



Marketing Toolkit



THE CATHOLIC
FOUNDATION
OF GREATER
PHILADELPHIA



Archdiocese
of
Philadelphia

#iGIVECATHOLIC

November 30, 2021



November 30, 2021

The Catholic Foundation of Greater Philadelphia and the Archdiocese of Philadelphia are grateful for the 2021 #iGiveCatholic Sponsors who make the prize structure for our participants possible!



SAUL EWING
ARNSTEIN
& LEHR^{LLP}



Rohr-Helmig-Lammers Group



#iGIVECATHOLIC



November 30, 2021

Table of Contents

General Information.....	Pages 2-3
Marketing Ideas.....	Page 4
Parish, School and Ministry Suggestions.....	Page 4
Video Campaigns	Page 5
Email/Mail Campaigns	Pages 6-8
Social Media Center	Page 9
Facebook	Page 10
Sample Posts	Page 11
Twitter	Page 12
Sample Tweets.....	Page 13
Instagram.....	Page 14
Sample Posts	Page 15
2021 Sponsors, Grantors, and Associates	Page 16



November 30, 2021

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 \$12.7 million for 2,600+ organizations in 40 arch/dioceses across the United States.

WHEN IS #IGIVECATHOLIC?

#iGiveCatholic takes place on #GivingTuesday, November 30, 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 15 through 11:59 PM on Monday, November 29.

WHY HOST A DAY OF CATHOLIC GIVING 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 10th 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.



November 30, 2021

Eligibility

All Catholic 501(c)(3) parishes, schools, and Catholic-serving ministries listed in the *Official Catholic Directory* and/or affiliated with NCEA or a participating arch/diocese or Catholic foundation are eligible to participate in the **#iGiveCatholic** Giving Day. Please consult Mary Jo Rohrer, Relationship Manager at The Catholic Foundation of Greater Philadelphia for more information: mrohrer@thecfgp.org or 445-544-8558.

Eligible organizations must apply for participation online by following the instructions in the email sent to them from CFGP. That email contains instructions, resources and this [link](#) that takes organization administrators to the arch/diocesan/foundation main page where they “Apply Now” and follow the registration process for organization participation.

The registration process **begins on Monday, August 16, and closes on Wednesday, November 3**. If an organization does not wish to participate in the Giving Day, they should let their host foundation know by November 30.

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 an issue resolved. You can also email tech support at questions@igivecatholic.org! CFGP also offers many resources and some tutorial videos. Visit their website at <https://thecfgp.org/igivecatholic> for more information.

PLEASE NOTE:

- GiveGab’s Customer Success Team (tech support) is available **Monday through Friday from 9:00 AM to 5:00 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 th last week of October and the beginning of November helping organizations get their accounts registered, so please allow plenty of time those weeks 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 from #iGiveCatholic once they have made their donation. Organizations are required to thank their donors, however.
- 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 their gifts.
- **Any donations and prizes your organization receives during #iGiveCatholic will rely on your marketing and communication efforts!** #iGiveCatholic markets the effort at a national level, the arch/diocese or foundation promotes at the diocesan level, and you communicate to your supporters! You know your donors best. Neither #iGiveCatholic nor GiveGab will solicit your donors!



November 30, 2021

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://philadelphia.igivecatholic.org/organizations/yourorganizationname-characters>.

To be certain, copy the web address at the top of your profile page or look in the very bottom right-hand corner of your organization's dashboard!

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

PARISH SUGGESTIONS:

- Make announcements about the Giving Day from the pulpit or before live-streamed Mass.
- Insert **#iGiveCatholic** messaging into your bulletins (See [Resources](#) on the website.)
- Hold an event after Masses during the Advanced Giving Day phase (begins November 15 through November 29), 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 a text messaging service (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, staff, and volunteers to promote the event to their friends, family, and co-workers via word of mouth, email, and social media. Perhaps they would host a Peer-to-Peer Fundraising Page for your organization.
- 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!



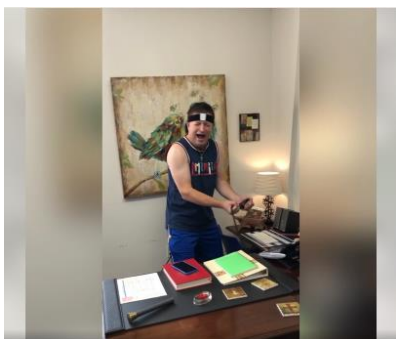
November 30, 2021

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 a brief “**#iGiveCatholic** because...” clips.

It is easy to do – just use your smartphone 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. Do not forget to include a “clickable link” or hyperlink directly to your profile page when you post or send these videos!

Click on the photos below to play these videos!



OTHER SAMPLE VIDEOS:

[Diocese of Charleston Promo Video with Bishop Guglielmone](#)

[Diocese of Houma-Thibodaux Video with Bishop Shelton Fabre](#)

[Archdiocese of Philadelphia – Archbishop Perez](#)

[Diocese of San Angelo](#)

[#iGiveCatholic 2020 Thank You video](#)

[St. Jean Vianney Church and School, Baton Rouge, LA](#)

[Mother of God School, Gaithersburg, MD](#)

[Divine Redeemer Catholic School, Charleston, SC](#)

[Catholic Charities, Cleveland, OH](#)

[Dumb Ox Ministries, New Orleans, LA](#)

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



November 30, 2021

Email/Mail Campaigns

The number one way that 2020 **#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”, QR code, or URL directly 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, November 30, 2021! 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 November 30, 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 \$20 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 November 30, 2021, or during the Advanced Giving Day phase running from November 15 through November 29, 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 November 30! Sincerely,



November 30, 2021

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!



