**#iGiveCatholic “Just One Thing” Email #4**

Good morning!

Thanks to those who have registered to participate in #iGiveCatholic – we currently have ## parishes and missions, ## schools, and ## other ministries on board. (Add this sentence only if you wish to share these details). We would love to add more! If you want to jump in but have not already done so, *please* contact us immediately and we’ll help you through the registration process. **It only takes a minute**!

Moving on to this week’s task: defining your audience!

**DATABASE REVIEW**

Ensure that you have email addresses for as many constituent groups as possible.

* ***Parishes:***Finance Council Members, Knights of Columbus Members, All Ministry Leaders, Staff, Parishioners, Community Friends
* ***Schools and Campus Ministries:***School Advisory Council/Board Members, Current Parents/Grandparents, Faculty/Staff, Alumni, Parents of Alumni, Volunteers, Friends of the School (including businesses who have supported you in the past!).
* ***Ministries and Everyone:***Personal friends, corporate friends, family members, other supporters of your parish/mission/school/ministry, newsletter recipients, etc.
* ***Note to All Returning Participants: Make sure you have noted in your database all who donated to your organization in the past through #iGiveCatholic.*** If you need assistance pulling this information, please contact us. ***We have access and can help you upload a spreadsheet with this important data.***

**SOCIAL MEDIA REVIEW**

Review your accounts and compile a list of those who have followed, liked and shared your posts over the last 6-12 months.

* *Important!* Identify and activate your top social media fans. [HERE](https://gg-day-of-giving.s3.amazonaws.com/igc-global2022/resources/iGiveCatholic+Influencer+Outreach+How-To+(1).mp4) is a video on how to do this.
* Ensure you have their contact information in your database. Invite these individuals to help promote #iGC through their own social media by sharing in the days leading up to the event and, of course, on December 3rd!

By committing to these weekly tasks, you will ensure a successful outcome. Please contact us if we can answer any questions. We are here to support your efforts in any way that we can.

Have a great week!