



#iGIVECATHOLIC
ON GIVING TUESDAY

Marketing Toolkit

Giving Day Resources for
Parishes, Schools, and Other Ministries

December 2, 2025

Advanced Giving Starts
November 17, 2025



#iGIVECATHOLIC
ON GIVING TUESDAY

Table of Contents

General Information	Page 2
STEP ONE: Registration	Page 3
STEP TWO: Set Your Goal.....	Page 3
STEP THREE: Build Your Campaign	Page 4
STEP FOUR: Set Up Your Profile Page.....	Page 4
STEP FIVE: Tell Your Story (<i>Marketing</i>).....	Page 5
Email	Page 6
Social Media	Page 6
Video	Page 7
Envelopes	Page 7
Direct Mail	Page 8
Pulpit Announcements	Page 8
Bulletin/Newsletter	Page 9
General Suggestions	Pages 9-11
Sponsors	Page 12



#iGIVECATHOLIC

ON GIVING TUESDAY

General Information

WHAT IS #IGIVECATHOLIC?

#iGiveCatholic is an annual giving day for the faithful across the nation (and the globe!) to come together and raise as many charitable dollars as possible for Catholic parishes, schools, and ministries in participating dioceses. Last year, **#iGiveCatholic** raised more than **\$23** million for **1,886** organizations in **51** dioceses across the United States and Puerto Rico!

WHEN IS #IGIVECATHOLIC?

#iGiveCatholic is a 24-hour celebration from midnight until 11:59pm on GivingTuesday, the Tuesday after Thanksgiving, which falls on **December 2nd** in 2025. Donations will be collected online at www.igivecatholic.org starting with the **Advanced Giving** phase on **Monday, November 17th** through 11:59pm on the giving day. **Offline gifts of cash or check** may be collected and added to the campaign total throughout the online giving period and for an additional week following the giving day but **must be entered into the participant organization's dashboard by 11:59pm on December 9th** to be counted in this year's totals.

IMPORTANT DATES

Registration Opens for New Orgs - August 18th

Registration closes – November 1st

Advanced Giving - November 17th

Giving Day - December 2nd

Offline Giving Entry Closes - December 9th

WHY HOST A DAY OF CATHOLIC GIVING ON #GIVINGTUESDAY?

We have a day to give thanks. We have two for purchasing gifts for loved ones: Black Friday and Cyber Monday. Starting in 2012, GivingTuesday has become a global day dedicated to generosity fueled by the power of social media, collaboration, and a lot of publicity. GivingTuesday also kicks off the charitable season when many focus on their holiday and end-of-year giving.

WHO IS MIGHTYCAUSE?

Mightycause is the new giving day platform provider for **#iGiveCatholic**. In addition to providing the technology and security behind your organization's profile page, they also provide technical support for you and your donors before, during, and after the giving day. *Don't worry, our fall webinars will focus on training you to best use this new platform!*

Eligibility

All Catholic 501(c)(3) parishes, schools, and other ministries listed in the *Official Catholic Directory* or otherwise affiliated with a participating partner diocese are eligible to participate in the **#iGiveCatholic** giving day. A diocesan partner may choose to limit the type of organization



#iGIVECATHOLIC

ON GIVING TUESDAY

that can participate any given year (i.e. only schools). Please consult your local **#iGiveCatholic** leader for questions about specific eligibility.

STEP ONE: REGISTRATION

If you would like to participate in #iGiveCatholic, you must register between August 18th and November 1st. Instructions will be made available at www.igivecatholic.org and communicated by email from the giving day leader of your diocese or group.

Questions? How-to articles on registering and completing your profile page are located on the **Mightycause Support Center**.

PLEASE NOTE:

- Mightycause Support Team (tech support) is available **Monday through Friday from 9:00 AM to 5:00 PM Eastern Time**.
- All individuals who donate online at igivecatholic.org during the Giving Day or Advanced Giving phase will immediately receive a tax receipt via email from **#iGiveCatholic**. **#iGiveCatholic cannot send tax receipts for gifts made offline, so those MUST come from the beneficiary organization.**
- All donations made through **#iGiveCatholic** must be tax-deductible in full. They may not pay for anything of monetary value including but not limited to gala tickets, thank you gifts, etc. Please acknowledge the full donation amount in any communication you may have with the donor about the gift, such as a year-end summary of their gifts.
- Neither **#iGiveCatholic** nor Mightycause will solicit your donors. They are your donors, and you have access to donor and donation information through your organization's dashboard.

