September 12, 2022 – Recruit Your Leadership Team



Welcome to the first of twelve Monday morning emails related to your #iGiveCatholic preparations...if you follow the game plan and accomplish these tasks each week, the process should be easy and you'll be set up for a successful giving day event.

The response from our parishes, schools, and ministries has been very positive. **49 organizations** have registered to date and we hope to have many more join us before the November 2 registration deadline.

Here is the assignment for this week:

- If you haven't already done so, now is the time to recruit your #iGiveCatholic Giving Day Leadership Team.
 - Your team should include people committed to promoting the event to those in your parish, at your school, within your ministries and in the community. We will provide you with content ideas – you just need team members who will help promote it!
- Below are roles that may be helpful to your #iGiveCatholic effort. Depending on the size of your leadership team, a different person may fill each role, or perhaps someone will take on more than one responsibility.
 - Profile Page Coordinator
 - Look for more info on setting up your profile page in an upcoming email.
 - Email Blast Coordinator
 - Individual will need access to your parish, school or ministry database or contact list.
 - Social Media Coordinator
 - The social media coordinator plays a key role. He or she will need to add content to your social media pages and must get the message out virally for a few weeks leading up to the Giving Day.
 - On-site Coordinator
 - A necessary role if you are considering planning on onsite event for the giving day on November 29.
 - Thank You Note Coordinator
 - It is key that you thank your donors following the event, whether that is by thank you letter, email or social media post.

You're on your way! Please let us know if you have any questions. We're here to support your efforts in any way that we can.

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

September 19, 2022 – Set Your Giving Day Goals



With your #iGiveCatholic Leadership Team in place, let's move on to our next assignment – setting your Giving Day goals. If you haven't yet decided on a project for this year, you and your leadership team should use this week to finalize what you plan to do with the funds raised.

Are you hoping to fund a special project or are you simply looking to raise unrestricted funds? You can do either (or both!), but set your sights on a clear, realistic goal that everyone can rally around and one that lends itself to sharp, concise messaging to potential donors.

Once you've decided on your project, consider setting a couple of additional goals. Publishing your goals on your profile page and sharing progress on them throughout the Giving Day is a great way to increase engagement and generate excitement with your audience of potential donors.

Here are some goal ideas that might work for you:

FOR ALL MINISTRIES

- Total Dollars Raised (important, but shouldn't be your only goal.)
- Total Number of Donors on the Giving Day
- Total Number of Donors during the Advanced Giving Phase.
- Total Number of Peer-to-Peer fundraisers working in support of your organization.
- Percent Increase in Dollars and/or Donors over 2021 #iGiveCatholic Giving Day.

FOR SCHOOLS AND CAMPUS MINISTRY PROGRAMS:

• Encourage friendly competition between Grade Levels, Homerooms, or Alumni Years and set goals centered on participation/number of donors rather than dollars raised.

FOR PARISHES:

- Parishes can set up a friendly competition among your pastor and associate pastors; between parish ministries; and among staff members. Again, this need not be about dollars raised, but rather focus on the number of donors.
- Choose something fun/silly that the pastor will do if the parish meets its monetary and/or donor goal. Last year, a parish in another diocese was highly motivated by their pastor agreeing to a polar plunge!

When you reach your goals on the Giving Day, be prepared to announce your success through social media/email/Flocknotes. Also, be ready to launch a new goal or raise your initial goal to keep the momentum going.

If you have any questions or are unsure of how to establish a goal for your parish, school, or ministry, please don't hesitate to reach out.

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

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 eyecatching 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 <u>Giving Day Profile Cheat Sheet at the GiveGab Customer Success Center</u> for those looking for a quick basic overview on customizing your profile.

NOTE: Your organization's profile page resides *within* the archdiocesan landing page (<u>stl.igivecathlic.org</u>), 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.igivecathlic.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 <u>igivecatholic@archstl.org</u> or reach out to one of our team members directly.



Thank you for registering to participate in #iGiveCatholic – we currently have 65 parishes, schools, and ministries onboard. This week's task...

