



### **November 3, 2025: Marketing Game Plan**

Welcome to #iGiveCatholic (#IGC) 2025. The opportunity to register has passed so if you're receiving this, you've successfully registered to participate in #IGC. #GivingTuesday on December 2, 2025, is fast approaching, and therefore, so is the advanced giving period which begins on November 17, 2025.

It's time for another weekly suggestion. Last week was all about promoting #IGC. You can view all previous weekly emails at [#IGC - Plan for Success Emails](#). This week, our focus is on the #IGC Marketing Gameplan. 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 17th.

### **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](#).

Need some help? Check out this other [Profile Support Article](#) on making your profile **AWESOME!** 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 beautiful 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! Know that Archbishop Rozanski recorded videos to promote #IGC that we will be using. You can use those videos too. Let me know if you're interested.

### **To Do:**

- Email your database about #IGC with project/goal updates including your profile page URL. (also available in FLOCKNOTE)
- Post unique organizational photos, stories, and videos with your profile page URL (use Bitly.com to shorten)

#### **Best Practices:**

- [CLICK HERE](#) for Saint John's Catholic School (Beloit, KS) Fr. Jarrett humorously shares his "Eagle Song" to raise funds for the school in its online talent show. The winner who raised the most funds won tickets to a Chiefs Game!
- [CLICK HERE](#) for St. Genevieve Catholic Church (Houma-Thibodaux, LA) students invite donors to help upgrade the school's security system.
- [CLICK HERE](#) for Christ the King Cathedral (Atlanta, GA) choir "humbly" asking for donations for their music program to the tune of "Deck the Halls."
- [CLICK HERE](#) for Holy Angels (Belmont, NC) sharing an update on their campaign with residents recreating the Christmas light scene from Christmas Vacation.

If you have questions, contact the Annual Catholic Appeal Office, Jack Wagner at [Jackwagner@archstl.org](mailto:Jackwagner@archstl.org), or Brian Niebrugge at [Niebruggeb@archstl.org](mailto:Niebruggeb@archstl.org).