



Marketing #iGiveCatholic to Your Supporters Through a PR Lens



Wednesday, September 18, 2019

PRESENTED BY:

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Director of Public Relations,
Gambel Communications

AGENDA:

- Communications Timeline
- Social Media Strategy & Content Recommendations
- Email & Snail Mail Best Practices & Templates
- Events and Outreach
- Questions



#iGIVECATHOLIC

COMMUNICATIONS TIMELINE



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COMMUNICATIONS TIMELINE:

SEPTEMBER

- **Pick your project or purpose. Craft compelling stories to share and draft/schedule e-blasts.**
 - ❖ Tip: Telling a story gives you the chance to share the impact that your donors' support will have. When people have a better understanding of your cause and why it's important, they'll be more likely to contribute.
- **Plan day-of event to generate excitement.**
 - ❖ Tip: Be unique, remember your audience and think of ways to leverage (media, social media, etc.).
- **Create your social media content calendar.**
 - ❖ Tip: Be creative, tie back to your mission and impact, think of visuals.



COMMUNICATIONS TIMELINE:

OCTOBER

- **Ramp up social media presence on your organization's channels (Facebook, Instagram, Twitter and/or LinkedIn).**
 - ❖ Tip: Post at least once per week; encourage staff, leadership, and other supporters to promote via their own social media.
- **Start promoting day-of event.**
 - ❖ Tip: Create a Facebook event page, include 'save the date' in regular e-blasts and let the Catholic Community Foundation know about it.
- **Engage your alumni, board members, volunteers, and others to set-up peer-to-peer fundraising.**
 - ❖ Tip: See templates & resources
<https://www.igivecatholic.org/info/p2p-email-templates>
<https://www.igivecatholic.org/info/building-board-support>



COMMUNICATIONS TIMELINE:

NOVEMBER

- **Launch any paid social media advertising.**
 - ❖ Tip: Consider setting up business manager to use Facebook ads, not just boosted posts.
- **Post video and blog articles that share stories of impact.**
 - ❖ Tip: Provide link to your #iGiveCatholic page.
- **Check in with your peer-to-peer fundraisers on their plans and progress.**
 - ❖ Tip: Provide a system for ongoing accountability. Don't forget about early giving!
- **Attend New Orleans kick-off event!** (stay tuned for details).



COMMUNICATIONS TIMELINE:

NOVEMBER CONT'D (DIGITAL)

Social Media Platforms		Six Weeks Out	Five Weeks Out	Four Weeks Out	Three Weeks Out	Two Weeks Out	One Week Out	Week of #GiveCatholic Giving Day	Post-GiveCatholic
Website	Add #GiveCatholic web banner and key messaging to website	⊕							⊕
Email Communications	#GiveCatholic newsletter distribution	⊕		⊕		⊕		⊕	
	Add #GiveCatholic badge to staff email signature	⊕							
Facebook	Change cover image to #GiveCatholic banner	⊕							
	Change profile icon to #GiveCatholic badge	⊕							
	Post #GiveCatholic promotional images	⊕	⊕	⊕	⊕	⊕	⊕	⊕	
	Announce participating with #GiveCatholic on Giving Tuesday	⊕							
	Post unique organizational photos, stories, and videos, including #GiveCatholic, #GiveCatholic, and message points from Marketing Toolkit. Provide links to organization website and GiveCatholic.org	⊕	⊕	⊕	⊕	⊕	⊕	⊕	
	Share #GiveCatholic's and your arch/diocese's Facebook posts	⊕	⊕	⊕	⊕	⊕	⊕	⊕	
	Post fundraising updates and successes							2x/day	⊕
Twitter	Change cover image to #GiveCatholic banner	⊕							
	Change profile icon to #GiveCatholic badge	⊕							
	Retweet #GiveCatholic's (@Give Catholic) Twitter posts		⊕	⊕	⊕	⊕	⊕	⊕	
	Post unique organizational photos, stories, and videos, including #GiveCatholic, #GiveCatholic, and message points from Marketing Toolkit. Provide links to organization website and GiveCatholic.org		⊕	⊕	⊕	2.3x/day	⊕	2.3x/day	⊕
	Post fundraising updates and successes							4x/day	⊕
Instagram	Change profile icon to #GiveCatholic badge	⊕							
	Repost #Give Catholic's (@Give Catholic) Instagram posts		⊕	⊕	⊕	⊕	⊕	⊕	
	Post unique organizational photos, stories, and videos, including #GiveCatholic, #GiveCatholic, and message points from Marketing Toolkit. Provide links to organization website and GiveCatholic.org		⊕	⊕	⊕	⊕	⊕	⊕	
	Post fundraising updates and successes							2x/day	⊕
Video	Post a short video across all social channels supporting #GiveCatholic and challenging others to get involved	⊕			⊕			⊕	
	Share your #GiveCatholic promotional videos across all social channels to challenge others to get involved	⊕			⊕			⊕	



