#iGIVECATHOLIC

Marketing Toolkit
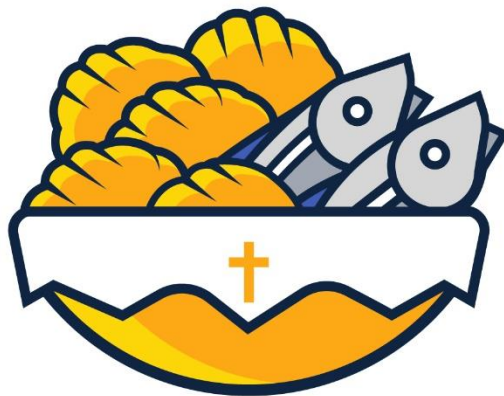
December 1, 2020

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General Information

WHAT IS #IGIVECATHOLIC?

#iGiveCatholic is a Giving Day for the faithful across the nation (and the globe!) to come together and raise as many charitable dollars as possible for Catholic parishes, schools, and ministries in participating arch/dioceses. Last year, **#iGiveCatholic** raised more than $7.4 million for 3,500+ organizations in 39 arch/dioceses across the United States. This is the first year that the Archdiocese of Philadelphia will be participating, with support from The Catholic Foundation of Greater Philadelphia.

WHEN IS #IGIVECATHOLIC?

#iGiveCatholic takes place on #GivingTuesday, December 1, from 12:00 AM to 11:59 PM for gifts given online at www.igivecatholic.org, or offline through a donation of cash or check directly to the Catholic organization of the donor's choice. In addition, there is an Advanced Giving Day phase for both online and offline "pre-Giving Day" gifts running from 12:00 AM on Monday, November 16 through 11:59 PM on Monday, November 30.

WHY HAVE A CATHOLIC GIVING DAY ON #GIVINGTUESDAY?

We have a day for giving thanks. We have two for purchasing gifts for loved ones—Black Friday and Cyber Monday. Beginning its ninth year, #GivingTuesday is a global day dedicated to generosity fueled by the power of social media, collaboration, and a lot of publicity. #GivingTuesday also kicks off the charitable season when many focus on their holiday and end-of-year giving.

WHO IS GIVEGAB?

GiveGab is the Giving Day platform provider for the **#iGiveCatholic** Giving Day. In addition to providing the technology and security behind your organization's profile page, they also provide the technical support and assistance for you and your donors before, during and after the Giving Day.

Eligibility

All Catholic 501(c)(3) parishes, schools and Catholic-serving ministries listed in the *Official Catholic Directory* and/or affiliated with the Archdiocese of Philadelphia are eligible to participate in the **#iGiveCatholic** Giving Day. Please consult The Catholic Foundation of Greater Philadelphia for more information at igivecatholic@thecfgp.org.

Eligible organizations must apply for participation online by following the instructions in the email sent to them from their arch/diocesan or foundation point person. That email contains a link that takes organization administrators to the arch/diocesan/foundation main page where they "Apply Now" and follow the registration process for organization review and approval.

The registration process is now open and **closes on Friday, October 30**. If an organization does not wish to participate in the Giving Day, they should contact The Catholic Foundation of Greater Philadelphia ASAP, or by October 30th at the latest, by emailing igivecatholic@thecfgp.org.

Questions? How-to articles on registering and completing your profile are located on the Resources page of the **#iGiveCatholic** website and throughout the GiveGab Support Center. We also recommend utilizing the blue chat bubble in the bottom right-hand corner of the website if you encounter any difficulty! That is the fastest way for you to get a question answered or issue resolved.

PLEASE NOTE:

- GiveGab's Customer Success Team (tech support) is available **Monday through Friday from 8:00 AM to 6:00 PM Eastern Time** via email at questions@igivecatholic.org or via the blue chat bubble at the bottom right-hand corner of the website. GiveGab techs will be EXTREMELY busy the last week of October helping organizations get their accounts registered, *so please allow plenty of time that week if you will be working on your page and encounter a problem*!

- All individuals who donate online at igivecatholic.org during the Giving Day and/or Advanced Giving Day phase, will receive a tax receipt via email once they have made their donation. Offline donors will also receive this tax receipt **when their offline gift and email address are entered** by the organization into the GiveGab dashboard. Organizations are required to thank their donors, but **#iGiveCatholic** will handle the tax receipts.

- All donations made during the Giving Day and/or Advanced Giving Day phase are tax deductible in the full amount. Please acknowledge the full donation amount in any communication you may have with the donor about the gift, such as a year-end summary of your work.

