

September 16, 2024 – Recruit Your Leadership Team



Here we go! Welcome to the first of twelve Monday morning emails leading up to the **2024 #iGiveCatholic on GivingTuesday!** If you follow the game plan and accomplish these tasks each week, the process will be easy, and you'll be set up for a successful giving day event.

The response from our parishes, schools, and ministries has been very positive. **46** organizations have registered to date, and we hope to have many more join us before the November 1 registration deadline. It's not too late!

Here is the assignment for this week:

- If you haven't already done so, now is the time to recruit your **#iGiveCatholic Giving Day Leadership Team**. Your team should include people committed to promoting the event to those in your parish, at your school, within your ministries, and in the community. We will provide you with content ideas – you just need team members who will help promote it!
- Below are roles that may be helpful to your #iGiveCatholic effort. Depending on the size of your leadership team, a different person may fill each role, or perhaps someone will take on more than one responsibility.
 - **Profile Page Coordinator** - Look for more info on setting up your profile page in an upcoming email.
 - **Email Blast Coordinator** - Individual will need access to your parish, school, or ministry database or contact list.
 - **Social Media Coordinator** - The social media coordinator plays a key role. He or she will need to post engaging content on your social media pages for a few weeks leading up to GivingTuesday.
 - **On-site Coordinator** - A necessary role if you are considering planning on onsite event for the giving day. Many participating organizations will not need this specific role.
 - **Thank You Note Coordinator** - It is key that you thank your donors following the event, whether that is by thank you letter, email, or social media post.

Optional but Recommended: Create a Canva account or upgrade your existing account to Canva Pro Teams FOR FREE at canva.com/canva-for-nonprofits. Canva is a design tool which allows you to easily create beautiful and professional-looking designs for just about all your graphic needs. We will be sending customizable templates throughout the campaign. To learn more about how to use Canva, check out the tutorials available [here](#).

You're on your way! Please let us know if you have any questions. We're here to support your efforts in any way that we can.

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

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

Want to Register? Visit stl.igivecatholic.org