COMMUNICATIONS TIMELINE:

DAY BEFORE #iGiveCatholic

- **Post #iGiveCatholic reminder to all social media channels and schedule your day-of posts.**
 - ❖ Tip: Share your goals, celebrate your success.
- **Send out e-blast reminding supporters of the campaign and/or your organization's day-of event, as appropriate.**
 - ❖ Tip: Segment your emails to specific targets as appropriate (those who gave last year, board, etc.).
- **Engage your supporters and remind ambassadors of their roles.**
- **Finalize day-of event plans for staffing.**



COMMUNICATIONS TIMELINE:

DAY OF #iGiveCatholic

- Post regular updates on social media with campaign results throughout the event.
- Boost one of your best Facebook posts (ex. video, blog post, etc.), pay to increase your reach.
- Follow the leaderboard on your progress and report to your supporters accordingly, share goals and totals when milestones have been reached.



COMMUNICATIONS TIMELINE:

AFTER #iGiveCatholic

- **Thank donors, greet new supporters and tell all about the impact.**
- **Post the final results with a “thank you” on social media channels.**
- **Distribute “final results” email to entire database.**
- **Monitor coverage and compile a report to share with supporters.**



SOCIAL MEDIA STRATEGY & CONTENT RECOMMENDATIONS



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SOCIAL MEDIA:

STRATEGY

- Social media plays an important role in raising awareness and garnering day-of support.
- It is also a great way to stay connected on #iGiveCatholic so followers can see live updates of what is happening – playing on their excitement and increasing their engagement with you online.
- There are many different social media channels out there, and the ones you choose to become active on depends on the type of content you want to send out to your supporters.
 - ❖ *NOTE: See Social Media Guide / Communications Toolkit (<https://www.igivecatholic.org/info/social-media>) for specific tactics, social media templates and post examples, along with links to include in social outreach.*



SOCIAL MEDIA: STRATEGY



SOCIAL MEDIA:

TIPS & TRICKS

- Think quality over quantity of posts on Facebook and Instagram (use stories for regular updates); increase frequency of posts on Twitter.
- Create a Facebook event for #iGiveCatholic (BOOST your event on social media, when possible). Use #iGiveCatholic on all Instagram and Twitter posts.
- Make sure you are communicating consistently across all platforms.
- Create a content calendar and schedule posts to stay consistent and timely.
- Remember: video is king on social media – use live video on Facebook and Instagram whenever possible.
- Posting graphics and images helps extend your reach and increase online engagement.
 - ❖ *NOTE: According to Ethos3.com, visual content is 40X more likely to be shared on social media than other types of content.*



SOCIAL MEDIA:

CONTENT RECOMMENDATIONS

What to share on social media leading up to, during and after your giving day?

- Talk about how easy it is to donate and provide #iGiveCatholic links.
- Share the link to your profile page.
- Communicate your particular needs, the potential impact and why support is needed.
- Share your mission, your organizations' programs and how they change lives.
- Initiate a countdown (30 more days, 10 more days, etc.).
- Communicate your goal(s) for the giving day and specific benchmarks.
- Tell followers how funds raised will be used; share stories of impact.
- Incentivize engagement on social media ("Share this post for the chance to win...").
- Pin a graphic about #iGiveCatholic to top of your social media pages.
- Create an #iGiveCatholic event page, as appropriate.
- Switch out your cover and profile photos on the day-of and for early giving.
- Encourage your followers to share content (consider emailing out sample posts).



SOCIAL MEDIA:

SHAREABLE CONTENT - SAMPLE POSTS



Twitter

- “ Follow [@ ORG NAME] on Twitter for live updates throughout #iGiveCatholic!
- “ I am proud to support [@ ORG NAME] on #iGiveCatholic to help them transform lives in our [ARCHDIOCESE OR DIOCESE]! #iGiveCatholic
- “ Will you "give Catholic" on #GivingTuesday? Support [@ORG NAME] on #iGiveCatholic!
- “ I can't wait to support [@ORG NAME] on Dec 3 for #iGiveCatholic! Will you join me in transforming lives in our [ARCHDIOCESE OR DIOCESE]?
- “ Help [@ ORG NAME] reach their goal of [GOAL] by giving on #iGiveCatholic!
- “ How much good can we do in 24 hours? Find out on Dec 3 for #iGiveCatholic!
- “ Don't forget to head to www.iGiveCatholic.org to support [@ORG NAME] during #iGiveCatholic on #GivingTuesday!



