

November 20, 2023 – Social Media Review & Prizes



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 **over \$274,000** by publicizing #iGiveCatholic early and often, well over last year's total at this time (which was about \$24,000)! It seems like more organizations are taking advantage of the matching gift feature to multiply the impact of their donors' gifts. 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!
 - o [Check out this funny yet impactful quick video](#) our Communications office put together to highlight #iGiveCatholic this year! Thanks to Susan Noonan (Duchesne High School), Sr. Joan Paula Arruda (Daughters of St. Paul), and Fr. Henry Purcell (St. Theodore Parish) for their willingness to participate in this creative work. Please share this on your social media accounts throughout the next week.
- 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.
- Find a matching gift donor and use the matching gift feature. It does not need to be much. Even a matched gift of \$1,000 or \$2,000 can make a difference.

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.

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

Want to Register? Visit stl.igivecatholic.org