



#iGIVECATHOLIC
ON GIVING TUESDAY

Marketing Toolkit

Giving Day Resource for
Parishes, Schools, and Other Ministries

December 1, 2026

Advanced Giving Starts
November 16, 2026



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General Information

WHAT IS #IGIVECATHOLIC?

#iGiveCatholic (www.igivecatholic.org) is a bishop-led initiative in collaboration with the United States Conference of Catholic Bishops and dozens of individual dioceses to bring the Catholic community together to inspire and support generosity. **#iGiveCatholic** is an independent 501c3 organization that hosts the annual U.S. Catholic Church's giving day -- **#iGiveCatholic on GivingTuesday** -- as well as the Nebraska Catholic Day of Giving in May and year-round online giving for hundreds of Catholic organizations.

WHAT IS #IGIVECATHOLIC ON GIVINGTUESDAY?

#iGiveCatholic on GivingTuesday is the U.S. Catholic annual day of giving when faithful from across the nation (and the globe!) come together and raise charitable dollars for participating Catholic parishes, schools, and ministries. In 2025, **#iGiveCatholic on GivingTuesday** raised nearly \$27 million for **1,981** organizations in **51** dioceses across the United States and Puerto Rico!

WHEN IS THE GIVING DAY?

#iGiveCatholic on GivingTuesday is always the Tuesday after Thanksgiving, which falls on **December 1st** in 2026. Donations made online at www.igivecatholic.org from the **Advanced Giving** phase starting on **Monday, November 16th** through 11:59pm on **Tuesday, December 8** will be counted in leaderboards and towards available prizes and matches. **Offline gifts of cash or check** may be collected and added to the campaign totals throughout the giving period.

****NOTE** #iGiveCatholic now accepts donations year-round, but ONLY donations recorded from November 16 – December 8 will be counted toward giving day totals.**

Organizations who receive donations before or after the giving day period MUST have verified bank information in their dashboard to receive their donation payout. Please review [#iGiveCatholic's Disbursement Policy](#) for more information.

WHY HOST A DAY OF CATHOLIC GIVING ON GIVINGTUESDAY?

We have a day to give thanks. We have Black Friday and Cyber Monday to purchase gifts for loved ones. 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 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.



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Eligibility

All Catholic 501(c)(3) organizations affiliated with a partner diocese are eligible to participate in the #iGiveCatholic giving day. A diocesan partner may choose to limit the type of organization that can participate any given year (i.e. only schools). Please consult your local #iGiveCatholic leader for questions about specific eligibility. If your diocese is not an active partner, you may register through [#iGiveCatholic National](#) for an annual \$250 fee.

STEP ONE: REGISTRATION

To participate in #iGiveCatholic, you must complete registration between August 17th 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** at (202) 335-7735 or questions@igivecatholic.org.
- All individuals who donate online at www.igivecatholic.org 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, previous pledges, thank you gifts, etc.
- 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. **Tip:** Download a donation report to see all available information including mailing address and phone number (if provided by donor).

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.



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

- **What worked well last year that we'd like to build upon?**
- **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](#).

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 2027 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.



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Choose your Tactics and Tools

A Giving Day is a valuable opportunity to use a variety of tactics and tools that work especially well for a time-focused campaign for a specific community – especially when you have a good technology platform (and you do!). Consider incorporating one or more of the following:

- 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!** *Mightycause offers “Cumulative Threshold Match” which is the same as a “Challenge”.* Learn more through this [Mightycause Support Article](#).
- Recruit ambassadors to raise money for your organizations from their networks through **Peer-to-Peer Fundraising**. This method is the #1 way an organization receives new donors! *If you're thinking of trying this tactic, check out #iGiveCatholic's [Peer to Peer Toolkit!](#)*
- **Create 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 dozens of 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](#).*
- Hold a **live event** where donors can engage with your community AND make a donation. Options include a prayer breakfast or happy hour at a supporter's restaurant, a special #iGiveCatholic mass, a blood/donated goods drive, or a ministry/extra-curricular fair with opportunity to learn more and/or volunteer for each group. *You can even add information about this Opportunity on your profile page through the Fundraising Tools section of your dashboard! Check out this [Mightycause Support Article](#) to learn more.*

STEP FOUR: SET UP YOUR ORGANIZATION PAGE

Your profile page on www.igivecatholic.org is where you will be sending your donors throughout the campaign. It's important that it not only looks good but also tells your story.

