

NEWSLETTER

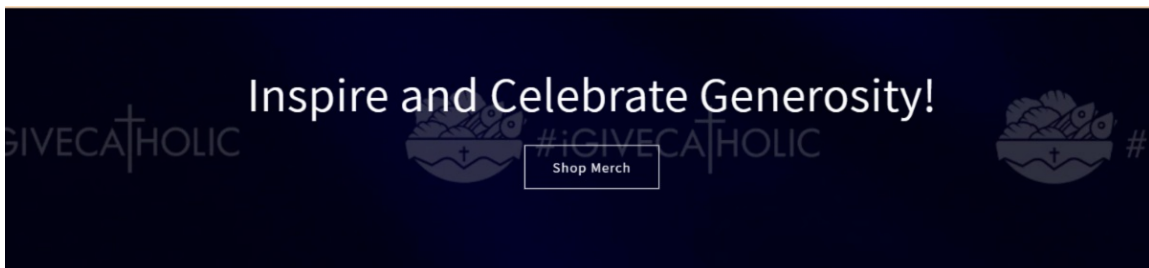
October 30, 2024 Official Newsletter for the U.S. Catholic Church's Giving Day



We're so excited to have you and your organization participate in this TENTH ANNUAL [#iGiveCatholic](#) on GivingTuesday on **December 3, 2024!** This second of seven weekly newsletters for organization administrators is packed with important information and plenty of tips to help ensure your success!

Please forward this e-mail to all of your team members!

#iGiveCatholic has an online [MERCH STORE!](#)



Featured products



Clear plastic tumbler
\$14.99 USD



Dad hat
\$15.99 USD



Embroidered Beanie
\$14.99 USD



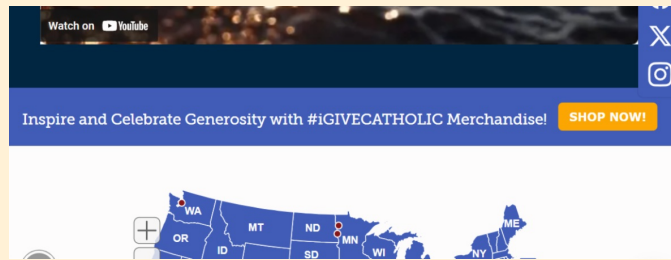
Hardcover bound notebook
\$14.99 USD

Have you ever thought of giving branded items to support your #iGiveCatholic campaign? Now you can order your branded apparel, beverage containers, tote

bags, notebooks and more as incentives for your P2P fundraisers or thank you gifts for your sponsors and volunteers!

To peruse the collection, click the "SHOP NOW" button on our home page at www.igivecatholic.org (see below) or go directly to www.igivecatholic.myshopify.com.

PLEASE NOTE: These items are made on demand, so exchanges and returns are not available. Please allow at least a week for processing and shipping.



Now's the time to *Save the Date* !

When announcing your participation in #iGiveCatholic through your social media, website, bulletin or newsletter, consider using our [2024 Canva Templates](#) in the [Graphics & Downloads](#) section of the [#iGiveCatholic Resources](#) page.

This year, all graphics and Canva templates are also available in [SPANISH!](#)

*Acceda a los gráficos en español haciendo clic [aquí](#).
Descarga el menú de plantillas de Canva disponibles haciendo clic [aquí](#).*



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 [TRAININGS](#) page.

Who are your ambassadors?

FOR PARISHES: Finance or Parish Council members, Knights of Columbus,



Promote your #iGiveCatholic campaign

your pastor, parochial vicar, staff members and ministry leaders.

FOR SCHOOLS: School Advisory or Board members, parent organization leaders, faculty/staff/administration, alumni, any engaged/enthusiastic parents and grandparents.

FOR NONPROFIT MINISTRIES: Board members, staff, personal and corporate friends, program participants & volunteers.

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

How do you engage them?

- **Spread the word:** Ask ambassadors to share your fundraising page on social media or to send personal emails or texts to their networks. You can also assign them segments of your donor list to call and/or email!

