



#iGIVECATHOLIC
#GIVINGTUESDAY

Marketing Toolkit

Giving Day Resource for Participating
Parishes, Schools and other Ministries

December 3, 2024

Advanced Giving Begins
November 18, 2024



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To find your #iGiveCatholic local or group administrator, look in the bottom right corner of your group home page (i.e. *diocese.igivecatholic.org*) OR check the “Diocesan Partner Contacts” list on the bottom of:

<https://www.igivecatholic.org/info/faq>



General Information

WHAT IS #iGIVECATHOLIC?

#iGiveCatholic is an annual giving day for the faithful across the nation (and the globe!) to come together and raise as many charitable dollars as possible for Catholic parishes, schools, and ministries in participating dioceses. Last year, **#iGiveCatholic** raised more than **\$20** million for **1,870** organizations in **50** dioceses across the United States!

WHEN IS #iGIVECATHOLIC?

#iGiveCatholic is a 24-hour celebration from midnight until 11:59pm on **#GivingTuesday**, the Tuesday after Thanksgiving, which falls on **December 3rd** in 2024. Donations will be collected online at www.igivecatholic.org starting with the **Advanced Giving** phase on **Monday, November 18th** through 11:59pm of the giving day. **Offline gifts of cash** or check may be collected and added to the campaign total throughout the online giving period and for an additional week following the giving day, but **must be entered into the participant organization's dashboard by 11:59 on December 10th** to be counted in this year's totals.

WHY HOST A DAY OF CATHOLIC GIVING ON #GIVINGTUESDAY?

We have a day for giving thanks. We have two for purchasing gifts for loved ones: Black Friday and Cyber Monday. Started in 2012, **#GivingTuesday** has become a global day dedicated to generosity fueled by the power of social media, collaboration, and a lot of publicity. **#GivingTuesday** also kicks off the charitable season when many focus on their holiday and end-of-year giving.

WHO ARE BONTERRA AND GIVEGAB?

GiveGab is the giving day platform provider for **#iGiveCatholic**. Bonterra Tech is the parent company that recently purchased GiveGab. In addition to providing the technology and security behind your organization's profile page, they also provide all the technical support and assistance for you and your donors before, during, and after the giving day through the "blue chat bubble" at the bottom, right-hand corner of every screen on the platform.



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Eligibility

All Catholic 501(c)(3) parishes, schools, and other ministries listed in the *Official Catholic Directory* or otherwise affiliated with a participating partner diocese are eligible to participate in the #iGiveCatholic giving day, though a diocesan partner may choose to limit the type of organization that can participate any given year (i.e. only schools). Please consult your local #iGiveCatholic leader for questions about specific eligibility.

Eligible organizations must apply for participation online. Your respective #iGiveCatholic leader will email you specific instructions to guide you through the application and registration process. The process begins by clicking “Apply Now” on your diocesan or other group landing page. **Registration opens on Monday, August 19th and closes on Friday, November 1st.**

Questions? How-to articles on registering and completing your profile are located on the [Resources](#) page of the #iGiveCatholic website and throughout the [GiveGab Help Center](#). We also recommend using the blue chat bubble in the bottom right-hand corner of the website if you encounter any difficulty! That is the fastest way for you to get a question answered or an issue resolved. Be sure to include your email address. You can also email tech support at questions@igivecatholic.org!

PLEASE NOTE:

- GiveGab’s Support Team (tech support) is available **Monday through Friday from 9:00 AM to 5:00 PM Eastern Time** via email at questions@igivecatholic.org or via the blue chat bubble at the bottom right-hand corner of the website. These support techs will be **EXTREMELY** busy the last week of October and the beginning of November helping organizations complete registration, *so please allow plenty of time if you plan to work on your account during that time in case you encounter a problem!*
- All individuals who donate online at igivecatholic.org during the Giving Day or Advanced Giving phase will immediately receive a tax receipt via email from #iGiveCatholic. #iGiveCatholic cannot send tax receipts for gifts made offline, so those **MUST** come from the beneficiary organization.
- All donations made through #iGiveCatholic must be tax-deductible in full. They may not pay for anything of monetary value including but not limited to gala tickets, thank you gifts, etc. Please acknowledge the full donation amount in any communication you may have with the donor about the gift, such as a year-end summary of their gifts.
- Neither #iGiveCatholic nor GiveGab will solicit your donors. They are your donors, and you have access to donor and donation information through your organization’s dashboard.



