

WEEKLY NEWSLETTER | NOVEMBER 1, 2021



#iGIVECATHOLIC

Official Newsletter for the U.S. Catholic Church's Giving Day

Welcome *Thank you for  
Joining Us!*

Happy November from the #iGiveCatholic Giving Day Team!

We hope that you're enjoying sharing [\*\*#iGiveCatholic\*\*](#) with your communities. We've seen many fun and exciting posts, pictures, and flyers. Keep up the great work!

This is the third of six #iGiveCatholic e-blasts you will receive with general information and tips on spreading the word about the Giving Day.

**> Please forward this email to all of your team members!**

## *Ideas to Inspire*

If you're following along with our [\*\*Communications Timeline\*\*](#), e-news, or both, last week we gave participating parishes, schools, and nonprofit ministries a few ideas to implement. WOW! Since you've inspired us, we thought we'd pass on a bit of inspiration.

**Idea 1:**

**Customize your profile page**

- **Set goals:** [\*\*Archdiocese for the Military Services, USA\*\*](#), set a goal of \$40,000 so that donors know just what they hope to bring in on #GivingTuesday.

- **Formatted text:** To make their story stand out, [\*\*Pontifical Mission Societies - Philadelphia\*\*](#) used headings and color in addition to the underlining of important words.
  - **Donation levels:** The [\*\*Clelian Center\*\*](#) made donating tangible by setting up donation levels that remind their donors how each amount helps out. For instance, a donation of \$50 pays for one week of meals for a member.
  - **Cover photo and donation level buttons:** [\*\*The Matthew 19:14 Project\*\*](#) from Arizona has updated its cover photo and put images on its donation level buttons to inform donors about how their gifts help Special Education students in their Catholic schools.
  - **Other Resource Opportunities:** Click to see the [\*\*Vincentian Marian Youth Southeast Missouri\*\*](#) in the Archdiocese of St. Louis for a good example of an organization also seeking volunteers. [\*\*Catholic Charities of Northern Nevada\*\*](#) has secured three donors to provide gifts to match \$40,000 in donations to their organization. Donors can see precisely the amount of funds available, and they love to give when their gift will be doubled!
  - **Tell your Story:** See [\*\*Holy Name of Jesus Chinese Catholic Mission\*\*](#) in the Archdiocese of Atlanta who simply explained their need and included a picture of their need.
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### Idea 2:

#### *Change your social media photos*

- Don't forget to update your Facebook cover photo (see *picture at right*) and profile icon. [\*\*Downloadable images are available here!\*\*](#) You can also apply one of two #iGiveCatholic profile frames when you update your cover photo. Look for either #iGC 2021 or #iGiveCatholic Giving Day in the Facebook frames available.



### Idea 3:

#### *Add the #iGiveCatholic logo to your email signature line*

- **Tip:** Find instructions for including your logo in your signature line for Outlook [here](#). Don't forget to add a hyperlink to the logo to guide donors to your profile page!

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#### Idea 4:

#### **Spread the word via social media or personal emails**

- The Diocese of Beaumont, Texas, has already promoted on Instagram their participation with #iGiveCaatholic. While we haven't come across any personal email pushes just yet, here's a quick reminder that we have [email templates](#) for you to use. Check them out! Please feel free to forward your examples to [info@igivecatholic.org!](mailto:info@igivecatholic.org)

#### Idea 5:

#### **Fundraise as a Peer-to-Peer (P2P) fundraiser**

#### **St. John Vianney School in Tennessee**

Last year there were 68 children in the school, and there was only one classroom per grade. They generated awareness of the school in the community. The principal involved highly connected KEY parents in getting their buy-in, knowing they would spread the word verbally and on social media to get others involved. With the monetary goal of \$15,000, they raised \$17,700.00.

#### Recent Donors

Anonymous	
Natalie Eskert	
Anonymous	\$1,200.00
Anonymous	\$1,500.00
Kim Stinnett	\$100.00
Anonymous	\$500.00
Anonymous	\$100.00
Ana M Rodriguez	\$25.00
Maria Quirantes	\$100.00

#### Idea 6:

#### **Provide a Match or Challenge Gift**

The American branch of the International Federation of Pueri Cantores, an international Catholic choral organization, received a \$5,000 match. What a great way to incentivize other generous donors to give!