Check out this [PHONE-A-THON GUIDE](#) on our [RESOURCES](#) page!

- **Peer-to-Peer (P2P) fundraising:** Ask them to become [P2P Fundraisers](#) as a fun way to expand your organization's reach and attract new donors. Incentives and prizes really stimulate friendly competition!

Use our [P2P flyer](#) pictured below OR customize using our [P2P Flyer Canva Template!](#)

on your Website

[Immaculate Heart of Mary Parish in Mercer, PA](#) created a dynamic and engaging page on their website to go into detail about their #iGiveCatholic campaign. The page starts with a bold announcement about a dollar-for-dollar match, then describes what they plan to do with campaign funds -- including pictures and exact costs. Great job!

eCatholic now supports #iGiveCatholic modules

If you have an eCatholic-hosted website, you can now easily access graphics and the promo video to add to your home page or build out a separate page. Contact support@ecatholic.com for assistance.



Webinars

LAST CHANCE
NOV 4TH @ 4PM EST
WEBINAR:
HOW TO MAKE SOCIAL MEDIA ADVERTISING EFFECTIVE



YELLOW LINE DIGITAL

#iGiveCatholic sponsor [Yellow Line Digital](#) (YLD) is hosting a FREE, short webinar with tips for running effective social media ad campaigns for Giving Tuesday. Learn A/B testing, how to target the right audience, and tips for ad creative and copywriting for Catholics.

REGISTER NOW



#iGIVECATHOLIC
ON GIVING TUESDAY

Support your favorite Catholic Parish,
School or other Ministry by becoming a

PEER-TO-PEER FUNDRAISER

It's as easy as 1-2-3!



1
Become a Champion

Visit www.igivecatholic.org, search for your favorite Catholic organization, and click the "Fundraise" button on their profile page to get started.



2
Tell Your Story

Why did you choose to help raise money? Customize your fundraising page with images, text, and video, plus set a goal!



3
Spread the Word

Share your fundraising page with your personal network via email, text and social media to inspire and celebrate generosity!

For more information, go to www.igivecatholic.org/info/fundraiser-guide.

- **Provide a match or challenge gift:** Ask an existing major donor, regular vendor, or support group to support your organization through a [matching or challenge gift](#). Donors find these types of gifts wonderfully inspiring and highly motivating!

Guess what?! We've got a new [Canva template for soliciting Match and Challenge sponsors!](#)

SUPPORT

[insert organization logo here]

AND BECOME AN #iGIVECATHOLIC SPONSOR!

Celebrated annually on the Tuesday following Thanksgiving, #iGiveCatholic is an online giving day that kicks off the charitable season and brings the Catholic community together to give thanks and give back on GivingTuesday, a global day of giving. This online giving event provides parishes, schools, and nonprofits in our diocese (and dioceses across the country!) the ability to connect with current donors and establish relationships with new ones. It is also an opportunity for Catholics to affirm our faith as disciples of Jesus Christ by sharing our gifts out of love for God and for one another.

This year, [insert Organization Name] is raising funds for [insert project name/ description]. And now more than ever, we need your help!

<p>Matching and Challenge gifts</p> <p><small>Data shows us that having a matching or challenge gift makes a big difference. In 2023, #iGiveCatholic organizations with a match or challenge gift raised \$44,565 on average, while those without matches or challenges raised \$4,283 on average. That's a factor of TEN!</small></p>	<p>What are matching and challenge gifts?</p> <ul style="list-style-type: none"> • They are pledged donations used to motivate and encourage other donors. • MATCHING: For each dollar of a gift, another dollar (or two or three!) is given by your match. Once the match ratio is set, your gift will automatically distribute until it runs out! • CHALLENGE: A gift that is unlocked when a challenge is met by other donations! (i.e. number of donors/donations or number of dollars)
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Will you help us by providing MATCHING or CHALLENGE gift? Please contact [insert org contact name] at [email and phone number] or fill out the back of this form and return to us at your earliest convenience!

