

# NEWSLETTER

**November 22, 2023** Official Newsletter for the U.S. Catholic Church's Giving Day



## We wish you a joyous & blessed Thanksgiving!

The real fun is about to begin! Not only are we in our final week of Advanced Giving, but next week is [#iGiveCatholic](#) on [GivingTuesday!](#) This e-blast includes general information and tips on how best to communicate with your supporters.

We're sending this one a day early, since we know that many of you will be out tomorrow and the rest of the week.

You can find all of the previous 2023 weekly e-blasts on the [Resources](#) page of our website under "[#2 - Next Steps and Set Up.](#)"

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

## Common Questions



Our [FAQ](#) page is a great place to start! Additionally, see below for some general questions and answers.

## ADMIN / DASHBOARD PROFILES

### *Do I have to refresh my browser to see changes I made on my profile page?*

- No, you do not! Depending on what browser you are using, changes made to your Profile Page in your dashboard should appear within a few moments of clicking "SAVE".
- If for some reason it does not, click on the fabulous "blue chat bubble" so the GiveGab / Bonterra Customer Success team can do a "hard refresh" for you! Be sure to include your email address so they will be able to respond promptly.

### *Can I update my goal during the Giving Day?*

- Yes! If you exceed your goal, why not thank donors who have already contributed and then post a "stretch" goal or a second project to which donors could also contribute? You can update the goal you already set by following [these directions](#).
- When you update your goal, DON'T FORGET TO TELL YOUR COMMUNITY! Send an email and make social media posts that describe what you can do with any additional funds raised. Shift the focus from dollars raised to IMPACT!
- [St. Angela of Merici Catholic Church](#) in Metairie, LA posted this very simple cell phone video on [Facebook](#) after they reached their \$220K goal last year, and went on to raise another \$40K before the giving day was over!

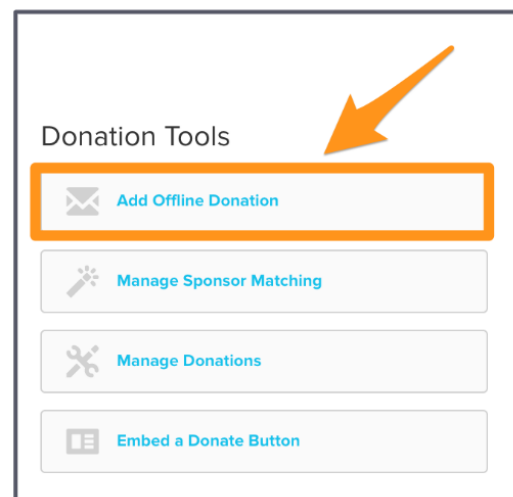


### *A donor gave me cash or a check.*

#### *Where/how do I enter these funds?*

- You can record this type of gift in your dashboard as an "offline donation," meaning a donation that was not made online via credit card or bank withdrawal. Offline gifts are critically important during #iGiveCatholic and, once entered, will be immediately added to your totals. [Here's a step-by-step guide](#).

**PLEASE NOTE:** Your organization will be responsible for sending tax letters for any offline gifts. #iGiveCatholic auto-generated receipts for *online gifts* will serve as tax documentation.



### *Should I make changes to my organization's Thank You message?*

- No, the same thank you message will appear on all #iGiveCatholic donation receipts. However, organizations **are** encouraged to send personal thank you messages within a week of #iGiveCatholic.

### *How will you thank your donors?*

- We have plenty of great [resources](#) as templates but remember to get both personal and creative with your gratitude!

## YOUR DONORS

### *How do supporters make a donation?*

- Making a gift is easy! You can direct donors to the exact **URL** of your [igivecatholic.org](http://igivecatholic.org) Profile Page. If they need some extra help finding your organization, [here is a step-by-step guide](#). On the actual Giving Day, they won't be able to miss the "Search" field on the #iGiveCatholic homepage!

### *My donor misplaced his/her receipt. Can I resend a copy?*

- Yes! If the donor's email address has been entered into the dashboard, you can resend receipts from your admin dashboard. [Click here for directions](#).

### *I would like to begin thanking our Advanced Giving donors now. How do I download my donor list?*

- It's so important to thank donors for their generous gifts, and a best practice is to thank them within **SEVEN** days. [Here are step-by-step directions for downloading your donor report](#).

