

September 18, 2023 – 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 2022 #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. As an example, 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.

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

Want to Register? Visit stl.igivecatholic.org