

# NEWSLETTER

**November 13, 2024** Official Newsletter for the U.S. Catholic Church's Giving Day



We are less than one month away from the TENTH ANNUAL [#iGiveCatholic](#) on GivingTuesday, and we are amazed by all the creative ways you have been marketing the giving day! Keep up the great work! Read on below for more valuable tips and links to resources to help you make the most of this giving day!

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

## FINAL STEPS

FOR [#iGIVECATHOLIC](#) 2024  
#GIVINGTUESDAY

Final Steps to Success for #iGiveCatholic 2024 -- our last training webinar --  
is TODAY 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.

You can find the presentation slides already on the [TRAININGS](#) page, if you'd like to take a sneak peek at what we're covering!

**THANKSGIVING GRAPHICS NOW AVAILABLE!**



Three holiday graphics are available for download.

- In English at [GRAPHICS & DOWNLOADS](#)
- In Spanish at [DESCARGAS](#)

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

Time is running out to tell us...

The screenshot shows a live stream interface for #iGIVECATHOLIC. At the top, it displays a donation of \$150 RAISED with a DONATE button and a Pause Animation option. Below this is a video feed showing two hosts, a woman and a man, in front of a blue backdrop with the #iGIVECATHOLIC logo and 'ON GIVING TUESDAY DECEMBER 3, 2024'. To the right of the video is a DONOR FEED with two entries: a \$15.00 donation from Nickie Fredenburg (Diocese of Lafayette: Office of Vocatio...) and another \$15.00 donation from Nickie Fredenburg (Gianna's Place Gainesville, Inc.). At the bottom, there are statistics: 2 Ministries, 4 Donors, and a text-to-donate number: Text "GIVE" to 877 694 7169.

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 TODAY**. Organizations will be selected November 14 from entries.

Advanced Giving begins NEXT week and runs from  
**Monday, Nov. 18 through Monday, Dec. 2**

### Why is Advanced Giving important?

- Advanced Giving offers your organization the opportunity to promote the giving day ahead of time, which helps you build momentum for #iGiveCatholic so you're already engaged on GivingTuesday, December 3rd.
- Donors will be able to see gifts entered during this phase on your profile page.
- *People are more likely to give if they see others have already supported you and think you can reach your goal!*

*\*\*TIP: Research shows that the higher the first donations are in a campaign, the more generous donors will be who follow later in the campaign!! **If you KNOW a certain donor will make a generous gift during your campaign, ask them to make it on MONDAY to set the bar high for others! OR ask them if they'd be willing to make their gift a matching opportunity to inspire others to donate early!***

- This phase also allows extra time for those who would prefer to give via cash or check and for those who might be too busy or forget on Giving Tuesday.
- You will have sixteen days to communicate a focused **Call-to-Action: DONATE NOW**. Donors won't have to remember or wait. But it's up to YOU to communicate that Call-to-Action messaging repeatedly over the next couple of weeks.

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## CHECKLIST

*Here's a checklist to make sure you're prepared!*

### FINISH PROFILE PAGES

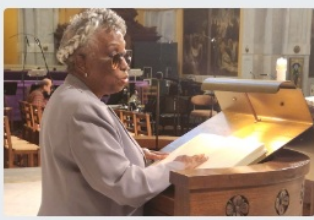
- Donors will start visiting profile pages during Advanced Giving. This will be your best vehicle for storytelling, so **make your goal and potential impact clear**, convincing, beautiful, and inspiring!

*Need a little help? Check out the "Creating an Impactful #iGiveCatholic Profile Page" recording on our [TRAININGS](#) page!*

### SET MEANINGFUL DONATION LEVELS

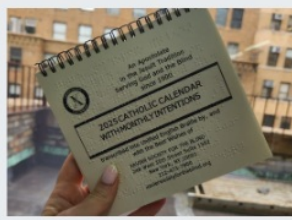
- [Xavier Society for the Blind](#) on the National Ministries page designed meaningful donations levels by breaking down how much it costs for the ministry to provide services and supplies for their visually-impaired program members. **Being specific with donation levels helps donors to understand how their gift might be used and the impact it could have.**





\$25

Provides two clients with a braille guidebook to lectoring



\$50

Provides 12 clients with Catholic calendars in braille



\$100

Helps offset cost of braille textbooks for children in CCD & adults in RCIA



\$250

Helps fund transcription & embossing of braille books



\$500

Provides the Missalette in braille to 20 patrons for a year



\$1,000

Provides funds to record/produce 2 books on audio cartridge

CHOOSE YOUR OWN AMOUNT

### SHOW YOUR DONORS WHY AND HOW TO GIVE

- 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. **INSPIRE generosity!**
- Make sure your followers also know HOW to give to your organization! In all of your messaging, make sure you **include the link to your profile page** for online giving. *Don't forget to also include instructions on how to give offline gifts of cash or check!*

### SECURE AND ENTER MATCHING OPPORTUNITIES

- 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!

**\*\*Check out our new [Match Sponsor Flyer Canva Template!](#)**

- Need help adding a match to your dashboard? Read this [SUPPORT ARTICLE](#).
- Make sure to **highlight your match in ALL of your communications.** [Catholic Charities of Acadiana](#) in Lafayette, LA sent the email pictured at right last year.



