



Marketing Toolkit

**Giving Day Resource for participating
Catholic Parishes, Schools and
Ministries**

Wednesday, May 1, 2024

**Advanced Giving
April 15-30, 2024**

**Extended Giving
May 2-8, 2024**



May 1, 2024

NebraskaCatholicDayofGiving.org

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General Information

WHAT IS THE NEBRASKA CATHOLIC DAY OF GIVING?

The Archdiocese of Omaha, the Diocese of Lincoln and the Diocese of Grand Island are joining together to offer the first ever [Nebraska Catholic Day of Giving](#) on Wednesday, May 1, 2024. This initiative hopes to inspire faithful stewards throughout the state to share their blessings willingly and lovingly to Catholic parishes, schools and other ministries that have impacted their lives. The goal is to empower organizations to raise critically important funds necessary to fuel the mission-driven work being accomplished throughout Nebraska AND to raise the public awareness of the impact of Nebraskan Catholic ministries, individually and collectively.

WHEN IS THE NEBRASKA CATHOLIC DAY OF GIVING?

The **Nebraska Catholic Day of Giving** takes place on **Wednesday, May 1st** from 12:00 AM to 11:59 PM. Gifts may be given online at <https://nebraska.igivecatholictogether.org/> or offline through a donation of cash or check directly to the participating organization of the donor's choice. There will be an **Advanced Giving** phase beginning **Monday, April 15th** when the platform will start receiving online donations and organizations may start to enter details of offline donations they receive. There is also an **Extended Giving** phase from **Thursday, May 2nd through 11:59 PM on Wednesday, May 8th**. *Online donations will not be accepted after 12:01 AM on May 9th; organizations will not be able to enter details of offline donations toward their campaign goals after 12:01 AM on May 9th.*

WHO IS #IGIVECATHOLIC?

#iGiveCatholic is the Catholic 501(c)(3) parent organization that founded and hosts the U.S. Catholic Church's Giving Day -- [#iGiveCatholic on #GivingTuesday](#) -- and runs [#iGiveCatholic Together](#), a year-round platform that connects the generosity of faithful donors with ministries that impact our communities locally, nationally, and around the world. The Archdiocese of Omaha, the Diocese of Lincoln and the Diocese of Grand Island are partnering with **#iGiveCatholic** for their guidance, marketing resources, and project management to drive a successful giving day. **#iGiveCatholic** is a registered fundraiser in every state, allowing any **Nebraska Catholic Day of Giving** participating parish, school, or ministry to accept donations to their organization through **#iGiveCatholic** from donors in any state.

WHO ARE GIVEGAB AND BONTERRA?

GiveGab is the giving day platform provider for the **Nebraska Catholic Day of Giving**. 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 ministries within the Archdiocese of Omaha, the Diocese of Lincoln, or the Diocese of Grand Island and listed in the Kenedy *Official Catholic Directory* are eligible to participate in the **Nebraska Catholic Day of Giving**. Contact information for each diocesan administrator is included on Page 1 (after the Cover Page) of this document.

Eligible organizations must register to participate in the **Nebraska Catholic Day of Giving** by following the instructions in the email sent to them from the diocesan office. That email contains a link that takes organization administrators to the **Nebraska Catholic Day of Giving** landing page where they can "Register" by answering the questions provided.

Registration opens on Monday, February 12th and closes on Sunday, March 31st.

Questions? How-to articles on registering and completing your profile are located on the [Resources](#) page of the **Nebraska Catholic Day of Giving** website and throughout the [GiveGab Support 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 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. 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 in the final weeks if you will be working on your page and encounter a problem!*
- All individuals who donate **online** through <https://nebraska.igivecatholictogether.org/> will receive a tax receipt via email once they have made their donation. **Offline** tax receipts are the responsibility of the benefiting organization. In addition, all participants are required to thank their donors within 7 days of the end of the giving day.
- All donations 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.
- The donations your organization receives during the **Nebraska Catholic Day of Giving** will rely on your marketing and communication efforts! You know your donors best, so communicate with them in a way that inspires generosity.
- 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 **Nebraska Catholic Day 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, check to see that the URL that you promote looks like this (*text in gold is unique to your organization*): <https://nebraska.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 campaign:

GENERAL SUGGESTIONS:

- Add **Nebraska Catholic Day of Giving** messaging onto your **website**. Starting April 15, [embed a DONATE button](#) on your website that connects with your #NebraskaCatholic campaign.
- Announce and discuss **Nebraska Catholic Day of Giving** with all staff, board members, donors, committee members, volunteers, and parents at all meetings and events.
- Add **Nebraska Catholic Day of Giving** logo, dates and a clickable link to your profile page to your **email signature**. ([Canva template](#) available)
- 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 the Giving Day from the pulpit at Masses.
- Insert **Nebraska Catholic Day of Giving** messaging into your **bulletins**.
- Hold an event after Masses during the Advanced Giving phase -- weekends of April 20-21, or April 27-28 -- and invite parishioners to make a donation while they enjoy coffee and donuts.
- Include a **QR code to your profile page on any printed materials** (flyers/bulletins) so your parishioners can easily and quickly make a donation using their phone. (Both [Canva](#) and [Bitly](#) can generate QR codes)