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Marketing Ideas

Any donations and prizes your organization receives during #iGiveCatholic are dependent upon YOUR marketing and communication efforts!

You know your donors best, and they know you. Promote your #iGiveCatholic campaign using the communication methods you already use to reach your donors. We will be offering numerous suggestions, templates, and marketing resources to assist in this endeavor as we move through the process. *Keep in mind, however, that if acquiring new donors is one of your organization's goals, you will need to promote the event using new methods.*

To ensure you are promoting the correct URL for your organization's profile page, be certain the URL you promote looks like this (text in gold is unique to your organization):

<https://diocesename.igivecatholic.org/organizations/yourorganizationname-characters>

To be certain, copy the web address at the top of your profile page or look in the very bottom right-hand corner of your organization's dashboard under "Share Your Page". ****The URL will NOT begin with a www.****

GENERAL SUGGESTIONS:

- Add #iGiveCatholic messaging onto your **website**. Starting November 18th, **embed a DONATE button** on your website that connects with your #iGiveCatholic campaign ([CLICK HERE](#) for instructions).
- **Announce and discuss #iGiveCatholic** with all staff, board members, donors, committee members, volunteers, and parents at all fall meetings and events. (Messaging templates available on our [RESOURCES](#) page.)
- Add #iGiveCatholic logo, dates and a clickable link to your profile page to your **email signature**. (Canva template for an email banner available [HERE](#).)
- Invite your major donors to fund a Match or Challenge opportunity to motivate your donor base. Major donors *love* the ROI on this engagement feature since their gift *will* generate new gifts! And donors love feeling like their gift is going farther through one of these opportunities! **Organizations who use Matches and Challenges typically raise 10x more than those who don't!**
- Consider using **robocalls and text messaging services** to remind your community of the campaign and update them on your progress.
- Hold a **live event** where donors can come to engage with your community AND make a donation. Options include a live-stream on the day of giving at your organization's office, a happy hour at a supporter's restaurant, or a ministry or extra-curricular fair with opportunity to learn more or volunteer for each group.
- Motivate engagement by offering **one or more prize(s) from a drawing of all donors** at the end of the giving period (or certain donation amounts, or given during certain times, etc.). Prizes could be donated to you, a coveted parking spot, reserved seating at a popular event, dinner with an organizational leader or an opportunity to be featured in some community-wide event. Get creative and think about what motivates YOUR community!



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PARISH SUGGESTIONS:

- Make **announcements** about your **#iGiveCatholic** campaign from the pulpit at **masses**. (Messaging templates available on our [RESOURCES](#) page.)
- Insert **#iGiveCatholic messaging into your bulletins** that include dates, your project or goal, and the potential impact of a donor's gift.
- Prepare an **#iGiveCatholic information table at or after masses** during the Advanced Giving phase (November 18 through December 2), perhaps invite parishioners to make a donation while they enjoy coffee and donuts!
- Use the [Peer2Peer Fundraising](#) tool to **create a friendly competition between mass communities** to see who can raise the most dollars for your parish!
- **Include a QR code** to your profile page on any printed materials (flyers/bulletins) so your parishioners can easily and quickly donate using their phone. (Both [Canva](#) and [Bitly](#) can generate QR codes)
- *NEW* Do you use **Flocknote or PSG Catholic Social Media**? Look for an **#iGiveCatholic content library** to easily use our templates!