DATABASE REVIEW

Ensure that you have email addresses for as many constituent groups as possible.

- Parishes and Missions Finance Council Members, Knights of Columbus Members, All Ministry Leaders, Staff, Parishioners, Community Friends
- Schools and Campus Ministries School Advisory Council/Board Members, Current Parents, Faculty/Staff, Alumni, Parents of Alumni, Grandparents, Volunteers, Friends of the School
- *Ministries and Everyone* Personal friends, corporate friends, family members, other supporters of your parish/mission/school/ministry, newsletter recipients, etc.

SOCIAL MEDIA REVIEW

Review your accounts and compile a list of those who have followed, liked and shared your posts over the last 6-12 months.

- *Important!* Identify top promoters.
- Ensure you have contact information. Invite these individuals to help promote #iGC through their own social media by sharing in the days leading up to the event and, of course, on November 29th!

By committing to these weekly tasks, you will ensure a successful outcome. Please contact us if we can answer any questions. We are here to support your efforts in any way that we can.

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

October 10, 2022 – Create Your Profile Page



GO VIRAL! - Line up 5-10 people (or more) who will agree to be part of the "viral" Giving Day challenge for your organization. Try to choose people of importance or with name recognition (a pastor/parish life coordinator, ministry leader, finance council member, principal, faculty/staff member, coach, alumni ambassadors, current students, community or ministry supporters, family members) who will agree, in advance, to give a gift on Giving Day.

<u>Please note</u>: The amount of the gift is not important and should NOT, under any circumstances, be reported on social media. This is simply an opportunity to show support from folks who are recognized. This will serve to motivate and inspire others.

Think carefully about who to approach. Here are two things to discuss with them:

- 1) Are you willing to share the cause with family and friends on your social media?
- 2) Are you willing to issue the challenge to 3-5 people upon providing your own gift?

To take it to the next level, ask a few of these identified folks to consider <u>peer-to-peer fundraising (P2P)</u>. In short, this is where other supporters fundraise on your behalf. They create their own page on the #iGiveCatholic giving portal that is tied to yours, and they use their voice and their network to help support your cause, which is near and dear to their heart. *This will expand your reach and bring new donors*. It is reported that organizations that use P2P fundraising raise <u>4.9x more</u> than those that did not. Your most passionate supporters can be your greatest fundraisers, so why not enlist some help in furthering your mission and building your donor base? It works!

You can read more about this method by <u>clicking this link</u>. #iGiveCatholic even has a recorded training video about Engaging Ambassadors that can be found at https://www.igivecatholic.org/info/trainings.

That's it! We're only 7 weeks out at this point so get excited! As we move along, our weekly emails will begin to focus on marketing strategies and social media best practices. Our goal will be to offer folks from far and wide the opportunity to invest in the good works of the Catholic Church of St. Louis!

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

October 12, 2022 – Please Excuse This Interruption....

Please excuse this #iGiveCatholic mid-week interruption. We have a few important housekeeping items to share:

- ADVANCED GIVING The platform will open for Advanced Giving on November 14 think of
 this as your "build-up phase" for the Giving Day. Once the platform is open, be sure to manually
 enter any offline donations collected (cash or checks) on your organization's #iGiveCatholic site.
 When the leaderboard goes live on November 29, all Advance Gifts will be added to your totals
 automatically.
 - o Click here for more info: How do I add an offline donation to my Giving Day profile?
- PROFILE PAGE To ensure you are ready-to-go by the start of Advance Giving on November 14, please work to complete your profile page and get verified to collect donations by October 31.
 This will leave November for marketing efforts.
- **COLLECTION ENVELOPES** #iGiveCatholic second collection-style envelopes are available on a first-come, first-serve basis. These are *great* tools for Advanced Giving! Drop us an email with the quantity you need and we'll ship them right out.



