



#iGIVECATHOLIC

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

Welcome

Thank you for  
Joining Us!

We're so excited to have you and your organization participate in **#iGiveCatholic** on **#GivingTuesday**, November 30, 2021! You are receiving this because you have been designated as an administrator for your organization's #iGiveCatholic Giving Day profile page. This is the first 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!**

## Make It Your Own

How to Customize Your Profile Page

**Have you been working on your profile page?  
Want to make sure it gets noticed?**

*There are lots of great ways to customize your profile page to ensure it stands out! Check out these suggestions from organizations who participated in previous #iGiveCatholic Giving Days:*

- **Display a monetary goal:** Set an objective to enable the real-time progress bar on your profile, helping to "gamify" or generate excitement among your supporters! *Pro-tip: If*



**"Help Us"**

**John Paul the Great Academy**

*In 2020, students and staff from **John Paul the Great Academy***

you hit your goal, you can adjust it - even on the Giving Day! Want to see a great example of how to do this? Check out [St. Mary School](#) in the Diocese of New Orleans.

- **[Use the story editing tool](#)**: Insert photos and format text to make your story unique and emphasize your project or mission. Learn how by watching our "[Creating an Impactful Profile Page](#)" training webinar. Also, the profile page for the [D.O.R.S. -- Diocese of Reno Scholarship](#) program includes a video of a student saying "Thank You" for receiving a scholarship.
- **[Add donation levels](#)**: Highlight the impact of your donors' gifts by inserting three to four custom amounts with descriptions and photos. How would a gift of \$50 impact those you serve? Remember, the #iGiveCatholic minimum online donation is \$20, so please don't list amounts lower than \$20. Our partners at the [St. Martin Center](#) in the Diocese of Erie have done a great job at this. Have a look!
- Remember that even though online registration closes on **November 3**, you can continue working on your profile page through the Giving Day!



Unless your arch/diocese or foundation accepts donations on your behalf, you should have your bank account information entered and verified by **October 31!** Shown below is where you add your verification data from your dashboard.

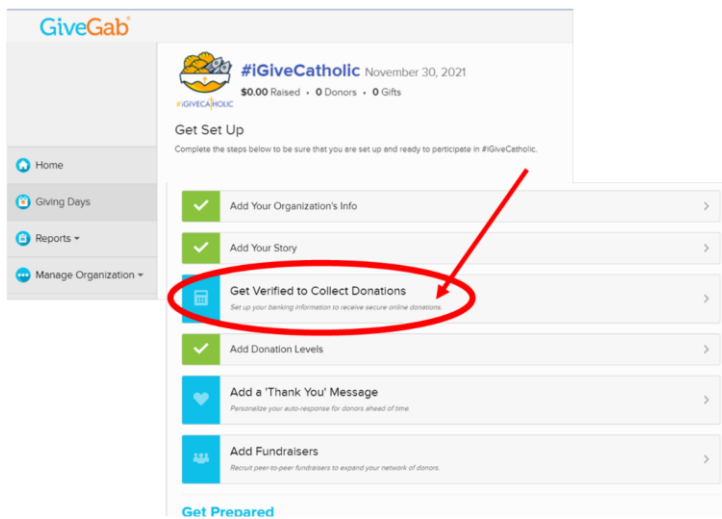
*in the Diocese of Lafayette developed an easy advertising video to let supporters know why they should participate in #iGiveCatholic on #GivingTuesday 2020.*

*How do you plan to spread the word about the projects that will be funded by your #iGiveCatholic Giving Day donations?*



## Reminders, Training Opportunities, and Important Dates

- **Nov 3**: Online registration closes. Your organization's banking information needs to be verified by 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 on our **[Trainings page.](#)**)
- **Nov. 15 - 29**: Advanced Giving Phase



• **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.

## #iGIVECATHOLIC Tip of the Week

*Check Out the Communications Timeline on Our [Resources](#) Page*

The Communications Timeline gives you an easy-to-follow, week-by-week strategy for staying on track with your marketing plan for #iGiveCatholic! With #GivingTuesday just six weeks away, we encourage all participating organizations to:

- Change social media cover images and profile icons to [#iGiveCatholic graphics](#).
- Add an [#iGiveCatholic logo](#) and a link to your organization's profile page to your email signature.
- Post a short video on all of your social media channels. Remember to ask others to share it and to tag [@iGiveCatholic](#).

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



- Insert an [#iGiveCatholic flyer](#) into your weekly bulletin.
- Dedicate an area in your bulletin for [#iGiveCatholic images](#) and messages.
- Make announcements about [#iGiveCatholic](#) at Masses, both in-person and live stream.
- Include the city and state in your organization's name so your donors can find you easier.



- Distribute [#iGiveCatholic flyers](#) to teachers, students, parents, and school board members.
- Dedicate an area in your newsletter for [#iGiveCatholic images](#) and messages.
- Make announcements about [#iGiveCatholic](#) at your PTO/ PTA meetings.
- Include the city and state in your organization's name so your donors can find you easier.



- Distribute [#iGiveCatholic flyers](#) to volunteers and board members.
- Dedicate an area in your newsletter for [#iGiveCatholic images](#) and messages.
- Send email announcements about [#iGiveCatholic](#) to your contacts and previous donors.
- Include the city and state in your organization's name so your donors can find you easier.

### *Need messaging help?*

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

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