



*for* **Catholic Campus Ministry**

# Marketing Toolkit

**Giving Day Resource for  
Catholic Campus Ministries**

**March 19-20, 2024**

# Table of Contents

General Information .....	Pages 2-3
Marketing Ideas.....	Pages 4
Video Campaigns .....	Page 5
Email/Mail Campaigns .....	Pages 6-9
Social Media Center.....	Page 10
Facebook .....	Pages 11-12
Twitter .....	Pages 13-14
Instagram.....	Page 15

## Point Person(s) for Spring Days of Giving:

Rosie Chinaea Shawver, MDiv  
Executive Director  
[rosie@ccmanetwork.org](mailto:rosie@ccmanetwork.org)

Dan Holland  
Support Specialist  
[holland@ccmanetwork.org](mailto:holland@ccmanetwork.org)

## General Information

### WHAT ARE THE SPRING DAYS OF GIVING?

**Spring Days of Giving** is a Giving Day for Catholic campus ministries around the nation to come together and raise as many charitable dollars as possible to fund their mission and purpose.

### WHEN ARE THE SPRING DAYS OF GIVING?

**Spring Days of Giving** takes place from **12:00 AM on Tuesday, March 19<sup>th</sup> until 11:59 PM on Wednesday, March 20<sup>th</sup>**, for gifts given online at [ccma.igivecatholictogether.org](http://ccma.igivecatholictogether.org), or offline through a donation of cash or check directly to the Catholic campus ministry of the donor's choice. In addition, there is an Advanced Giving Day phase for both online and offline gifts all day on Monday, March 18<sup>th</sup> that will run directly into the Spring Days of Giving. Post-giving day **offline** gifts will be accepted through 11:59 PM on April 1<sup>st</sup>.

### WHO IS #IGIVECATHOLIC?

#iGiveCatholic is the non-profit parent organization of [#iGiveCatholic](#) on #GivingTuesday, the U.S. Catholic Church's Giving Day, and now [#iGiveCatholic Together](#), a year-round platform to connect the generosity of faithful donors with ministries that impact our communities locally, nationally, and around the world. The Catholic Campus Ministry Association (CCMA) is partnering with #iGiveCatholic for their Giving Day guidance, marketing resources, and project management expertise to incorporate elements that drive a successful Giving Day. During the **Spring Days of Giving**, gifts are given to our participating campus ministries through #iGiveCatholic, meaning we are able to accept donations from donors in any state.

### WHO IS GIVEGAB/BONTERRA?

GiveGab/Bonterra is the Giving Day platform provider for the **Spring Days of Giving**. 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.

### ELIGIBILITY

All Catholic 501(c)(3) and CCMA member campus ministries across the nation and listed in the *Official Catholic Directory* are eligible to participate in the **Spring Days of Giving**. Please consult a CCMA point person shown on page 1 for more information on how to get started.

Eligible organizations must register to participate in the **Spring Days of Giving** by following the instructions in the email sent to them from CCMA. That email contains a link that takes organization administrators to the CCMA landing page where they can register to participate by answering the questions provided.

The registration process **begins on Monday, January 29<sup>th</sup>**, and **closes on Tuesday, March 12<sup>th</sup>**. If an organization does not wish to participate in the **Spring Days of Giving**, they should let one of the CCMA point persons know ASAP or by March 8<sup>th</sup>.

**Questions?** How-to articles on registering and completing your profile are located on the [Resources](#) page of the **Spring Days of Giving** website and throughout the GiveGab/Bonterra Support Center. We also recommend utilizing 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.

