Marketing Timeline

	Six Weeks Out Oct. 20	Five Weeks Out Oct. 27	Four Weeks Out Nov. 3	Three Weeks Out Nov. 10	Start of Advanced Giving Nov. 17	One Week Out Nov. 24	Week Of Giving Day Dec. 1	After Giving Day Dec. 3	Thank Yous & Results Dec. 10
Website									
Add #iGiveCatholic dates, project goals, updates and other key messaging to your website.	✞						✞		✞
Embed a Donate Button on your website that connects to your campaign (CLICK HERE to learn how)					✞			Remove & Reset	
Email Communications									
Email your database about #iGiveCatholic with project/goal updates including your profile page URL. **(also available in *FLOCKNOTE*)**	✞		✞		✞		✞	✞	✞
Add #iGiveCatholic banner to staff email signature	✞								Remove & Reset
Social Media *tag us in your posts @iGiveCatholic!* — INCLUDE **#iGiveCatholic** and **#GiveBackGiveCatholic** IN ALL YOUR POSTS!									
Announce #iGiveCatholic participation, including giving day and advanced giving dates, goal and impact *(what the money will fund)*	✞				✞		✞		
Post a short video announcing/updating your #iGiveCatholic project/goal/impact with your profile page URL	✞				✞		✞	✞	
Follow @iGiveCatholic and your diocese, share relevant posts	✞	✞	✞	✞	✞	✞	✞	✞	✞
Post unique organizational photos, stories, and videos with your profile page URL (use Bitly.com to shorten)	✞	✞	✞	✞	✞	✞	✞	✞	✞
Change cover image and profile picture to #iGiveCatholic graphics					✞				
Post fundraising updates including how you will use the funds raised - *with pictures showing impact* - and ask followers to like and share.					✞	✞	2-4x/day	✞	✞
Print Materials *add a QR code to EVERYTHING you print*									
Post Flyers about #iGiveCatholic with a QR code to your profile in community gathering places like nearby coffeshops, restaurants!	✞				✞		✞		
Parishes: Reserve space in your weekly bulletin for #iGiveCatholic campaign messaging.	✞	✞	✞	✞	✞	✞	✞	✞	✞
Mail a letter or postcard to your database announcing your participation in #iGiveCatholic and asking for support. Include the dates, your project/goal, and a QR code to your profile page.				✞					
Add an #iGiveCatholic ad with QR code to your bulletin, newsletter or student take-home folders.					✞	✞	✞	✞	
Mail individual thank you letters to #iGiveCatholic donors noting their specific gift and summarizing the results of your campaign. *(Official tax receipt will be emailed from platform.)*									✞
In Person									
Make announcements about your #iGiveCatholic campaign at masses and other large gatherings of your community.	✞				✞	✞	✞	✞	✞
Hold a live event where donors can come to make their donation and engage with your staff, students, parishioners or other community.			Invite local media		✞		✞		