

WEEKLY NEWSLETTER | NOVEMBER 15, 2021



#iGIVECATHOLIC

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

Welcome

Thank you for
Joining Us!

Hello from the #iGiveCatholic Giving Day Team!

The Advanced Giving Period began this morning, which means [#iGiveCatholic](#) on [#GivingTuesday](#) is nearly here. Wow, we could not be more excited!

This is the fifth of six weekly 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!

Embedding Donation Buttons in your Website

Donate

As shown below, there is an option in your admin dashboard to "Embed a Donate Button."

Here's some information on using this tool:

- **What is the button?** The button renders a styled donation form, and the HTML code can be copied and pasted to a website or blog page, much like a YouTube video.
- **What does it do?** Donors can click the button to give through a donation form which opens right on your website. All gifts made through the forms will count toward the totals and goals on your #iGiveCatholic profile page and diocesan leaderboards.
- **How does the form show online?** The form pulls the cover photo and donation levels from your profile page.
 - *NOTE: Please make sure your profile page has several donation level buttons in various amounts before embedding the button!*
- **How do you set up the button?** Select a choice in the right-hand bar from your admin dashboard called "Embed a Donate Button." Next, configure the button and copy and paste the code into your website. [Check out these directions!](#)
- **Can you customize the button?** Yes! You can customize the button's color and call to action, i.e., "Donate Now!" or "Please Give!" Use the directions above!
- **Who would find this tool useful?** Organizations with a solid online presence will like this tool, mainly supporters who would be more comfortable navigating your website for donation purposes.

The screenshot shows the #iGiveCatholic admin dashboard. At the top left, there is a logo and the text "#iGiveCatholic December 1, 2020 Get Set Up". Below this is a list of tasks: "Add Your Organization's Info", "Add Your Story", "Get Verified to Collect Donations", and "Add Donation Levels". On the right side, there is a "Participation Approval Status" section showing "Approved", a "Time to launch" section showing "27 days", and a "Donation Tools" section. The "Embed a Donate Button" option in the "Donation Tools" section is highlighted with a yellow box and a yellow arrow points to it.

Here is a great example of a detailed Profile Page, including donation buttons with pictures from [the St. Martin Center in Erie, PA.](#)



St. Martin Center

[DONATE](#) [FUNDRAISE](#)

\$0 Raised \$10,000 Goal 0 Donors



\$26

Meat, produce, etc.
(Pictured: Wanda packing food bags.)



\$52

Utility assistance for 1 month



\$156

Rent assistance for 1 month.



\$312

School supplies for all school-aged kids in our early learning center.



\$500

Food for Bishop's Breakfast Program. (Shown: breakfast distributed.)

[CHOOSE YOUR OWN AMOUNT](#)



Your Donors, Your Heroes!

Your donors are your heroes!

Here are a few notes on answering common Giving Day questions and effectively managing your stewardship efforts.

- **Encourage Giving:** If donors ask whether or not they can give to both your parish and school, for example, the answer is "Yes, please!" With the Gift Basket feature, your donors can give to multiple organizations by "shopping" several profile pages before "checking out." [Check out more information here.](#)
- **Add Offline Gifts:** Donors also might ask whether or not they can give you cash or a check instead of donating online. No problem! Enter this type of gift as an "offline donation," meaning a donation that was not made online via credit card or ACH withdrawal, so the donor sees their gift impacting your goal. [Here's a step-by guide.](#) Offline gifts are not subject to fees.



Inspiring Each Other!

Last week, we talked about messaging your constituents more directly by taking unique, fun photos and videos of your parishioners, staff, board members, students, alumni, parents, and grandparents and using them in your communications efforts.

Here are some great examples. Bravo!

BLOCS is a need-based scholarship organization in the Diocese of Philadelphia raising funds for students Catholic schools. Check out their Tweet below.

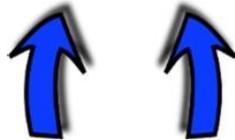


We believe that every student who wishes to receive a safe, quality, values and faith-based education...can receive one. We are partnering with [@iGiveCatholic](#) this [#GivingTuesday](#) and we hope that you'll consider making a gift to the [#BLOCS](#) Annual Fund. [#iGiveCatholic](#) [#BuiltByBLOCS](#)



- [St. Joseph Parish in Downingtown, PA., sent out this post on Instagram.](#)
- [St. Ignatius School in Grand Coteau, LA,](#) sent

- **NOTE: Your organization will be responsible for sending 2021 tax letters for any offline gift of cash or checks you receive!**



- **Plan a Thank You:** Within seven days of the Giving Day, extend thanks to your generous supporters via email, social media, phone call, or letter. Get creative! Or, need something ready-made? You can find the thank you graphic below in our Thank You Image bundle available on our [Downloads](#) page of the Website." Need some inspiration? Check out the picture above.



- **Keep in Touch:** You've asked your donors to give and to spread the word about your participation. You've also updated them during the Giving Day and extended a thank you. But why not continue this relationship by keeping in touch with your #iGiveCatholic donors so they see the impact of their gift firsthand? Maybe that means sending out a video tour of your newly renovated parish hall or pictures of your playground upgrades. Whatever your project, think outside of the box when stewarding your donors after #iGiveCatholic.

out this colorful post via Instagram.



Want to see even more fantastic examples?

Search #iGiveCatholic on any social media platform or check out the tagboard at the bottom of www.iGiveCatholic.org!



- Did you miss our last training, "[Final Steps to Success for #iGiveCatholic 2021](#)"? Check out the recording as well as all of the pre-recorded offerings on our [Trainings](#) page.
- **Nov.15-29:** Advanced Giving Period

- **Nov. 30:**
#iGiveCatholic on
#GivingTuesday
- **Dec 6:** Have all offline gifts entered by 11:59 pm on this day!

Have Questions or Need Help?



Email 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.

Spanish Resources

Do you need Spanish resources? We have several to choose from, and they are available to download now. [Click here to find #iGiveCatholic Spanish resources](#), then scroll to the bottom of the page.

Here are two examples of how two organizations have reached out to their Spanish donors:

[St. George School in the Diocese of Fort Worth](#) posted via Instagram in Spanish. It ensures that they reach out to all of their donors.

[St. Andrew Catholic Church from the diocese of Atlanta](#) recorded the



same video in English and Spanish.
What a great idea!



#iGIVECATHOLIC Tip of the Week

Encourage Donations during Advanced Giving

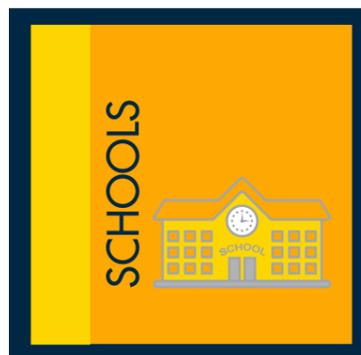
Your messages for this week should focus on the option for donors to give in advance.

Need some help messaging advanced day giving to your supporters? Have a look below:

Recommendations for Parishes, Schools, and Ministries



- [Advanced Giving messaging for parishes.](#)



- [Advanced Giving messaging for schools.](#)



- [Advanced Giving messaging for nonprofit ministries.](#)

Added Bonus: If you send us a link to your approved pictures or video at info@igivecatholic.org, you might just see it on social media, in future issues of this e-news, and in #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!

Need messaging help?

Check out our [2021 Marketing Toolkit](#), [email marketing templates](#), and [social media tips](#). Our [Resources](#) page also includes flyers, inserts, and more!

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