SCHOOL SUGGESTIONS

- Share **#iGiveCatholic** dates, project/goal, updates and desired impact with your parents, alumni and other stakeholders (messaging templates available on our [RESOURCES](#) page).
- Invite your school mascot and/or cheerleaders to carry **#iGiveCatholic posters with a QR code** to your profile page along the **car drop-off and/or pick-up line** so parents can scan right from their cars! (Both [Canva](#) and [Bitly](#) can generate QR codes)
- **Send flyers home** with students (Graphics and Canva templates available [HERE](#).)
- Make December 3 (or another day in the campaign) a **dress down day** for students/families who donate to your **#iGiveCatholic** campaign.
- Use the [Peer2Peer Fundraising](#) tool to **create a friendly competition between classes or grades** awarding the winning group a pizza party or something similar. OR just collect cash at school following [PennyWars](#) rules.

MINISTRY SUGGESTIONS:

- Share **#iGiveCatholic** dates, project/goal, updates and desired impact with your ministry recipients, staff, board members and other stakeholders (messaging templates available on our [RESOURCES](#) page).
- Invite your board members or service recipients to advocate for your campaign through [Peer2Peer Fundraising](#). *This method is the #1 way an organization receives new donors!*
- A few days before and during the **#iGiveCatholic** period, change outgoing voicemail greetings on all staff phone lines to remind people about Giving Tuesday!
- Write a story about your **#iGiveCatholic** participation and project or goals in a blog post or e-newsletter article; be sure to include a direct link to your organization's profile page.



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Video

Many successful **#iGiveCatholic** marketing plans include **campaign videos**. Some of these videos explain project needs or update viewers on **#iGiveCatholic** goals, while others ask participants to explain why they give during a brief “**#iGiveCatholic because...**” video.

It is easy to do – just **use your smartphone’s camera to shoot a short video!** You can then share these videos on your organization’s profile page, social media accounts or via email and e-newsletters. *Don’t forget to include a “clickable link” or hyperlink directly to your profile page when you post or send these videos!*

Even if you don’t create a NEW video, you can always **recycle an existing promotional video** that shows your organization’s community, mission, and impact. While not as effective as a campaign specific video, ANY current video will be better than no video!

SAMPLE VIDEOS:

[CLICK HERE](#) for **Lexington Catholic High School** explaining their campaign to upgrade their theater, including new lighting.

[CLICK HERE](#) for **St. John’s Catholic Church and School** (Beloit, KS) announcing basketball themed-campaign and various milestone challenges.

[CLICK HERE](#) for **Echo Community’s** humorous video wordlessly demonstrating the need for their new copier/printer.

[CLICK HERE](#) for **St. Jean Vianney Catholic Church** (Baton Rouge, LA) announcing their campaign for a new sound system using a Charlie Brown theme.

[CLICK HERE](#) for **Academy of Our Lady** (Marrero, LA) highlighting one student’s testimony about her experience as reason to give.

[CLICK HERE](#) for **Holy Family Special Needs Foundation’s** campaign video to pay for three paraprofessionals to support Catholic students with special needs.

[CLICK HERE](#) for **Frassati Catholic Church’s** pastor showing viewers the site of the new church they will build with funds from #iGiveCatholic and their capital campaign.

[CLICK HERE](#) for **University of Maryland Catholic Terps** promoting their scooter giveaway for the top student Peer2Peer fundraiser!

[CLICK HERE](#) for **Holy Trinity Catholic Church** (Peach Tree, GA) showing images of the impact of past #iGiveCatholic campaigns and announcing new project goal for 2023.

[CLICK HERE](#) for **CMCF Pearl State - Catholic Prison Ministry’s** chaplain explaining the need for this ministry and asking for support through #iGiveCatholic.

Hungry for more? Search **#iGiveCatholic** on Facebook, Instagram, YouTube & Twitter!



Email

One of the most common ways donors hear about giving day campaigns is through an email from an organization they already follow and support.

