**#iGiveCatholic 2024 Weekly Email Game Plan**

**INTRODUCTORY EMAILS:**

# 1a or 1b: Monday, July 15th

Resource Titles:

***1a***- ***#iGC Introductory Email – From First Time Partner***

***OR 1b- #iGC Introductory Email – From Returning Partner:***

Email to parishes/missions, schools and ministries to introduce diocesan participation and garner interest. Announce that registration for participating organizations will open up on Monday, August 19th. Introduce that weekly emails will be provided on Monday’s starting September 16th with one assigned task each week. Mention that sample marketing and email templates for all communication will be provided as well. Stress that all of the heavy lifting will be done for participants.

# 2: Monday, July 29th

## Resource Title: 2-#iGC – 1st Reminder – July 29th

Email reminder about consideration of participation and notice that registration will begin in three weeks (August 19th).

# 3: Monday, August 12th

## Resource Title: 3- #iGC – 2nd Reminder – August 12th

One more reminder about consideration of participation and notice that registration will open in one week (August 19th).

# TASK FOR PERSON ORGANIZING ON BEHALF OF YOUR

DIOCESE/FOUNDATION – (Not to be included in email to potential participating organizations) – Create a Save the Date diocesan image for use on website and email signatures at a later date. Canva Template available [HERE](https://www.canva.com/design/DAGBk3eGxv0/wG1QpIBGckdIWgbkQhoLyA/view?utm_content=DAGBk3eGxv0&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview). If planning a video with Bishop, make plans for scripting, filming and scheduling.

## 4: Monday, August 19th

Resource Title: ***4- #iGC – Registration is Open! - Aug 19***

Email all parishes, schools and ministries with one more request to encourage participation. Provide step-by-step instructions for the registration process.

## 5: Wednesday, September 11th

### Resource Title: 5- #iGC – Last Call for Contacts – Sept 11

Email to make sure all administrators/other contacts are secured for email distribution list before Monday launch – ask specifically for social media coordinator information.

**“JUST ONE THING” WEEKLY EMAIL SERIES:**

**6: Monday, September 16th** – Email about recruiting #iGC Giving Day Leadership Team for parish, school or ministry. Team should include email blast coordinator, social media coordinator, landing page development coordinator, onsite event planning coordinator, thank you note volunteers. “Optional but Encouraged” note suggesting Canva for non-profits.

**7: Monday, September 23rd** – Email about setting clear, concise and realistic goals. What are funds being raised to accomplish? Set goals not only for total dollars raised but also # of donors, # of new donors, # of donors at certain dollar levels, etc. Also points to new Goal-Setting Guide on [Resources](http://www.igivecatholic.org/info/resources) page.

**8: Monday, September 30th** – Email about developing profile page. *You may want to consider hosting a gathering this week for administrators to bring their laptops to get started creating their profile page with you or veteran administrators available for advice or assistance.*

**9: Monday, October 7th** – Email about database review to ensure constituents are coded properly (board members, key volunteers, lay leaders, current parents, faculty, staff, alumni, etc.) and social media review (compile list of those who have followed, liked and shared posts over the last 6-12 months). Identify top promoters and make sure you have contact information.

**10: Monday, October 14th** – Email to find 5-10 people to help with the viral challenge. People of importance with name recognition who will help serve as social media champions and share the cause. Must be ambassadors willing to give a gift and share personal testimony. Encouraging Peer-to-Peer Fundraiser recruitment.

**11: Wednesday, October 16th** – MID WEEK INTERRUPTION 5.5 EMAIL – Explanation email related to: Registration Deadline, Advanced Giving, Offline Gifts/Collection Envelopes, Save the Date Images, Prizes, Online Transaction Fees FAQ, Organization Receipt of Funds Expectations. *Please attach the* [*#iGiveCatholic 2024 Save the Date image*](https://drive.google.com/file/d/1soqUZss8EugJ3dpzJutv5Sz8cfAL4stm/view?usp=sharing) *to this email.*

**12: Monday, October 21st** – Email announcing beginning of Marketing Timeline tasks and supporting matching and challenge gifts. Explains the difference between the two, how and why they motivate donors and provides link to [CANVA TEMPLATE](https://www.canva.com/design/DAGJuS9B5wc/N85fjYl8PqYHf3yb3X5vMw/view?utm_content=DAGJuS9B5wc&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview) to create a custom Match flyer with form for donor to complete.

**13: Monday, October 28th** – Email to begin promotion for Advanced Giving starting on November 18th. Links provided to marketing templates and tools on the RESOURCES page and YouTube. Note about #iGiveCatholic Wednesday E-Blast Newsletters. *Please attach “13a. #iGiveCatholic Sample Announcement" to this email.*

**14: Monday, November 4th** – Email to create social media game plan for the next four weeks. Provide #iGC resources link for sample posts, logos, tips and tricks. Suggestion to start creating short testimonial and/or campaign videos with examples from 2023. You may choose to share your own diocesan plans for marketing via a Bishop’s video (if available), ad in any Catholic newspapers or magazines, and availability of #iGiveCatholic envelopes from OSV.

**15: Monday, November 11th** – Email with reminders to finalize profile page, create and schedule social media posts, film video, finalize matching and challenge gifts, add link to website. Provide template for November 18th email blast and ads/blurbs for newsletters, bulletins, announcements, etc. Also provides link to #iGC Final Steps to Success webinar. *Please attach “15a. #iGiveCatholic Advanced Giving Open" to this email.*

**16: Monday, November 18th** – Reminder to send Advanced Giving email from template shared last week. Suggest coordinating a Phone-a-thon. Offer Other Promotional Ideas for all types of organizations. Start entering Advanced Giving money received. *Please attach “16a. #iGiveCatholic Phone-a-Thon Guide" to this email.*

**17: Monday, November 25th** – Email with reminders about all marketing promotions. Provide details on prizes being offered by your diocese (if applicable).

**18: Monday, December 2nd** – One day before Giving Day. Provide template email that tomorrow is the day. Make sure social media ready for active engagement on GivingTuesday. *Please attach “18a. #iGiveCatholic on GivingTuesday is TOMORROW" to this email.*  *If you’ve collected a letter or video from your Bishop, attach or include a link in this email for distribution.*

**19: Tuesday, December 3rd** – Wishes of good luck and offer of prayers! Be sure to reach out with a mid-day and evening update to create momentum and enthusiasm! *Please attach “19a. #iGiveCatholic Common Giving Day Questions" to this email.*

**20: Tuesday, December 3rd** – Send Mid-Day and Evening Status Update Emails

**21: Wednesday, December 4th**– Day-after report and expression of gratitude for participation. Reminder that offline gifts can still be entered until 11:59 on Tuesday, December 10. Encouragement to complete and exhaust remaining match balances.

**22: Wednesday, December 11th** – Wrap up email – share results. Reminder to send thank you notes. Link to Tips and Templates shared. Instructions on how to pull data from GiveGab reports. Reminder to add all donor details and gifts into database.