

WEEKLY NEWSLETTER | NOVEMBER 22, 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! We wish you and yours a very blessed Thanksgiving!

The fun is just getting started! Not only are we in our final week of Advanced Giving, but next week is [#iGiveCatholic](#) on [#GivingTuesday](#)!

This is the final weekly e-blast you will receive with general information and tips on spreading the word about the Giving Day. You can find all of the 2021 weekly e-blasts on the [Resources](#) page of our website under "#3 Next Steps" in case you want to find a tip or example quickly.

Please forward this email to all of your team members!

Common Questions

Have questions? Our [FAQs](#) page is a great place to start! Additionally, here are some general questions and answers regarding...

Your Admin Dashboard/Profile Pages:

- **Do I have to refresh my browser to see changes I made on my profile page?** No, you do not! Depending on what browser you are using, changes made to your Profile Page in your dashboard should appear within a few moments of clicking "SAVE". If for some reason it does not, "chat into the bubble" so the GiveGab Customer Success team can do a "hard refresh" for you!
- **Can I update my goal during the Giving Day?** Yes! If you exceed your goal, why not thank donors who have already contributed and then post a "stretch" goal or a second project to which donors could also contribute? **You can update the goal you already set by following these directions.**
- **A donor gave me cash or a check. Where do I enter these funds?** You can record this type of gift in your dashboard as an "offline donation," meaning a donation that was not made online via credit card or bank withdrawal. [Here's a step-by-step guide.](#)
 - *NOTE: Your organization will be responsible for sending tax letters for any offline gifts.*
- **I added/made changes to my organization's "Thank You" message. Will that appear?** No, the same thank you message will appear on all #iGiveCatholic donation receipts. However, organizations are encouraged to send personal thank you



Matching Gifts

Are your supporters just as excited as you are about the #iGiveCatholic Giving Day? Perhaps they want to make a significant donation?! Why not consider using it as a matching gift?

- **What is a matching gift?** A matching gift is a pledged donation that's utilized to motivate donor participation and engagement. On average, organizations with matching funds raise 4.5x more than those without a match. Matching gifts bring excitement to the Giving Day and encourage donors to give because their gift is multiplied.
 - Check out the Facebook post above for a generous match of donations to the **Catholic Charities of Acadiana**, Louisiana. Thanks to two generous \$25,000 matching challenge donations.
- **How does a matching gift work?** With a "1:1 Match," each time a donor makes an online gift, a corresponding offline gift of the same amount will be contributed to your totals. A "Matching Challenge," however, is a gift amount that is unlocked

messages within a week of the Giving Day. How will you thank your donors? Get creative!

Your Donors:

- **How do my donors make a donation?** Making a gift is easy! You can direct donors to the exact URL of your igivecatholic.org Profile Page. [If they need some extra help finding your organization, here is a step-by-step guide.](#) On the actual Giving Day, they won't be able to miss the "Search" field on the #iGiveCatholic homepage!
- **My donor misplaced his/her receipt. Can I resend a copy?** Yes! If the donor's email address has been entered into the dashboard, you can resend receipts from your admin dashboard. [Click here for directions.](#)
- **I would like to begin thanking our Advanced Giving donors now. How do I download my donor list?** It's so important to thank donors for their generous gifts, and a best practice is to thank them within **SEVEN** days. [Here are step-by-step directions for downloading your donor report.](#)
 - *Note to returning organizations:* Before exporting, click the "+ More Filters" button, drop-down "All Giving Days," and choose the "#iGiveCatholic" filter to download this year's donor data. Want to compare it to last year's donor list? You can also filter by "2020 #iGiveCatholic" to download those supporters! [See the "Optional: Filter Your Report" section in the directions link.](#)

once a certain threshold (dollar or donor amount) is reached.

- *Note: Offline gifts are not automatically applied to the 1:1 Match or a Matching Challenge, but you can manually apply offline gifts to a 1:1 Match. [Follow these directions to do so.](#)*
- **How do I set up a matching gift?** You can add a matching gift through your admin dashboard. [Click here for directions!](#)
- **How do I edit a matching opportunity?** If you need to update the details of your matching gift, [follow these steps.](#)
- **I didn't meet my match. What do I do?** Even if you don't meet your match, your generous donor might want your organization to keep the funds anyway. Double-check with your donor first, and then deplete the match to add the remaining funds as an "offline" gift. [Here is a step-by-step guide.](#)

Inspiring Each Other!

