

# NEWSLETTER

**November 27, 2024** Official Newsletter for the U.S. Catholic Church's Giving Day



## We wish you a joyous & blessed Thanksgiving!

The real fun is about to begin! Not only are we in our final week of Advanced Giving, but next week is [#iGiveCatholic](#) on [GivingTuesday!](#) This e-blast includes general information and tips on how best to communicate with your supporters.

*We're sending this one a day early, since we know that many of you will be out tomorrow and the rest of the week.*

You can find all of the previous 2024 weekly e-blasts on the [RESOURCES](#) page of our website under "[#2 - Next Steps and Set Up.](#)"

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

## Common Questions



Our [FAQ](#) page is a great place to start! Additionally, see below for some general questions and answers.

## ADMIN / DASHBOARD PROFILES

### *Do I have to refresh my browser to see changes I made on my profile page?*

- No, you do not! Depending on what browser you are using, changes made to your Profile Page in your dashboard should appear within a few moments of clicking "SAVE".
- If for some reason it does not, click on the fabulous "blue chat bubble" so the GiveGab / Bonterra Customer Success team can do a "hard refresh" for you! Be sure to include your email address so they will be able to respond promptly.

### *Can I update my goal during the Giving Day?*

- Yes! If you exceed your goal, why not thank donors who have already contributed and then post a "stretch" goal or a second project to which donors could also contribute? You can update the goal you already set by following [these directions](#).
- When you update your goal, DON'T FORGET TO TELL YOUR COMMUNITY! Send an email and make social media posts that describe what you can do with any additional funds raised. Shift the focus from dollars raised to IMPACT!
- [St. Angela of Merici Catholic Church](#) in Metairie, LA posted this very simple cell phone video on Facebook after they reached their \$220K goal in 2022, and went on to raise another \$40K before the giving day was over!

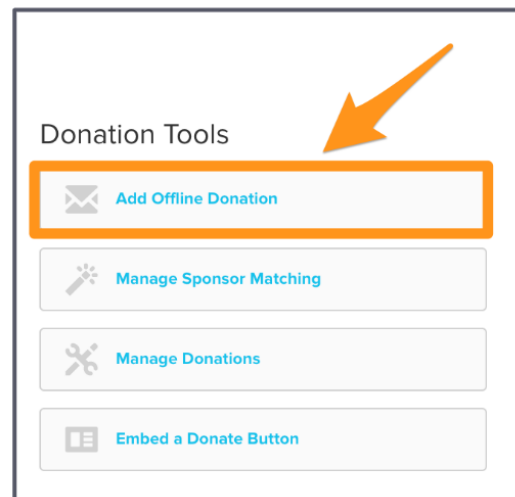


### *A donor gave me cash or a check.*

#### *Where/how do I enter these funds?*

- You can record this type of gift in your dashboard as an "offline donation," meaning a donation that was not made online via credit card or bank withdrawal. Offline gifts are critically important during #iGiveCatholic and, once entered, will be immediately added to your totals. [Here's a step-by-step guide](#).

**PLEASE NOTE:** Your organization will be responsible for sending tax letters for any offline gifts. #iGiveCatholic auto-generated receipts for *online gifts* will serve as tax documentation.



### *Should I make changes to my organization's Thank You message?*

- No, the same thank you message will appear on all #iGiveCatholic donation receipts. However, organizations *are* encouraged to send personal thank you messages within a week of #iGiveCatholic.

### *How will you thank your donors?*

- We have an entire section of the [RESOURCES](#) page (4. Give Thanks at the bottom) with tips and templates. Remember to get both personal and creative with your acknowledgements!

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## YOUR DONORS

### *How do supporters make a donation?*

- Making a gift is easy! You can direct donors to the exact **URL** of your [igivecatholic.org](http://igivecatholic.org) Profile Page. If they need some extra help finding your organization, [here is a step-by-step guide](#). On the actual Giving Day, they won't be able to miss the "Search" field on the #iGiveCatholic homepage!

### *My donor misplaced his/her receipt. Can I resend a copy?*

- Yes! If the donor's email address has been entered into the dashboard, you can resend receipts from your admin dashboard. [Click here for directions](#).

### *I would like to begin thanking our Advanced Giving donors now. How do I download my donor list?*

- It's so important to thank donors for their generous gifts, and a best practice is to thank them within **SEVEN** days. [Here are step-by-step directions for downloading your donor report](#).

### **RETURNING ORGANIZATIONS - PLEASE NOTE:**

*Before exporting, click the "+ More Filters" button, drop-down to "All Giving Days," and choose the "#iGiveCatholic" filter to download this year's donor data.*

### *One of my donors requested a refund. What do I do?*

- Please [contact us immediately](#). During Advanced Giving or on the Giving Day, if an error was made at the time of donation (*i.e.*, a donor accidentally gave twice, input the wrong amount, etc.), the donor or administrator for the organization can request a refund by emailing GiveGab's Customer Success team at [questions@igivecatholic.org](mailto:questions@igivecatholic.org) or by using the blue chat bubble.
- The donor and the organization's administrators will be notified once the refund has been initiated. Once #iGiveCatholic funds have been transferred to the organization or diocese/foundation, that organization, diocese or foundation will need to follow their standard refund procedures.