Here are some ways you can connect with your donors via email:

- Create a dedicated section for **#iGiveCatholic** messaging about your goal and/or project in **all of your organization's email communications from October to December**.
- Create and send a series of emails throughout the campaign ([CLICK HERE](#) for templates):
 - **“Save the Date”** with description of the giving day, dates & your project/goal, any match opportunities or other campaign incentives.
 - Announce the start of **Advanced Giving**.
 - Celebrate progress towards your goal on the **Giving Day**.
 - **Share the impact of donations towards your mission** (ideally with pictures!) and invite donors to continue to give **offline gifts of cash or check** which you will be able to enter through your dashboard until 11:59pm on December 10.
 - **Thank** your community for the results of your campaign.
- Do you use **FLOCKNOTE**? Look for the **#iGiveCatholic** library of email templates!
- Create an email banner about your **#iGiveCatholic** campaign for all your organization’s electronic communications. ([CLICK HERE](#) for a Canva Template with instructions on how to create and add a custom **#iGiveCatholic email banner** to your signature.)



- Or just add an **#iGiveCatholic** logo to your email signature with a hyperlink to your organization's profile page. ([CLICK HERE](#) for **#iGiveCatholic** graphics)



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Social Media Center

Use the graphics and social media assets from our [DOWNLOADS](#) page, examples below:



SUGGESTIONS FOR SOCIAL MEDIA:

- Use the **#iGiveCatholic** hashtag on all social media posts to increase visibility of all campaign posts! LET'S GO VIRAL FOR CATHOLIC GENEROSITY!
- Create your own social media graphics with [Canva](#), a free, easy-to-use online image making program. Then take advantage of all the **#iGiveCatholic** Canva templates posted [HERE!](#)
- Use a social media scheduling program such as [Later](#), [Hootsuite](#) or [Buffer](#), allowing you to create and schedule posts days or months in advance.
- Use [Bitly](#) or [TinyURL](#) to create an “abbreviation” for your profile page URL.
- Change the **cover image and profile icon** on your organization's social media account pages to **#iGiveCatholic** images (available [HERE](#)) OR related photos such as students or the pastor holding up an **#iGiveCatholic** sign.
- **Tag your organization's stakeholders** (staff, board members, volunteers, key alumni groups, etc.), in a post with a link to your organization's profile page, asking them to spread the word about your **#iGiveCatholic** campaign.
- **Create a hashtag** featuring your organization's name (such as **#iGiveCatholicStMarks**) to rally and track supporters of your organization.
- Post a **video of your stakeholders** (staff, students, board members, etc.) saying why they love your organization or why they “GiveCatholic.” (Find instructions on how to upload video to Facebook or Instagram [HERE](#).)
- Post a carousel of pictures of the “**before**” of whatever project you plan to fund with your campaign donations, promising to post “**after**” **pictures** once the project is complete – only possible with the generosity of your community, of course!

NOTE: **#iGiveCatholic** may share your posts, including videos, through our national accounts and use your posts as examples in our newsletters and future materials!



SOCIAL MEDIA TIPS:

- **Follow @iGiveCatholic and your diocesan accounts** on all your social media channels so you can easily **share relevant content** to populate your feed!
- Make sure to "like," "follow," "share," "post," and "tweet" using **both your organization's social media networks and your own personal social media networks!**
- Be sure to like and thank in comments those who comment on and/or share your posts! **Social media algorithms favor videos**, so post short (less than two minutes) videos throughout your campaign.
- Check out #iGiveCatholic [Sample Social Media Posts](#) to get ideas, including short messages for X/Twitter and Threads!
- **Keep your posts brief**, and always include a picture, graphic, carousel of images, or video **plus the link to your organization's profile page.**
- Use **Instagram and Facebook?** Make sure you enable the setting to allow your posts on one platform to automatically post on the other platform!
- **For Instagram:** put the link to your profile page in your bio, then reference in your posts with "link in bio" at the end of your post description.
- Use a **URL shortener to make a condensed link** for your **#iGiveCatholic** profile page. [Bitly](#) is a popular service for shorter links, will also create a QR code for your printed materials -- and will even give you insights about your clicked links!

****Remember:** Always accompany any post with a picture, logo, video, or image...plus the link to your organization's profile page!

SAMPLE SOCIAL MEDIA POSTS: (Click any to see original post!)





