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General Information

WHAT IS THE JOY OF GIVING DAY?

Joy of Giving is a Giving Day for the faithful in the Archdiocese of Omaha to come together and raise as many charitable dollars as possible for Catholic parishes, schools, ministries and organizations.

WHEN IS THE JOY OF GIVING DAY?

Joy of Giving takes place on Wednesday, May 19, from 12:00 AM to 11:59 PM for gifts given online at omaha.igivecatholictogether.org, or offline through a donation of cash or check directly to the Catholic organization of the donor's choice. In addition, there is an Extended Giving Day phase for both online and offline "post-Giving Day" gifts running from 12:00 AM on Thursday, May 20 through 11:59 PM on Wednesday, May 26.

WHO IS #IGIVECATHOLIC?

#iGiveCatholic is the nonprofit 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 Archdiocese of Omaha is partnering with #iGiveCatholic for Giving Day guidance, marketing resources and project management expertise to incorporate elements that drive a successful Giving Day. On **Joy of Giving**, gifts are given to our parishes, schools, ministries and organizations through #iGiveCatholic, meaning we are able to accept donations from donors in any state.

WHO IS GIVEGAB?

GiveGab is the Giving Day platform provider for the **Joy 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) parishes, schools, Catholic ministries and organizations within the Archdiocese of Omaha are eligible to participate in **Joy of Giving**. Please consult the archdiocesan point person shown on page 1 for more information.

Eligible organizations must register to participate in the giving day by following the instructions in the email sent to them from the archdiocesan point person. That email contains a link that takes organization administrators to the archdiocesan landing page where they can "Register" by answering the questions provided.

The registration process **begins on Wednesday, April 7** and **closes on Wednesday, May 12**.

Questions? How-to articles on registering and completing your profile are located on the [Resources](#) page of the **Joy of Giving** website and throughout the GiveGab 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 issue resolved.

PLEASE NOTE:

- GiveGab'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 or via the blue chat bubble at the bottom right-hand corner of the website. GiveGab Customer Success techs work on a first-in, first-out basis, and typically respond within an hour. *They service many other nonprofit organizations, however, so please allow plenty of time, especially the week of May 10, if you will be working on your page and encounter a problem!*
- All individuals who donate online at Omaha.igivecatholictogether.org during the **Joy of Giving** day and/or extended giving day phase, will receive a tax receipt via email once they have made their donation. Offline donors will also receive this tax receipt **when their offline gift and email address are entered** by the organization into the GiveGab dashboard. Organizations are required to thank their donors, but **#iGiveCatholic** will handle the tax receipts.
- All donations made during the giving day and/or extended giving day 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 and prizes your organization receives during **Joy of Giving** will rely on your marketing and communication efforts! You know your donors best. Neither **#iGiveCatholic** nor GiveGab will solicit your donors!

Marketing Ideas

You know your goals for **Joy of Giving**, and you know your donors! Promote **Joy of Giving** day 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://omaha.igivecatholictogether.org/organizations/yourorganizationname-characters>. To be certain, copy the web address at the top of your profile page!

Here are some general ideas for getting word out about your organization's participation in **Joy of Giving**:

PARISH SUGGESTIONS:

- Make announcements about **Joy of Giving** from the pulpit or before livestream Mass.
- Insert **Joy of Giving** messaging into your bulletins (See [Resources](#) on the website.)
- Hold an event, if possible and local regulations permit, after Masses during the extended giving day phase (weekend of May 22 and May 23), and invite parishioners to make a donation while they enjoy coffee and donuts, and be sure to include a direct link to your organization's URL, after any live-streamed Masses.

SCHOOL SUGGESTIONS

- Use robo calls and text messaging services (i.e. Flocknote).
- A few days before and during the **Joy of Giving** period, change outgoing voicemail messages on greetings, staff lines and cell phones to remind people about the giving day.
- Send flyers home with students (See [Resources](#) on the website.)
- Write a story about your **Joy 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 organization's URL.

MINISTRY SUGGESTIONS:

- Email constituents or hand out flyers. (See [Resources](#) on the website.)
- A few days before and during the **Joy 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 **Joy 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 organization's URL.

SUGGESTIONS FOR ALL ORGANIZATIONS:

- Use a banner on your own website. (See [Resources](#) on the website.)
- Announce and discuss **Joy of Giving** with all staff, boards, donors, committee members, volunteers and parents at all meetings and events.
- Ask current and former board members, parents, donors, prospective donors, staff and volunteers to consider being a peer-to-peer fundraiser for your organization! (Promote the event to their friends, family and co-workers via word of mouth, email and social media.) This is the #1 way an organization receives new donors!
- Create and embed a donation button on your organization's website. [Instructions are found here](#). *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 **Joy of Giving** marketing plans include video campaigns. Some of these videos explain project needs or update viewers on Giving Day goals, while others ask participants to explain why they give “I give during **Joy of Giving** because...” clips.

It’s easy to do – just use your smart phone to shoot a short video of your organization’s supporters and influencers saying why they “Give Catholic” and why they give to your organization. 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 profile page when you post or send these videos!

[HERE](#) is a sample video from St. Jean Vianney Catholic Church and School in Baton Rouge, Louisiana that was clever, and successful in both getting donations, and parishioners, staff, students and parents involved.



