**#iGiveCatholic “Just One Thing” Email #12**

Good morning, Friends!

Here we are just 24 hours away from #iGiveCatholic on GivingTuesday! You’re well prepared and ready, so get excited!

Our parishes, schools and ministries have raised **over $XXX,XXX** during the Advanced Giving phase – and that number will soar as the main event gets underway!

**IF YOU ARE OFFERING PRIZES:** Offer encouragement for one of your prizes here…for example: “Before midnight tonight, please try to get at least 10 unique donors to give a gift. We have $2,100 ready to award for Advanced Giving prizes ($700 to a parish/mission, $700 to a school, and $700 to a ministry) first thing in the morning on the 3rd! You’ll want to be in the running for it! We again wish to thank our [**amazing sponsors**](https://charlestondiocese.org/igc-2021-prize-sponsors/) for all of the prizes we’ll be awarding tomorrow – to view, please click [diocese.igivecatholic.org/prizes].

The use of **email correspondence** and **social media** today and tomorrow is going to be critical to your success. Please make it a focus **today** to do the following:

       **EMAIL** everyone in your database a message about tomorrow’s opportunity. **Make it brief** – include what you are raising money to support and why you need help to reach your goal. Sample attached, also available on the #iGiveCatholic [E-MAIL MARKETING](http://www.igivecatholic.org/info/email-marketing) page and via Flocknote, if you use that service. If you have secured a matching gift, be sure to highlight that. **Don’t forget to provide the link to your profile page!**

       [**MARKETING TIMELINE**](https://gg-day-of-giving.s3.amazonaws.com/igc-global2024/partner-resource-portal/2024+Marketing+Timeline.pdf)– Be ready to provide updates and inspirational posts/videos throughout the day via email and/or social media. Don’t forget to respond to all comments in social media! Going viral and employing those you’ve engaged to help with the viral challenge will be key. If you have something special you want to share, TAG our diocese/foundation social media on those posts to get more traction (please, not every post – just the special ones!) You are ALWAYS encouraged to tag @iGiveCatholic on all of your campaign posts!

If you have a video from your Bishop – release it TODAY! Below is a message and video from our Bishop that we sent out this morning (explain how it was released). We hope that it will help promote this special day celebrating and inspiring generosity for our Catholic community. Remember, we are not just trying to raise money…we are INVITING people to INVEST in our wonderful parishes, schools and ministries! Our own Catholic community!

Please call on us if you need anything at all over the next few days. Offering many prayers and best wishes as we embark on this exciting day!