



Good morning!

Here we are under 24 hours away from our #iGiveCatholic Giving Day event! You're well prepared and ready, so get excited! Our parishes, schools, and ministries have already raised over **\$325,000** during the Advanced Giving phase, and that number will soar as the main event gets underway!

Remember that we have a \$500 Advanced Giving prize ready to award first thing in the morning for everyone's efforts since November 18<sup>th</sup>! [Check out our prizes page](#) to see what other prizes are being offered specifically for tomorrow.

The use of email correspondence and social media today and tomorrow is going to be important to your success. Please make it a focus today to do the following:

- **EMAIL** everyone in your database a message about tomorrow's Giving Day opportunity. **Make it brief** - include what you are raising money to support and why you need help to reach your goal. An email sample is available on the #iGiveCatholic [E-MAIL MARKETING](#) page and via Flocknote, if you use that service. If you have secured a matching gift, be sure to highlight that. Provide the link to your profile page URL in your email, or you may direct them to our archdiocesan page at <https://stl.igivecatholic.org/> and have them search for your organization.
- **MARKETING TIMELINE** – Be ready to provide updates and inspirational posts/videos throughout the day via email and/or social media. Going viral and employing those you've engaged to help with the viral challenge will be key! If you have something you want to share, tag our archdiocesan social media on those posts to get more traction. **Remember to use the hashtag #iGiveCatholic—there's a social media prize you can win for your post!**

[Click here](#) for a message and video from Archbishop Rozanski that has been shared on our archdiocesan social media accounts. Please continue to share that video throughout the giving day. We hope that it will help promote #iGiveCatholic across the entire St. Louis region. Remember, we are not just trying to raise money...we are INVITING people to INVEST in our wonderful parishes, schools, and ministries! Our own Catholic community!

Please call on us if you need anything at all over the next few days. Offering many prayers and best wishes for a successful giving day!

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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