



JOY OF GIVING

Marketing Toolkit

**Giving Day Resource for Parishes,
Schools and Ministries in the
Archdiocese of Omaha**

May 18, 2022

Advanced Giving Phase May 2-May 17

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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, and ministries.

WHEN IS THE JOY OF GIVING DAY?

Joy of Giving takes place on **Wednesday, May 18, 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. There will be an Advanced Giving Phase beginning **Monday, May 2**, with the platform opening for donations at 12:00 AM. 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 18 through 11:59 PM on Wednesday, May 25**.

WHO IS #IGIVECATHOLIC?

#iGiveCatholic is the Catholic 501(c)(3) parent organization hosting [#iGiveCatholic](#) on [#GivingTuesday](#), the U.S. Catholic Church's Giving Day, and [#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 their Giving Day guidance, marketing resources, and project management expertise to incorporate elements that drive a successful Giving Day.

#iGiveCatholic is a registered fundraiser in every state, allowing any **Joy of Giving** participating parish, school, or ministry to accept donations to their organization through **#iGiveCatholic** from donors in any state.

WHO IS GIVEGAB?

GiveGab is the Giving Day platform provider for the **Joy of Giving** day. 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 Catholic ministries within the Archdiocese of Omaha and listed in the *Official Catholic Directory* are eligible to participate in the **Joy of Giving Day**. 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 Tuesday, March 1** and **closes on Friday, April 22**. If an organization does not wish to participate in the Giving Day, they should let their arch/diocese or foundation point person know ASAP or by April 15.

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 an issue resolved. *Be sure to enter your name and email address, along with your question, to ensure you see the Support Center response quickly!*

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. **They will have extended support hours on the Giving Day, May 18.** GiveGab Customer Success techs work on a first-in, first-out basis and typically respond within an hour. However, they service many other nonprofit organizations having giving days, *so please allow plenty of time, especially the weeks of April 18 and April 25, if you will be working on your page and encounter a problem!*
- All individuals who donate online at Omaha.igivecatholictogether.org during the Giving Day and/or during the Advanced or Extended Giving Day phases will receive a tax receipt via email once they have made their donation. Organizations are required to thank their donors in some way.
- 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 and their donations to your organization.
- 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! They are your donors, and you have access to donor and donation information through your organization's dashboard.

Marketing Ideas

You know your goals for the Giving Day, and you know your donors! Promote the **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 the word out about your organization's participation in the Giving Day:

PARISH SUGGESTIONS:

- Make announcements about the Giving Day from the pulpit or before live stream 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 Advanced or Extended Giving Day phases (weekends of May 7, May 14, and May 21), 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 robocalls 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, board, 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! Peer-to-Peer fundraisers promote the event to their friends, family, and co-workers via word of mouth, email, and social media and have their own unique URL to raise funds for your organization.) This method is the #1 way an organization receives new donors!
- Ask your best donors to consider providing an advanced gift to use as Matching Gift funds to match donations during Giving Day.
- Create and embed a donation button on your organization's website. [Instructions are found here](#). Be sure to make a note for yourself to remove the button 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 smartphone 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 the pastor and principal at St. Margaret Mary Church and School in Omaha telling viewers why they are participating in the **Joy of Giving** Day.



Or, check out [THIS VIDEO from St. Patrick's Church of Fremont](#), or [THIS VIDEO from Mercy High School, in Omaha!](#)

Looking for other inspiration and examples? Search **Joy of Giving** on social media, including Facebook, Twitter, Instagram, 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.



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- 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 18, 2022! 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 18, the **Joy of Giving** Day, 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 \$10 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 18 or during the Advanced or Extended Giving Day phases (from May 2 through May 25) can be made online or offline through a gift of cash or check directly to our organization. Your donation 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 18!

Sincerely,

Hi [Donor Name],

Today is **Joy of Giving**, May 18! 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. Or, tell someone in person! Post on Facebook, Twitter, and/or Instagram using the hashtag #JoyofGiving.

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 **Joy of Giving** Day and beyond! And watch how high the giving can go on the leaderboard at [Omaha.igivecatholictogether.org](https://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 the **Joy of Giving** Day!

May God bless you!

SAMPLES (CONTINUED)

Below is 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 their giving day. 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** hashtag, **#JoyofGiving**, on all social media networks!
- Create your own social media graphics with [Canva](#), a free, easy-to-use online image-making program.



Example of an ad available on our [Resources](#) page.

Facebook

- Change the cover photo on your organization's Facebook page to the **Joy 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 **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 supporting your organization.
- Be sure to comment and thank those who post to your organization's Facebook page.
- Use the hashtag **#JoyofGiving**.

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 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 18!
- We're ready to experience the **Joy of Giving** on May 18! Are you ready?!
- We can't wait to be part of the **Joy of Giving** on May 18! 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 18!

Sample Facebook posts (continued)...



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 such as Hootsuite and promote the link to your organization's profile page.
- Use the hashtag **#JoyofGiving**.
- 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's name, such as **#MHSJoyofGiving**, 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 18!
- A little goes a long way when the Catholic community gives as one. Join us on May 18 for **Joy of Giving**!
- Who inspires you to give this **Joy of Giving** Day?
- Hundreds will be donating to their favorite organizations this year during **Joy of Giving** on May 18. Won't you join us?
- Every gift can go a long way when we unite to give on May 18! [Insert brief Scripture quote here.] **Joy of Giving**
- Don't wait! **Joy of Giving** is TODAY!
- Please help us get to the top of the **Joy of Giving** leaderboard! Donate today at [insert link to donation page]

Sample Tweets (continued)...



Looking for inspiration and examples? Search **Joy of Giving** on Twitter for sample Tweets, 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 with 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!

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 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 **Joy of Giving** on Instagram for sample posts, videos, and more!

