

## October 28, 2024 – Promote, Promote, Promote!

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We are only **5 weeks** away from #iGiveCatholic on GivingTuesday, December 3rd! And Advanced Giving opens on Monday, November 18!! It's mission critical to begin offering everyone an opportunity to Give Thanks and Give Back to those organizations doing the Lord's work, day in and day out...that's us!



Now it's time to promote, Promote, PROMOTE! This week, that means **announcing the details of your #iGiveCatholic campaign** everywhere possible:

- On your website (*save the date web banner attached*)
- Via email to everyone in your database
- On your social media (*include #iGiveCatholic and tag @iGiveCatholic on all of your campaign posts!*)
- In spoken announcements
- In printed newsletters/bulletins (*sample announcements attached*)
- Via handouts or posted flyers

[CLICK HERE](#) to access email templates -- also available in Flocknotes if you use that service! To incorporate #iGiveCatholic downloadable graphics and/or #iGiveCatholic Canva templates, [CLICK HERE](#).

You can also use the [Marketing Timeline](#) for a suggested communications calendar as well as our [Toolkit](#) for tips on marketing your campaign, both available on our [RESOURCES](#) page.

If you are not yet familiar with the process of pre-scheduling social media posts, check out the following YouTube tutorials: [Schedule Facebook Posts On Business Page](#) and [Facebook Creator Studio Tutorial](#). These skills can make life infinitely easier in the days leading up to December 3<sup>rd</sup>!

Enlist your ambassadors and people connected with your organization to help push out this information: pastors, parish staff, ministry leaders, council members, school administration, faculty/staff, current and former board members, committee members, alumni, current students, volunteers, co-workers, recipients of services, family, and friends. Don't be shy...call on everyone to help!

**Next week** we will focus on creating fun and easy video content.

Please continue to work on personalizing your **profile page** so it will be finished before the start of Advanced Giving on November 18<sup>th</sup>! The #iGiveCatholic national office highlighted some exemplary pages to emulate in their Wednesday E-Blast Newsletters that started last week! If you have the time, we suggest you take a look at those emails to see the latest best practice examples from #iGiveCatholic participants from across the country. PDFs of these E-Blasts can also be found on the [RESOURCES](#) page just above item #3 - Spread the Word.

Fun times are ahead! Call on us if you have questions.

Have a great week!

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>

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

Want to Register? Visit [stl.igivecatholic.org](https://stl.igivecatholic.org)

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Questions? Contact us at [igivecatholic@archstl.org](mailto:igivecatholic@archstl.org) or reach out to one of our team members directly.

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