- The donations and prizes your organization receives during **#iGiveCatholic** will rely on your marketing and communication efforts! **#iGiveCatholic** markets the effort at a national level, and you know your donors best. Neither **#iGiveCatholic** nor GiveGab will solicit your donors!

Marketing Ideas

You know your goals for the Giving Day, and you know your donors! Promote the **#iGiveCatholic** Giving Day using the communication methods you are already utilizing to reach your donors. If acquiring new donors is one of your organization's goals, however, you will need to promote the event using new methods.

NOTE: To ensure you are promoting the correct URL for your organization's profile page, be certain the URL you promote looks like this (text in gold is unique to your organization): https://arch/diocesename.igivecatholic.org/organizations/yourorganizationname-characters. To be certain, copy the web address at the top of your profile page!

Here are some general ideas for getting word out about your organization's participation in the Giving Day:

PARISH SUGGESTIONS:
- Make announcements about the Giving Day from the pulpit or before livestream Mass.
- Insert **#iGiveCatholic** messaging into your bulletins (See Resources on the website.)
- Hold an event (virtually if necessary) after Masses during the Advanced Giving Day phase (begins November 16 through November 30), and invite parishioners to make a donation while they enjoy coffee and donuts, and be sure to include a link to your organization's URL after any live-streamed Masses.

SCHOOL SUGGESTIONS
- Use robo calls and text messaging services (i.e. Flocknote).
- During the Thanksgiving holiday, change outgoing voicemail messages on greetings, staff lines, and cell phones to remind people about the Giving Day.
- Send flyers home with students (See Resources on the website.)

MINISTRY SUGGESTIONS:
- Email constituents or hand out flyers. (See Resources on the website.)
- Write a story about your **#iGiveCatholic** participation and project or goals in a blog post or article.

SUGGESTIONS FOR ALL ORGANIZATIONS:
- Use a banner on your own website. (See Resources on the website.)
- Announce and discuss **#iGiveCatholic** with all staff, board, donors, committee members, volunteers, and parents at all meetings and events.
- Ask current and former board members, parents, donors, prospective donors, staff, and volunteers to promote the event to their friends, family and co-workers via word of mouth, email, and social media.
- Create and embed a donation button on your organization's website. Instructions are found here.
- For more information on using videos and emails, see the following pages!

Video Campaigns

Many successful **#iGiveCatholic** marketing plans include video campaigns. Some of these videos explain project needs or update viewers on Giving Day goals, while others ask participants to explain why they give during brief "**#iGiveCatholic** because…" clips.

It's easy to do – just use your smart phone to shoot a short video of your organization's supporters and influencers saying why they "Give Catholic" and why they give to your organization. You can then share these videos on your organization's profile page; Facebook, Twitter, and Instagram accounts; or via email and e-newsletters. Don't forget to include a "clickable link" or hyperlink directly to your profile page when you post or send these videos!

OTHER SAMPLE VIDEOS:
Bishop John Doerfler, Diocese of Marquette, MI – "I Give Catholic because…"
Catholic Foundation of North Georgia Board members – "I Give Catholic because…"
St. Patrick School in McEwen, TN
#iGiveCatholic 2019 Thank You video
Our Lady of the Most Holy Rosary, Houma, LA
Our Lady of the Mountain, Paintsville, KY
Bishop Kelly High School, Boise, ID
MSU Catholic Campus Ministry, Springfield, MO
Catholic Student Center at UMD, College Park, MD

Looking for inspiration and other examples? Search **#iGiveCatholic** on social media, including Vimeo and YouTube for sample posts, videos and more!

Email/Mail Campaigns

The number one way that last year's **#iGiveCatholic** donors heard about the campaign was by an email or newsletter from the organization they donated to! Here are some ways you can connect with your donors via email or a newsletter:

- Create a banner or dedicated message about your **#iGiveCatholic** project or need in all of your organization's electronic communications. (See Resources on the website for logos and graphics.)
- Add an **#iGiveCatholic** logo to your email signature and make it a "clickable link" to your organization's profile page.

- Send an email or postcard to your constituents asking them to both "Save the Date", and tell their friends about the Giving Day.
- Don't be afraid to send your donors a letter in the mail about the campaign.
- Include stories and short "Did you know" quips about the Giving Day campaign in your newsletters.
- Don't forget to include a "clickable link" to your profile page in all your communications!

SAMPLE EMAIL OR LETTER

Dear [Donor Name],

Thank you for being a part of the [Organization Name] family/community/team! We're excited to announce that we are participating in **#iGiveCatholic** on #GivingTuesday, December 1, 2020! Your generous support makes a meaningful difference to our [core mission, constituency education, spiritual formation, etc.] As you know, [Organization Name] is changing lives every day by/through [insert name of program or effort].