- SAVE THE DATE Add a "Save the Date" image and/or message to your
 websites and email signatures. You can create your own or feel free to
 download the one we created.
- DONATION DEPOSITS Donated funds will be paid within 5-7 business days for those
 organizations who have provided their own bank account information. Ministries that are
 fiscally-sponsored by the Archdiocese will have funds transferred within two weeks of the Giving
 Day.
 - NOTE: Fiscally-sponsored organizations are those whose donations are received by the Archdiocesan Finance Office and then transferred to the agency. If you are unsure into which category you fall, please email us at <u>igivecatholic@archstl.org</u>.
- PROCESSING FEES As with all forms of fundraising, whether online or event-based, there are
 associated costs. Credit card/ACH processing fees support the online platform, marketing,
 training, and technical support available from both #iGiveCatholic and GiveGab.
 - Credit card fee is 5.8% + \$.30 per transaction and the minimum online donation is \$20.
 - ACH fee is 3.3% + \$3.00. ACH is available to donors giving \$100 or more.
 - For complete details, please review: #iGiveCatholic Cost of Online Fundraising

You can expect more marketing information to roll out over the next few weeks so we're ready for Advanced Giving. Stay tuned!

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

October 17, 2022 – Motivate Donors with Matching and Challenge Gifts



Last week, the task was to create a *viral* challenge by finding 5-10 ambassadors who will give a gift and help spread the word on their social media on your behalf. If you're still working on this task – keep at it. Support from your ambassadors will contribute to your success and inspire others.

This week, let's focus on finding a handful of donors willing to offer a **MATCHING** or **CHALLENGE** gift. What's the difference?

- MATCHING GIFT For each dollar raised, a donor will match that gift (usually 1:1 but sometimes .50 cents for each \$1). This type of match lasts until the match gift is used. (Example Mr. and Mrs. Generous will match all donations up to \$5,000)
- <u>CHALLENGE GIFT</u> A gift that comes when a goal is achieved. (Example Mr. and Mrs. Generous will release \$1,000 if we get 25 donors between 10:00 AM 12:00 PM or Mr. and Mrs. Generous will release \$1,000 to us after we have raised \$5,000)

Both matching and challenge gifts are highly motivating to donors since they know that their dollar will raise another dollar automatically. It also makes participation more enjoyable on the giving day itself!

People who love your parish, school, or ministry (and who have the capacity to support in this special manner) know the value of this type of giving. You can also get creative! Maybe 10 people would be willing to come together with \$100 each, thereby creating a \$1,000 match. You never know... just don't be afraid to ask! These special donors will welcome the opportunity to inspire others. So take some time to find potential matching donors and/or challenge donors who will support your efforts through these fun and rewarding methods.

Matching and Challenge gifts can be pre-entered on your profile page so that they will automatically release and add to your totals in real time on November 29th. Here is an online resource article that will provide details on how to accomplish this task.

As always, feel free to reach out with any questions. For all technical support or profile page set up questions, click on the blue chat bubble on your page, and be sure to include your email address to ensure a response. Both Give Gab and #iGiveCatholic are highly responsive and very helpful.

Your local #iGC team is always here to support your efforts in any way that we can as well!

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

October 24, 2022 – Promote, Promote, Promote



We're just <u>6 weeks and 1 day</u> away from our #iGiveCatholic Giving Day on November 29th! And, of course, Advanced Giving opens on Monday, November 14th and runs through 11:59 PM on Monday, November 28th. It's so very important to begin offering <u>everyone</u> an opportunity to give thanks and give back to those organizations that are out there doing the Lord's work day in and day out...that's us!

Now it's time to promote, promote, PROMOTE! This week, that means posting <u>Save the</u> <u>Date</u> information *everywhere*:

- On your social media
- On your website
- Via email to everyone in your database (template attached)
- Hand out flyers
- Publish in newsletters and bulletins (sample bulletin announcements attached)

Attached is a fillable Save the Date flyer that can be used as well as our Archdiocesan Save the Date photo to be used in your marketing materials. If you wish to create your own marketing materials using #iGiveCatholic downloadable graphics, you can grab those here.

