

October 23, 2023 – Promote, Promote, Promote!



We're just **6 weeks and 1 day** away from our #iGiveCatholic Giving Day on November 28th! And, of course, Advanced Giving opens on Monday, November 13th and runs through 11:59 PM on Monday, November 27th. It's so very important to begin offering everyone 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 **Save the Date** 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. Either or both can 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!

Next week 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 28th.

Please continue to work on personalizing your **profile pages**. A list of some exemplary pages that you might want to emulate can be found [on our Resources page](#). Let's have our pages finalized prior to the start of Advanced Giving on November 13th.

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