

NEWSLETTER

November 6, 2024 Official Newsletter for the U.S. Catholic Church's Giving Day



Can you believe it's November already? The TENTH ANNUAL [#iGiveCatholic](#) on GivingTuesday will be here before you know it! This week's newsletter is all about **INSPIRATION!** We want to empower YOU to INSPIRE GENEROSITY for your beautiful ministries.

Please forward this email to all of your team members!

FINAL STEPS

FOR [#iGIVECATHOLIC](#) 2024
#GIVINGTUESDAY

Final Steps for #iGiveCatholic 2024 -- our last training webinar -- is NEXT WEDNESDAY, November 13, at 3 P.M. Eastern.

Even if you have participated in #iGiveCatholic before, we encourage you to [REGISTER HERE](#) and tune in to hear the latest trends and best practice tips as well as updates from the GiveGab platform.

Do you want to be on the #iGC Live Stream?!

We are so excited to add **#iGIVECATHOLIC LIVE** to this Tenth Anniversary #iGiveCatholic on GivingTuesday!

On this new Live Stream, we will feature up to 75 parishes, schools, ministries and diocesan partners across three segments broadcast on December 3.

Your feature could be a **conversation with other organizations similar to yours** from across the country (i.e. campus ministries, food pantries, rural parishes).

Or a conversation scheduled during **YOUR live stream!**

Or we could feature **your engaging and inspiring video** that shows your mission and/or your #iGiveCatholic project!

We invite any organization who wishes to be featured in our national livestream to complete and submit **[THIS FORM](#)** by November 13.

TACTICS TO INSPIRE

Six things you can do to maximize your GivingTuesday

In [last week's e-newsletter](#), we gave you a few ideas to implement. **WOW!** Some of you have gotten off to a great start! Keep up the great work! We've combed through many of your profile and social media pages to find examples that illustrate our...

SIX EFFECTIVE TACTICS for a SUCCESSFUL #iGIVECATHOLIC STRATEGY:

#1 - *Customize your #iGiveCatholic profile page*

SET A GOAL

- The Diocese of Louisville's [St. Michael Catholic Church](#) set a goal of \$25,000 to add five automatic door openers to their school and church buildings. They show each targeted door in a composite image at the top of their profile, and pledge to add one door opener for each \$5,000 raised! Now THAT is a worthy project, simply and clearly communicated!

TELL YOUR STORY

- The #iGiveCatholic campaign for [St. Patrick School](#) in Tacoma, WA is for the Annual Fund and is being run by parents of two students. The story on their page is a letter from them to other parents, asking them to contribute and answering potential questions. The letter is "signed" by each of the four family members and includes a beautiful picture! What a beautiful and

FORMAT TEXT

- [Catholic High School](#) in Virginia Beach, VA does a great job at simply and clearly formatting the text on their page to share their "Opening Doors to Greater Opportunities" project using bullet points and boldface to draw the eye to key messaging.

