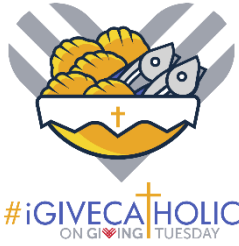


September 23, 2024 – Set Your Giving Day Goals



Happy Monday! With your #iGiveCatholic Leadership Team in place, let's move on to our next assignment – setting your Giving Day goals. If you haven't yet decided on a project for this year, you and your leadership team should use this week to finalize what you plan to do with the funds raised.

Are you hoping to fund a special project or are you simply looking to raise unrestricted funds? You can do either (*or both!*), but set your sights on a clear, realistic, achievable goal that everyone can rally around and one that lends itself to sharp, concise messaging to potential donors. Special projects that people can readily understand and appreciate are perhaps the best path toward success.

Once you've decided on your project, consider setting a couple of additional goals. Publishing your goals on your profile page and sharing progress on them throughout the Giving Day is a great way to increase engagement and generate excitement with your audience of potential donors.

Here are some goal ideas that might work for you:

FOR ALL MINISTRIES

- Total Dollars Raised (*important, but shouldn't be your only goal*)
- Percent Increase in Dollars and/or Donors over 2023 #iGiveCatholic Giving Day
- Total Number of Donors during Advanced Giving, on GivingTuesday, or combined
- Total Number of New Donors
- Number of matches or peer-to-peer fundraisers working in support of your organization

FOR SCHOOLS AND CAMPUS MINISTRY PROGRAMS:

- Encourage friendly competition between Grade Levels, Homerooms, or Alumni Years and set goals centered on participation/number of donors rather than dollars raised.

FOR PARISHES:

- Parishes can set up a friendly competition among your pastor and associate pastors; between parish ministries; and among staff members. Again, this need not be about dollars raised, but rather focus on the number of donors.
- Choose something fun/silly that the pastor will do if the parish meets its monetary and/or donor goal. As an example, a parish in another diocese was highly motivated by their pastor agreeing to a polar plunge! Another idea would be to give your parish school a casual day, or to buy doughnuts after Mass.

When you reach your goals on the Giving Day, be prepared to announce your success through social media/email/Flocknotes. Also, be ready to launch a new goal or raise your initial goal to keep the momentum going.

If you want to dig deeper into goal setting, check-out the new **#iGiveCatholic Goal-Setting Guide** on the [RESOURCES](#) page of our giving day site! If you have any questions or are unsure of how to establish a goal for your parish, school, or ministry, please don't hesitate to reach out.

Until next Monday,
Your Archdiocese of St. Louis #iGiveCatholic Team

Questions? Contact us at igivecatholic@archstl.org or reach out to one of our team members directly.

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Looking for Additional Resources? Check out archstl.org/igivecatholic

Want to Register? Visit stl.igivecatholic.org