On December 1, the **#iGiveCatholic** Giving Day, your gift will help us receive extra funds for our work in the community. [If you have matching/challenge gifts you can enter something like "Every gift of $25 or more will go further with [$x] matching funds provided by [name of matching funds source]! By visiting [your organization's profile page address], you can make a difference with your gift to [Organization Name]."]

All gifts you make to [Organization Name] on December 1, or during the Advanced Giving Day phase running from November 16 through November 30, either online or offline through a gift of cash or check directly to our organization, will increase our impact by allowing us to [insert specific program or mission, feed xxx people, clothe xxx children, etc.] With your help, we WILL reach our fundraising goal of [$X,XXX] during **#iGiveCatholic**!

Follow us on Facebook/Twitter/Instagram [insert links to your social media pages] so you can share in the excitement of our Giving Day, and remember to "Give Catholic" on December 1! Sincerely,

SAMPLES (CONTINUED)

Hi [Donor Name],

Today is **#iGiveCatholic** on #GivingTuesday! Please join us in our efforts to make this a fantastic day of Catholic giving in our community and across the nation!

We are writing to ask you to take a few minutes to give to [Organization Name] online at [insert hyperlink (clickable link) to your **#iGiveCatholic** profile page]. Your donation is appreciated, and will help us [insert project details]. Here's how you can make a HUGE difference today:

- Make a donation at [insert hyperlink (clickable link) to your **#iGiveCatholic** profile page]!
- Take a gift of cash or check directly to our organization for our **#iGiveCatholic** campaign to give "offline". Watch the leaderboard to see YOUR gift make a difference in our total!
- Spread the word! Text a friend. Forward this email. Post on Facebook, Twitter, and/or Instagram using the hashtag **#iGiveCatholic**. Or, tell someone in person!

Make sure to follow us on Facebook [Link], Twitter [Link], and/or Instagram [Link] and keep up with our organization's progress—today during the **#iGiveCatholic** Giving Day and beyond! And watch how high the giving can go on the leaderboard at www.igivecatholic.org!

Thank you for supporting [Organization Name]!

Hello [Donor Name],

It is the [x] hour of our **#iGiveCatholic** campaign for [Organization Name]. In [x] hours we have raised [$x,xxx], and now we are only [$xx] away from reaching our goal of [$x,xxx] for [insert project details]!

We are so grateful for the support of our Catholic community—but the giving isn't over yet! Please help us reach our goal by sharing our donation page [insert profile page link] with your friends and family on social media one more time! You can also check out our Facebook [link], Twitter [link], and Instagram [link] pages to share our posts.

Thank you, again, for your continued support of [Organization] on the **#iGiveCatholic** Giving Day!

May God bless you!

SAMPLES (CONTINUED)

This organization used an e-mail service such as Mail Chimp or Constant Contact and sent the email below to their donors. Their effort was quite successful!

...sleep in heavenly peace New Beds for the Sisters!

This Giving Tuesday
Make a Donation and Sleep in Peace!

Assumption College for Sisters
200 A Morris Avenue • Denville, NJ 07834
acs350.org

Act Now!
Advanced Day Giving is Nov 18 - Dec 3

Who couldn't use a good night's rest? Our Sister students are no different!

Can you please help purchase mattresses, box springs, pillows, and mattress pads through our SLEEP IN HEAVENLY PEACE GIVING TUESDAY CAMPAIGN?
Our goal is $11,000.

Please check out our sponsorship levels...You will get a good chuckle out of it!
Your gift will make a big difference. Any gift is greatly appreciated. It's so easy to make a donation, just visit:
https://nationalministries.igivecatholic.org/organizations/assumption-college-for-sisters
OR
Make checks payable to: *Assumption College for Sisters*

Your thoughtfulness will certainly touch the hearts of all the Sisters and help them focus on their studies.

Thank you and please share this appeal with your friends!
God Bless you!

Social Media Center

Download and use the social media assets from our [Resources](#) page. Then connect with **#iGiveCatholic**. **NOTE:** #iGiveCatholic may share your posts, including videos, on our national accounts and use your posts as examples in our newsletters and future materials!

Make sure to "like," "follow," "share," "post," and "tweet" **#iGiveCatholic** using both your organization's social media networks, and/or your own personal social media networks!

FACEBOOK:
https://www.facebook.com/igivecatholic/
Use @iGiveCatholic to tag us on your posts!

TWITTER:
https://www.twitter.com/igivecatholic/
Use @iGiveCatholic to tag us on your tweets!

