



Marketing Timeline

	Six Weeks Out Oct. 21	Five Weeks Out Oct. 28	Four Weeks Out Nov. 4	Three Weeks Out Nov. 11	Start of Advanced Giving Nov. 18	One Week Out Nov. 25	Week Of Giving Day Dec. 2	After Giving Day Dec. 4	Thank You & Results Dec. 11
Website									
Add #iGiveCatholic dates, project goals, updates and other key messaging to your website.	†						†		†
Embed a Donate Button on your website that connects to your campaign (CLICK HERE to learn how)					†			Remove & Reset	
Email Communications CLICK HERE for email templates and instructions to create custom email banner									
Email your database about #iGiveCatholic with project/goal updates including your profile page URL. (also available in FLOCKNOTE)	†		†		†		†	†	†
Add #iGiveCatholic banner to staff email signature	†								Remove & Reset
Social Media <i>tag us in your posts @iGiveCatholic!</i> INCLUDE #iGiveCatholic and #GiveBackGiveCatholic IN ALL YOUR POSTS!									
Announce #iGiveCatholic participation, including giving day and advanced giving dates, goal and impact <i>(what the money will fund)</i>	†				†		†		
Post a short video announcing/updating your #iGiveCatholic project/goal/impact with your profile page URL	†				†		†	†	
Follow @iGiveCatholic and your diocese, share relevant posts	†	†	†	†	†	†	†	†	†
Post unique organizational photos, stories, and videos with your profile page URL (use Bitly.com to shorten)	†	†	†	†	†	†	†	†	†
Change cover image and profile picture to #iGiveCatholic graphics					†				
Post fundraising updates including how you will use the funds raised - <i>with pictures showing impact</i> - and ask followers to like and share.					†	†	2-4x/day	†	†
Print Materials <i>add a QR code to EVERYTHING you print</i> CLICK HERE for downloadable graphics and CANVA templates									
Post Flyers about #iGiveCatholic with a QR code to your profile in community gathering places like nearby coffeshops, restaurants!	†				†		†		
Parishes: Reserve space in your weekly bulletin for #iGiveCatholic campaign messaging.	†	†	†	†	†	†	†	†	†
Mail a letter or postcard to your database announcing your participation in #iGiveCatholic and asking for support. Include the dates, your project/goal, and a QR code to your profile page.				†					
Add an #iGiveCatholic ad with QR code to your bulletin, newsletter or student take-home folders.					†	†	†	†	
Mail individual thank you letters to #iGiveCatholic donors noting their specific gift and summarizing the results of your campaign. <i>(Official tax receipt will be emailed from platform.)</i>									†
In Person									
Make announcements about your #iGiveCatholic campaign at masses and other large gatherings of your community.	†				†	†	†	†	†
Hold a live event where donors can come to make their donation and engage with your staff, students, parishioners or other community.			Invite local media		†		†		