Need help setting up your profile page? Check out this [Mightycause Support Article](#).

Some things to consider:

1. **Evocative Imagery** – 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 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. **Clear & Compelling Story** – This is the most important component of your page (and where you can get more creative). You will need to add at least 50 words to this section to publish your page. Be sure to highlight who you are, what the need is, and your goal!



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- 3. Organization Data** – This is evergreen information on the bottom of your profile page to let donors know where to find you (address, website, phone number, social media, etc.). Be sure to keep this section up to date so they can keep in touch with you after the giving day!
- 4. Fundraising Tools** – Look in the menu on the left of your #iGiveCatholic dashboard to find this collection of resources where you can add **matches** and **fundraiser (peer-to-peer) campaigns** on your profile page, set **automated emails**, activate **text-to-give**, and more!
- 5. Checkout Experience** – From the Checkout tab in your dashboard menu, you can change suggested donation amounts, hide the recurring donation option, add a message to the post-donation landing page or to the emailed receipt! To learn more, check out this [Mightycause Support Article](#).
- 6. Customize your URL** – In your dashboard menu, click Settings, then “General Settings” to change the URL for your profile page to an abbreviated version of your organization name. *Tip: If your name is not available, try adding your town or city: St-Mary-Church-(Smalltown).*
- 7. Disbursement Settings** – While you’re in Settings, **make sure your account is set-up to receive the donations you collect!** Please review [#iGiveCatholic’s Disbursement Policy](#). For detailed instructions on completing your disbursement settings, check out this [Mightycause Support Article](#).

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](#) on the [Graphics Page](#).)
- Or just add an [#iGiveCatholic logo](#) to your email signature with a hyperlink to your organization’s profile page.
- 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.





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- 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 until 11:59pm on December 8th.
- **Thank** your community for the results of your campaign.
- *Do you use **FLOCKNOTE***? Look for the #iGiveCatholic library of email templates!
- **NEW FOR 2026:** **Set automated emails** through your organization dashboard! Send a welcome or thank you message to new fundraisers or donors or a reminder to past supporters who haven't yet donated to your campaign this year! Check out this [Mightycause Support Article](#) to learn how.

SOCIAL MEDIA

After we update all assets in mid-July, 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 **Prenger Solution Group's Catholic Social Media***? Look for the #iGiveCatholic library of social media graphics (available in late August)!
- 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!

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!



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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!** *Need help? Check out [#iGiveCatholic's Tutorial](#) on editing a video using Canva.*

You can then share these videos on your organization's profile page, social media accounts, via email, 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.



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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 to 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. *Tip: Canva makes QR codes and will even allow you to incorporate two custom colors.*
- **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 the full giving period.
- 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!



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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](#) 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 16th, **embed a DONATE button** on your website that connects with your **#iGiveCatholic** campaign. *Learn about all of your embed options with this [Mightycause Support Article](#).*
- **Announce and discuss #iGiveCatholic** with all staff, board members, donors, committee members, volunteers, and parents at all fall meetings and events.
- Consider using **robocalls and text messaging services** to remind your community of the campaign and update them on your progress.
- Send an announcement about your campaign project and any especially any related live events to your **local media** who are always looking for content to include in GivingTuesday coverage!
- Participate in [#iGiveCatholic’s GivingTuesday Livestream](#) to tell the world about the good news of your organization! This is an opportunity to both activate your existing followers AND amplify your reach and to connect with those who may not know about your organization. The form to submit your interest in participating will be available from Mid-August to Mid-November.
- And/or **host your own livestream!** Need help? Check out [this article from our sponsor Switcher Studios](#) on hosting your very own livestream.
- 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!



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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 Giving period (November 16 through December 8), 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 1st (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. 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.



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