Last week, we talked about treating your donors as your heroes. Have you thought about hosting an Advanced Giving event? Have you planned social media shout-outs?

Check out how the different ways these organizations are announcing their #iGiveCatholic project and that the Advanced Giving period is open!

- [St. Jude Regional Catholic School from the Archdiocese of Washington](#) announced their participation with #iGiveCatholic and set a goal of raising \$10,000 during the *Advanced Giving phase*. We love their ambition! See their Facebook post below.
- [St. Jean Vianney School](#) from the Diocese of Baton Rouge sent out this great Instagram post and video of their priest getting ready to do some filming for their #iGiveCatholic video.

- **One of my donors requested a refund. What do I do? [Contact us immediately!](#)** During Advanced Giving or on the Giving Day, if an error was made at the time of donation (*i.e., a donor accidentally gave twice, input the wrong amount, etc.*), the donor or administrator for the organization can request a refund by emailing GiveGab's Customer Success team at questions@igivecatholic.org or by using the blue chat bubble. The donor and the organization's administrators will be notified once the refund has been initiated. Once #iGiveCatholic funds have been transferred to the organization or diocese/foundation, that organization, diocese or foundation will need to follow their standard refund procedures.



Reminders, Training Opportunities, and Important Dates

- As always, you can check out all of our pre-recorded offerings on our [Trainings](#) page.
- **Nov.22-29:** Last week of the Advanced Giving Period
- **Nov 30:** #iGiveCatholic on #GivingTuesday



- [Catholic High School from Virginia Beach in the Diocese of Richmond](#) announced their participation and pushed the Advanced Giving Phase in their post on Twitter.
- [St Peter School from the Diocese of Altoona-Johnstown](#) created an Instagram post featuring a video with students and an ad showing One Week Until Advanced Giving Starts.

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!

- **Dec 6:** Have all offline gifts entered by 11:59 pm on this day!

 **St. Jude Regional Catholic School** is at **St Jude School**.
November 3 at 11:36 AM · Rockville, MD · 🌐

We are SO excited to be a part of #iGiveCatholic this year! Mark your calendars for November 15th and support St Jude! We are hoping to raise \$10,000 between November 15th - 22nd; a lofty goal, but we KNOW our amazing St Jude family can accomplish it!! Funds will go towards student scholarships, school improvements, supplies and resources, and more! Help us bless our community and donate on November 15th!

Link will be in bio and on website upon site opening on 11/15/21

#... See more



A vertical promotional graphic with a grey background and black sidebars. At the top, a light blue cloud contains the text "SPREAD the GOOD NEWS" in a handwritten font, with two small white crosses. Below this, the text "THIS YEAR WE ARE EXCITED TO BE A PART OF #iGiveCatholic" is displayed in a bold, sans-serif font. Underneath, it says "MARK YOUR CALENDAR AND SUPPORT ST JUDE REGIONAL CATHOLIC SCHOOL BY GIVING ON" in a smaller font. At the bottom, "November 15" is written in a large, orange, cursive font. A small speaker icon is in the bottom right corner.

Have Questions or Need Help?



Email questions@igivecatholic.org or write in to the blue chat bubble at the bottom right-hand corner of any #iGiveCatholic web page! The GiveGab Customer Success Team is available between 9 am and 6 pm ET.

#iGIVECATHOLIC Tip of the Week

Gearing Up for the Giving Day

This week, we encourage all participating organizations to use the [Thanksgiving assets](#) on the Resources page for social media posts. We also want you to remember to have fun during the campaign!

Recommendations for Parishes, Schools, and Ministries



- Make a final #iGiveCatholic message after this week's Masses.



- Does your school use robocalls or texts? Schedule these to remind parents about #iGiveCatholic.



- Schedule an e-newsletter for this week which is dedicated to your #iGiveCatholic campaign.

Added Bonus: If you send us a link to your pictures or a link to your Vimeo or YouTube 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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