#### PLEASE NOTE:

- GiveGab/Bonterra's Customer Success Team (tech support) is available **Monday through Friday from 9:00 AM to 5:00 PM Eastern Time** via email at [questions@igivecatholic.org](mailto:questions@igivecatholic.org) or via the blue chat bubble at the bottom right-hand corner of the website. GiveGab/Bonterra Customer Success techs work on a first-in, first-out basis and typically respond within an hour. However, they service many other nonprofit organizations that have giving days in March, *so please allow plenty of time, especially the weeks of March 4<sup>th</sup> and 11<sup>th</sup>, if you will be working on your page and encounter a problem!*
- All individuals who donate online at [ccma.igivecatholictogether.org](http://ccma.igivecatholictogether.org) during the **Spring Days of Giving** will receive a tax receipt via email once they have made their donation. Offline donors would receive their tax receipt from the organization since the gift does not pass through #iGiveCatholic. Organizations are required to thank their donors, and #iGiveCatholic will handle the online donation tax receipts.
- All donations made during the **Spring Days of Giving** phase are tax-deductible in the full amount. 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 your work.
- The donations your organization receives during the **Spring Days of Giving** will rely on your marketing and communication efforts! You know your donors best. Neither #iGiveCatholic nor GiveGab/Bonterra will solicit your donors.

## Marketing Ideas

You know your goals for the Giving Day, and you know your donors! Promote the **Spring Days of Giving** using the communication methods you are already utilizing to reach your donors. *Keep in mind, however, if acquiring new donors is one of your organization's goals, you will need to promote the event using new methods.*

**NOTE:** 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://ccma.igivecatholictogether.org/organizations/yourorganizationname-characters>. To be certain, copy the web address at the top of your profile page, or look under "Share Your Page" at the very bottom, right-hand corner of your **Spring Days of Giving** dashboard!

Here are some general ideas for getting the word out about your organization's participation in the Giving Day:

### PROMOTION SUGGESTIONS:

- Email flyers to members or post them in local stores, restaurants, and community gathering places (See [Resources](#) on the website.)
- A few days before and during the **Spring Days of Giving** period, change outgoing voicemail messages on greetings, staff lines, and cell phones to remind people about the Giving Day.
- Write a story about your **Spring Days of Giving** participation and project or goals in a blog post or e-news article, and be sure to include a direct link to your campus ministry's URL.
- Make announcements about **Spring Days of Giving** from the pulpit or before live stream Masses.
- Insert **Spring Days of Giving** messaging into your bulletins (See [Resources](#) on the website.)
- Hold an event, if possible, after Masses, and invite attendees to donate at the same time as they enjoy coffee and donuts. Be sure to include a direct link to your campus ministry's URL after any live-streamed Masses.
- Use a social banner on your own website. (See [Resources](#) on the website.)
- Announce and discuss **Spring Days of Giving** with all staff, board, alumni, donors, committee members, volunteers, and parents at all meetings and events.
- Ask current and former students, parents, donors, prospective donors, staff, and volunteers to consider serving as a [peer-to-peer fundraiser](#) for your campus ministry! (Promote the event to their friends, family, and co-workers via word of mouth, email, and social media.) This method is the #1 way an organization receives new donors!
- Create and embed a donation button on your campus ministry's website. [Instructions are found here](#). Please make a note for yourself to remove it after the Giving Day ends, as it will not function when the platform is closed for donations.
- For more information on using videos and emails, see the following pages!

## Video Campaigns

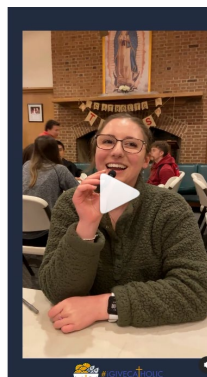
Many successful **Spring Days of Giving** marketing plans will include video campaigns. Some of these videos explain project needs or update viewers on Giving Day goals, while others ask participants to explain why “I give during **Spring Days of Giving** because...” clips.

It’s easy to do – just use your smartphone to shoot a short video of your organization’s supporters and influencers saying why they “Give Catholic” and why they give to your campus ministry. You can then share these videos on your organization’s profile page, Facebook, Twitter, and Instagram accounts, or via email and e-newsletters. Don’t forget to include a “clickable link” or hyperlink directly to your ministry’s profile page when you post or send these videos!

[HERE](#) is a sample video from St. Thomas More Catholic Church and Newman Center at the University of South Carolina from the 2023 #iGiveCatholic Giving Day campaign that successfully worked and engaged donors. They raised over \$320,000 for their ministry!



Or film a simple student testimonial video like [THIS ONE](#) from the Catholic Student Center at the University of Maryland.



Looking for inspiration and examples? Search **Spring Days of Giving** on social media, including Vimeo and YouTube, for sample posts, videos, and more!

