



#iGIVECATHOLIC



ARCHDIOCESE
OF ST. LOUIS

October 20, 2025: Marketing Toolkit

Welcome to #iGiveCatholic 2025! If you haven't registered, NOW is the time. Registration closes soon on November 1, 2025. Click [Registration | #iGiveCatholic](#) to access the registration page. We have videos, logos, email templates, and more to make it easy for you to participate and help you maximize your #GivingTuesday donations. For more information on #iGiveCatholic, click [#iGiveCatholic - Welcome!](#).

If you have registered, thank you! It's time for another weekly suggestion. These past few weeks, we have suggested that organizations set their goals, develop marketing strategies, and more. You can view previous weekly emails at [#IGC - Plan for Success Emails](#). This week, our focus is on the **Marketing Toolkit**.

Beginning this week, we will be shifting our focus to Marketing! For an overview of what to do week by week, check out the [Marketing Timeline](#). Feeling stuck or overwhelmed? Check out the [Marketing Toolkit](#) for ideas and templates!

Keep in mind: ***you know your community best!*** Remember to think of the ways you already engage with them and to incorporate messaging into those avenues! You don't need to use every method of communication; you just need to use the ones which are best for your organization!

To Do:

- Add #iGiveCatholic dates, project goals, updates, and other key messaging to your website.
- Email your database about #iGiveCatholic with project/goal updates including your profile page URL. (also available in FLOCKNOTE)
- Add #iGiveCatholic banner to staff email signature.
- Announce #iGiveCatholic participation, including giving day and advanced giving dates, goal and impact (what the money will fund).
- Post a short video announcing/updating your #iGiveCatholic project/goal/impact with your profile page URL.
- Follow @iGiveCatholic and your diocese, share relevant posts.

- Post unique organizational photos, stories, and videos with your profile page URL (use Bitly.com to shorten).
- Post Flyers about #iGiveCatholic with a QR code to your profile in community gathering places like nearby coffeeshops, restaurants!
- Parishes: Reserve space in your weekly bulletin for #iGiveCatholic campaign messaging.
- Make announcements about your #iGiveCatholic campaign at masses and other large gatherings of your community.

If you have questions, contact the Annual Catholic Appeal Office, Jack Wagner at Jackwagner@archstl.com, or Brian Niebrugge at Niebruggeb@archstl.org.