STEP TWO: SET YOUR GOAL

While every organization can always use more dollars, **#iGiveCatholic on GivingTuesday** is a perfect opportunity to raise funds for a project that is...

1. **Specific**
2. **Visible**
3. **Achievable**

After your community achieves a goal this year that has a tangible impact they can see (i.e. new roof, repaved parking lot, new organ, updated playground, etc.) they'll be excited to take on a bigger challenge next year! Everyone loves being on a winning team.

If you participated in **#iGiveCatholic on GivingTuesday** last year, start by asking these questions:

1. **What worked well last year that we'd like to build upon?**



#iGIVECATHOLIC
ON GIVING TUESDAY

2. What did not work well last year that need to change or improve this year?

Develop Your Why

Think about what challenges your organization is currently facing and what has motivated your donors to give in the past. How can your campaign respond to your organizations' challenges and meet donor motivations?

For more in-depth instructions and steps, check out the [#iGiveCatholic Goal Setting Guide](#) available for download on the [Resources Page](#).

STEP THREE: BUILD YOUR CAMPAIGN

Determine Your Audience

Your marketing strategy should be tailored to the audience you are targeting. You know your network best; donors who like to make gifts by mailing a check are probably better reached through traditional mail rather than a social media post. Segmenting your network by donor behavior will help you best determine which channels to utilize for your campaign.

Build Your Story

Now that you've developed your why, built your team, and determined your audience, it's time to think through your campaign story and how it aligns with donor motivation. You've determined the specific challenge your organization is trying to face – **how can your campaign story address the issues and identify the ways your community and donors will play a role in addressing the challenge?**

Set your Call-to-Action (CTA)

You've crafted your story. Now it's time to bring your donors alongside your organization and ask them to join you in solving your challenge. A call-to-action is exactly what it sounds like – it should drive your network to take a specific action. Keep these pointers in mind when building your CTA:

- **Be Concise** – Keep it simple and state the necessities in as few words as possible.
- **Talk about the need** – While maintaining succinctness, make sure you're conveying the need. For example: "Help us send 10 teens to the 2025 Seek Conference. Donate Today!"
- **State the urgency** – create a sense of urgency to encourage your network to take action immediately. "Now" and "Today" are great options to help create that urgency.
- **Be vulnerable** – your organization is making a difference in our community. Authentic impact stories about real people and real needs are most effective in encouraging donor support.

STEP FOUR: SET UP YOUR ORGANIZATION PAGE

Your fundraiser page is where you will be sending your donors throughout Advanced Giving and the Giving Day. It's important that it not only looks good but also tells your story. Need help



#iGIVECATHOLIC
ON GIVING TUESDAY

setting up your support page? Check out [The How to Make Your Fundraising Page Awesome Support Article](#) through the Mightycause Support Center.

Some things to consider:

1. **Photos-** A picture is worth a thousand words! Choose an engaging **cover image** for the top of your page, include at least one more **image or video in your story section**, and **FILL UP your gallery section** with photos and/short videos of your organization and the people and the mission it serves. This is an excellent opportunity to highlight the need you are addressing! Consider including “before, during, and after” images to show donors your vision and progress.
2. **Story-** This is the most important component of your page (and where you can get more creative). You will need to fill out this section to publish your page. Be sure to highlight who you are, what the need is, and your goal!
3. **Organization data-** This is evergreen information on your page to let donors know who you are and where to find you (address, website, phone number, social media, etc.). Be sure to keep this section up to date so they can find you after the giving day!
4. **Embed-** You can create an embed button in Mightycause to collect donations from your website to the giving day! This is a great way to ensure that donors do not get confused with more than one site!
5. **Fundraising Tools-** You can add matches and team fundraisers (peer to peer) on your support page. These are powerful tools to increase your return on investment!

STEP FIVE: TELL YOUR STORY! (MARKETING)

Now that you have registered, set your goal, and set up your profile page, **let's spread the message about your campaign**. Again, consider your audience and how they receive information from your organization. No matter if it is through email or snail mail, we have tips and tricks to communicate your story with your donors!

Email

One of the most common ways donors hear about giving day campaigns is through an email from an organization they already follow and support.

