#iGIVECATHOLIC ON GIVING TUESDAY

Weekly Email Series 2026

This Week: Marketing Game Plan

We are so close! You want prospective donors to have the best and most inspiring experience at the start of Advanced Giving on Monday, November 16th.

THIS WEEK'S TASK? - FINISHING UP YOUR PAGE AND PROMOTION!

Make sure to finish your checklist from Mightycause to ensure you are all set for Advanced Giving! You can learn what you need by checking out **THIS SUPPORT ARTICLE**.

Make sure to build out your checkout as well for even more donor engagement.

Promotion: Create personalized social media posts - Check out our **resources page** for everything you need to make beautifully branded content for your campaign!

Create short videos and testimonials. Film 30-45 second clips featuring ambassadors explaining why they support you and your project(s)! No professional videography skills needed here; phone cameras work great!

To Do:

- Email your database about #iGiveCatholic with project/goal updates including your profile page URL.
- Post unique organizational photos, stories, and videos with your profile page URL (use Bitly.com to shorten)
- **REGISTER NOW -** The **Final Steps Webinar** is on Wednesday, November 11th at 3pm ET! The link to register can be found **HERE**.

Thank you for your continued support of this years **#iGiveCatholic** campaign! Please don't hesitate to reach out with any questions!

Miss a previous Weekly Email Series? **Click here to view them all**.

#iGiveCatholic Contact Information

Brian Niebrugge — niebruggeb@archstl.org

Jason Barfield — jasonbarfield@archstl.org

Morgan Corrigan — morgancorrigan@archstl.org