#iGIVECATHOLIC ON GIVING TUESDAY

Weekly Email Series 2026

This Week: Advanced Giving

Good morning and welcome to Day 1 of the two-week Advanced Giving phase of #iGiveCatholic! Things you can do to promote your campaign:

- **POST FLYERS AND POSTERS** on bulletin boards, in meeting areas, and even nearby coffee shops, restaurants and other businesses your community frequents.
- **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.
- **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, donuts, 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 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. These can be entered until midnight on Tuesday, December 8th. After that, they will not count towards your giving event totals.

Please enter donations as they come in so that those donations are in your running totals and those donors are recognized! Generosity inspires generosity!

To Do:

- Check out the **marketing timeline** for tasks for this week
- Need messaging help? Check out our messaging **templates and social media samples**!

Quick recommendation: *When entering offline gifts, do not include an email address. This ensures each entry is added as a unique donor! If you enter the same email address, it only counts as ONE DONOR and skews the results. Ex – if you enter 10 offline gifts that were made by 10 different people, but use the same email address, it will only count as ONE donor!!*

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

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