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blessedtrinitycatholic • 19h

SAVE THE DATE
Tuesday, November 28
#iGIVECATHOLIC



#iGiveCatholic inspires faithful stewards to "Give Back and Give Catholic" on GivingTuesday, a global day of generosity and kindness. Advanced giving begins on Monday, November 13.



38 likes

blessedtrinitycatholic Support Catholic education and Blessed Trinity Catholic High School on Tuesday, November 28. #iGiveCatholic...



All Saints Catholic Church - St. Peters

October 24, 2023

We are excited to announce that our parish's upcoming iGiveCatholic Campaign will be all about helping our young adults fall in love with Jesus at the incredible SEEK24 conference! SAVE THE DATE - GIVING TUESDAY IS NOVEMBER 28TH! Please share with everyone you know - advanced giving will open on November 13th!

SAVE THE DATE!
NOVEMBER 28, 2023

#iGIVECATHOLIC
#GI♥INGTUESDAY



Help us help young people fall in love with JESUS!

You and 8 others

2 shares



Our cafeteria is about more than just food...

it's where our kids gather daily



Help us update our cafeteria tables!

Please consider a donation to our school through #iGiveCatholic.



#GI♥INGTUESDAY

more details coming soon!



St. Genevieve Catholic Elementary School

October 23, 2023

#iGiveCatholic #stgenevivecatholicsschool #weloveourschool

23



Write a comment...





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Ascension of Our Lord Catholic Church
November 28, 2023

WHY DO YOU GIVE CATHOLIC?
This is what Dawnell Anders had to say.

It's not too late to give to our 2023 #iGiveCatholic Campaign. We hope to exceed our \$30,000 goal. Can you help us by giving us a donation? To give your gift, please go to <https://neworleans.igivecatholic.org/.../ascension-of-our-...>
All gifts, no matter how big or how small, are greatly appreciated. ... See more

My husband, Mark and I give Catholic to preserve the heritage of our Church for future generations.
Dawnell Anders, AOL Business Manager

St. Angela Merici Catholic Church
November 27, 2023

#iGiveCatholic Giving Tuesday is TOMORROW.
Thank you to John & Michelle Hennessey for their \$10,000 matching donation.
Donate here: <https://neworleans.igivecatholic.org/.../st-angela-merici...>

DOUBLE YOUR DONATION TODAY

#iGIVECATHOLIC
NOVEMBER 28, 2023

O COME LET US ADORE HIM

DONATE TODAY TO DOUBLE YOUR DONATION!
JOHN AND MICHELLE HENNESSEY
WILL MATCH \$10,000.

#iGIVECATHOLIC TUESDAY IS TOMORROW.
DONATIONS CAN BE MADE AT STANGELA.ORG OR
DROPPED OFF AT THE PARISH OFFICE.
THANK YOU FOR YOUR GENEROSITY.

You and 16 others
2 shares
Love Comment Share

#GIVINGTUESDAY

How do you Give Catholic?
#1 Go to iGiveCatholic.org
#2 Scroll down to search for a ministry
#3 Search for St. Francis of Assisi
#4 Click View Profile & Donate!

#iGIVECATHOLIC

**Impact
Your Community**

sfabreauxbridge · Following
Breaux Bridge, Louisiana

sfabreauxbridge 20w
#iGiveCatholic & #GivingTuesday2023 are only 14 days away! Please remember to #iGiveCatholic on #GivingTuesday. Advance giving is underway online. You can donate at: [igivecatholic.org](https://lafayette.igivecatholic.org/organizations/saint-francis-church)

To donate directly to St. Francis of Assisi:
<https://lafayette.igivecatholic.org/organizations/saint-francis-church>

#iGiveCatholic #GivingTuesday2023
#iGiveCatholic #StJoseph
#StFrancisofAssisi #StFrancis
#BreauxBridge #StMartinParish
#BlackCatholics #TheJosephites
#LouisianaCatholics
#SocietyoftheDivineWord #FratelliTutti

4 likes
November 14, 2023
Add a comment...



