

October 7, 2024 – Database and Social Media Review

Thank you for registering to participate in #iGiveCatholic – we currently have **61** parishes, schools, and ministries onboard. This week's task...defining your audience!



DATABASE REVIEW

Ensure that you have email addresses for as many constituent groups as possible.

- **Parishes and Missions** – Finance Council Members, Knights of Columbus Members, All Ministry Leaders, Staff, Parishioners, Community Friends
- **Schools and Campus Ministries** - School Advisory Council/Board Members, Current Parents, Faculty/Staff, Alumni, Parents of Alumni, Grandparents, Volunteers, Friends of the School (including businesses who have supported you in the past!)
- **Ministries and Everyone** - Personal friends, corporate friends, family members, other supporters of your parish/mission/school/ministry, newsletter recipients, etc.

Note to All Returning Participants: Make sure you have noted in your database all who donated to your organization in the past through #iGiveCatholic. These are the constituents who are most likely to support you again this year! If you need assistance pulling this information, please contact us.

SOCIAL MEDIA REVIEW

Review your accounts and compile a list of those who have followed, liked, and shared your posts over the last 6-12 months.

- *Important!* Identify and activate your top social media fans. [HERE](#) is a video on how to do this.
- Ensure you have contact information. Invite these individuals to help promote #iGC through their own social media by sharing in the days leading up to the event and, of course, on GivingTuesday – December 3rd!

By committing to these weekly tasks, you will ensure a successful outcome. Please contact us if we can answer any questions. We are here to support your efforts in any way that we can.

Have a great week!

Until next Monday,

Your Archdiocese of St. Louis #iGiveCatholic Team

P.S. Miss an email? The Weekly Email Series is also available behind the **Plan for Success** button on our website - <https://www.archstl.org/igivecatholic>

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

Brian Niebrugge | 314.792.7681 | niebruggeb@archstl.org

Tiffany Calzone | 314.792.7682 | tiffanycalzone@archstl.org

Looking for Additional Resources? Check out [archstl.org/igivecatholic](https://www.archstl.org/igivecatholic)

Want to Register? Visit stl.igivecatholic.org