November 30, 2021

SAMPLES (CONTINUED)


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

#iGIVECATHOLIC ~ GIVING TUESDAY 2020

#iGiveCatholic is the official Catholic initiative of Giving Tuesday, which is a national day of observance for making gifts to nonprofit organizations. Giving Tuesday is observed every year on the Tuesday after Thanksgiving, which in 2020 is December 1.

Thanks to the Catholic Extension Society, our diocese received a grant to participate in this program along with nearly 40 other Catholic dioceses across the country.

St. Joseph's will be participating with the goal of funding our **Parking Lot and Driveway Paving Project**. The last time our parking lot and drives were paved was back in 1996 thanks to a cell tower agreement. St. Joseph Parish is host to not only church services, religious education, and numerous parish ministries and organizations but it also serves the community by offering spaces for various meetings, activities and events, rental spaces, sporting practices and games, and, of course, the annual Ox Roast Fair. All of this activity, Mother Nature, and the ravages of time have taken a toll on the pavement throughout the property.



To participate in this effort, simply click on the Donate Now button below.

Advanced Giving Days	Giving Tuesday
12:00 a.m. Monday, November 16 through 11:59 p.m. Monday, November 30, 2020	Tuesday, December 1, 2020 12:00 a.m. to 11:59 p.m.

Donate Now

*For donations under \$25.00 or for help with your donation (cash, check or credit), please download our **Donation Card Flyer** or contact the Parish Office at 330-274-2253 or kttrares@stjosephmantua.com*

BOOST OUR EFFORTS!

If any individual, group, organization, or business would like to participate as **a matching donor or a challenge donor**, please contact Kathi Trares at the Parish Office ASAP (kttrares@stjosephmantua.com or 330-274-2253).

You may choose the option to cover the transaction fee.

Thank You

SPREAD THE WORD!

Text a friend

Post on Facebook, Twitter, and Instagram using #iGiveCatholic

Tell someone in person

Follow us on Facebook

Watch the leaderboard at <https://www.igivecatholic.org/>



November 30, 2021

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.
- Use a social media scheduling program such as [Hootsuite](#) or [Buffer](#), allowing you to create and schedule posts days or months in advance.
- Need to include a URL that is really long but have limited space? Use a tool such as [Bitly](#) or URL that will create an “abbreviation” for your URL.



November 30, 2021

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**. Note: **#iGiveCatholic** may share your posts!



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 smartphone 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.



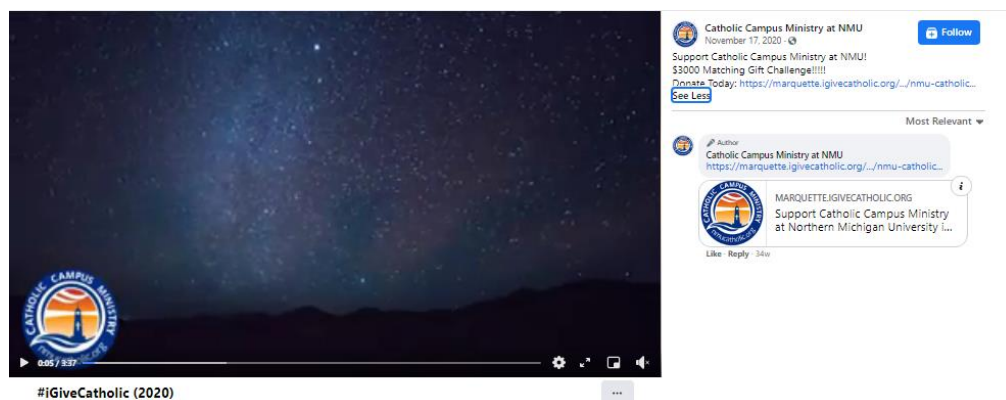
November 30, 2021

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!



November 30, 2021

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**. NOTE: **#iGiveCatholic** may retweet your tweet!
- 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's 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.
- Use images! Tweets with images attached get more retweets. Links tweeted with an accompanying image get more clicks.



November 30, 2021

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 on November 30 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 November 30! [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!



November 30, 2021

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! NOTE: **#iGiveCatholic** may share your posts!
- 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!
- There are ready-made Instagram posts available for download on our [Resources](#) page.



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.



November 30, 2021

SAMPLE INSTAGRAM POSTS:



Sample #1



Sample #2

Looking for inspiration and other examples? Search [#iGiveCatholic](#) on Instagram for sample posts, videos, and more!



November 30, 2021

#iGiveCatholic 2021 Sponsors, Grantors, and Partners

NATIONAL SPONSOR



IMPACT SPONSOR



AFFILIATE SPONSOR



CAPTRUST

IN ASSOCIATION WITH