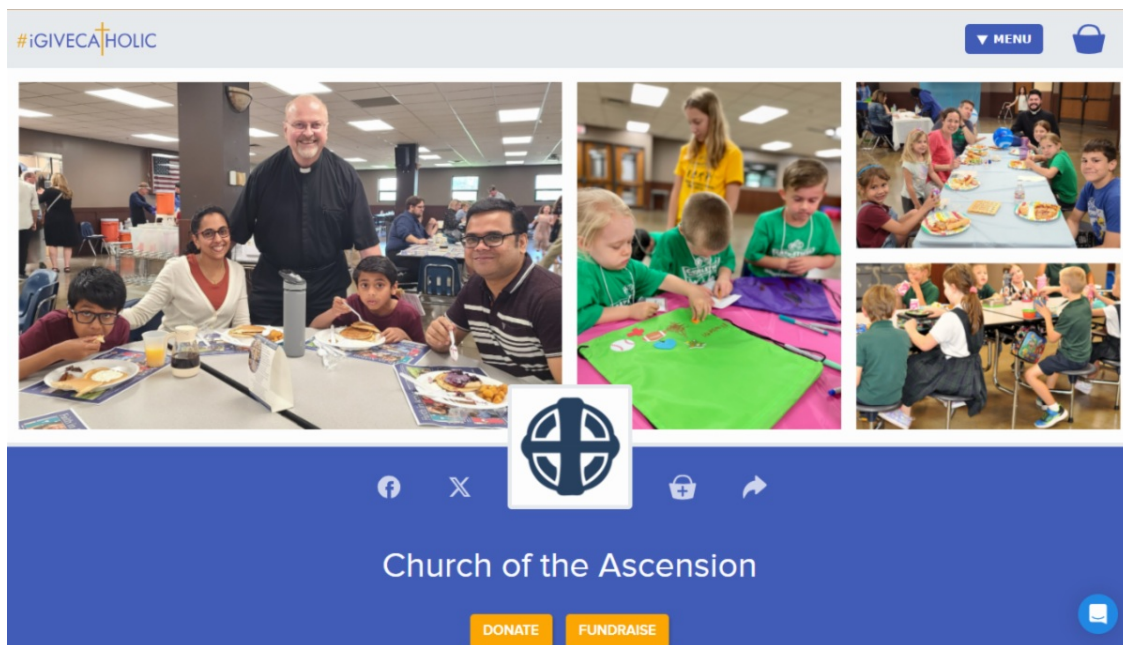
CUSTOMIZE DONATION LEVELS

- [Comeau Catholic Campus Center](#) in Hays, KS has active images with inspirational descriptions for each donation level, showing and telling the donor of their potential impact on the students engaged in that campus ministry.
- [St. Mary's Visitation](#) in the Byron Center, MI uses their donation levels to describe exactly how each donation could be used (a subscription, a Chromebook, a projector, a team registration)

Remember: these are **JUST DESCRIPTIONS** to motivate a donor; they do not create legal restrictions on how your spend the money your raise through #iGiveCatholic.


INCLUDE ENGAGING PHOTOS

- The [Church of the Ascension](#) in Overland Park, KS (pictured below) uses photos from their parish hall in both the header image and donation levels to show their potential donors the need to repair and replace their tables and chairs in this heavily-used gathering area.



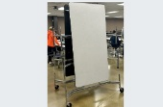

\$50

EVERY donation helps our parish. When we all give, we all grow.




\$100

Purchases one "seat" at the table.



\$250

Helps replace these tables with ZERO seats!



\$1,510

Buys an entire table to seat 8!



\$4,000

Pays for Shipping & Handling

OPTIONAL BONUS FEATURES AVAILABLE:

SOLICIT VOLUNTEERS

Volunteering of time and giving of dollars are VERY closely related. Someone who gives money and time is more likely to have a LONG relationship with the beneficiary

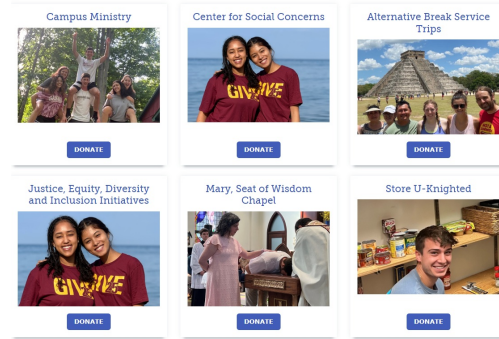
organization.

- [Holy Trinity Catholic School](#) in North Myrtle Beach, SC is using the Engagement Opportunity feature to seek volunteer [Lunch and Recess Aides](#). What a great place to invite parents, grandparents and other supporters of the school into a meaningful gift of their time!

Tip: You can enter Engagement Opportunities through your #iGiveCatholic dashboard on the bottom right list under "Other Actions."

SHOWCASE PROGRAMS OR PROJECTS

- [Gannon University](#) in Erie, PA is using Support Areas to showcase six specific projects a donor can support with their #iGiveCatholic donation! Each Support Area has its own unique profile page with moving photos, descriptive gift levels, and even engaging videos! Great job showing exactly what a donor can do with their generosity!



#2 - Spread the word by social media and email



When you create your "Save-the-Date" post or emails, consider giving a tease about your goal or project! **St. Mary's Church** in the Diocese of Erie recently made the post pictured above that includes a "before" image and a description of their project. Beautiful!

You should be emailing your community about your #iGiveCatholic campaign.

Have writers block? We have five [email templates](#) to get you started.

PLUS We just saw a fantastic email from fundraising expert [Tom Ahern](#) giving great advice on writing **enticing email subject lines**. [CLICK HERE](#) or the image below to read!

25 Giving Tuesday subject lines for you to swipe



#3 - Add an #iGiveCatholic banner to your email signature

We've created Canva templates for you to create an #iGiveCatholic banner for your email signature!

