

November 13, 2023 – Advanced Giving is Open

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

Leading up to November 28, 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 **TODAY**. 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=0MqmcBGN5T8>.

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 28. 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 5**, but please don't wait until then. Donors want to see their gift boost your totals!

- **IMPORTANT!** *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.*

Apologies for the lengthy email. There is much to communicate as we move through the next few weeks! We are here, along with the GiveGab/Bonterra and #iGiveCatholic support teams, to help in any way that we can. Feel free 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