

WEEKLY NEWSLETTER | NOVEMBER 8, 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 are less than a month away from [#iGiveCatholic](#) on [#GivingTuesday](#), and we are amazed by the creative ways you all have been marketing the Giving Day. Keep up the great work!

This is the fourth of six weekly e-blasts with general information and tips for success on the Giving Day.

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

Preparing for Advanced Giving

Advanced Giving begins in ONE (1) week and runs between **Monday, November 15**, and **Monday, November 29**.

Why is Advanced Giving important?

Advanced Giving offers your organization the opportunity to market the Giving Day ahead of time, which helps you gain momentum for the Giving Day on November 30. Advanced Giving

also allows extra time for those who would prefer to give via cash or check and for those who might forget on the actual Giving Day!

Here is a checklist to make sure you're prepared for Advanced Giving!

- **Finish profile pages:** Donors will start visiting profile pages during Advanced Giving. Ensure your page makes a statement! Need a little help? Check out the "Creating an Impactful #iGiveCatholic Profile Page" recording on our [Trainings](#) page!
- **Set meaningful donation levels:** [USC Catholic Campus Ministry](#) designed meaningful donation levels by breaking down how much it costs for the ministry to provide services for their students. This type of donation level helps donors to understand how the donation will be used. USC also created a great video on their ministry to the students, and check it out [here](#).
- **Offline Donations:** Make sure you enter the offline gifts in your dashboard. (You can find a quick tutorial on how to do that [here](#).)
- **Educate supporters on donating:** Tell your story as if you are talking to strangers who do not know anything about your ministry. Make the story real by adding pictures and videos to your pages. Giving is easy, but your donors need to know where to make their gifts! In your messaging, make sure you're providing the link to your profile page. The [Newman Foundation of the Diocese of Lexington, KY](#), has done an excellent job explaining why they are starting a new campus ministry and included links for donors to gain more information about their ministry. When donations are "live," you can also direct supporters to www.iGiveCatholic.org, where they can search by the diocese and/or your organization's name right from the home page.
- **Consider hosting an Advanced Giving event:** Why not make it easier for donors by setting up donation stations in the parish hall or foyer with computers, iPads, or other tablets during the Advanced Giving period? Ask other staff to help parishioners, parents, or volunteers add the donations to the platform. This extra assistance is vital for the older parishioners who are not comfortable with technology.



Inspiring Each Other

#iGiveCatholic in the News

Have you been following us on social media to keep up on the latest news about #iGiveCatholic? You can find us on [Facebook](#), [Twitter](#), and [Instagram](#)!



Last week, we talked about how video can help put a face and meaning to your mission or cause. As a reminder, videos can vary in length, and they can even be shot and edited on an iPhone or iPad. Whatever form your video takes, you have the opportunity to explain your project needs or giving day goals while stating why it is essential to "Give Catholic." Then make your donors the hero through your call to action!

Here are some other great video examples from both the 2020 and 2021 Giving Days, along with a brief explanation of why they work so well.

- The short video above recorded by the St. Charles Borromeo Seminary from the Archdiocese of Philadelphia gives an overview of the impact of the seminary on the formation of priests, deacons, and sisters.
- [St. Anthony of Padua Church from the Archdiocese of New Orleans](#) created a short video to show why their community should participate in their #iGiveCatholic campaign—mainly keeping their priests off of ladders and raising money for the restoration of their stained glass windows.
- [Blessed Trinity High School](#) from the Archdiocese of

Following us allows you to find relevant content that you can share with your parishioners, friends, family, board members, and all those who love your organization!

Here are some articles that have covered #iGiveCatholic:

- [CHURCH'S #IGIVECATHOLIC CAMPAIGN WILL BEGIN FOR SEVENTH YEAR](#) from St. Mary Now.com.
- [Diocese of Houma-Thibodaux Announces Participation in Seventh Annual #iGiveCatholic on #GivingTuesday on houmatimes.com](#)
- ["#iGiveCatholic campaign kicks off for 7th year"](#) Daily Press in Michigan

Share these articles and podcasts and announce how excited your organization is to be taking part in this National Giving Day for the Catholic Community!



- Did you miss any of our other training webinars? Check out all of our pre-recorded offerings on our [Trainings](#) page.

Atlanta posted an excellent video explaining why they want to upgrade their Liturgical items.

- [St. Jude Thaddeus Catholic Church](#) from the diocese of Fort Worth, Texas, recorded a short video, *only 25 seconds*, advertising the purpose of their campaign, which is to build a bigger and better youth program.

- **Nov.15-29:** Advanced Giving Period
- **Nov 30:** #iGiveCatholic on #GivingTuesday
- **December 1st-6th:** Enter any remaining offline gifts and start saying thank-you to your donors.



Our last training webinar, "Final Steps to Success for #iGiveCatholic 2021," was held on November 3.

[If you missed it, click here to locate the recording on our website.](#)

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.

#iGIVECATHOLIC Tip of the Week

Share Your Message with Your Constituents

It's time to begin messaging more directly to your constituents if you haven't already started.

This week, we encourage all participating organizations to take unique photos of your parishioners, staff, board members, students, alumni, parents, and grandparents, or create short videos of them finishing this sentence, "iGiveCatholic because...". Be sure to have proper permissions, and you can find guidelines from the USCCB [HERE](#). These photos and videos can then be used in your social media efforts, on your profile page, on your website, and in email blasts.

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

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

Recommendations for Parishes, Schools, and Ministries



- Use [yard signs](#) to promote your campaign.
- Take pictures next to an #iGiveCatholic banner or hold an #iGC sign and post on your social media sites.



- Incorporate quotes from parents, students, and other stakeholders explaining why they "GiveCatholic" and post on your social media sites.
- Provide the details of your project in promotional materials and social media posts.
- Use [yard signs](#) to promote your campaign.



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St. John Paul II High School in Huntsville, AL, spread the word about #iGiveCatholic on social media using a simple whiteboard. How will you get the word out?



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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