[CLICK HERE](#) to access instructions that include:

- Creating a FREE Canva Pro Teams premium account
- Using a Canva template
- Using Bitly to create a shortened link to your #iGiveCatholic profile page
- Inserting your new email banner into your signature in Outlook or Gmail

#4 - Update your social media profile and cover photos



Don't forget to update your social media cover photos and profile icons like [Vicksburg Catholic School](#) in the Diocese of Jackson has done already!

You can find #iGiveCatholic graphics to Download [HERE](#) -- or use our [Canva Templates](#) to customize with your organization's name and logo!

#5 - Set up Peer-to-Peer Fundraising



This is THE most effective way to expand your donor base through #iGiveCatholic. **Approximately 20% of donors through P2P are new to the organization.**

Last year, **St. Thomas More Catholic Church and Newman Center** at USC in Columbia, SC raised over \$55,000 from 17 student Peer-to Peer-fundraisers!

You can also use this feature to create friendly competition for groups like current classes as [Mother of Our Redeemer Catholic School](#) in Miami, FL has. It also works for Board members, Alumni classes or Parish ministries!

Don't forget to provide incentives to motivate your fundraisers!

Need help setting up your P2P fundraiser? Watch a video tutorial [HERE](#).


Planning to add a large number of fundraiser pages? Use the [uploader feature](#)

1	George Murphy	\$15,497.50
2	Vanessa May	\$14,927.11
3	Luca Dilluvio	\$4,950.00
4	Grace McVey	\$3,010.00
5	Gigi Duncan	\$2,210.00
6	Anna Lucia Jeffers	\$2,085.00
7	Building Future Saints- Celia Hadjin	\$1,470.00
8	Kathleen Abrams	\$1,425.00
9	Emma Devine - St. Thomas More Campus Ministry	\$1,255.00
10	Erin Callahan	\$1,230.00
11	Juliet Didenko	\$1,000.00
12	Sharlyse Henshaw	\$1,000.00
13	Madison Kraynick	\$1,000.00
14	Scott Lesho	\$1,000.00
15	PJ Marchal	\$1,000.00
16	Mariclaire Murdaugh	\$1,000.00
17	Julia Stanley	\$1,000.00

#6 - Secure a Match or Challenge Gift

Organizations who create Match or Challenge opportunities typically **raise 10x MORE** than organizations who don't! Check out slides 49-52 from our [Getting Ready](#) webinar in August to learn more about using this POWERFUL tool -- including ideas about finding sponsors or donors to provide the funds!

[Assisi Bridge House](#) in Schriever, LA has already entered both a \$1,000 match opportunity from an anonymous board member AND a challenge to attract at least 100 donors to release another \$1,000 (see image below). Very creative to use both tactics to motivate participation! Even small matches like these can pay big dividends.

#iGIVECATHOLIC ▼ MENU 

Donation Matches and Challenges for Assisi Bridge House - Catholic Charities

Anonymous: Board Member Match

[Assisi Bridge House - Catholic Charities](#)

\$1,000 MATCH \$1,000 REMAINING

[VIEW PROFILE](#) [DONATE](#)

Anonymous: Carline

[Assisi Bridge House - Catholic Charities](#)

100 more donors unlocks \$10,000

[VIEW PROFILE](#) [DONATE](#)

Need help setting up your match or challenge? Check out [this article](#) from GiveGab with step by step instructions for adding a match to your Giving Day page!

You may not be able to employ all six tactics this year -- and that's ok! Take on what you feel confident you can do well, and see how it propels your campaign forward. Then next year, you can try something new!



NOVEMBER 13 - in ONE WEEK!

"Final Steps for #iGiveCatholic 2024"

live training webinar for all participating organizations. [Register HERE!](#)

Deadline to complete and submit [LIVE STREAM interest form](#).

NOVEMBER 15

Deadline to verify banking information

(only applies if your diocese or group is NOT collecting donations on your behalf)

NOVEMBER 18 - DECEMBER 2
Advanced Giving Phase

DECEMBER 3
#iGiveCatholic on GivingTuesday

DECEMBER 10:
Deadline to enter Offline Donations



Did you miss our **Getting Ready** and/or **Top Ten Roundtable** webinars in August?

You can **watch the recordings** and **download the VERY HELPFUL presentation documents** anytime on the [TRAININGS](#) page.

⚠️ Donation Status: Incomplete

- Please provide your organization's information to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered.

[Manage Verification Info](#)

Please [Contact Us](#) if you have any questions.

If you see this message in your dashboard, **you must enter and verify your bank account information by November 15** to be eligible to receive donations when Advanced Giving opens!

