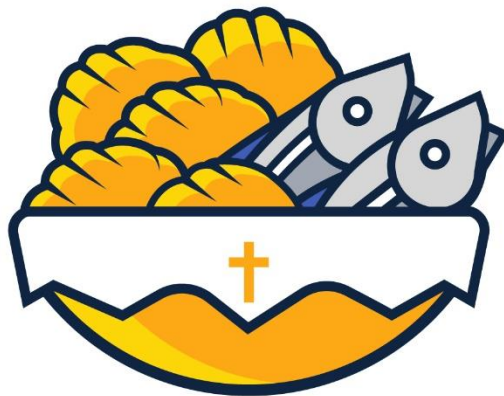


#iGIVECATHOLIC

Marketing Toolkit

December 1, 2020





December 1, 2020

**A Special Thank You to our #iGiveCatholic 2020
Northwest Pennsylvania Sponsors**
(as of October 19, 2020)



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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. In 2020, the Diocese of Erie is one of the 39 arch/dioceses participating.

WHEN IS #IGIVECATHOLIC?

#iGiveCatholic takes place on **#GivingTuesday**, **December 1**, from 12:00 AM to 11:59 PM for gifts given online at <https://erie.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 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 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 a participating arch/diocese or Catholic foundation are eligible to participate in the **#iGiveCatholic** Giving Day. Please consult your diocese point person, Michelle Basista at (814) 824-1192 or mbasista@cfnwpa.org for more information.



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PARTICIPATION

Eligible organizations must apply for participation by clicking this link, <https://erie.igivecatholic.org/>, which takes organization administrators to the Diocese of Erie's main #iGiveCatholic page where they "Apply Now" and follow the registration process for organization review and approval. Registration instructions were sent in the August 17th email from Michelle Basista and are also available at: <https://www.cfnwpa.org/giving-options/igivecatholic>.

The registration process **begins on Monday, August 17** and **closes on Friday, October 30**. If an organization does not wish to participate in the Giving Day, they should let their arch/diocese or foundation point person know ASAP or by October 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 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](https://erie.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!



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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://erie.igivecatholic.org/organizations/yourorganizationname-characters>. To be certain, copy the web address at the top of your profile page after you search for your organization at <https://erie.igivecatholic.org/>.

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 a socially distant event 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!



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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!

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!



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Email/Mail Campaigns

The number one way that 2019 **#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,



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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!



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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 • Danville, NJ 07634
acs204.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!



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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.



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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.



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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!



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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.



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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!



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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.



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SAMPLE INSTAGRAM POSTS:



Sample #1



Sample #2

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



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#iGiveCatholic 2020 National Sponsors, Grantors and Partners

NATIONAL SPONSOR



SIGNIFICANT GRANTOR



The **RASKOB FOUNDATION**
for Catholic Activities

IMPACT SPONSOR



FUNDRAISING

AFFILIATE SPONSOR



CAPTRUST

PARTNERS



Building Faith | Inspiring Hope | Igniting Change



Dates	Participating Organizations	
Suggest June-August	<ul style="list-style-type: none"> * 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	<ul style="list-style-type: none"> * Determine the project/need for the 2020 #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	<ul style="list-style-type: none"> * Attend any in-person or virtual trainings offered by arch/diocese/foundation * Watch pre-recorded #iGiveCatholic trainings 	
17-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.
18-Aug	Participate in Getting Ready for #iGiveCatholic 2020 webinar for organization participants 2 pm CT - Register HERE	
September	<ul style="list-style-type: none"> * Enter banking information in GiveGab (platform) dashboard for verification, if your arch/diocese or foundation is not your fiscal agent. * Draft communications and schedule social media posts about giving day *PRO TIP: Update donor/parent/parishioner database with email addresses 	
September-October	<ul style="list-style-type: none"> * 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 12/8; schedule Gratitude posts *PRO TIP: If you've participated before, segment previous Giving Day donors sending them special communications 	
30-Oct	<ul style="list-style-type: none"> *Organization registration for participation closes. Tech support is NOT available on weekends! Please plan ahead. * 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 	
4-Nov	Participate in Final Steps for Success for #iGiveCatholic 2020 webinar for organization participants 2 pm CT...This is a Wednesday - Register HERE	
16-Nov	Advanced Giving Day Phase!	30-Nov
1-Dec	#iGiveCatholic on #GivingTuesday!	1-Dec
2-Dec	Must enter into GiveGab dashboard all offline gifts of cash and checks by 11:59 PM today!	2-Dec
8-Dec	<p>Send or post your Thank You message to #iGiveCatholic donors!</p> <p>PRO TIP: Consider posting #iGiveCatholic project and progress updates throughout the year to keep your donors engaged in what they helped you achieve.</p>	8-Dec

QUESTIONS?

Michelle Basista

Catholic Foundation of Northwest Pennsylvania
814-824-1192 or mbasista@cfnwpa.org