



#iGIVECATHOLIC



ARCHDIOCESE
OF ST. LOUIS

October 27, 2025: promote, Promote, PROMOTE

Welcome to #iGiveCatholic 2025! If you haven't registered, NOW is the time. Registration closes November 1, 2025, **next week is too late**. 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. Last week was a Marketing Toolkit review. You can view all previous weekly emails at [#IGC - Plan for Success Emails](#). This week, our focus is on promoting #iGiveCatholic.

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

- *On your website*
- *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*
- *Via hand out or posted flyers*

Need some more inspiration for communications? Check out our templates [HERE](#) don't forget to use the [Marketing Toolkit!](#)

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!

Please continue to work on personalizing your profile page so it will be finished before the start of Advanced Giving on November 17th!

To Do:

- **Promote, promote, promote!** Use the methods which work best for your community to spread the word about your campaign!
- Keep working on finishing **up your profile page for Advanced Giving** on November 17th.
- **Post unique organizational photos, stories, and videos** with your fundraising page URL (use Bitly.com to shorten)
- **Reserve space in your weekly bulletin or newsletter** for #iGiveCatholic campaign messaging.

Best Practices:

Send out an email announcing your campaign! Check out the samples and templates at [**https://bit.ly/igc2025**](https://bit.ly/igc2025)

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