[CLICK HERE](#) for a brief video tutorial.

#iGIVECATHOLIC Tip of the Week

Use Videos to Promote Your Campaign

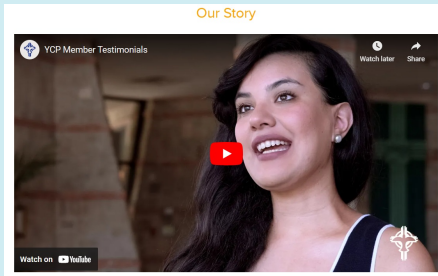
This week we encourage all participating organizations to create a fun and unique **#iGiveCatholic** video and integrate it into your all of marketing efforts -- **INCLUDING YOUR #iGIVECATHOLIC PROFILE PAGE!**

Feeling unprepared? We've found a few [videos on YouTube about how to make a video on your phone](#), and we've also created tutorial documents on how to upload a video on [Facebook](#) and [Instagram](#).

Bonus: If you send us a link to your video at info@igivecatholic.org, you might see it on

Need some inspiration? *Check these out!*

GENERAL MISSION VIDEO



Even if you don't have a video that specifically speaks about your #iGiveCatholic project, you can incorporate an existing video that explains your mission and introduces us to who you serve. ⁷

This inspiring video from [Young Catholic Professionals National Office](#) features testimonies from their program members that tell a prospective donor of their potential impact.

remaining"

SPECIFIC PROJECT VIDEO



[Sacred Heart School](#) in Ville Platte, LA recently posted a video on [Facebook](#) featuring their students introducing their #iGiveCatholic project and sharing how they plan to use the new outdoor classroom. The video serves double-duty on their profile page!

TIP: *If you have both Instagram and Facebook accounts, you can post on BOTH simultaneously. [CLICK HERE](#) to learn more.*

As always, for week-to-week tasks, check out the [2024 Marketing Timeline](#) to stay on track in marketing #iGiveCatholic.

You can also find pdfs of past E-Blasts on the [Resources](#) page!

NEED MESSAGING HELP?

Check out our [2024 Marketing Toolkit](#), [Social Media Tips and Tricks](#) and [Graphics and Downloads](#)



Parishes

- **Announce your participation** in #iGiveCatholic in your masses and weekly bulletin, saving a place for graphics and messaging through mid-December.
- Try using our [templated language](#) to start crafting your mass announcements and bulletin messaging.
- Make a corresponding **post on your social media accounts** describing your goal and project.
- **Use Flocknote or PSG Catholic Social Media?** Look for the #iGiveCatholic content library for easy sharing with your congregation!
- Take advantage of our [customizable Canva templates](#) for printable assets like flyers and post cards as well as digital assets like social media posts and GIFs.
- **Add campaign information to your website** including your goal, your intended project, and the

DATES when donors can participate! *Are you hosted by eCatholic? Ask their support about our graphics and videos available to you!*



Schools

- **Announce your participation** in #iGiveCatholic with an [email](#) to your entire contact list and a corresponding social media post describing your goal and project.
- Dedicate an area in all communications now through mid-December for #iGiveCatholic [images](#) and messages.
- Add #iGiveCatholic on GivingTuesday in **your public calendar**.
- Take advantage of our [customizable Canva templates](#) for printable assets like flyers and post cards as well as digital assets like social media posts and GIFs.
- **Prepare #iGiveCatholic flyers** for distribution to teachers, students, parents, and board members.
- Use our [templated language](#) to craft announcements about #iGiveCatholic at your staff and parent meetings.



Ministries

- **Announce your participation** in #iGiveCatholic with an [email](#) to your entire contact list and a corresponding social media post describing your goal and project.
- Dedicate an area in all communications now through mid-December for #iGiveCatholic [images](#) and messages.
- Take advantage of our [customizable Canva templates](#) for printable assets like flyers and post cards as well as digital assets like social media posts and GIFs.
- **Prepare #iGiveCatholic flyers** for distribution to staff, volunteers, program participants and board members.
- Use our [templated language](#) to help you craft your newsletter or live meeting announcements about your #iGiveCatholic campaign.

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.

Special thanks to our
2024 SPONSORS & ASSOCIATES

Strategic Sponsor



Impact Sponsor



Affiliate Sponsor



In Association With



Building Faith | Inspiring Hope | Igniting Change





WWW.IGIVECATHOLIC.ORG

#iGiveCatholic | 7887 Walmsley Avenue | New Orleans, LA 70125 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!