



Welcome to Day 1 of the two-week **Advanced Giving** phase of #iGiveCatholic! **Please read this email to the end...**

Leading up to December 3rd, folks will be hearing a great deal about this wonderful opportunity to celebrate our Catholicity and invest in the parishes, schools and ministries that shape our souls! The marketing blitz will take place both nationally as well as here in the Archdiocese of St. Louis. However, it's critically important to your success that **YOU** personalize and promote it for your own campaign, as well. To that end:

- Last week we asked you to prepare an email to go out **TODAY** to everyone in your database announcing the start of Advanced Giving. (*If you missed it, [click here](#) for a template so you can quickly customize to get it out the door ASAP!*) We also asked you to prep a "blurb" or advertisement to include in your newsletter, bulletin, take-home folders, and announcements. Make sure you to get those rolling to spread the news far and wide!
- Now is the time to **release your campaign video or image post**! Follow that up by releasing some of those short video testimonials on your social media – "*I Give Catholic because...*" If you haven't filmed them yet, there is still time! Here is a funny one from another diocese - <https://www.youtube.com/watch?v=0MqmcGbGN5T8>. Make sure to include your unique #iGiveCatholic profile page URL link in every post and ask your friends, family, and ambassadors to like and share!
- TIP: Do you wish your profile page link was shorter? Try bitly.com to create a shorter version. They can also make a QR code for your profile page.

THIS WEEK'S TASK?

ORGANIZE A PHONE-A-THON to occur before or on December 3rd.

- Do you have **Peer-to-Peer Fundraisers**? Divide up your contact list and distribute to each of them to make the calls in support of their individual totals!
- Create an incentive for **older students** to sign up to make calls during the school day or immediately after school.
- Too many contacts and too few callers? Be strategic and **target lapsed donors** who have given to your organization in the past five years, but not yet in 2024.

OTHER IDEAS

- POST FLYERS AND POSTERS on bulletin boards, in meeting areas, and even nearby coffee shops, restaurants and other businesses your community frequents. You can find ready-to-print designs on the "Printables" section of the #iGiveCatholic [DOWNLOADS](#) page or use [#iGiveCatholic Canva templates](#) to customize.
- TARGET THE CARPOOL LINE by recruiting students to hold a poster board and/or hand out flyers co-branded with #iGiveCatholic and your logo that includes a QR code to your unique profile page. This can happen ANY DAY online giving is open November 18 – December 3.
- TABLE AT MASSES – If you are a parish *or are connected to a parish*, recruit volunteers to stand at the entrance(s) of your church for as many masses as you can handle to hand out flyers or direct attention to a pre-made poster co-branded with #iGiveCatholic your logo and that includes a QR code to your profile page. *Ask the volunteers to be prepared to run online gifts through their phone or a provided iPad for those who are willing to make an immediate gift!*
- HOMEROOM/GRADE LEVEL/MASS TIME COMMUNITY CHALLENGE – Create some friendly competition based on participation, not on dollars raised! Set a goal for 100% participation from each grouping! For schools, provide an incentive such as a pizza party, donut or dress down day as an award either for the top grouping or for 100% participation.
- HOST A LIVE EVENT such as a prayer breakfast, pep rally, alumni gathering, or special liturgy on GivingTuesday with an opportunity for people to drop off gifts of cash or check and engage with other people devoted to your organization. *Make sure you're prepared to receive and process online gifts, as well, even if it means entering a donor's credit card information through your phone!*

As **offline** gifts of cash or check come in over the next few weeks, don't forget to add them to your totals through your #iGiveCatholic dashboard. [Here are full instructions.](#) These can be entered until midnight on **Tuesday, December 10th** but please don't wait. Donors want to see their gift boost your totals!

Donor walls will be live throughout advanced giving, so please enter donations as they come in so that those donations are in your running totals and those donors are recognized! Generosity inspires generosity.

- **IMPORTANT!** *When adding an offline gift, you will be given the option to email a receipt to the donor. Rather than this option, it is recommended that you use your regular method of receipting donors for offline gifts. The email receipt generated by the platform may be confusing to donors as it indicates their offline gift was made to GiveGab.*

There is much to communicate as we move through the next few weeks! We are here, along with the GiveGab/Bonterra and #iGiveCatholic support teams, to help in any way that we can. Feel free to reach out for assistance.

Let's go!

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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