Here are some ways you can connect with your donors via email:

- Create a dedicated section for **#iGiveCatholic** messaging about your goal and/or project in **all of your organization's email communications from October to December**.
- Create an email banner about your **#iGiveCatholic** campaign for all your organization's electronic communications. (image at right is available as a [customizable Canva template](#).)





#iGIVECATHOLIC

ON GIVING TUESDAY

- Or just add an **#iGiveCatholic** logo to your email signature with a hyperlink to your organization's profile page. Click [HERE](#) for all logos available for download.
- Create and send a series of emails throughout the campaign:
 - “**Save the Date**” with description of the giving day, dates & your project/goal, any match opportunities or other campaign incentives.
 - Announce the start of **Advanced Giving**.
 - Celebrate progress towards your goal on the **Giving Day**.
 - **Share the impact of donations towards your mission** (ideally with pictures!) and invite donors to continue to give **offline gifts of cash or check** which you will be able to enter through your dashboard until 11:59pm on December 9.
 - **Thank** your community for the results of your campaign.
- Do you use **FLOCKNOTE**? Look for the **#iGiveCatholic** library of email templates!

SOCIAL MEDIA

Check out the [Graphics Page](#) for links to downloads and customizable Canva templates!

SUGGESTIONS FOR SOCIAL MEDIA:

- Use the **#iGiveCatholic** hashtag on all social media posts to increase visibility of all campaign posts! LET’S GO VIRAL FOR CATHOLIC GENEROSITY!
- Create your own social media graphics with **Canva**, a free, easy-to-use online image making program. Then take advantage of all the **#iGiveCatholic** Canva templates!
- Use a social media scheduling program such as **Later, Hootsuite or Buffer**, allowing you to create and schedule posts days or months in advance.
- Do you use **PSG’s Catholic Social Media**? Look for the **#iGiveCatholic** library of social media graphics in the fall!
- Use **Bitly or TinyURL** to create an “abbreviation” for your profile page URL. Bitly will also create a QR code for your printed materials -- and will even give you insights about your clicked links!
- Change the **cover image and profile icon** on your organization's social media account pages to **#iGiveCatholic** images OR related photos such as students or the pastor holding up an **#iGiveCatholic** sign.
- **Tag your organization's stakeholders** (staff, board members, volunteers, key alumni groups, etc.), in a post with a link to your organization's profile page, asking them to spread the word about your **#iGiveCatholic** campaign.
- **Create a hashtag** featuring your organization's name (such as **#iGiveCatholicStMarks**) to rally and track supporters of your organization.
- Post a **video of your stakeholders** (staff, students, board members, etc.) saying why they love your organization or why they “GiveCatholic.”
- Post a carousel of pictures of the “**before**” of whatever project you plan to fund with your campaign donations, promising to post “**after**” **pictures** once the project is complete – only possible with the generosity of your community, of course!



#iGIVECATHOLIC

ON GIVING TUESDAY

NOTE: #iGiveCatholic may share your posts, including videos, through our national social media accounts and use your posts as examples in our newsletters and future materials!

SOCIAL MEDIA TIPS:

- **Follow @iGiveCatholic and your diocesan accounts** on all your social media channels so you can easily **share relevant content** to populate your feed!
- Make sure to "like," "follow," "share," and "post" using **both your organization's social media networks and your own personal social media networks!**
- Be sure to like and thank in comments those who comment on and/or share your posts! **Social media algorithms favor videos**, so post short (less than two minutes) videos throughout your campaign.
- **Keep your posts brief**, and always include a picture, graphic, carousel of images, or video **plus the link to your organization's profile page.**
- Use **Instagram and Facebook?** Make sure you enable the setting to allow your posts on one platform to automatically post on the other platform!
- **For Instagram:** put the link to your profile page in your bio, then reference in your posts with "link in bio" at the end of your post description.

****Remember:** Always accompany any post with a picture, logo, video, or image...plus the link to your organization's profile page!

VIDEO

Many successful #iGiveCatholic marketing plans include **campaign videos**. Some of these videos explain project needs or update viewers on #iGiveCatholic goals, while others ask participants to explain why they give during a brief **"#iGiveCatholic because..." video**.