## Email/Mail Campaigns

One of the most popular ways donors hear about giving day campaigns is by an email or newsletter from the organization they've donated to in the past! Here are some ways you can connect with your donors via email or a newsletter:

- Create a banner or dedicated message about your **Spring Days of Giving** project or need in all of your organization's electronic communications. (See [Resources](#) on the website for logos and graphics.)
- Add a **Spring Days of Giving** logo to your email signature and make it a "clickable link" to your organization's profile page.



- Send an email or postcard to your constituents asking them to both "Save the Date" and tell their friends about the Giving Day.
- Don't be afraid to send your donors a letter in the mail about the campaign.
- Include stories and short "Did you know" quips about the Giving Day campaign in your newsletters.
- Don't forget to include a hyperlink or a "clickable link" to your profile page in all your communications!

## SAMPLE EMAIL OR LETTER

Dear [Donor Name],

Thank you for being a part of the [Organization Name] family/community/team! We're excited to announce that we are participating in **Spring Days of Giving** on March 19-20, 2024! Your generous support makes a meaningful difference to our [core mission, constituency education, spiritual formation, etc.]. As you know, [Campus Ministry Name] is changing lives every day by/through [insert name of program or effort].

On March 19-20, the **Spring Days of Giving**, your gift will help us receive extra funds for our ministry in this community. [If you have matching/challenge gifts, you can enter something like "Every gift of \$5 or more will go further with [\$x] matching funds provided by [name of matching funds source]! By visiting [your campus ministry's profile page address], you can make a difference with your gift to [Organization Name]."]

All gifts you make to [Campus Ministry Name] on March 19-20, either online or offline through a gift of cash or check directly to our ministry, will increase our impact by allowing us to [insert specific program or mission, feed xxx people, provide a leadership retreat, etc.] With your help, we WILL reach our fundraising goal of [\$X,XXX] during the **Spring Days of Giving**!

Follow us on Facebook/Twitter/Instagram [insert links to your social media pages], so you can share in the excitement of our Giving Day, and remember to experience the **Spring Days of Giving** on March 19-20!

Sincerely,

---

Hi [Donor Name],

Today begins **Spring Days of Giving**, March 19-20! Please join us in our efforts to make this a fantastic celebration of Catholic generosity in our community!

We are writing to ask you to take a few minutes to give to [Campus Ministry Name] online at [insert hyperlink (clickable link) to your **Spring Days of Giving** profile page]. Your donation is appreciated and will help us [insert project details]. Here's how you can make a HUGE difference today:

- Make a donation at [insert hyperlink (clickable link) to your **Spring Days of Giving** profile page]!
- Take a gift of cash or check directly to our campus ministry for our **Spring Days of Giving** campaign to give "offline". Watch the leaderboard to see YOUR gift make a difference in our total!



- Spread the word! Text a friend. Forward this email. Or, tell someone in person! Post on Facebook, Twitter, and/or Instagram using the hashtag #iGiveCatholic.

Make sure to follow us on Facebook [Link], Twitter [Link], and/or Instagram [Link] and keep up with our organization's progress—today during the **Spring Days of Giving** and beyond! And watch how high the giving can go on the leaderboard at [ccma.igivecatholictogether.org/leaderboards!](http://ccma.igivecatholictogether.org/leaderboards!)

Thank you for supporting [Campus Ministry Name]!

---

Hello [Donor Name],

It is the [x] hour of our **Spring Days of Giving** campaign for [Campus Ministry Name]. In [x] hours, we have raised [\$x,xxx], and now we are only [\$xx] away from reaching our goal of [\$x,xxx] for [insert project details]!

We are so grateful for the support of our Catholic community—but the giving isn't over yet! Please help us reach our goal by sharing our donation page [insert profile page link] with your friends and family on social media one more time! You can also check out our Facebook [link], Twitter [link], and Instagram [link] pages to share our posts.

Thank you, again, for your continued support of [Insert Campus Ministry Name] on the **Spring Days of Giving**!

May God bless you!

## SAMPLES (CONTINUED)

Below is an oldie-but goodie. A real-life example of an organization that used an email service such as Mail Chimp or Constant Contact and sent an email to their donors during a giving day in which they participated. Their effort was quite successful!