SCHOOL SUGGESTIONS

- Invite your school mascot and/or cheerleaders to carry **Nebraska Catholic Day of Giving** 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** ([Downloadable Graphics](#) are available as well as [Canva Templates](#))
- Make May 1 (or another day in the campaign) a **dress down day** for students/families who make a donation to your **Nebraska Catholic Day of Giving** campaign.
- **Challenge your classes or grades** to a friendly competition, awarding the winning group a pizza party or something similar. Set up [Peer-2-Peer Fundraising](#) pages for each group to activate a leaderboard at the bottom of your profile page or just collect cash at school following [PennyWars](#) rules!

MINISTRY SUGGESTIONS:

- Invite your board members or service recipients to advocate for your campaign through [Peer-2-Peer Fundraising](#). This method is the #1 way an organization receives new donors!
- A few days before and during the **Nebraska Catholic Day 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 **Nebraska Catholic Day of Giving** 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 giving day marketing plans include promotional videos. Videos can explain and illustrate project needs or update viewers on campaign goals, or allow your stakeholders and ambassadors to give a brief testimony using "I give #**NebraskaCatholic** because..." clips.

It's 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!

[HERE](#) is a sample video from the pastor and principal at St. Margaret Mary Church and School in Omaha from 2021 telling viewers why they were participating in the **Archdiocese of Omaha's Joy of Giving** (the predecessor giving day of **Nebraska Catholic Day of Giving**).



Or, check out [THIS VIDEO](#) from St. Patrick's in Fremont's 2023 Joy of Giving Campaign, or [THIS VIDEO](#) from Mercy High School.

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!**

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 **Nebraska Catholic Day of Giving** messaging about your goal and/or project in all of your organization's electronic communications from mid-March to mid-May. ([CLICK HERE](#) for logos and graphics in the Resources section of the website to incorporate in your emails.)
- Create and send a series of emails throughout the campaign (templates and samples below):
 - “**Save the Date**” with description of the giving day, dates & your project/goal
 - Announce the start of **Advanced Giving**
 - Celebrate progress towards your goal on the **Giving Day**, and
 - Share the impact of donations towards your mission during **Extended Giving** phase
 - **Thank** your community for the results of your campaign
- Add a **Nebraska Catholic Day of Giving** logo to your email signature and make it a "clickable link" to your organization's profile page. ([CLICK HERE](#) for a customizable Canva Template email banner.)

SAMPLE EMAILS

Subject: Will you Give Catholic and Do More? | #NebraskaCatholic

[Salutation]

Do you want to be a part of something BIG? Something uniquely CATHOLIC?

We invite you join us in the first annual **Nebraska Catholic Day of Giving** as an opportunity to Give Catholic and Do More to celebrate our Catholic identity. This is a state-wide Catholic giving day, so [organization name] be participating along with hundreds of other Catholic churches, schools and ministries across Nebraska -- all celebrating the impact of Catholic organizations serving our diverse communities! Your participation will support us and other hardworking ministries across the state doing the Lord's work each day.

We need your help! Please join our campaign to help us reach our goal of [\$xxxx] and [xxx] donors! We need you to tell your friends and family members about the important work we do and ask them to join us in helping to make a difference. This year, we'll be dedicating our #Nebraska Catholic campaign towards funding [add a short project description here].

Advanced Giving starts on April 15, so visit **Nebraska.iGiveCatholicTogether.org** between then and May 8 to make a donation to us and any of the other participating parishes, schools, & ministries you support. Only gifts received before 11:59PM on May 8 will count towards our campaign total, so make sure to get your gift in on time!



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Prefer to make your gift by check or cash? No problem! We'll be happy to accept it by mail or in person and add it to our **#NebraskaCatholic** totals manually so your gift still counts towards our goal!

Thank you for being a faithful steward of the blessings God has bestowed upon you. Your generosity will inspire others to also "Give Catholic and Do More." Follow us on Facebook/Twitter/Instagram [insert hyperlinks to your social media pages], so you can share in the excitement of our first annual **Nebraska Catholic Day of Giving** on May 1st!

If you have any questions or would like more information, let us know.

Subject: Ready to Give Catholic and Do More? | #NebraskaCatholic

[Salutation],

We're counting down the days to **Nebraska Catholic Day of Giving** on May 1 -- and announcing the start of Advanced Giving TODAY, April 15!

