

## October 14, 2024 – Go Viral with Peer-to-Peer Fundraising

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Happy Monday. We hope you had an enjoyable weekend! Here is this week's #iGiveCatholic task:



**GO VIRAL!** - Line up 5-10 people (or more) who will agree to be part of the “viral” #iGiveCatholic challenge for your parish, school, or ministry. Try to choose people of importance or with name recognition who will agree, in advance, to give a gift to your campaign. This could be a pastor/parish life coordinator, ministry leader, finance council member, principal, faculty/staff member, coach, alumni ambassadors, current students, community or ministry supporters, and family members.

**Please note:** *The amount of the gift is not important and should NOT, under any circumstances, be reported on social media.* This is simply an opportunity to show support from folks who are recognized. This will serve to motivate and inspire others.

Think carefully about who to approach. Here are two things to discuss with them:

- 1) Are you willing to share the cause with family and friends on your social media?
- 2) Are you willing to issue the challenge to 3-5 people upon providing your own gift?

To take it to the next level, ask a few of these identified folks to consider **peer-to-peer (P2P) fundraising**. In short, this is where other supporters fundraise on your behalf. They create their own page on the #iGiveCatholic giving portal that is tied to yours, and they use their voice and their network to help support your cause, which is near and dear to their heart. ***This will expand your reach and bring new donors.*** It is reported that organizations that use P2P fundraising raise **7.5x more** than those that did not.

To read more about it, please [CLICK HERE](#). You can also use our #iGiveCatholic Peer-to-Peer recruitment flyer available on the [GRAPHICS & DOWNLOADS](#) page – or make a *custom* flyer using our [CANVA TEMPLATE](#)! #iGiveCatholic even has a recorded training video about Engaging Ambassadors that can be found at <https://www.igivecatholic.org/info/trainings>.

That's it! We're only 7 weeks out at this point so get excited! As we move along, our weekly emails will begin to focus on marketing strategies and social media best practices. Our goal will be to offer folks from far and wide the opportunity to invest in the good works of the Catholic Church of St. Louis!

As always, we are here to assist in any way possible. Don't hesitate to call on us.

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>

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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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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)