### Act Now!

### Advanced Day Giving is Nov 18 - Dec 3

Who couldn't use a good night's rest? Our Sister students are no different!

Can you please help purchase mattresses, box springs, pillows, and mattress pads through our SLEEP IN HEAVENLY PEACE GIVING TUESDAY CAMPAIGN?

**Our goal is \$11,000.**

*Please check out our sponsorship levels... You will get a good chuckle out of it!*

Your gift will make a big difference. Any gift is greatly appreciated. It's so easy to make a donation, just visit:

<https://nationalministries.igivecatholic.org/organizations/assumption-college-for-sisters>

OR

Make checks payable to: *Assumption College for Sisters*

Your thoughtfulness will certainly touch the hearts of all the Sisters and help them focus on their studies.

Thank you and please share this appeal with your friends!

God Bless you!

## Social Media Center

Download and use the social media assets from our [Resources](#) page. Then connect with our social media accounts below. **NOTE: Spring Days of Giving** may share your posts, including videos, on our national accounts and use your posts as examples in our newsletters and future materials!

Make sure to “like,” “follow,” “share,” “post,” and “tweet” using both your organization’s social media networks and/or your own personal social media networks!

### FACEBOOK:

<https://www.facebook.com/groups/ccmatoday>

Use @SpringDaysofGiving to tag us on your posts!

### TWITTER:

<https://twitter.com/ccmanetwork>

Use @SpringDaysofGiving to tag us on your tweets!

### INSTAGRAM:

<https://www.instagram.com/ccmanetwork/>

Use @SpringDaysofGiving to tag us on your posts!

### SOCIAL MEDIA TIPS:

- Be sure to use the #**SpringDaysofGiving** hashtag on all social media networks!
- Create your own social media graphics with [Canva](#), a free, easy-to-use online image-making program.

## Facebook

- Change the cover photo on your organization's Facebook page to the **Spring Days of Giving** graphic (available for download on the [Resources](#) page).
- Change the badge or icon in your organization's Facebook profile picture to a related photo such as students or the pastor holding up a **Spring Days of Giving** sign.
- Start the conversation by creating a schedule of posts to consistently remind "friends and fans" to experience the **Spring Days of Giving** and support your organization.
- Be sure to comment and thank those who post to your organization's Facebook page.
- Use the hashtag **#SpringDaysofGiving**.



*One Example of a Facebook Cover Image*

### FACEBOOK TIPS:

- The Facebook algorithm favors videos; therefore, post short (less than two minutes) videos on your Facebook page. For example, take a video with your smartphone of parents/alumni/students/board members saying why they love your campus ministry and why they have the **Spring Days of Giving**!
- Keep your posts brief, and always use photos.
- Tag your friends and supporters and ask them to share **Spring Days of Giving** and your organization's posts.
- Quality over quantity: Pages that post one or two times per day receive 40% higher user engagement when compared to pages that have more than three posts per day.

## SAMPLE FACEBOOK POSTS:

(Remember: Always accompany any post with a picture, logo, video, or image...plus the link to your campus ministry's profile page! See one example below of a post in the Social Shares Bundle available on our [Resources](#) page, and it is ready to go.)

- Time to start planning for **Spring Days of Giving** on March 19-20!
- We're ready to experience the **Spring Days of Giving** on March 19-20! Are you ready?!
- We can't wait to be part of the **Spring Days of Giving** on March 19-20! What about you?
- How do you share your compassion? "The Lord goes out to meet the needs of men and women and wants to make each one of us concretely share in his compassion." Pope Francis. **Spring Days of Giving** on March 19-20!

iGiveCatholic was mentioned in a post



Macy Becker

7h · 🌐



Such an honor to be interviewed for this article on the [National Catholic Register](#) about the impact that today will have on the [Comeau Catholic Campus Center](#)! Your gift matters because you matter. Because the future of faith in the next generation matters. Get online and give through [iGiveCatholic](#) today!



Comeau Catholic Campus Center

10h · 🌐

Have you heard? Our Catholic Center made the news thanks to the generosity of our amazing donors! Learn more about [#iGiveCatholic](#) and our Catholic Center's participation in this [National Catholic Register](#) Article!

