

November 27, 2023 – 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 almost **\$330,000** during the Advanced Giving phase, much higher than last year at this time, 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 13th! 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 hashtag #iGiveCatholic—there's a social media prize you can win for your post!

As we mentioned last week, the Archdiocesan Communications office put together [this short, funny video](#) highlighting the different types of organizations participating in #iGiveCatholic. Please continue to share that video throughout the giving day. We hope that it will help promote #iGiveCatholic 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.

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

Want to Register? Visit stl.igivecatholic.org