### **RETURNING ORGANIZATIONS - PLEASE NOTE:**

*Before exporting, click the "+ More Filters" button, drop-down to "All Giving Days," and choose the "#iGiveCatholic" filter to download this year's donor data.*

### *One of my donors requested a refund. What do I do?*

- Please [contact us immediately](#). During Advanced Giving or on the Giving Day, if an error was made at the time of donation (*i.e., a donor accidentally gave twice, input the wrong amount, etc.*), the donor or administrator for the organization can request a refund by emailing GiveGab's Customer Success team at [questions@igivecatholic.org](mailto:questions@igivecatholic.org) or by using the blue chat bubble.
- The donor and the organization's administrators will be notified once the refund has been initiated. Once #iGiveCatholic funds have been transferred to the organization or diocese/foundation, that organization, diocese or foundation will need to follow their standard refund procedures.

## Matches & Challenges

Are your supporters just as excited as you are about the #iGiveCatholic Giving Day? Perhaps they want to make a significant donation? **Why not consider using it as a Match or Challenge to inspire and motivate more gifts?**

**Organizations who used Matches or Challenges last year raised, on average, 10 times more than organizations who opted out of this feature!**

You can read all about about Matches and Challenges [HERE](#), but we've got the highlights for you below:

### *How does a MATCH work?*

- With a "1:1 Match," each time a donor makes an online gift, a corresponding offline gift of the same amount will be contributed to your totals.  
*\*\*NEW THIS YEAR: You can also set 2:1 and 3:1 match ratios! Talk about bang for your buck!*

### *How does a CHALLENGE work?*

- A Challenge is a gift that is unlocked once a certain threshold is reached. For example, a generous donor might say, "\$1,000 will be released once \$5,000 has been raised or, "\$1,000 will be released once 20 donors have given a gift."

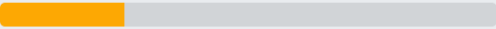
[Christian Service Center](#) in Abbeville, LA has both a Challenge and a Match in their #iGiveCatholic campaign this year! You can see in the screenshot below that \$1,200 will

be released from their challenge once they have 12 unique donors. They also have a dollar-for-dollar match opportunity for the first \$10,000 in donations. This is an EXCELLENT idea to motivate donors and to give your major donors some big ROI (return on investment)! Well done!!

## Donation Matches and Challenges for Christian Service Center Abbeville, LA

Judge & Elizabeth Edwards: Donor Challenge

[Christian Service Center Abbeville, LA](#)

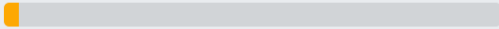


9 more donors unlocks \$1,200

[VIEW PROFILE](#) [DONATE](#)

Bernard F. Duhon: \$10,000 Match

[Christian Service Center Abbeville, LA](#)



\$10,000 MATCH \$9,725 REMAINING

[VIEW PROFILE](#) [DONATE](#)

### *How do I set up a matching gift?*

- You can add a matching gift through your admin dashboard. [Click here for directions!](#)

#### **PLEASE NOTE:**

*If your offline gifts are not automatically applied to a match, you can manually apply them by [following these directions](#).*

### *How do I edit a matching opportunity?*

- If you need to update the details of your matching gift, [follow these steps](#).

### *I didn't meet my match. What do I do?*

- Even if you don't meet your match, your generous donor might want your organization to keep the funds anyway. Double-check with your donor first, and then deplete the match to add the remaining funds as an "offline" gift. [Here is a step-by-step guide](#).

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## Update on Social Media Video Competition

**#iGiveCatholic will send a check for \$500** to the participating organization whose qualifying video has the most social media likes by 11:59 P.M. on November 28. Eligible videos must...

1. **be 3 minutes or shorter**
2. **be posted on Instagram, Facebook, or Threads.**
3. **tag @igivecatholic**

We invite you to tell your story to your audience: share your mission, state your need, and invite your audience to help you meet that need through #iGiveCatholic. HUMOR is encouraged!

ASK your social media followers to HELP you get likes by sharing your video post! Tell them \$500 is at stake!

