



Marketing Timeline

Six Weeks Out Oct. 19	Five Weeks Out Oct. 26	Four Weeks Out Nov. 2	Three Weeks Out Nov. 9	Start of Advanced Giving Nov. 16	One Week Out Nov. 23	Week Of Giving Day Nov. 30	After Giving Day Dec. 2	Thank You & Results Dec. 9
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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. (templates available in FLOCKNOTE)	†		†		†		†	†	†
Add #iGiveCatholic banner to staff email signature	†								Remove & Reset
Send an automated yearly email reminder to past donors inviting them to give again.					†		†		

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 (click here for a tutorial on editing video in Canva!)	†				†		†	†	
Follow @iGiveCatholic and your diocese, share relevant posts	†	†	†	†	†	†	†	†	†
Post unique organizational photos, stories, and videos with your profile page URL <i>(see Toolkit for tips on shortening your URL address!)</i>	†	†	†	†	†	†	†	†	†
Change cover image and profile picture to #iGiveCatholic graphics					†				
Post fundraising updates including how you will use the funds raised - <i>with pictures showing impact</i> - 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 giving 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 thank you letters to #iGiveCatholic donors summarizing the results of your campaign. <i>(Tax receipts for online gifts will be emailed from platform.)</i>									†

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		†		†		