



#iGIVECATHOLIC

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

Welcome

Thank you for  
Joining Us!

Once again, we're thrilled to have your organization as part of the 2021 **#iGiveCatholic** Giving Day! This is the second 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!**

## Engage Your Ambassadors

Ambassadors nourish the connection that your organization has to the broader Catholic community. Check out this webinar "[Engaging Your Ambassadors](#)" at the bottom of the web page.

**Who are your ambassadors?**

## Online Registration Closes on November 3

Have you been working on your organization's profile page by adding photos, uploading a logo, and communicating your mission? Remember, registration for all organizations participating in #iGiveCatholic 2021 ends on Wednesday, November 3!

**Here are some things to keep in mind:**

- For **parishes**, they could be members of your finance or parish council, pastor, parochial vicar or even staff members.
- For **schools**, they might be members of your school board, parent organization, different grade levels, classrooms, or engaged and enthusiastic parents and grandparents.
- For **nonprofit ministries**, your best ambassadors are your board members and volunteers.

No matter who they are, your ambassadors can take your #iGiveCatholic Giving Day success to new heights by sharing their passion for your mission!

#### ***How do you engage them?***

- **Spread the word:** Ask ambassadors to share your profile page on [social media](#) or send [personal emails](#) to their networks or your donors.
- **Peer-to-Peer (P2P) fundraising:** Ask them to become P2P fundraisers. [P2P fundraising](#) is a fun way to help expand your organization's reach to include those in your fundraisers' networks.
- **Provide a match or challenge gift:** Ask a board member, existing donor, local company, or other community member to support your organization through a [matching or challenge gift](#). Donors will be motivated to give if they know their gift will be doubled.

- Because we want to ensure the site is cohesive, we will update blank profile pages with #iGiveCatholic graphics before the start of Advanced Giving on November 15.
- Therefore, if you do not insert a logo, cover photo, and/or story by then, we will automatically update your profile page with #iGiveCatholic assets.
- However, if this happens, you will still be able to change these images and copy them by logging in to your administrative dashboard and making changes.
- On November 4, the final participant list for #iGiveCatholic 2021 will be set.
- To safeguard site functionality at the start of Advanced Giving on November 15, we will **NOT** add new organizations after registration closes on November 3.
- If you decide participating is not for your organization, please let your diocesan or foundation point person know ASAP or before November 3.



- **Nov 3: Online registration closes. Your organization's banking information needs to be entered and 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, including "**Engaging Your Ambassadors**" at the bottom of 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.

## #iGIVECATHOLIC Tip of the Week

### *Use Social Media to Promote Your Campaign*

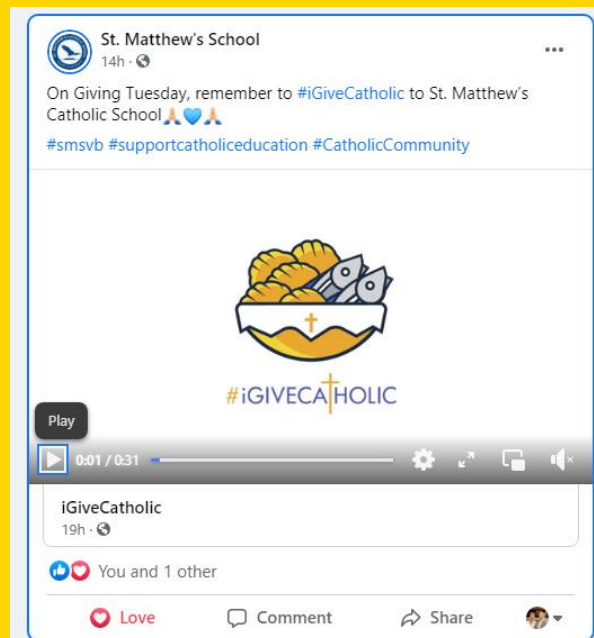
We encourage all participating organizations to continue posting unique promotional photos, stories, and videos on social media channels! Below is a great example from Catholic Charities in Gainesville to announce on Instagram their participation in #iGiveCatholic. Have you announced your participation yet?



### In a Pinch?

Be sure to follow **#iGiveCatholic** on Facebook, Twitter, and Instagram and **re-post** relevant content like St. Matthew's School in Virginia Beach, Virginia, from the Diocese of Richmond, who shared our Giving Day promo video!

As always, for week-to-week tasks, check out the [Communications Timeline](#) on our [Resources](#) page to stay on track in marketing your #iGiveCatholic 2021 campaign!



## ***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 livestream.



- 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 or during a time-out of a sporting event.



- Remind board members and volunteers about your #iGiveCatholic goals and suggest ways they can get involved via social media.
- Distribute #iGiveCatholic [flyers](#) to volunteers and board members.
- Dedicate an area in your newsletter for #iGiveCatholic [images](#) and messages.

Have you watched the first training video from August 24th?

*If so, it's not too late to catch up!*

You can also watch "Creating An Impactful Profile for #iGiveCatholic" on our [Trainings](#) page! [Slides](#) are also available on that page.



## Need help coming up with Social Media messages?

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

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