

September 26, 2022 – Create Your Profile Page



With your leadership team in place and your goals set, you're now ready to create your organization's profile page. Your profile page is the outward-facing messaging that all will see, so take the opportunity to make it something eye-catching and informative for potential donors!

Before you begin, we strongly recommend that the person responsible for the administration of your organization's profile page take the time to watch the **"Creating an Impactful Profile"** training video put out by #iGiveCatholic and GiveGab. The video presents a step-by-step process for creating a great profile and offers you some best practices for bringing your story to life. You can find the video in the training library at <https://www.igivecatholic.org/info/trainings>

Key takeaways from the training video:

- Focus on a unique, easy to understand project.
- Use captivating photos, videos, images to tell your story.
- Consider using donations levels to make it clear to donors how they can make an impact.
- Offer other engagement/volunteer opportunities with your organization for those that may want to become further involved.
- Incorporate peer-to-peer fundraising and matching gifts
 - *Additional details about peer-to-peer fundraising and matching gifts will come in Weeks #5 and #6...stay tuned.*
- Highlight the joy of giving and have fun!

There is also a [Giving Day Profile Cheat Sheet at the GiveGab Customer Success Center](#) for those looking for a quick basic overview on customizing your profile.

NOTE: Your organization's profile page resides *within* the archdiocesan landing page (stl.igivecatholic.org), but you also have a **direct URL link** that you will want to push out to donors, families and friends, once your page is complete. The URL for your profile page is located at the bottom right of your Giving Day profile page under "Share Your Page".

Once you have completed your profile page, you'll want to see how it looks to others. Search for your own organization from the archdiocesan landing page (stl.igivecatholic.org) to see what potential donors will see when they look for you on the Giving Day (*the search bar is in the upper right hand corner*).



Should you have any technical questions as you create your profile, GiveGab support is available via chat by clicking on the blue chat bubble in the lower right hand corner.

Thank you all for your efforts, enthusiasm, dedication and commitment.

Questions? Contact us at igivecatholic@archstl.org or reach out to one of our team members directly.

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Looking for Additional Resources? Check out archstl.org/igivecatholic

Want to Register? Visit stl.igivecatholic.org