Enlist your ambassadors and people connected with your organization to help push out this information. That would include: pastors, parish staff, ministry leaders, council members, school administration, faculty/staff, current and former board members, committee members, alumni, current students, volunteers, co-workers, recipients of services, family, and friends. Don't be shy...call on everyone to help!

<u>Next week</u> we will focus on creating fun and easy video content. We will also create a social media "calendar" to push it all out. If you are not yet familiar with the process of pre-scheduling social media posts, please click on the links in the attachment and watch the five-minute tutorials. It will make life a bit easier for you in the days leading up to November 29th.

Please continue to work on personalizing your <u>profile pages</u>. A list of some exemplary pages that you might want to emulate can be found <u>on our Resources page</u>. Let's have our pages finalized prior to the start of Advanced Giving on November 14th.

Fun times are ahead! Call on us if you have questions.

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



Please excuse this #iGiveCatholic mid-week interruption, but we have some exciting news we wanted to share with you all sooner rather than later.

New this year... we have some fabulous **PRIZES** to award to participating organizations! Check out <u>stl.igivecatholic.org/prizes</u> to see what's offered, review the specific criteria for each prize, and determine how your team might capitalize on your participation in #iGiveCatholic this year.

Some highlights from the **\$9,500 total in cash prizes** to be awarded:

- Three \$1,000 "Golden Tickets" will be awarded throughout the giving day! We will randomly select three donors and award the prizes to the organizations they chose to support.
- Two \$1,000 Grand Prizes—one each for most unique donors and most dollars raised.
- Seven \$500 Incentive Prizes—most raised during the Advanced Giving period, use of Peer-to-Peer fundraising, use of Matching Gifts, most improved returning organization, top performing new organization, best profile/landing page, and the best social media post.
- Four \$250 "Power Hour" prizes for most dollars raised during certain time spans on the giving day.

We're excited to be able to offer you these extra incentives this year, thanks to a grant from the *Annual Catholic Appeal*. Thank you all for your work so far to make this another successful year for #iGiveCatholic in the Archdiocese of St. Louis—we're excited to see the fruits of your continued labors over the next few weeks, especially once Advanced Giving starts on November 14th.

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



Thanks to all who are working diligently on finalizing their profile pages. Please do your best to have this important task completed soon. We need everything ready at the start of the Advanced Giving period on Monday, November 14th.

THIS WEEK'S TASK? - Develop a SOCIAL MEDIA GAME PLAN for the next month.

• Need sample posts, logos, as well as some great tips and tricks? All are outlined in section 3 "Spread the Word" of the #iGC resource page.

Focus on the following:

- Create personalized <u>social media content/graphics</u>.
 - o (Canva is a fabulous, free, graphic-design resource for this!)
- Create <u>short videos and testimonials</u>. Film 10 to 20 second clips featuring ambassadors and other supporters explaining why they support you and your project(s)! Video posts are one of the best way to engage folks. No professional videography skills are needed phone cameras work great! Think about employing youth or young adults to help you get this done they're creative and will know exactly what to do and say!

For those of you who wish to also create a slightly more detailed video to tell your story, we share a few examples of best practices from #iGC to help get those creative juices flowing:

- St. Jean Vianney Elementary School (Baton Rouge, LA)
- Catholic Campus Ministries St. Thomas More Catholic Campus Ministry at USC

<u>OUR ARCHDIOCESAN #iGC VIDEO</u>: We are in the process of creating a video with Archbishop Rozanski for this special event. It is anticipated to run on Spectrum and KSDK from November 22nd through 29th and will be shared through the Archdiocesan social media accounts as well.

<u>GIVING DAY ENVELOPES</u>: One more reminder that the Giving Day national sponsor, Our Sunday Visitor, has sent a supply of Giving Day envelopes for those who do not wish to, or cannot, offer their gift online. These envelopes mirror weekly offertory or second collection envelopes used at parishes. If you would like some for your Advanced Giving efforts, please email us directly and we will send some along to you.