INSTAGRAM:
https://www.instagram.com/igivecatholic/
Use @iGiveCatholic to tag us on your posts!

SOCIAL MEDIA TIPS:
- Be sure to use the **#iGiveCatholic** hashtag on all social media networks!
- Create your own social media graphics with [Canva](#), a free, easy-to-use online image-making program.

Facebook

- Change the cover photo on your organization's Facebook page to the **#iGiveCatholic** graphic (available for download on the Resources page).
- Change the badge or icon in your organization's Facebook profile picture to an **#iGiveCatholic** graphic (available for download on the Resources page) or a related photo such as students or the pastor holding up an**#iGiveCatholic** sign.
- Start the conversation by creating a schedule of posts to consistently remind "friends and fans" to Give Catholic and to support your organization.
- Be sure to comment and thank those who post to your organization's Facebook page.
- Use the hashtag **#iGiveCatholic**.

Facebook Profile Image   *Facebook Cover Image*

FACEBOOK TIPS:

- The Facebook algorithm favors videos, therefore post short (less than two minutes) videos on your Facebook page. For example, take a video with your smart phone of parishioners/alumni/ students/board members saying why they love your organization and why they will Give Catholic.
- Keep your posts brief and always use photos.
- Tag your friends and supporters and ask them to share **#iGiveCatholic** and your organization's posts.
- Quality over quantity: Pages that post one or two times per day receive 40% higher user engagement when compared to pages that have more than three posts per day.

SAMPLE FACEBOOK POSTS:

(Remember: Always accompany any post with a picture, logo, video or image…plus the link to your organization's profile page!)

- Time to start planning for **#iGiveCatholic** on #GivingTuesday! @iGiveCatholic
- We gave thanks on Thanksgiving, shopped on Black Friday, and scrolled through deals on Cyber Monday. Now, we're ready to "Give Catholic" on #GivingTuesday! Are you ready?!
- We can't wait to be part of the U.S. Catholic Church's Giving Day, @iGiveCatholic! **#iGiveCatholic** on #GivingTuesday, do you?
- How do you share your compassion? "The Lord goes out to meet the needs of men and women and wants to make each one of us concretely share in his compassion." Pope Francis. **#iGiveCatholic** on #GivingTuesday

Sample #1

Sample #2

Looking for more inspiration and examples? Search **#iGiveCatholic** on Facebook for other posts, videos, and more!

www.igivecatholic.org

Twitter

- Change the cover photo on your organization's Twitter page to the **#iGiveCatholic** graphic (available for download on the Resources page).
- Change the badge or icon in your organization's Twitter profile picture to the **#iGiveCatholic** profile image (available for download on the Resources page) or a related photo, such as students or the pastor holding up an **#iGiveCatholic** sign.
- Schedule tweets using platforms like Hootsuite and promote the link to your organization's profile page.
- Use the hashtag **#iGiveCatholic**.
- Tag your organization's key lay leaders, board members, etc. in a tweet with a link to your organization's profile page to spread the word about **#iGiveCatholic**.
- Thank everyone who mentions **#iGiveCatholic** and tags your organization in a tweet.
- Create a hashtag featuring your organization name such as #MCAGivesCatholic to rally and track supporters of your organization.

Twitter Profile Image   *Twitter Cover Image*

TWITTER TIPS:
- Use a URL shortener to make a condensed link for your **#iGiveCatholic** profile page. You can then share the shortened link to save characters in Tweets. This free URL shortener will also give you insights about your clicked links: https://bitly.com/
- Use images! Tweets with images attached get more retweets. Links tweeted with an accompanying image get more clicks.

SAMPLE TWEETS:

(Remember: Always accompany any tweet with a picture, logo, video or image…plus the link to your organization's profile page!)

- It is time to start planning for #iGiveCatholic!
- Together we can make a difference when we say #iGiveCatholic on #GivingTuesday!
- A little goes a long way when the Catholic community gives as one. Join us December 1 for #iGiveCatholic on #GivingTuesday!
- Who inspires you to give this #iGiveCatholic Giving Day?
- Thousands will be donating to their favorite organizations this year on #iGiveCatholic Giving Day. Won't you join us?
- Every gift can go a long way when we unite to give on December 1! [Insert brief Scripture quote here.] #iGiveCatholic
- Don't wait! #iGiveCatholic on #GivingTuesday is TODAY!
- Help us get to the top of the #iGiveCatholic leaderboard! Donate today at [insert link to donation page]

Sample #1

Sample #2

Looking for inspiration and other examples? Search #iGiveCatholic on Twitter for sample Tweets, videos and more!

