

## Email Marketing

### Announcement/Save the Date

Below is a sample email to spread the word that your organization will be participating in #iGiveCatholic. The highlighted areas below denote where you can customize your email for your organization. Feel free to add or remove items to make this email personalized for your organization.

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### Announcement/Save the Date

Dear [Donor Name],

Thank you for being a part of the [organization name] family/community/team! We are excited to announce that we are participating in #iGiveCatholic on #GivingTuesday, our nation's first-ever Catholic day of giving! This year it will be Nov 30 from 12:00 AM to 11:59 PM. There is also an Advanced Giving Day phase for donations beginning at 12:00 AM on Monday, November 15, running through November 30 at 11:59 PM.

Your generous support makes a meaningful difference to [core mission constituency, e.g. education, spiritual formation, etc.]. As you know, [organization name] is changing lives every day by/through [core mission or program].

On Nov 30 (#iGiveCatholic Giving Day), your [\$XX Target Donation Amount e.g. \$25] gift will help us receive extra funds for our work in the community. [If you have matching/challenge funds, be sure to include "Every gift of \$25 or more will go further with [\$X] matching funds provided by (matching funds source)!] By visiting [STL.iGiveCatholic.org](http://STL.iGiveCatholic.org) [Use the hyperlink to main page, or even better change the URL to point directly your organization's profile page to make it as easy as possible for the donor}, you can make a difference with your gift to [Organization Name].

All gifts you make to [organization name as listed on iGiveCatholic.org] on Nov 30 will increase our impact by allowing us to [specific program with quantity e.g. clothe \_\_\_ children, grant \_\_\_ scholarships]. With your help, we WILL reach our [\$X,XXX] fundraising goal on the #iGiveCatholic Giving Day!

Follow us on Facebook/Twitter/Instagram [insert link(s) to your social media pages] so you can share in the excitement of our Catholic day of giving and remember to "give Catholic" on #GivingTuesday, Nov 30.

Sincerely,

[Name]

[Title (Parish Pastor)]