**Giving Tuesday is here!**  
All Gifts of Food and Shelter Matched  
up to \$100,000

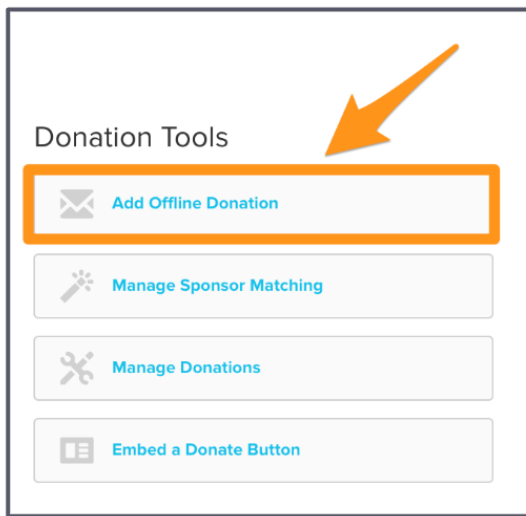


Help us reach our goal of raising \$200,000 on iGiveCatholic / Giving Tuesday! Thanks to a generous matching gift from a group of anonymous donors, your gift is matched, dollar-for-dollar, up to \$100,000 to help Catholic Charities of Acadiana respond to those experiencing hunger and homelessness in Acadiana.

Double your year-end gift of food and shelter now and help us reach our goal!

### ENTER OFFLINE DONATIONS

- **Starting on Monday when Advanced**



**Giving opens**, start entering ALL offline gifts of cash or check into your dashboard so that they will count in your leaderboard totals. You can find a quick tutorial on how to do that by [CLICKING HERE](#).

**\*\*NOTE that you will not be able to see the dashboard button where you enter offline gifts before Monday, November 18. This feature is only available from Advanced Giving through 11:59 P.M on December 10th.**

### ACTIVATE ADVANCED GIVING

- Make it easy to give by setting up **donation stations** in an accessible location in your parish, school or ministry office during the Advanced Giving period.
  - #iGiveCatholic table at the entrance to the sanctuary and/or at events during the giving period
  - QR code on a poster board carried by mascot during drop-off line
- Ask staff members to help supporters make online donations via tablet or phone. *This extra assistance is vital especially for those who are not comfortable with technology.*



(pic above) **Divine Mercy Parish** in Kenner, LA hosted a ministry fair to kick off their #iGiveCatholic campaign in 2022. The showcase reactivated ministries dormant since pre-COVID AND helped them surpass their financial goal!

- Include opportunities to volunteer with your program or ministries or a food, blood or supply drive as **other ways to express generosity!**



**TODAY!!! NOVEMBER 13th**  
*"Final Steps for #iGiveCatholic"*  
live training webinar for all participating organizations. [Register HERE!](#)



Did you miss our **Getting Ready** and/or **Top Ten Roundtable** webinars in August? Do you have a conflict for the **Final Steps to Success** webinar today?

TODAY is also the 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

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

### *Share your message with your constituents*

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

This week, we encourage all participating organizations to **take unique photos of your parishioners, administration/faculty/staff, board members, students, alumni, parents, grandparents, and volunteers** or create short videos of them finishing this sentence:

**"iGiveCatholic BECAUSE..."**

and then go on to say why they are supporting your organization in your #iGiveCatholic campaign. These testimonies and witnesses to generosity can be so powerful and motivating!

These photos and videos can then be used

- in your social media posts
- on your #iGiveCatholic profile page
- on your organization's website, and
- in email communications

Include #iGiveCatholicBecause hashtag to join the social media movement inspiring Catholic generosity!

*TIP: Be sure you have proper permissions to share these. You can find guidelines from the U.S. Conference of Catholic Bishops [HERE](#).*

You can download an #iGiveCatholic BECAUSE... template from the [Downloads](#) section of our Resources page!



OR use our [Canva template](#) to add your own logo and social media tags!



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

## NEED MESSAGING HELP?

Check out our [2024 Marketing Toolkit](#), [Email Marketing Templates](#) and [Social Media Tips](#).



### Parishes

- Send out an email to your parishioners on MONDAY announcing the start of Advanced Giving with a link to your #iGiveCatholic page. Be sure to include a Call-to-Action to make their gift NOW! Get started with our email templates [HERE](#).
- Do you use Flocknote or PSG Catholic Social Media? Check out the #iGiveCatholic content library in your account!
- Take pictures of your clergy and ministry leaders next to an #iGiveCatholic banner or holding an #iGiveCatholic sign and post on your social media sites.
- Better yet, RECORD AND POST A VIDEO of your pastor encouraging your congregation's participation in #iGiveCatholic! Need help? Here are instructions on how to upload a video to [Facebook](#) and [Instagram](#).
- Use [yard signs](#) to promote your campaign.



- Send out an email on MONDAY to your parents, alumni, and other stakeholders announcing the start of Advanced Giving with a link to your #iGiveCatholic page. Be sure to include a Call-to-Action to make their gift NOW! Need help getting started? Check out our email templates [HERE](#).
- Incorporate quotes from parents, students, and other stakeholders explaining why they Give Catholic and post on your social media sites with the

# Schools

- #iGiveCatholicBecause hashtag.
- Better yet, RECORD AND POST VIDEOS of your stakeholders sharing why they support you through #iGiveCatholic! Need help? Here are instructions on how to upload a video to [Facebook](#) and [Instagram](#).
- Provide the details of your project in promotional materials and social media posts.
- Use [yard signs](#) to promote your campaign.



# Ministries

- Send out an email on MONDAY to your donors, board members, program participants and other stakeholders announcing the start of Advanced Giving with a link to your #iGiveCatholic page. Be sure to include a Call-to-Action to make their gift NOW! Need help getting started? Check out our email templates [HERE](#).
- Incorporate quotes from stakeholders explaining why they Give Catholic and post on your social media sites with the #iGiveCatholicBecause hashtag.
- Better yet, RECORD AND POST VIDEOS of your stakeholders sharing why they support you through #iGiveCatholic! Need help? Here are instructions on how to upload a video to [Facebook](#) and [Instagram](#).
- Provide the details of your project in promotional materials and social media posts.
- Use [yard signs](#) to promote your campaign.

## *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.

*Special thanks to our*  
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