## *Matches & Challenges -- it's not too late!*

Are your supporters just as excited as you are about the #iGiveCatholic Giving Day? Perhaps they want to make a significant donation? **Why not consider using it as a Match or Challenge to inspire and motivate more gifts?**

**Organizations who used Matches or Challenges raise on average, 10 times more than organizations who opted out of this feature!**

You can read all about about Matches and Challenges [HERE](#), but we've got the highlights for you below:

### *How does a MATCH work?*

- With a "1:1 Match," each time a donor makes an online gift, a corresponding offline gift of the same amount will be contributed to your totals.  
*You can also set 2:1 and 3:1 match ratios! Talk about bang for your buck!*

### *How does a CHALLENGE work?*

- A Challenge is a gift that is unlocked once a certain threshold is reached. For example, a generous donor might say, "\$1,000 will be released once \$5,000 has been raised or, "\$1,000 will be released once 20 donors have given a gift."

[John Paul II Academy](#) in Louisville, KY has both a Challenge and a Match in their #iGiveCatholic campaign this year! You can see in the screenshot below that a donor has promised to give \$15,000 once the school raises \$15,000 -- which will meet their \$30,000

goal! They also have a dollar-for-dollar match opportunity for a *one-hour* window on the morning of GivingTuesday. This is an EXCELLENT idea to motivate donors and to give your major donors some big ROI (return on investment)! Well done!!

## Donation Matches and Challenges for John Paul II Academy

Anonymous: \$15000 Kicker

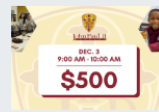
[John Paul II Academy](#)

If we raise \$15000, two generous benefactors will kick in the final \$15000 and we will reach our goal!

\$15,000 more unlocks \$15,000

[VIEW PROFILE](#)

[DONATE](#)



Lynn Haner: \$500 Match 9:00-10:00 AM

[John Paul II Academy](#)

\$500 MATCH

\$500 REMAINING

[VIEW PROFILE](#)

[DONATE](#)

### How do I set up a matching gift?

- You can add a matching gift through your admin dashboard. [Click here for directions!](#)

#### PLEASE NOTE:

If your offline gifts are not automatically applied to a match, you can manually apply them by [following these directions](#).

### How do I edit a matching opportunity?

- If you need to update the details of your matching gift, [follow these steps](#).

### I didn't meet my match. What do I do?

- Even if you don't meet your match, your generous donor might want your organization to keep the funds anyway. Double-check with your donor first, and then deplete the match to add the remaining funds as an "offline" gift. [Here is a step-by-step guide](#).

### Want to be featured in #iGC Educational and Promotional Materials?

Email [info@igivecatholic.org](mailto:info@igivecatholic.org) a link or other sample of what you're doing to spread the word and promote your #IGiveCatholic campaign!

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!



NOVEMBER 18 - DECEMBER 2  
Advanced Giving Phase

DECEMBER 3  
#iGiveCatholic on GivingTuesday

### Webinars & Training Videos

Webinars and training videos are a great way to learn more about #iGiveCatholic campaign strategies, and put your organization on the path to success! Join us for a live webinar with your #iGiveCatholic team, or check out the pre-recorded training videos designed to help you learn more about specific topics of all levels. No matter the size and shape of your organization, we've got the tools to help you succeed!

#### Getting Ready for #iGiveCatholic 2024

Wednesday, August 28

3:00 PM - 4:00 PM ET

Learn everything you need to know about #iGiveCatholic, including how to register your organization for the big event and the features available to make your organization as successful as possible. We'll conclude by answering any of your #iGiveCatholic questions and highlighting the resources available to make getting ready for #iGiveCatholic a breeze!

[WATCH RECORDING](#)

[VIEW SLIDES](#)

#### Final Steps for #iGiveCatholic 2024

Wednesday, November 13

3:00 PM - 4:00 PM ET

With only a few weeks until #iGiveCatholic on GivingTuesday, this is the time to make sure your campaign is ready to go. In this webinar, we'll go over last-minute tips and best practices to engage with your supporters and be successful during #iGiveCatholic -- and afterwards! The #iGiveCatholic team will also be available to answer any and all of your last-minute questions.

[WATCH RECORDING](#)

[VIEW SLIDES](#)

Did you miss our **Getting Ready, Top Ten Roundtable, and/or Final Steps** webinars??

**DECEMBER 10**  
Last Day to Enter Offline Donations

**DECEMBER 11**  
Distribute thank you messages  
reporting on your totals!

You can watch the recordings and  
download the **VERY HELPFUL**  
presentation documents anytime on  
the [TRAININGS](#) page located in the  
drop down menu on the top right of  
any #iGiveCatholic page.

## #iGIVECATHOLIC Tip of the Week

### Gearing Up for the Giving Day

This week, we encourage participating organizations to send messages of **Thanksgiving and Gratitude** to your community with descriptions or graphics using the following tagline:

*Give Thanks, Give Back, Give Catholic*

We have three graphics available in both [ENGLISH](#) or [SPANISH](#)!



### **NEED MESSAGING HELP?**

Check out our  
[2024 Social Media Toolkit](#), [email marketing templates](#) and [social media tips](#).



- Be sure to include a Call-to-Action in every communication now through 11:59 PM on GivingTuesday, December 3rd! Get started with our email templates [HERE](#).
- *Do you use Flocknote, PSG Catholic Social Media or eCatholic ? Check out their #iGiveCatholic content library through your account!*
- Take pictures of your clergy and ministry leaders next to

## Parishes

- 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 uploading a video to [Facebook](#) and [Instagram](#).



## Schools

- Be sure to include a Call-to-Action in every communication now through 11:59 on GivingTuesday, December 3rd! Get started with 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 #iGiveCatholicBecause hashtag. Tag us @iGiveCatholic, too!
- 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.



## Ministries

- Be sure to include a Call-to-Action in every communication now through 11:59 on GivingTuesday, December 3rd! Get started with our email templates [HERE](#).
- Incorporate quotes from your director, board president, service recipients or other 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.

## *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.

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