#### **Donation Matches and Challenges for American Federation Pueri Cantores**

Anonymous: 2021 #GivingTuesday Matching Grant  
[American Federation Pueri Cantores](#)

A faithful AFPF supporter has agreed to match donations dollar-for-dollar up to \$5,000. Your gift will have double the impact this #GivingTuesday!

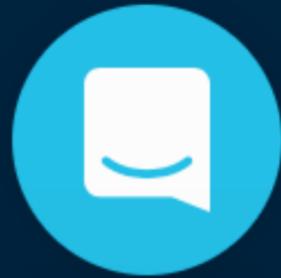
\$5,000 MATCH      \$5,000 REMAINING

[VIEW PROFILE](#)    [DONATE](#)

 **Reminders,  
Training  
Opportunities,  
and Important  
Dates**

- **Nov. 3:** Online registration closes. Your organization's banking information needs to be entered and verified before this date, if necessary.
- **Nov. 3:** Final live training webinar for all participating organizations at 3 pm ET. [Registration is required](#). (Check out all of our pre-recorded webinars, including "Engaging Your Ambassadors and Donors" on our [Trainings](#) page.)
- **Nov. 15-29:** Advanced Giving Period
- **Nov 30:** #iGiveCatholic on #GivingTuesday

## *Have Questions or Need Help?*



Email [questions@igivecatholic.org](mailto:questions@igivecatholic.org) or write into the blue chat bubble at the bottom right-hand corner of any #iGiveCatholic web page! Remember to include your email address for a prompt reply. The GiveGab Customer Success Team is available M-F from 9 am to 5 pm ET.

## #iGIVECA<sup>HOLIC</sup> Tip of the Week



## **Use Videos to Promote Your Campaign**

This week we encourage all participating organizations to create a fun and unique #iGiveCatholic video and make plans to integrate it into your marketing efforts and profile pages!

**To learn how to make videos with your phone, [search YouTube for instructions on How to Make YouTube Videos on Your Phone.](#)**

**Added Bonus:** If you send us a link to your video at [info@igivecatholic.org](mailto:info@igivecatholic.org), you might see it on social media, in future issues of this e-news, and #iGiveCatholic videos!



**As always, for week-to-week tasks, check out the [Communications Timeline](#) on our [Resources](#) page to stay on track in marketing #iGiveCatholic!**

Support St. Andrew Preschool on  
Tuesday, December 1, 2020  
Advance Giving Phase November 16 -30, 2020  
 #iGIVECATHOLIC #GIVINGTUESDAY  
Visit: [www.standrewcatholic.org](http://www.standrewcatholic.org)

### **Need some inspiration?**

*Check out these videos. The first is a good example from last year, in the Archdiocese of Atlanta's **St. Andrew Preschool** located in Roswell, Georgia. The second is from **Stella Maris**, Apostleship of the Sea, USA, from the Diocese of Beaumont.*



### ***Recommendations for Parishes, Schools, and Ministries***



- Have you been talking about the #iGiveCatholic Giving Day from the lectern, in your bulletin, or in staff meetings? Keep it up!
- How often are you posting about the giving day on your social media? Stay on course with the [Social Media Marketing Timeline](#).
- Stuck on messaging? [Click here for some examples.](#)



- PTO meeting announcements, weekly principal emails, classroom notes sent home, and newsletters that feature spreading the word about the giving day!
- The more talk about the giving day, the better! Stay on course with the [Social Media Marketing Timeline](#).
- Need a little messaging help, [click here for examples](#).



- Keep talking about the Giving Day in all of your meetings.
- Write a story about your project goals in an upcoming blog, social media post, or article!
- Looking for call-to-action messaging? [Click here](#).
- Stay on course with the [Social Media Marketing Timeline](#)



**Annunciation Catholic School from the Diocese of Santa Fe had a goal of raising \$10,000 for COVID-Safe Practices supplies, upgrades to their infrastructure, and technology. Once the dust settled on the Giving Day in 2020, their goal was met, and then some! How exciting!**

**They raised \$12,775 with 56 donors and 56 gifts!**

## ***Need messaging help?***

Check out our [2021 Marketing Toolkit](#), [email marketing templates](#), and [social media tips](#).

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