#iGIVECATHOLIC

2021 Organization Timeline

Dates	Participating Organizations	
Suggest June-August	* Read all materials from arch/dioceses/foundation or #iGiveCatholic. * Assign primary contact person, or form a committee (two to six people depending on size of organization) for the campaign. * Be sure to involve key volunteers in the effort. Think about those who love your organization, those who "get things done," and those who are connected with lots of other people on social media! ***PRO TIP:** Do you have donors, council or board members who would be good ambassadors (peer-to-peer fundraisers) to create and promote their own fundraising page for your organization?	*Begin talking to key individuals and local businesses to solicit matching gifts!*
Suggest July-August	*Determine the project/need for the 2021 #iGiveCatholic donations…what will you use the funds for? Be sure to include this purpose in all your communications. *Set communications, social media strategies using the #iGiveCatholic timeline (under Resources) *PRO TIP: Create video for profile page	
August	*Attend any in-person or virtual trainings offered by arch/diocese/foundation *Watch pre-recorded #iGiveCatholic trainings	
16-Aug	***Organization registration/application for participation begins. Watch for an email from your diocesan/foundation or #iGiveCatholic contact person to start the process.**	*Promote the giving day project using your regular and some new communication methods! Include the direct web address of your profile page in your communications.*
24-Aug	**Participate in Getting Ready for #iGiveCatholic 2021 webinar for organization participants 3 pm ET - Register HERE**	
September	*Enter banking information in GiveGab (platform) dashboard for verification, **IF** your arch/diocese or foundation is not your fiscal agent (accepting donations on your behalf). *Draft communications and schedule social media posts about giving day ***PRO TIP:** Update donor/parent/parishioner database with email addresses	
September-October	*Update profile page with logo, photos, story, video, donation levels, etc. *Begin communications to donors to save the date, and give project details with URL to your page. *Create strategy to **thank donors by 12/7** ; schedule Gratitude posts ***PRO TIP:** If you've participated before, segment previous Giving Day donors sending them special communications	
3-Nov	***Organization registration for participation closes. Remember <u>chat bubble tech support is ONLY available M-F, 9 am to 5 pm ET! Please plan ahead.</u>** ***Continue communications to donors using multiple methods (email, social media, postcard, etc.)** ***Plan progress "updates" to donors every month or so after the Giving Day to keep them engaged**	
3-Nov	**Also on November 3, Participate in Final Steps for Success for #iGiveCatholic 2021 webinar for organization participants at 3 pm ET…This is a Wednesday - Register HERE**	
15-Nov	**Advanced Giving Day Phase!**	**29-Nov**
30-Nov	**#iGiveCatholic on #GivingTuesday!**	**30-Nov**
1-Dec	**Must enter into GiveGab dashboard all offline gifts of cash and checks by 11:59 PM today!**	**1-Dec**
7-Dec	**Send or post your Thank You message to #iGiveCatholic donors!**	**7-Dec**

PRO TIP: Consider posting to social media your #iGiveCatholic project(s) and progress updates throughout the year to keep donors engaged in what they helped you achieve. Tag these posts with #iGiveCatholic so we see them and may share them!

Questions? Contact Mary Jo Rohrer at 445-544-8558 or igivecatholic@thecfgp.org