As we enter this season of thanksgiving, let's invite everyone to give thanks, give back, and give Catholic!

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

November 7, 2022 – Emails Blasts and Press Releases

We are getting down to the nitty-gritty with just three working weeks left before the big day! Please continue to work on these previously mentioned tasks:

- Finalize your **Profile Page** add details, pictures, and donation levels tell your story!
- Design/create Social Media Posts and pre-schedule their release throughout the remaining weeks.
- Film those **Video Testimonials**!
- Finalize Matching and Challenge Gifts then spread the word!
- Check out Prizes being offered this year for participating organizations!
- Add your organization's personalized #iGiveCatholic link to your website this can be found on the right-hand side of your Dashboard under Share Your Page. We've already done so front and center on the Archdiocese of St. Louis website – check it out: it's the third banner in the image carousel at https://www.archstl.org/.

For this week? Two quick tasks:

- Create a short, personalized <u>Email Blast</u> that can be sent <u>next Monday, November 14th</u> as Advanced Giving Day begins. A sample template is attached.
- Send a **News Release** about the Giving Day put it in your newsletters and parish bulletins. Write your own or use this one:

(Org Name) will be participating in #iGiveCatholic on Tuesday, November 29th from 12:00 am – 11:59 pm. During this 24-hour crowdfunding, philanthropic event, we will be celebrating our faith and supporting the Catholic parishes, schools, and ministries that help shape our souls. The goal for (org name) is (dollar amount). Funds will be used to (enter specific project details here). Your gift can make an impact! Please accept this invitation to invest in our (parish/mission/school/ministry). Visit stl.igivecatholic.org and search for our (parish/mission/school/ministry). For more information, please contact (enter org contact details here). Give thanks and give back! #iGiveCatholic

Last but not least, please join the national #iGC team for a webinar on Wednesday, November 9th at 2pm entitled, "Final Steps to Success for #iGiveCatholic 2022." Valuable details will be shared related to completing profiles, entering advanced giving offline donations, match and challenge gifts, finalizing communications, gift processing, pulling post-giving day reports, and sending thank you notes. Please register here! If you are unable to join live, a recording will be placed on the trainings tab of the resource page afterwards.

Thank you for your diligent efforts. The Archdiocese of St. Louis is well prepared and ready for a great day of giving because of your enthusiastic response.

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

November 14, 2022 – Advanced Giving is Open



Welcome to Day 1 of the two-week **Advanced Giving** phase of #iGiveCatholic!

Leading up to November 29, folks will be hearing a great deal about this wonderful opportunity to celebrate our Catholicism and invest in the many organizations that shape our souls! The marketing blitz will take place both nationally as well as here in the Archdiocese of St. Louis. However, it's important to your success that you personalize and promote it for your organization as well. To that end:

- Personalize the attached announcement and send it to everyone in your database <u>TODAY</u>. Put it in a special Flocknote communication, push it out in an e-newsletter, and, for our schools, stuff it in backpacks for parents to see!
- Put a short message with your unique profile page URL out on social media and ask your friends, family, and ambassadors to do the same!

Now is the time to release some of those 10-15 second video clips/testimonials on your social media— "I Give Catholic because..." If you haven't filmed them yet, there is still time! Here is a funny one from another diocese - https://www.youtube.com/watch?v=0MgmcbGN5T8.

EXTRA IDEAS FOR OUR SCHOOLS!

- SCHOOL DROP-OFF LINE VOLUNTEERS Line them up to hand out flyers both before the giving day and on the giving day. If you have secured a matching gift, be sure to publicize that!
- SCHOOL SIGNAGE Publicize #iGiveCatholic there for the next two weeks.
- HOMEROOM/GRADE LEVEL CHALLENGE Create one based on participation, not on dollars raised! Encourage every homeroom or grade level to seek 100% family participation. Provide an incentive such as a pizza party, donut day, or dress down day as an award.

OFFLINE GIFTS

As offline gifts come in over the next few weeks, please start entering them. Here are full instructions.