Located [HERE](#) are more sample videos that include Archbishop George Lucas thanking donors and expressing our gratitude to those who took part in sharing their time and gifts throughout **Joy of Giving**.

Looking for inspiration and examples? Check out how other parishes, schools, ministries and organizations are promoting **Joy 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 donate to! Here are some ways you can connect with your donors via email or a newsletter:

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



JOY OF GIVING

- 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 “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 **Joy of Giving** on May 19, 2021! Your generous support makes a meaningful difference to our [core mission, constituency education, spiritual formation, etc.] As you know, [Organization Name] is changing lives every day by/through [insert name of program or effort].

On May 19, **Joy of Giving**, your gift will help us receive extra funds for our work in the community. [If you have matching/challenge gifts you can enter something like “Every gift of \$25 or more will go further with [\$x] matching funds provided by [name of matching funds source]! By visiting [your organization's profile page address], you can make a difference with your gift to [Organization Name].”]

All gifts you make to [Organization Name] on May 19, or during the extended giving day phase running from May 20 through May 26, either online or offline through a gift of cash or check directly to our organization, will increase our impact by allowing us to [insert specific program or mission, feed xxx people, clothe xxx children, etc.] With your help, we WILL reach our fundraising goal of [\$X,XXX] during **Joy 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 **Joy of Giving** on May 19!

Sincerely,

Hi [Donor Name],

Today is **Joy of Giving**, May 19! Please join us in our efforts to make this a fantastic day of Catholic giving in our community!

We are writing to ask you to take a few minutes to give to [Organization Name] online at [insert hyperlink (clickable link) to your **Joy 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 **Joy of Giving** profile page]!
- Take a gift of cash or check directly to our organization for our **Joy 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. Post on Facebook, Twitter, and/or Instagram using the hashtags **#JoyofGiving**, **#ArchOmaha** and **#ArchOmahaTogether**. Or, tell someone in person!

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

Thank you for supporting [Organization Name]!

Hello [Donor Name],

It is the [x] hour of our **Joy of Giving** campaign for [Organization 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 [Organization] on **Joy of Giving** day!

May God bless you!

SAMPLES (CONTINUED)

Below is a real-life example of an organization that used an e-mail service such as Mail Chimp or Constant Contact and sent an email to their donors during a giving day they participated in. 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: Joy 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/ArchOmaha/>
<https://www.facebook.com/ArchOmahaSchool/>
<https://www.facebook.com/TCVomaha/>
<https://www.facebook.com/EscuelaCatolic/>

Use @ArchOmaha, @ArchOmahaSchool, @TCVomaha, or @EscuelaCatolic to tag us on your posts!

TWITTER:

<https://twitter.com/archomaha>

Use @ArchOmaha or @ArchOmahaSchool to tag us on your tweets!

INSTAGRAM:

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

Use @archomahaschools to tag us on your posts!

SOCIAL MEDIA TIPS:

- Be sure to use the **Joy of Giving** hashtags on all social media networks!
- **#JoyofGiving**, **#ArchOmaha** and **#ArchOmahaTogether**
- 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 one of the **Joy of Giving** graphics (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 **Joy of Giving** sign.
- Start the conversation by creating a schedule of posts to consistently remind “friends and fans” to experience the **Joy of Giving** and to support your organization.
- Be sure to comment and thank those who post to your organization’s Facebook page.
- Use the hashtags **#JoyofGiving**, **#ArchOmaha** and **#ArchOmahaTogether**



One Example of a Facebook Cover Image Available

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 smart phone of parishioners/alumni/students/board members saying why they love your organization and why they have the **Joy of Giving!**
- Keep your posts brief and always use photos.
- Tag your friends and supporters and ask them to share **Joy 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 organization'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 **Joy of Giving** on May 19!
- We're ready to experience the **Joy of Giving** on May 19! Are you ready?!
- We can't wait to be part of the **Joy of Giving** on May 19! 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. **Joy of Giving** on May 19!



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

Twitter

- Change the cover photo on your organization's Twitter page to the **Joy 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 **Joy of Giving** sign.
- Schedule tweets using platforms like Hootsuite and promote the link to your organization's profile page.
- Use the hashtags **#JoyofGiving**, **#ArchOmaha** and **#ArchOmahaTogether**
- Tag your organization's key lay leaders, board members, etc. in a tweet with a link to your organization's profile page to spread the word about **Joy of Giving**.
- Thank everyone who mentions **Joy of Giving** and tags your organization in a tweet.
- Create a hashtag featuring your organization name such as **#MarianJoyofGiving** to rally and track supporters of your organization.

TWITTER TIPS:

- Use a URL shortener to make a condensed link for your **Joy 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 organization's profile page! See one of the sample tweets below that can be downloaded under Social Shares on our [Resources](#) page.

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



Looking for inspiration and examples? Check out how other parishes, schools, ministries and organizations are promoting **Joy of Giving** on social media, including Vimeo and YouTube for sample posts, videos and more!

Instagram

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

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 **Joy of Giving** so your images will show up 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? Check out how other parishes, schools, ministries and organizations are promoting **Joy of Giving** on social media, including Vimeo and YouTube for sample posts, videos and more!



Joy of Giving Sponsors, Grantors and Partners

Sponsors, Grantors and Partners will be announced at a later date.