

## November 4, 2024 – Social Media Game Plan

---

Thanks to all who are working diligently on finalizing their profile pages. You want prospective donors to have the best and most inspiring experience at the start of Advanced Giving on Monday, November 18<sup>th</sup>.



**THIS WEEK'S TASK?** - Develop a **SOCIAL MEDIA GAME PLAN** for the next month.

*Recommended schedule and frequency of posts?* Be sure to check out the [Marketing Timeline](#) and [Toolkit](#) on the [RESOURCES](#) page for a week-by-week breakdown of the tasks suggested to get the word out as well as ideas and best practices.



*Need sample post language, logos, customizable graphics as well as some great tips and tricks?* All are available in **Section 3. "Spread the Word"** of the #iGiveCatholic [RESOURCES](#) page.

Focus on the following:

1. Create **personalized social media posts** from downloadable [GRAPHICS](#) and/or [customizable Canva TEMPLATES](#). #iGiveCatholic even has a template for an image [CAROUSEL](#) to announce your campaign goals and project details.
2. Create **short videos and testimonials**. Film 30-45 second clips featuring ambassadors explaining why they support you and your project(s)! Video posts are the best way to engage folks. No professional videography skills needed here; phone cameras work great! You may want to incorporate our **"I Give Catholic because..."** print out on the [DOWNLOADS](#) page or #iGiveCatholic [SELFIE FRAME](#) and [REEL](#) Canva templates.

For those of you who wish to create a more detailed video to tell a longer story, we share a few examples of 2023 campaign videos that were used in Social Media and on Profile Pages:

- [Holy Trinity Catholic Church \(Peach Tree, GA\)](#) used their video to share the impact of previous campaigns and then showed the specific project earmarked for their 2023 campaign.
- [Lexington Catholic High School \(Lexington, KY\)](#) knew that the beneficiaries of their 2023 campaign would be the best advocates, so their video includes a teacher and students asking for help improving the lighting in their theater.
- [St. Jean Vianney \(Baton Rouge, LA\)](#) now has a history of recording humorous videos including their pastor and students sharing the details for their #iGiveCatholic campaign project.
- [Our Lady Academy \(Bay St. Louis, MS\)](#) recruited a student to narrate a video that shows "before" images of the campus as well as artistic renderings of their planned Mercy Garden and Prayer Garden & Grotto, their chosen 2023 #iGiveCatholic campaign project.

*TIP: Make sure to check out the #iGiveCatholic Wednesday E-Blast Newsletter to see best practice examples from across the country of these social media posts, campaign videos and more!*

**GIVING DAY ENVELOPES:** One more reminder that #iGiveCatholic sponsor Our Sunday Visitor has sent a free supply of giving day envelopes for those who do not wish, or cannot, offer their gift online. These envelopes mirror weekly offertory, or second collection envelopes used at parishes. If you would like some for your Advanced Giving efforts, please email us directly and we will send some along to you.

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

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

As we enter this season of thanksgiving, let's invite everyone to **Give Thanks, Give Back and Give Catholic!**

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>

---

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

Brian Niebrugge | 314.792.7681 | [niebruggeb@archstl.org](mailto:niebruggeb@archstl.org)

Tiffany Calzone | 314.792.7682 | [tiffanycalzone@archstl.org](mailto:tiffanycalzone@archstl.org)

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)