Leaderboards and donor walls will not go live or appear on your profile pages until midnight Eastern

Time on November 29. All online and offline gifts added during the Advanced Giving phase will appear at that time. Offline gifts can be entered through 11:59 pm on Tuesday, December 6, but please don't wait until then. Donors want to see their gift boost your totals!

Please note when adding an offline gift, you will be given the option to email a receipt to the donor. Rather than this option, it is recommended that you use your regular method of receipting donors for offline gifts. The email receipt generated by the platform may be confusing to donors as it indicates their offline gift was made to GiveGab/Bonterra.

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

November 21, 2022 – Social Media Review and Prizes Reminder



We are one week into Advanced Giving and just a week and a day away from the MAIN EVENT! Together over the last few months, we have worked diligently to build a solid foundation and are now starting to see the fruits of our labor. So far, our parishes, schools, and ministries have raised \$24,600 by publicizing #iGiveCatholic early and often. Let's work hard to keep the momentum going this week — it's natural and easy to tie in the themes of giving thanks and giving back with Thanksgiving!

Please review the attached Social Media timeline once again and execute on the items listed in the "One Week Out" section. Make sure to:

- Film those short video clips and testimonials they will make a difference!
- Take some staged photos and place an #iGiveCatholic banner on them.
- Encourage continual viewing and sharing of your social media and ask folks to take time to comment in addition to just "liking".
- Keep adding the types of posts to your social media that appear to be resonating and move on from the ones that don't.

Don't forget about all of the fabulous **PRIZES** too! Make sure your organization can meet the unique criteria for each prize to ensure you are eligible to be chosen. For example, try to raise as much as you can during the Advanced Giving phase so you don't miss an opportunity to win. Check out our prizes page to see what's offered and determine how your team might capitalize.

With Thanksgiving just a few days away, we want to personally thank you all for everything you do day in and day out to advance the mission of our Church. Your efforts do not go unnoticed and are deeply appreciated!

Best wishes for a blessed and restful Thanksgiving holiday. We'll need our energy next week for sure!

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

November 28, 2022 – 24 Hours Until Giving Tuesday



Here we are under 24 hours away from our #iGiveCatholic Giving Day event! You're well prepared and ready, so get excited!

Our organizations have already raised **over \$51,000** during the Advanced Giving phase – and that number will soar as the main event gets underway!

Remember that we have a \$500 Advanced Giving prize ready to award first thing in the morning for everyone's efforts since November 14th! You'll want to be in the running for it! Check out our prizes page to see what's being offered specifically for tomorrow, especially those "Power Hour" prizes.

The use of email correspondence and social media today and tomorrow is going to be important to your success. Please make it a focus today to do the following:

- EMAIL everyone in your database a message about tomorrow's Giving Day opportunity. Make it brief include what you are raising money to support and why you need help to reach your goal sample attached. If you have secured a matching gift, be sure to highlight that. Provide the link to your profile page URL, or you may direct them to our archdiocesan page at https://stl.igivecatholic.org/ and have them search for your organization.
- **SOCIAL MEDIA TIMELINE** Schedule release times for your videos, pictures, testimonials, and posts throughout the day tomorrow. Going viral and employing those you've engaged to help with the viral challenge will be key! If you have something you want to share, tag our archdiocesan social media on those posts to get more traction. Remember to use the hashtags #iGiveCatholic and #CatholicSTL—there's a social media prize you can win for your post!

As we mentioned last Wednesday, Archbishop Rozanski has had a streaming ad on Spectrum and KSDK since November 22nd, and it will continue to run through tomorrow. There are <u>15-second</u> and <u>30-second</u> ads, and you are more than welcome to share these. We hope that it will help promote the giving day opportunity across the entire St. Louis region. Remember, we are not just trying to raise money...we are INVITING people to INVEST in our wonderful parishes, schools, and ministries!

Please call on us if you need anything at all over the next few days. Offering many prayers and best wishes for a successful giving day!

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