## Marketing Timeline

<table>
<thead>
<tr>
<th></th>
<th>Six Weeks Out</th>
<th>Five Weeks Out</th>
<th>Four Weeks Out</th>
<th>Three Weeks Out</th>
<th>Start of Advanced Giving</th>
<th>One Week Out</th>
<th>Week Of Giving Day</th>
<th>After Giving Day</th>
<th>Thank Yous &amp; Results</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Oct. 21</td>
<td>Oct. 28</td>
<td>Nov. 4</td>
<td>Nov. 11</td>
<td>Nov. 18</td>
<td>Nov. 25</td>
<td>Dec. 2</td>
<td>Dec. 4</td>
<td>Dec. 11</td>
</tr>
</tbody>
</table>

### 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](#)

### Email Communications

- 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

### Social Media

- **tag us in your posts @iGiveCatholic!**
  - INCLUDE #IGiveCatholic and #GiveBackGiveCatholic IN ALL YOUR POSTS!

### Print Materials

- **add a QR code to EVERYTHING you print**
  - [CLICK HERE for downloadable graphics and CANVA templates](#)

### 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