

NEWSLETTER

October 25, 2023 Official Newsletter for the U.S. Catholic Church's Giving Day



We're so excited to have you and your organization participate in [#iGiveCatholic](#) on GivingTuesday, **November 28, 2023**! This second of seven weekly newsletters for organization administrators is packed with important information and plenty of tips to help ensure your success!

Please forward this e-mail to all of your team members!

Now's the time to *Save the Date!*

When announcing your participation in #iGiveCatholic through your social media, bulletin or newsletter, consider including one of our pre-made [Save-the-Date files](#) in the [Graphics & Downloads](#) section of the #iGiveCatholic [Resources](#) page. The square series is also available in our [list of Canva templates](#) for customization!



Engage Your Ambassadors

REGISTRATION
CLOSES SOON!

Ambassadors nourish the connection that your organization has to the broader Catholic community. Check out this webinar [Engaging Your Ambassadors](#) at the bottom of the web page.

Who are your ambassadors?

FOR PARISHES: Finance or Parish Council members, Knights of Columbus, your pastor, parochial vicar, staff members and ministry leaders.

FOR SCHOOLS: School Advisory or Board members, parent organization leaders, faculty/staff/administration, alumni, any engaged/enthusiastic parents and grandparents.

FOR NONPROFIT MINISTRIES: Board members, personal and corporate friends and family, volunteers.

No matter who they are, your ambassadors can take your **#iGiveCatholic** on GivingTuesday success to new heights by sharing their passion for your mission!

How do you engage them?

- **Spread the word** — Ask ambassadors to share your profile page on **social media** or to send **personal emails or texts** to their networks -- or your donors with lists you provide!
- **Peer-to-Peer (P2P) fundraising** — Ask them to become P2P fundraisers. [P2P fundraising](#) is a fun way to help expand your organization's reach to include those in your fundraisers' networks and engage new donors. Organizations that employ P2P efforts typically raise 7.5x more!
- **Provide a match or challenge gift** — Ask a board member, existing donor, regular vendor, or local company to support your organization through a [matching or challenge gift](#). Donors find these types of gifts *wonderfully inspiring and highly motivating!*

A graphic for the 2023 Training Webinars. At the top, it says "#iGIVECATHOLIC #GIVING TUESDAY". Below that, "2023 TRAINING WEBINARS" is written in large, bold, orange letters. The graphic is divided into three sections, each with a circular image and a date in a yellow circle at the bottom. The first section shows a woman working on a laptop, with the text "GETTING READY" and the date "AUG 22". The second section shows a person pointing at a screen with a "NEW" banner, with the text "TOP TEN ROUNDTABLE" and the date "AUG 29". The third section shows a hand writing on a calendar, with the text "FINAL STEPS" and the date "NOV 08".

The deadline to register for **#iGiveCatholic 2023** is Friday, November 3rd at 11:59 PM.

Have you been working on your organization's profile page by adding photos, uploading a logo, and communicating your mission?

Here are some things to keep in mind:

- You will still be able to make updates on your page up until GivingTuesday, but ***we encourage you not to wait until the last minute!***
- History tell us that the GiveGab Customer Success team will have a surge of help requests, so ***if you wait until early November, you will have to wait longer for technical assistance.***
- Pages without personalization ***will NOT*** have Catholic content backfilled this year. Please make it a point to showcase your organization and make your page something of which you are PROUD!



NOVEMBER 8

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

Also NOVEMBER 8
Deadline to verify banking

Did you miss our **Getting Ready** and/or **Top Ten Roundtable** webinars in August?

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](#).

information
(if your diocese or group isn't
collecting donations for you)

NOVEMBER 13 - 27
Advanced Giving Phase

NOVEMBER 28
#iGiveCatholic on
GivingTuesday

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

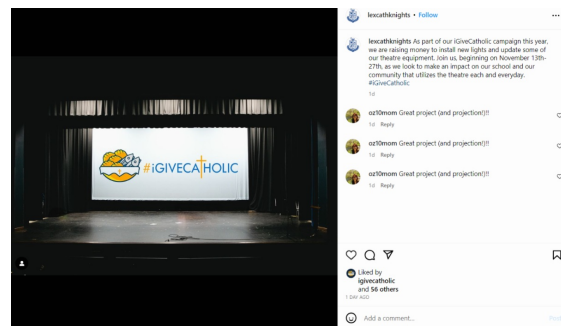
Use Social Media to Promote Your Campaign!

We **HIGHLY ENCOURAGE** you to post creative and inspiring photos, stories, and **ESPECIALLY** videos on social media announcing your participation in #iGiveCatholic and explaining the project for which you are raising funds.

Here are two great examples:

The Diocese of Lexington's very own **Lexington Catholic High School** made a *brilliant* post highlighting their project to update the stage lighting and theatre equipment.

Transfiguration Catholic Church in the Archdiocese of Atlanta created a **VERY** compelling one-minute video outlining their desire to create a media center for evangelization!



CLICK either image to go to the live post.

p.s. Want to be featured here? Tag us in your posts with @iGiveCatholic and use the #iGiveCatholic hashtag in your description!

Well DONE!

*Have you announced your
#iGiveCatholic project yet?*



IN A PINCH?!

Make sure you follow [@iGiveCatholic](#) on Facebook, Twitter/X, Instagram, and/or Threads and *share or repost* relevant content like [St. Joseph Catholic Church](#) in the Diocese of Youngstown, who shared our recent Pope Francis video to inspire generosity!

Do you use Canva? Check out our list of [#iGiveCatholic templates](#) available this year -- in English and Spanish!

For week-to-week tasks, check out the [Communications Timeline](#) on our [Resources](#) page to stay on track in marketing your #iGiveCatholic 2023 campaign!

Recommendations for . . .



PARISHES

- Announce your participation in #iGiveCatholic in your next weekly bulletin and save a place for graphics and messaging through early December (so you can report on your success and THANK your community!).
- Take advantage of our [customizable Canva templates](#) or ready-to-use [save the dates](#) and other [bulletin ads](#).
- Use our [templated language](#) to craft your mass announcements and bulletin messaging.
- Make spoken announcements about #iGiveCatholic at Masses, both in-person and live stream (if applicable).
- Add a hyperlink to your profile page in all communications.



- Announce your participation in #iGiveCatholic with an email to your entire contact list and a corresponding social media post describing your goal and project. Take advantage of our [customizable Canva templates](#) or ready-to-use [save the dates](#).
- Distribute #iGiveCatholic [flyers](#) to teachers, students, parents, and school board members.
- Dedicate an area in all communications now through early

SCHOOLS

- December for #iGiveCatholic [images](#) and messages.
- Use our [templated language](#) to craft announcements about #iGiveCatholic at your PTO/ PTA meetings.
- Add a hyperlink to your profile page in all communications.



MINISTRIES

- Announce your participation in #iGiveCatholic with an email to your entire contact list and a corresponding social media post describing your goal and project. Take advantage of our [customizable Canva templates](#) or ready-to-use [save the dates](#).
- Distribute #iGiveCatholic [flyers](#) to volunteers and board members. You can find customizable Canva templates [HERE](#).
- Dedicate an area in your newsletter for #iGiveCatholic [images](#) and messages now through early December.
- Send email announcements about #iGiveCatholic to all your contacts and previous donors.
- Use our [templated language](#) to help you craft your newsletter or live meeting announcements about your #iGiveCatholic campaign.
- Add a hyperlink to your profile page in all communications.

NEED MESSAGING HELP?

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

Special thanks to our 2023 SPONSORS & ASSOCIATES

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