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St. Matthew's School
November 19, 2023 · 🌐

End-of-the-year donations? 🙏 Advanced giving is open now.

If you donate on Giving Tuesday, please consider donating to [St. Matthew's School](#) via [iGiveCatholic](#)! The money raised will help us replace our sad old Preschool playground with new equipment, grounds, and safety fencing.

You can click this link <https://richmond.igivecatholic.org/.../saint-matthew...> or scan the code to donate. Your donation is tax-deductible. 🙏

Thank you ❤️

#iGiveCatholic #CDRCatholicSchools #itbeginshere

NOTE TO SELF
Giving Tuesday is a great day to donate to St. Matthew's School during #iGiveCatholic Tuesday, November 28, 2023

The Current Playground

PLAYGROUND REPLACEMENT PROJECT

Your donation will allow our youngest learners (2-4-year-olds) to be active and outside while building the foundation of their social skills (sharing, kindness, inclusiveness, manners, etc.) So much is learned through interactive and imaginative play!

NEW PLAYGROUND POSSIBILITIES
#iGiveCatholic is an opportunity for the Catholic Community to support our mission! You can help us make possibilities a reality!

Scan the QR Code for more information and to donate

👍❤️ You and 10 others

1 share

❤️ Love

💬 Comment

➦ Share



Write a comment..



shcshattiesburg · Follow



shcshattiesburg Edited · 18w
Thank you for your generosity so far with #iGiveCatholic! We're not done yet!

55 Free Dress Friday THIS FRIDAY thanks to our Principals! Venmo is available until NOON 11/30 for the \$5 dress day!

In your note with payment, please list out the Grade and your child's name. Example: 3rd - John Doe

Venmo: @shshattiesburg

Thanks bbellascamera for the graphic!

#freedressfriday #studentlife #faithrespecthonor #givingtuesday #proceeds



19 likes

November 29, 2023



Add a comment...



#iGIVECATHOLIC
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"Therefore, stay awake, for you do not know on what day your Lord will come."

Matthew 24:42-47

stthomasmoreusc

stthomasmoreusc Home stretch!!! Only 1 more hour until Giving Tuesday and #iGiveCatholic come to a close. You still have some time to make a gift, cheer us on, and see if we hit our goal 🙌 We're paintball, girls' night, kinda party excited to see where the next hour takes us 🥰🙌

LINK IN BIO!

@dioceseofcharleston @igivecatholic @frhettwilliams #igivecatholic #ccma

18w



44 likes
November 28, 2023

Add a comment...



Post



ccfwstories • Following

ccfwstories 18w
Big Thanks!

Hello Catholic Charities family, we are expressing our massive THANK YOU for joining us in spreading the love and giving back! 🙌 Your support on #igivecatholic and #GivingTuesday was epic. 🙌 Thank you!

Whether it was a few bucks or you signed up to volunteer, it all added up to something amazing. 🙌

#ThankYou #CommunityLove #GratefulHeart #SmallActsBigImpact #YouRock #GivingTuesday #igivecatholic

No comments yet.



7 likes
November 29, 2023

Add a comment...





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Holy Trinity Catholic School - Grapevine

January 10 · 🌐



Something BIG happened at the school over break! Thanks to the Alexander family with Alexander & Sons Roofing and all the many donors who contributed during #iGiveCatholic and throughout last year, Holy Trinity was able to have a beautiful new roof installed! We are thankful to God for this great blessing!

#holytcs #holytrinitygrapevine #htcsgrapevine #htcscrusaders #holytrinitygrapevinetx #grapevinetexas #dfwschools #dfw #dallasfortworth #grapevinetx



Looking for more inspiration and examples? Search #iGiveCatholic on Facebook, Instagram, Youtube, and Twitter for more sample posts, videos, and more!



#iGiveCatholic is Grateful for our 2024 Sponsors and Associates

STRATEGIC SPONSOR



IMPACT SPONSORS



AFFILIATE SPONSOR



IN ASSOCIATION WITH

