**#iGiveCatholic “Just One Thing” Email #6**

Dear Friends,

The Arch/Diocese of XXXXXXX is ready to make an impressive showing during #iGiveCatholic! (Add the following sentence if you are happy with the current registrations). We currently have ## parishes, ## schools, and ## other ministries participating. If you want to join in the fun, PLEASE register asap. #iGiveCatholic will officially close the registration window on **Friday, November 1st** - don’t miss out!

Last week, the task was to create a *viral* challenge by finding 5-10 ambassadors who will give a gift and help spread the word on their social media on your behalf. If this task has not yet been accomplished, keep working on it – it is critically important to your success. ***This week marks the beginning of tasks suggested in the*** [***Marketing Timeline***](https://gg-day-of-giving.s3.amazonaws.com/igc-global2024/resources/2024+Marketing+Timeline+(1).pdf)*(also available on the* [*RESOURCES*](https://www.igivecatholic.org/info/resources) *page). Take a look to see what you or your Leadership Team can accomplish so these ambassadors will have content to share!*

Now let’s focus on finding a handful of donors willing to offer a **MATCHING** or **CHALLENGE** gift. What’s the difference?

* **MATCHING GIFT** – For each dollar raised, a donor will match that gift (usually 1:1 but you can also set 2:1 or 3:1 ratios!) This type of match lasts until the match gift is used.

*(Example – Mr. and Mrs. Generous will match all donations up to $5,000.)*

* **CHALLENGE GIFT** – A gift that comes when a goal is achieved.

*(Example – Mr. and Mrs. Generous will release $1,000 if we get 25 donors between 10:00 AM – 12:00 PM. or Mr. and Mrs. Generous will release $1,000 to us after we have raised $5,000.)*

Both matching and challenge gifts are highly motivating to donors. And they make giving day participation more fun!

People who love your parish, school or ministry (and who have the capacity to support in this special manner) know the value of this type of giving. Those who have [Donor Advised Funds](https://archnola.sharepoint.com/:b:/s/iGiveCatholic/Eaye3zb_MT5JttOwgYUzeMABr7AWiJEIvU2w2Gt0afMvaA?e=0yyP1V) can easily supply the match, since the funds in their account must be used for charitable purposes anyway. Another great opportunity is [Qualified Charitable Distributions](https://www.irs.gov/newsroom/qualified-charitable-distributions-allow-eligible-ira-owners-up-to-100000-in-tax-free-gifts-to-charity) from individuals 70 ½ years or older with IRA accounts. Don’t be afraid to specifically suggest DAF or QCD gifts, since those prompts will help to remind eligible donors of that opportunity to engage with your campaign with a unique opportunity for ROI! You can also get creative: maybe 10 people would be willing to come together with $100 each, thereby creating a $1,000 match.  **These special donors will welcome the opportunity to inspire others**.

*\*\*You can create a custom flyer to solicit and secure Matching or Challenge gifts using this #iGiveCatholic* [*CANVA TEMPLATE*](https://www.canva.com/design/DAGJuS9B5wc/N85fjYl8PqYHf3yb3X5vMw/view?utm_content=DAGJuS9B5wc&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)*!\*\**

Once secured, pre-enter these gifts through your #iGC dashboard so that they will automatically release and add to your totals in real time during the active giving period (Nov. 18 – Dec. 10). [CLICK HERE](https://support.givegab.com/en/articles/386630-how-do-i-add-a-matching-opportunity-to-my-giving-day-profile) for a step-by-step guide on adding a match.

As always, feel free to reach out with any questions. For all technical support or profile page set up questions, there are two options: you may email [questions@igivecatholic.org](mailto:questions@igivecatholic.org) or click on the blue chat bubble on your page. If you use the chat bubble, please be sure to include your email address to ensure a response! Both GiveGab and #iGiveCatholic are highly responsive and very helpful.

Have a great week!