We need your help to make our campaign a success, and we've included a few easy ways that you can support us:

Be a trendsetter. Make your **#NebraskaCatholic** gift to [organization's name with hyperlink to profile page] NOW to start the celebration of Catholic generosity!

Share and share alike. Online giving days are successful because of our own networks. Help us grow our network by sending this email to your network and ask your friends and family to do the same.

Be socially (media) active. Use your social media networks: post on Facebook, Instagram, TikTok or tweet about **#NebraskaCatholic**. Share why you "Give Catholic and Do More" with a photo or video selfie! Tag us with [insert social tags] and use the hashtags **#NebraskaCatholic** and **#GiveCatholicDoMore** so your witness can inspire others to follow your model of generosity. You can start a ripple effect stimulating and celebrating generosity across our beautiful state!

Become a fundraising champion. Everyone loves a champion, including us! We really need fundraising champions to help drive more people to our **Nebraska Catholic Day of Giving** profile April 15 – May 8 to make a donation. Contact us for more information on how to become a fundraising champion!

Thank you in advance for your support!



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Subject: TODAY IS THE BIG DAY! | #NebraskaCatholic

Hello [Donor Name],

Today is the **Nebraska Catholic Day of Giving!** We are asking you to join us in our efforts to make this the most inspiring and joy-filled day of giving our **#NebraskaCatholic** community has ever seen!

If you have already participated during the Advanced Giving phase, **THANK YOU!** Your generosity is inspiring more acts of generosity around the state **RIGHT NOW!**

If you haven't made your gift yet, we are writing to ask you to take five minutes to give to [name of organization - hyperlinked to your profile page]. After that, give to other ministries you care about and witness the joy that generosity brings!

Pope Francis encourages us that "It is not necessary to be wealthy to do good. Rather, it is almost always common people who devote their time, skills and heart to caring for others." Your donation of any amount will help to [give specific examples, or insert a sliding scale of what \$25, \$50, \$100, etc. can do].

Here's how you can make a **HUGE** difference today:

- **Make a donation of \$10 or more online** [HERE](#) [hyperlink to your profile page].
- Bring a **cash or check donation** of any amount to our office.
- **Spread the word.** Text a friend. Forward this email. Post on Facebook, Twitter, and Instagram tagging us @[insert social tags] -- or just use the hashtag **#NebraskaCatholic!** Oh, and you can also just tell someone in person – that works, too.

Thank you in advance for your support!

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 **Nebraska Catholic Day of Giving** and beyond! Let's see how high we can climb the leaderboard at [nebraska.igivecatholictogether.org!](https://nebraska.igivecatholictogether.org)

Thank you for supporting [Organization Name]!

Subject: Wow! What a day! | #NebraskaCatholic

Good Morning [Donor Name],

Yesterday's **Nebraska Catholic Day of Giving** was so exciting! By the end of the giving day, we collected [\$x,xxx] towards our goal of [\$x,xxx] for [insert project details]!



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We are so grateful for the support of our [organization] community—but the giving isn't over yet! **Extended Giving is available through Wednesday, May 8.** 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.

These generous donations will make a big difference in [insert details about your program, project or other mission work conveying impact]. And we can't do it without you!

Thank you, again, for your continued support of [Organization] during this inaugural **Nebraska Catholic Day of Giving**. Thank you for Giving Catholic and Doing More!

May God bless you!

Subject: We can't thank you enough! | #NebraskaCatholic

Dear [Donor Name],

[Salutation],

We are still in awe of the generosity shown to [Organization Name] during the first annual **Nebraska Catholic Day of Giving**.

Because of donors like you, we were able to raise [Dollars Raised] to further our mission of [Organization's Mission]. Each gift made the past few weeks will play a critical role in allowing us to serve our community and create a larger impact.

We look forward to the future of [Organization Name] with great anticipation as we use funds raised during **#NebraskaCatholic** to [Include a quick message including any upcoming projects or how your organization plans to use funds that were raised during the campaign.]

“[Include a quote from a leader at your organization about your organization's experience taking part in **Nebraska Catholic Day of Giving**]”

Your relationship with [Organization Name] is important to us and we want to share news and updates with you. We look forward to engaging with you throughout the year and offering ways for you to stay involved with our cause. Stay connected by [subscribing to our newsletter], and following us on our social media channels: Facebook [Link], Twitter/X [Link], and Instagram [Link]

With Gratitude,

Direct Mail

Consider sending a letter or postcard to your entire community announcing your participation in **Nebraska Catholic Day of Giving** and telling them about your project or goal.