Unless your diocesan or group leader accepts donations on your behalf, you should enter and verify your bank account

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

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

While you're there, go ahead and [Register](#) for the **Final Steps Webinar!**

FINAL STEPS WEBINAR

For Participating Organizations

NOV 13, 2024 | 3:00 PM ET

[REGISTER TODAY!](#)

MUST REGISTER IN ADVANCE AT IGIVECATHOLIC.ORG/INFO/TRAININGS



NOVEMBER 1
Registration closes

NOVEMBER 4
YLD Webinar on Social Media Advertising
(see details above)

NOVEMBER 13
"Final Steps for #iGiveCatholic 2024"
live training webinar. [Register HERE!](#)

NOVEMBER 15
Deadline to verify banking information

NOVEMBER 18 - DECEMBER 2
Advanced Giving Phase

DECEMBER 3



information ASAP -- but no later than November 15-- to ensure that you will be able to receive donations when Advanced Giving opens on November 18!

To watch a brief video about updating your banking and representative information, [CLICK HERE](#).

Want to see YOUR promotional materials featured in future E-Blasts?

Send us your campaign emails, flyers, invitations, links to your profile page, social media posts and web page -- anything else you're proud of -- to info@igivecatholic.org.

#iGiveCatholic on GivingTuesday

#iGiveCatholic LIVE STREAM!

DECEMBER 10

Deadline to enter offline donations

#iGIVECATHOLIC Tip of the Week

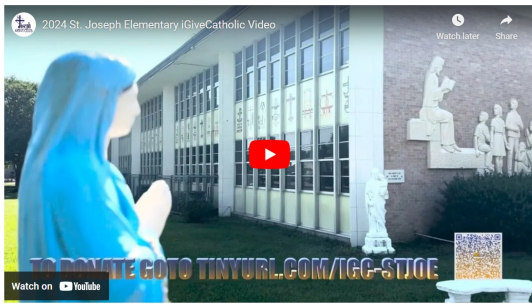
Use Social Media to Promote Your Campaign!

We HIGHLY ENCOURAGE you to post creative and inspiring photos, stories, and ESPECIALLY videos on social media announcing your participation in #iGiveCatholic and explaining the project for which you are raising funds.

Here are two great examples:

The Diocese of Fort Worth's TCU Catholic kicked off their participation in #iGiveCatholic with a student testimony (pictured at right) outlining what the community means to him. Along with his testimony, they included an image clearly telling viewers when the Giving Day is and where to donate.





Saint Joseph's Co-Cathedral School from the Diocese of Houma-Thibodaux shared the video above explaining their need for restroom renovations throughout their school. [On their fundraising page](#) they show progress made on previous bathroom renovations, thanking their donors for their generosity, and inviting them to continue their support to complete the renovations! WELL DONE!

p.s. Want to be featured here? Tag us in your posts with @iGiveCatholic and use the #iGiveCatholic hashtag in your description!

BONUS: Uploading a GIF

Add dynamism to your posts by using our #iGiveCatholic [GIFs](#) (mini videos) available on our [GRAPHICS & DOWNLOADS](#) page!

We even have [Canva Templates for GIFs!](#) (of course we do...)

Need help? Check out this handy dandy [Guide to Uploading a GIF on Facebook!](#) Works for Instagram, too!

Have you announced your #iGiveCatholic project yet?



IN A PINCH?!

Make sure you follow [@iGiveCatholic](#) on Facebook, Twitter/X, Instagram, and/or Threads and *share or repost* relevant content.

Do you use Canva? Check out our list of [#iGiveCatholic Canva templates](#) available in English and [Spanish!](#) Use our customizable designs to announce your participation and tell your story like [Assumption Youth Ministry](#) (pictured left) from the Diocese of St Augustine!

For week-to-week tasks, check out the [Marketing Timeline](#) on our [Resources](#) page to stay on track in marketing your #iGiveCatholic 2024 campaign!

NEED MESSAGING HELP?

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



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 to your website** information about your campaign including your goal, your intended project, and the DATES when donors can participate!



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
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In Association With



Building Faith | Inspiring Hope | Igniting Change





WWW.IGIVECATHOLIC.ORG

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

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Try email marketing for free today!