

November 11, 2024 – Email Blasts and Press Releases

We have just 3 working weeks left before the big day! Please continue to work on these previously mentioned tasks:

- Finalize your **Profile Page** – add details, pictures, and donation levels – tell your story!
- Design/Create **Social Media Posts** and pre-schedule their release throughout the remaining weeks.
- Film those **Campaign Videos and Video Testimonials**!
- Finalize **Matching and Challenge Gifts** – then spread the word!
- Check out **Prizes** being offered this year thanks to a grant from the *Annual Catholic Appeal*! Review the specific criteria for each prize and determine how your team might capitalize on this opportunity!
- Add your organization's **personalized #iGiveCatholic link to your website** – this can be found on the right-hand side of your Dashboard under **"Share Your Page"**.



For this week? More promotion!

- Create and schedule a **short, personalized Email Blast** that can be sent **next Monday, November 18th** morning when Advanced Giving begins. Sample attached, and available on the #iGiveCatholic [E-MAIL MARKETING](#) page and in Flocknote.
- **Promote in your newsletters, parish bulletins, daily/weekly announcements, student take-home folders, etc.** from now until December 3. *(If you are a school or other ministry with a connection to a Catholic parish, ask them to include your messaging in their bulletins and announcements!)* Here is a sample template:

"[Organization Name] will be participating in #iGiveCatholic on GivingTuesday, December 3rd. During this 24-hour crowdfunding, philanthropic event, over 50 Catholic dioceses across the country will be celebrating our faith and supporting the parishes, schools and ministries that help shape our souls. The goal for [organization name] is [dollar amount] to [enter specific project details here]. We need your help! Visit stl.igivecatholic.org and search for our [parish /school/ministry]. For more information, please contact [enter your contact details here]. Give Thanks, Give Back, and Give Catholic!

- If you'd prefer to use a graphic advertisement on printed items rather than just text, you can find two ad options and a full letter-sized flyer on the [DOWNLOADS](#) page of our giving day site under "Printables" **OR** customize for your organization using #iGiveCatholic Canva Templates ([Vertical Ad](#), [Horizontal Ad](#), [Flyer](#)).
- NOTE: QR codes are a fantastic tool on PRINTED items *(and can be created for free using a variety of programs including Canva)* but should not be included on any digital items that someone may see on their phone. If you're looking at it *on* your phone, you can't scan it *with* your phone! For digital communications, stick with hyperlinks.

Finally, please join us for a fantastic webinar on Wednesday, November 13th at 3:00 PM entitled, **"Final Steps to Success for #iGiveCatholic 2024."** You may sign up [HERE](#). If you are unable to join live, the recording and slides can be found on the [TRAININGS](#) page of the giving day site.

Looking for Additional Resources? Check out archstl.org/igivecatholic

Want to Register? Visit stl.igivecatholic.org

Thank you for your diligent efforts and enthusiastic response. The Archdiocese of St. Louis is well prepared and ready for a great day of giving because of your hard work!

Until next time!

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>

Questions? Contact us at igivecatholic@archstl.org or reach out to one of our team members directly.

Brian Niebrugge | 314.792.7681 | niebruggeb@archstl.org

Tiffany Calzone | 314.792.7682 | tiffanycalzone@archstl.org

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