Instagram

- Change your Instagram profile photo to an **#iGiveCatholic** graphic (available for download on the Resources page).
- Follow @iGiveCatholic on Instagram.
- Tag @iGiveCatholic in your posts so we can stay updated!
- Share fun quotes, graphics, or photos.
- Post photos and videos of members of your organization (preferably community influencers or a beloved staff member from your organization) holding up **#iGiveCatholic** signs.
- Use the "Stories" feature to update followers on giving day goal progress and keep **#iGiveCatholic** donation momentum going.
- Put the link to your profile page in your bio…then reference it in posts!

Instagram Profile Picture

INSTAGRAM TIPS:

- On Instagram, a good visual is essential. Post dynamic, engaging images and videos.
- Use captions to give more information, but understand that most people won't read more than one or two sentences.
- Due to Instagram's algorithm, you will need to use well thought out hashtags. Tag **#iGiveCatholic** so your images will show up in the Giving Day posts.

SAMPLE INSTAGRAM POSTS:

Sample #1

Sample #2

Looking for inspiration and other examples? Search **#iGiveCatholic** on Instagram for sample posts, videos and more!

#iGiveCatholic 2020
Archdiocese of Philadelphia Sponsors
(as of 10.21.20)

PRESENTING SPONSOR

PORTER & CURTIS
consultative insurance brokers

Objectivity • Advocacy • Innovation

SPONSOR

PNC

troutman pepper

SUPPORTER

Letter Concepts
Inc.

#iGIVECATHOLIC

#iGiveCatholic 2020 Sponsors, Grantors and Partners

NATIONAL SPONSOR

SIGNIFICANT GRANTOR

The RASKOB FOUNDATION
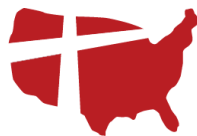*for* Catholic Activities

IMPACT SPONSOR

AFFILIATE SPONSOR

PARTNERS

CATHOLIC EXTENSION

Building Faith | Inspiring Hope | Igniting Change

	Six Weeks Out	Five Weeks Out	Four Weeks Out	Three Weeks Out	Two Weeks Out	One Week Out	Week Of #iGiveCatholic Giving Day	After #iGiveCatholic
Website								
Add #iGiveCatholic web banner and key messaging to website	✝							✝
Email Communications								
Email/newsletter distribution with #iGiveCatholic project and information including URL to profile page within igivecatholic.org	✝		✝		✝		✝	
Add #iGiveCatholic logo to staff email signature	✝							
Facebook								
Change cover image to #iGiveCatholic banner	✝							
Change profile icon to #iGiveCatholic badge	✝							
Post #iGiveCatholic promotional images	✝	✝	✝	✝	✝	✝	✝	
Announce participating with #iGiveCatholic on Giving Tuesday	✝							
Post unique organizational photos, stories, and videos, tag #iGiveCatholic, @iGiveCatholic, and include message points from Marketing Toolkit. Provide links to organization website and URL in iGiveCatholic.org.	✝	✝	✝	✝	✝	✝	✝	✝
Share #IGiveCatholic's and your arch/diocese's Facebook posts	✝	✝	✝	✝	✝	✝	✝	✝
Post fundraising updates and successes, ask followers to like and share							2-4x/day ✝	✝
Twitter								
Change cover image to #iGiveCatholic banner	✝							
Change profile icon to #iGiveCatholic logo	✝							
Retweet #iGiveCatholic's (@iGiveCatholic) Twitter posts		✝	✝	✝	✝	✝	✝	
Post unique organizational photos, stories, and videos, including #iGiveCatholic, @iGiveCatholic and message points from Marketing Toolkit. Provide links to organization website and iGiveCatholic.org.		✝	✝	✝	2-3x/day	2-3x/day	2-3x/day ✝	✝
Post fundraising updates and successes, ask followers to like and retweet							4x/day ✝	✝
Instagram								
Change profile icon to #iGiveCatholic logo	✝							
Repost #iGiveCatholic's (@iGiveCatholic) Instagram posts		✝	✝	✝	✝	✝	✝	
Post unique organizational photos, stories, and videos, including #iGiveCatholic, @iGiveCatholic, and message points from Marketing Toolkit. Provide links to organization website and iGiveCatholic.org.		✝	✝	✝	✝	✝	✝	
Post fundraising updates and successes, ask followers to like and share							2x/day ✝	✝
Video								
Post a short video across all social channels supporting #iGiveCatholic and challenging others to get involved	✝			✝			✝	
Share your #iGiveCatholic promotional videos across all social channels to challenge others to get involved	✝			✝			✝	