★ [bit.ly/NationalCatholicRegisteriGiveCatholicArticle](https://bit.ly/NationalCatholicRegisteriGiveCatholicArticle) ★

Be part of the biggest giving day of the year with your gift to support our life-changing ministries!

👉 <https://bit.ly/iGiveCatholicComeauCatholic>

Can you help us reach our \$50,000 goal? 🙏

[#GivingTuesday2022](#) [#iGiveCatholic](#) [#CatholicTiger](#) 🐯



NCREGISTER.COM

**#iGiveCatholic Returns for 'Giving Tuesday'**

Forty-two American dioceses and their bishops currently participate.

👍 3



Like



Comment



Share



Write a comment...



Press Enter to post.

Looking for inspiration and examples? Search **Spring Days of Giving** on Facebook for other posts, videos, and more!

## Twitter

- Change the cover photo on your campus ministry's Twitter page to the **Spring Days of Giving** graphic (available for download on the [Resources](#) page).
- Change the badge or icon in your organization's Twitter profile picture to a related photo, such as students or the pastor holding up a **Spring Days of Giving** sign.
- Schedule tweets using platforms like Hootsuite and promote the link to your campus ministry's profile page.
- Use the hashtag **#SpringDaysofGiving**.
- Tag your campus ministry's key leaders, alumni, etc., in a tweet with a link to your ministry's profile page to spread the word about **Spring Days of Giving**.
- Thank everyone who mentions **Spring Days of Giving** and tags your campus ministry in a tweet.
- Create a hashtag featuring your organization name, such as **#CatholicTerpsSpringDaysofGiving**, to rally and track supporters of your Campus Ministry.

### TWITTER TIPS:

- Use a URL shortener to make a condensed link for your **Spring Days of Giving** profile page. You can then share the shortened link to save characters in Tweets. This free URL shortener will also give you insights about your clicked links: <https://bitly.com/>
- Use images! Tweets with images attached get more retweets. Links tweeted with an accompanying image get more clicks.

### SAMPLE TWEETS:

Remember: Always accompany any tweet with a picture, logo, video, or image...plus the link to your campus ministry's profile page! See one of the sample tweets below. These samples can be downloaded under Social Shares on our [Resources](#) page.

- It is time to start planning for **Spring Days of Giving**!
- Together we can make a difference when we experience the **Spring Days of Giving** on March 19-20!
- A little goes a long way when our Catholic community gives as one. Join us March 19-20 for **Spring Days of Giving**!
- Who inspires you to give during these **Spring Days of Giving**?
- Hundreds will be donating to their favorite campus ministry this year during **Spring Days of Giving** on March 19-20. Won't you join us?
- Every gift can go a long way when we unite to give on March 19-20! [Insert brief Scripture quote here.] **Spring Days of Giving**
- Don't wait! **Spring Days of Giving** is TODAY!
- Please help us get to the top of the **Spring Days of Giving** leaderboard! Donate today at [insert link to donation page]



Looking for inspiration and examples? Search **Spring Days of Giving** on Twitter for sample Tweets, videos, and more!



## Instagram

- Change your Instagram profile photo to a **Spring Days of Giving** graphic (available for download on the [Resources](#) page).
- Follow @springdaysofgiving on Instagram.
- Tag @springdaysofgiving in your posts so we can stay updated!
- Share fun quotes, graphics, or photos.
- Post photos and videos of members of your campus ministry (preferably community influencers or a beloved staff member or alum from your campus ministry) holding up **Spring Days of Giving** signs.
- Use the “Stories” feature to update followers on giving day goal progress and keep the **momentum of Spring Days of Giving donations moving**.
- Put the link to your profile page in your bio...then reference it in posts!

### INSTAGRAM TIPS:

- On Instagram, a good visual is essential. Post dynamic, engaging images and videos.
- Use captions to give more information, but understand that most people won’t read more than one or two sentences.
- Due to Instagram’s algorithm, you will need to use well-thought-out hashtags. Tag **Spring Days of Giving** so your images will appear in the Giving Day posts.
- See one example of the sample posts below that can be downloaded under Social Shares on our [Resources](#) page

Looking for inspiration and examples? Search **Spring Days of Giving** on Instagram for sample posts, videos, and more!

