# Marketing Toolkit

Giving Day Resource for Participating Parishes, Schools and other Ministries

December 3, 2024

Advanced Giving Begins  
November 18, 2024
Table of Contents

General Information ................................................................. Pages 2-3
Marketing Ideas ........................................................................ Pages 4-5
Promotional Videos................................................................. Page 6
Email .......................................................................................... Pages 7
Social Media ............................................................................. Pages 8-14
2024 Sponsors and Associates..................................................... Page 15

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.
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.
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!
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.
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)
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 a #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!)*
#iGiveCatholic

**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. #GiveCatholic...

---

All Saints Catholic Church - St. Peters

October 14, 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!

---

St. Genevieve Catholic Elementary School

October 23, 2023

#iGiveCatholic #stgenevievecatholicschool #weloveourschool

23 Likes

Help us update our cafeteria tables!

Please consider a donation to our school through #iGiveCatholic.

more details coming soon!

www.igivecatholic.org
Ascension of Our Lord Catholic Church
November 30, 2023

Why Do You Give Catholic?
This is what Dawnell Anders had to say:

It’s not too late to give to our 2023 #GiveCatholic Campaign. We hope to exceed our $30,000 goal. Can you help us by giving a donation? To give your gift, please go to: https://neworleans.givecatholic.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

#GiveCatholic Giving Tuesday is TOMORROW.
Thank you to John & Michelle Hennessy for their $10,000 matching donation.
Donate here: https://neworleans.givecatholic.org/.../st-angele-meric...
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-...](https://richmond.igivecatholic.org/saint-matthew...) or scan the code to donate. Your donation is tax-deductible. 🤝
Thank you 🥰

#iGiveCatholic #CDRCatholicSchools #itbeginshere

---

You and 10 others
1 share

Love
Comment
Share

Write a comment...

---

$5 Free Dress

Friday 12/1

Proceeds go to iGiveCatholic

#iGiveCatholic
"Therefore, stay awake, for you do not know on what day your Lord will come."
Matthew 24:42-47
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 #htscrusaders #holytrinitygrapevinetx #grapevinelexas #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**

![OSV](image)

**IMPACT SPONSORS**

![CCS Fundraising](image)

Yellow Line Digital

**AFFILIATE SPONSOR**

![CAPTRUST](image)

**IN ASSOCIATION WITH**

![Catholic Extension](image)

Building Faith | Inspiring Hope | Igniting Change

[www.igivecatholic.org](http://www.igivecatholic.org)  

December 3, 2024