It is easy to do – just **use your smartphone's camera to shoot a short video!** You can then share these videos on your organization's profile page, social media accounts, via email and e-newsletters and even at live events like masses or board meetings. *Don't forget to include a "clickable link" or hyperlink directly to your profile page when you post or send these videos!*

Even if you don't create a NEW video, you can always **recycle an existing promotional video** that shows your organization's community, mission, and impact. While not as effective as a campaign specific video, ANY current video will be better than no video!

Want examples? Check out "Sample #iGiveCatholic Posts and Videos" on the [Resources Page](#)-- or just search for the hashtag #iGiveCatholic on Facebook, Instagram, YouTube & Twitter!

ENVELOPES

A great way to encourage offline donations is to **provide branded envelopes for checks!** Our Sunday Visitor has generously provided #iGiveCatholic envelopes to solicit donations during the offertory collections.



#iGIVECATHOLIC

ON GIVING TUESDAY

Not a parish? No problem! If you are a school, **consider posting the envelopes at the front desk or sending home with students!** Another strategy which can be used regardless of whether you are a parish, school, or ministry is **to include the envelope in a mailing sent out to your supporters!**

Contact your #iGiveCatholic diocesan administrator to request envelopes.

DIRECT MAIL

In today's digital landscape, it can be easy to overlook one of the most powerful marketing tools out there: **direct mail**. If you have a mailing list, consider sending a letter to your constituents letting them know you will be participating in #iGiveCatholic.

- **Ask your priest, principal, or other high-ranking person on staff sign a letter** that tells your stakeholders that you will be participating in #iGiveCatholic on GivingTuesday and what your goals are (*monetary amount, number of donations, percent participation, and/or specific project*). Make sure to include WHEN and HOW to give, providing both your direct profile page url *and* your mailing address for offline gifts.
- **Use your official letterhead!**
- Add a **QR code** to your profile page for the recipient to scan.
- **Use pictures to tell your story.** A picture is worth a thousand words! Consider adding before, during, and after photos to share your message.
- Consider **including a return envelope or in-pew envelope** (see above).

Need help getting started? Check out the [“#iGiveCatholic Messaging Templates”](#) on the [Resources Page](#).

PULPIT ANNOUNCEMENTS

One of the best ways to reach your community and to invite them to give is by using the time in which they are already present. Consider using a pulpit announcement before or after mass or during the homily, to make your pitch. **Make sure to use pulpit announcements early and often** from the time of registration to the giving day to build awareness and momentum.

The best way to make your announcement is to ensure it has the following key elements:

- Let your organization know you are participating in #iGiveCatholic on Giving Tuesday.
- Let your organization know when the Giving Day is, as well as Advanced Giving.
- Announce your monetary goal and what you are raising funds for.
- Tell them how to give: both online and offline.
- Offer a call to action: let them know you cannot complete your goal without their support!



#iGIVECATHOLIC

ON GIVING TUESDAY

BULLETIN OR NEWSLETTER

Throughout the campaign, reserve space in your bulletin or newsletter for #iGiveCatholic messaging.

- **Include a letter** from a pastor, principal, or other high-ranking individual announcing your participation, kicking off Advanced Giving, and inviting them to participate in the Giving Day.
- **Use Canva to create visually engaging graphics** and/or **include photos**. *#iGiveCatholic-branded “Ready-to-Print” graphics and customizable Canva templates are available on the [Graphics Page!](#)*
- When posting in a bulletin or newsletter, **be sure to place the ad in a place where it will be seen and noticed by those reading it**. No one is going to notice it if it is tucked away in your advertisement section! Consider a place front and center on the first or second pages.

GENERAL SUGGESTIONS:

- Check out the [“#iGiveCatholic Marketing Timeline”](#) on the [Resources Page](#) for suggestions about **pacing and timing your communications**. You will also find tips in weekly emails from your diocesan or group host.
- Add **#iGiveCatholic** messaging onto your **website**. Starting November 17th, **embed a DONATE button** on your website that connects with your **#iGiveCatholic** campaign. *(You can find a support article on setting this up [HERE](#).)*
- **Announce and discuss #iGiveCatholic** with all staff, board members, donors, committee members, volunteers, and parents at all fall meetings and events.
- **Consider creating a non-profit account on Canva**. Canva is a design tool which allows you to create beautiful and customizable templates for just about all your graphic needs. #iGiveCatholic provides customizable Canva templates for you to use throughout the campaign for digital and print use. *Non-profits can apply for a FREE Canva Pro Teams premium account or upgrade [HERE](#).*
- Add **#iGiveCatholic** logo, dates and a clickable link to your profile page to your **email signature**.
- Invite your major donors to fund a Match or Challenge opportunity to motivate your donor base. Major donors *love* the ROI on this engagement feature since their gift *will* generate new gifts! And donors love feeling like their gift is going farther through one of these opportunities! **Organizations who use Matches and Challenges typically raise 10x more than those who don’t!**
- Consider using **robocalls and text messaging services** to remind your community of the campaign and update them on your progress.
- Hold a **live event** where donors can come to engage with your community AND make a donation. Options include a live-stream on the day of giving at your organization’s office, a prayer breakfast or happy hour at a supporter’s restaurant, a special #iGiveCatholic mass,



#iGIVECATHOLIC

ON GIVING TUESDAY

a blood/donated goods drive, or a ministry/extra-curricular fair with opportunity to learn more and/or volunteer for each group. Send an announcement about this event to your **local media** who are always looking for content to include in GivingTuesday coverage!

- Motivate engagement by offering **one or more prize(s) from a drawing of all donors** at the end of the giving period (or certain donation amounts, or given during certain times, etc.). Prizes could be donated to you, a coveted parking spot, reserved seating at a popular event/mass, dinner with an organizational leader or an opportunity to be featured in some community-wide event. Get creative and think about what motivates YOUR community!

PARISH SUGGESTIONS:

- Make **announcements** about your **#iGiveCatholic** campaign from the pulpit at **masses**.
- Insert **#iGiveCatholic** messaging into your **bulletins** that include dates, your project or goal, and the potential impact of a donor's gift.
- Prepare an **#iGiveCatholic** information table at or after masses during the Advanced Giving phase (November 17 through December 2), perhaps invite parishioners to make a donation while they enjoy coffee and donuts!
- Use the Peer-to-Peer Team Fundraising Tool to **create a friendly competition between mass communities or parish ministries** to see who can raise the most dollars for your parish!
- **Include a QR code** to your profile page on any printed materials (flyers/bulletins) so your parishioners can easily and quickly donate using their phone. (Both Canva and Bitly can generate QR codes)
- Do you use **Flocknote** or **PSG Catholic Social Media**? Look for an **#iGiveCatholic** content library to easily use our templates!

SCHOOL SUGGESTIONS

- Share **#iGiveCatholic** dates, project/goal, updates and desired impact with your parents, alumni and other stakeholders
- Invite your school mascot and/or cheerleaders to carry **#iGiveCatholic** posters with a **QR code** to your profile page along the **car drop-off and/or pick-up line** so parents can scan right from their cars! (Both Canva and Bitly can generate QR codes.)
- **Send flyers and/or envelopes home** with students.
- Make December 2nd (or another day in the campaign) a **dress down day** for students/families who donate to your **#iGiveCatholic** campaign.
- Use the Peer-to-Peer Team Fundraising Tool to **create a friendly competition between classes or grades**, awarding the winning group a pizza party or something similar.

MINISTRY SUGGESTIONS:

- Share **#iGiveCatholic** dates, project/goal, updates and desired impact with your ministry recipients, staff, board members and other stakeholders.
- Invite your board members or service recipients to advocate for your campaign through the **Peer-to-Peer Fundraising Tool**. *This method is the #1 way an organization receives*



#iGIVECATHOLIC
ON GIVING TUESDAY

new donors! Consider creating a simple trophy that can be handed down each year to the #iGiveCatholic Fundraiser who brings in the most dollars or donations (or any other motivating prize)!

- A few days before and during the **#iGiveCatholic** active giving period, change outgoing voicemail greetings on all staff phone lines to remind people about GivingTuesday!
- Write a story about your **#iGiveCatholic** participation and project or goals in a blog post or e-newsletter article; be sure to include a direct link to your organization's profile page.



#iGIVECATHOLIC
ON GIVING TUESDAY

#iGIVECATHOLIC IS GRATEFUL TO BE SUPPORTED BY:

STRATEGIC SPONSOR



IMPACT SPONSORS



Yellow Line Digital

AFFILIATE SPONSOR



CAPTRUST

IN ASSOCIATION WITH

GIVING
TUESDAY