- Time a mailed piece to **hit mailboxes at the start of Advanced Giving** so they can immediately respond to your “Call-to-Action.”
- **Include a QR code** in anything you print to make it easy for a prospective donor to find your unique campaign page from their phone. (Both [Canva](#) and [Bitly](#) can generate QR codes)
- Include pictures and stories relevant to your mission and community. **Tell your donors of the impact of their generosity!**
- If sending a letter, consider including a **tear off donation slip** so they can mail in a gift by check.

SAMPLE LETTER

Dear [Donor Name],

Thank you for being a part of the [Organization Name] family/community/team! Your generous support makes a meaningful difference to our [core mission, constituency education, spiritual formation, etc.].

We are excited to announce that we are participating in the first annual **Nebraska Catholic Day of Giving** on May 1, 2024! This is a very special day where all the Catholics in the great state of Nebraska can come together to celebrate our shared faith and the collective good work we do to encourage and teach Catholic values. We invite you to join us in this exciting celebration of Catholic generosity!

As you know, [Organization Name] is changing lives every day by/through [insert name of program or effort]. Your donation will increase our impact by allowing us to [insert specific program or mission, feed xxx people, clothe xxx children, etc.]

[If you have matching/challenge gifts, you can enter something like “AND thanks to the generosity of [XX], every **#Nebraska Cathlic** gift made to [Organization Name] will be matched dollar for dollar!”]

Please visit **Nebraska.iGiveCatholicTogether.org** where you can make a gift to [Organization Name] and any other **#NebraskaCatholic** ministries dear to your heart. **Gifts may be accepted starting on April 15th during the Advanced Giving phase and will continue to be accepted through May 8th during the Extended Giving phase.** You may make your gift by online at offline through a gift of cash or check directly to our organization.

With your help, we WILL reach our goal of [\$X,XXX, XXX donations, funding a specific project] during the **Nebraska Catholic Day of Giving**.

Social Media Center

Download and use the social media assets from our [Graphics Downloads](#) page, examples below.



NOTE: #iGiveCatholic and/or your diocese may share your posts and videos on our organizational accounts and/or use your posts as examples in our newsletters and educational materials.

SUGGESTIONS FOR SOCIAL MEDIA:

- Use the **Nebraska Catholic Day of Giving** hashtags **#NebraskaCatholic** and **#GiveCatholicDoMore** 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. (Check out this series of [customizable Canva templates](#) available for **Nebraska Catholic Day of Giving**.)
- Change the cover image and profile icon on your organization's social media account pages to the **Nebraska Catholic Day of Giving** banner (available on the [Graphics Download](#) page) OR related photos such as students or the pastor holding up a **Nebraska Catholic Day of Giving** sign.
- Start the conversation by creating a schedule of posts to consistently remind "friends and fans" to experience the **Nebraska Catholic Day of Giving** and support your organization.
- Tag your organization's staff, board members, volunteers, key alumni, etc., in a post with a link to your organization's profile page to spread the word about your **Nebraska Catholic Day of Giving** campaign.
- Create a hashtag featuring your organization's name (such as **#NebraskaCatholicStMarks**) to rally and track supporters of your organization.

SOCIAL MEDIA TIPS:

- 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.
- 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 **Nebraska Catholic Day of Giving** 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!

Don't forget to connect with your diocesan social media accounts (listed below)!

FACEBOOK:

<https://www.facebook.com/ArchOmaha/>

<https://www.facebook.com/CatholicDioceseofLincoln>

<https://www.facebook.com/CatholicDioceseofGrandIsland>

*Use @ArchOmaha, @CatholicDioceseofLincoln, or @CatholicDioceseofGrandIsland to tag us on your posts!

TWITTER:

<https://twitter.com/archomaha>

<https://twitter.com/GIDiocese>

(Diocese of Lincoln does not have a Twitter/X account)

*Use @ArchOmaha or @ GIDiocese to tag us on your tweets!

INSTAGRAM:

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

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

(Diocese of Grand Island does not have an Instagram account)

*Use @archomaha, @catholiclincoln to tag us on your posts!

SAMPLE POSTS:

- Take a video with your smartphone of parishioners/alumni/ students/board members saying why they love your organization and why they are supporting you through the **Nebraska Catholic Day of Giving!**
- 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!
- See **REAL EXAMPLES** below of posts from the **Archdiocese of Omaha’s Joy of Giving**, which has now expanded into the state-wide **Nebraska Catholic Day of Giving**.



← Tweet



Fr. Michael
 @AblazeOmaha

Help Ablaze Today on this Joy of Giving Day which replaces Omaha Gives. Thank you for giving to the Lord on this Day! Give to Ablaze House of Prayer | Joy of Giving Day (igivecatholictogether.org)
conta.cc/33SqOcS



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duchesneacademy #JoyofGiving is today!

It's your chance to show your love for Duchesne. Your gift helps sustain #SacredHeart education in #Omaha!

Follow the link in our bio to give today!

37w



350 views

MAY 19, 2021



Add a comment...

Post