



#iGIVECATHOLIC
ON GIVING TUESDAY

Weekly Email Series 2026

This Week: Planning Your Marketing

The word marketing can be intimidating, but no need to fret! Think of it simply as your plan for how you are going to let people know about your campaign. Let's start with a few guiding questions:

- **Who is your target audience?** Is it parishioners in your church, parents of students in your school, or supporters of your non-profit or ministry? Start with who is already in touch with your organization and work outward.
- **What existing methods of communication do you use?** Every organization has means in which they already communicate with their people. You just have to think about what those are and include your messaging about your campaign!
- **How can you use these methods to communicate your campaign?** Once you know which methods of communication you are going to utilize, you can begin to build out the content for your 2026 campaign!

To Do:

- Check out the [Marketing Toolkit](#) for ideas to utilize for your campaign!
- Do you use **FLOCKNOTE**? Look for the #iGiveCatholic library of email templates!
- Create a dedicated section for #iGiveCatholic messaging about your goal and/or project in all of your organization's email communications from October to December.
- Create and send a series of emails throughout the campaign ([CLICK HERE](#) for templates).
- “Save the Date” with description of the giving day, dates & your project/goal, any match opportunities or other campaign incentives.
- Create your own social media graphics with [Canva](#), a free, easy-to-use online image making program. Then take advantage of all the #iGiveCatholic Canva templates!
- Use a social media scheduling program such as [Later](#), [Hootsuite](#) or [Buffer](#), allowing you to create and schedule posts days or months in advance.
- Use [Bitly](#) or [TinyURL](#) to create an “abbreviation” for your profile page URL.

Thank you for your continued support of this years **#iGiveCatholic** campaign! Please don't hesitate to reach out with any questions!

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