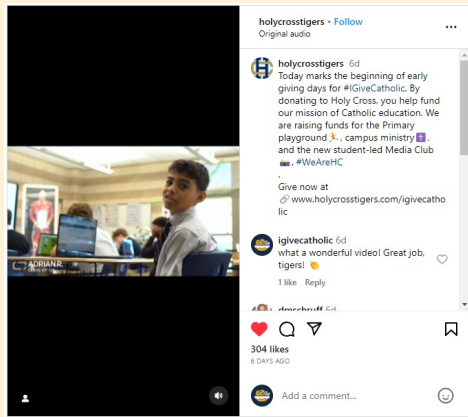
If you've already posted your video, there's still time for you to send an email or text to your community with the link to your eligible video asking them to "like" and share it to help you win!!

The rules stated above are also posted [HERE](#).

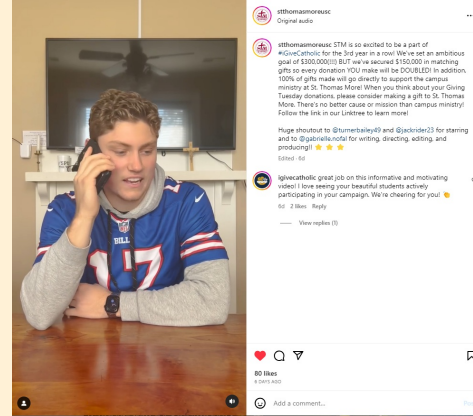
*Here are our current leaders in the #iGiveCatholic Social Media Video Competition:*



The clear front-runner right now is [Holy Cross School](#) in New Orleans, LA whose [Instagram](#) video that they also shared on [Facebook](#) (pictured below) has garnered **303 likes** already! In it, a series of students speak about the characteristics of "A Holy Cross Man." What a wonderful way to spotlight your students and tell your story while engaging your audience.



[Lexington Catholic](#) in Lexington, KY is solidly in second place right now with their [Instagram](#) video (pictured below) also shared on [Facebook](#) that currently has **224 likes**! Their theater director starts the video, then shares the stage with several students who talk about the benefits of upgrading their theater with funds raised through #iGiveCatholic. Keep up the great communications!

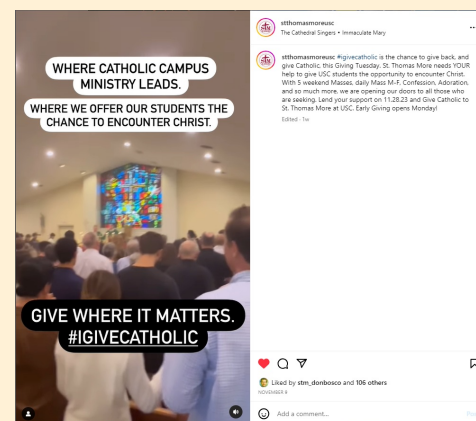


[St. Thomas More Catholic Church and Newman Center](#) in Columbia, SC has **TWO** eligible videos in the running!

The [video pictured above](#) shows two students having a phone conversation about why their campus ministry is so important and how funds raised through #iGiveCatholic can help. It was distributed to announce the start of Advanced Giving and currently has **80 likes**.

The [video below](#) was distributed a couple weeks earlier announcing #iGiveCatholic and telling their community all that their church and campus ministry has to offer. It currently has **107 likes**!

They also have a great cover photo on their [Facebook page](#)! Great job!



**HOT TIP: Meta tallies likes from Instagram and Facebook when you cross-post a Reel, giving you the opportunity to collect likes from both platforms!**

**(If you think your video should be among these leaders below, please make sure your post description tags us with @iGiveCatholic!)**



**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](#)

## #iGIVECATHOLIC Tip of the Week

### Gearing Up for the Giving Day

This week, we encourage participating organizations to send messages of Thanksgiving and Gratitude to your community with descriptions or graphics using the following tagline:

***Give Thanks, Give Back, Give Catholic***

We have several graphics now available on the [Downloads](#) page OR you can use this [Canva Template](#) to customize for your organization!



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 [Resources](#) page to stay on track in marketing your #iGiveCatholic campaign!

## 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.

## 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](#).

- Be sure to include a Call-to-Action in every communication



## SCHOOLS

- now through 11:59 PM 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.
  - 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 PM 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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[WWW.IGIVECATHOLIC.ORG](http://WWW.IGIVECATHOLIC.ORG)

Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"

#iGiveCatholic | 7887 Walmsley Avenue, New Orleans, LA 70125

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