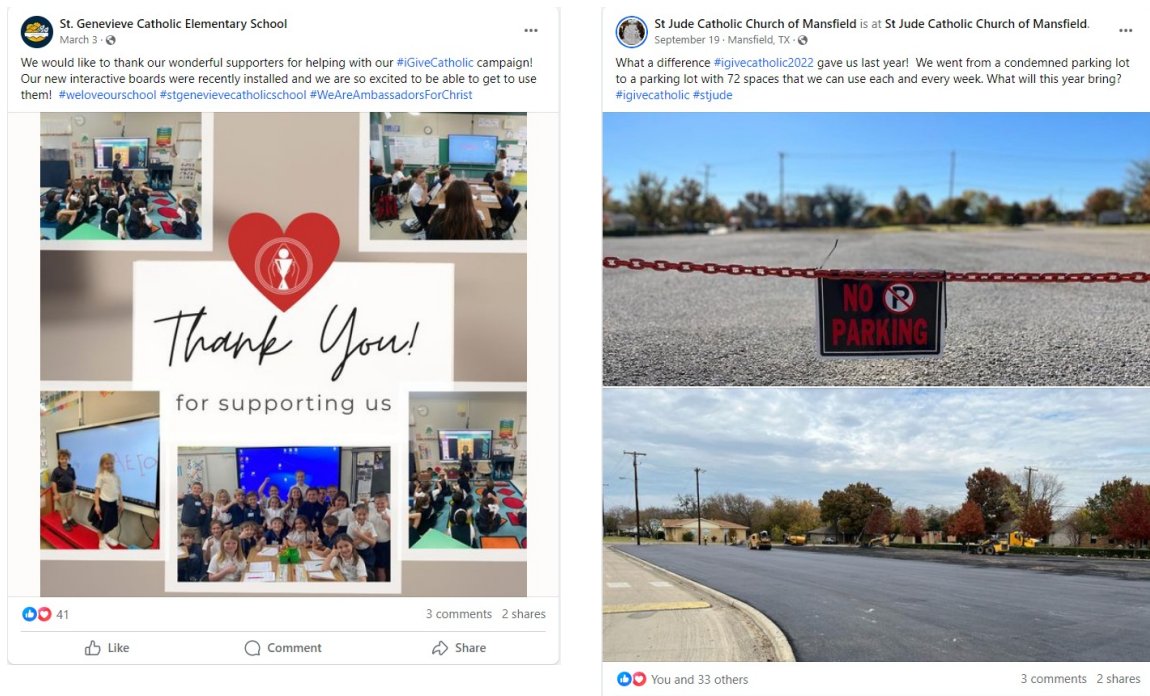
*\*\*If you tag us using @iGiveCatholic in your social media post description, we may include your post in our future national communications!\*\**

To give you some inspiration, here below are a few social media posts from participants who effectively communicated about the progress of the project funded by their 2022 #iGiveCatholic campaign.





- **St. Brendan the Navigator** in Cumming, GA made the [Instagram post](#) above just after #iGiveCatholic 2022 to show their community the new sanctuary candle they purchased with their campaign funds.



- **St. Genevieve Catholic Elementary School** in Thibodaux, LA made the [Facebook post](#) on the left in MARCH to thank their #iGiveCatholic donors again and show them the new interactive smart boards the school purchased and installed with their generous donations from the 2022 campaign. I APPLAUD you for continuing to show impact through the year!
- In mid-September, **St. Jude Catholic Church** in Mansfield, TX posted the [before and after photos](#) on the right of the parking lot restored with funds from their 2022 #iGiveCatholic campaign. Great timing to start the 2023 buzz about what they might do with this year's campaign!

The next #iGiveCatholic  
on GivingTuesday will  
be DECEMBER 3, 2024.



Don't forget to send your community a Save the Date for next year!

You can [CLICK HERE](#) TO DOWNLOAD the graphic on the left

or [CLICK HERE](#) for a customizable Canva Template of the same graphic

## Survey Says....

Next week, #iGiveCatholic will be sending out online surveys to partners, participating organizations, and donors to gather feedback to incorporate into our plans for next year's #iGiveCatholic campaign. Be on the lookout for it!

We greatly appreciate you sharing your honest opinions and experiences as we continue to build #iGiveCatholic to best serve our U.S. Catholic church. **Your feedback is critical** to our shared success in spreading the Gospel.

*Thank you in advance for your participation.*

## 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

• **DON'T FORGET!** Now that the Giving Day has ended make sure to remove

the embeddable button widget from your website if you used it!

- Promoting **YOU** doesn't stop for us just because Giving Tuesday has ended! If you send a link to your #iGiveCatholic pictures or videos to [info@igivecatholic.org](mailto:info@igivecatholic.org), you might just see it on social media, in future issues of our e-news or in #iGiveCatholic videos.
  - Finally, watch out for our *National #iGiveCatholic Thank You Video* which will be posted on social media next week once giving totals are finalized. Please share it in your social media and email thank you messaging!
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## *Special thanks to our* 2023 SPONSORS & ASSOCIATES

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**TUESDAY**



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