SOCIAL MEDIA:

SHAREABLE CONTENT - SAMPLE POSTS

Facebook

“ On Dec 3 I am proud to support [ORG NAME] during #iGiveCatholic on #GivingTuesday in an effort to raise awareness for [YOUR CAUSE/MISSION] and transform lives in our [ARCHDIOCESE OR DIOCESE]. Join me in making a difference in Catholic Community!

“ On Dec 3 I will be joining [ORG NAME] to celebrate #iGiveCatholic - an online giving day for faithful stewards to come together, celebrate our Catholic heritage, and give back to all of the amazing parishes, schools, and nonprofit ministries that have an impact in Catholic Community and beyond! Head to www.iGiveCatholic.org to learn more.

“ Have you liked [ORG NAME] on Facebook yet? If you haven't you're missing out! With #iGiveCatholic right around the corner you'll want to check out their page to see the impact donors will have on [CAUSE/MISSION] and our Catholic community.

“ Save the date! Dec 3 is the #iGiveCatholic Giving Day, and I can't wait to support [ORG NAME] and all of the great work they do in our [ARCHDIOCESE OR DIOCESE].

“ Still don't know which organizations to support on #iGiveCatholic? I've got a few ideas for you! Check out [ORG NAME] to see all of the incredible ways your contribution will transform lives in our [ARCHDIOCESE OR DIOCESE] during the #iGiveCatholic Giving Day on Dec 3!

“ Friends, with only [X TIME] until #iGiveCatholic, will you join me in supporting [ORG NAME] on Dec 3? Every donation makes a difference for [MISSION/CAUSE]. Help me and [ORG NAME] support the good work of our [ARCHDIOCESE OR DIOCESE]!

“ #iGiveCatholic is here! Over the next 24 hours, generous donors in Catholic Community will come together to support all of the incredible parishes, schools, and nonprofit ministries. Today I am proud to support [ORG NAME] by helping them promote their mission to impact [CAUSE/MISSION] in our [ARCHDIOCESE OR DIOCESE].



SOCIAL MEDIA:

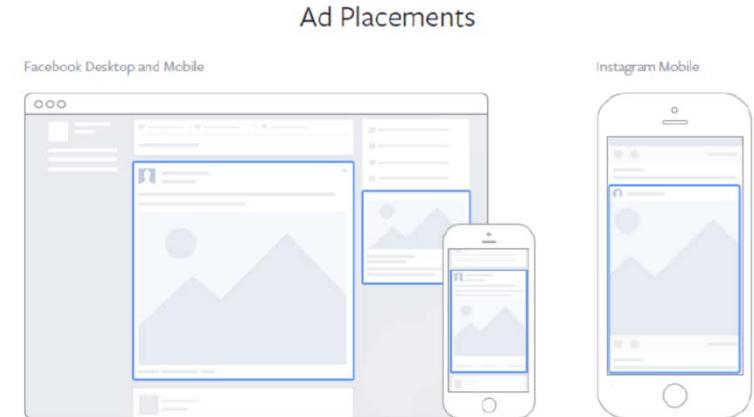
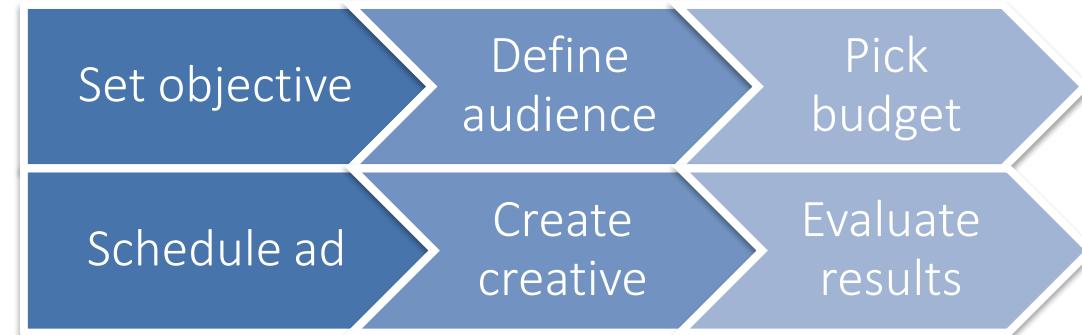
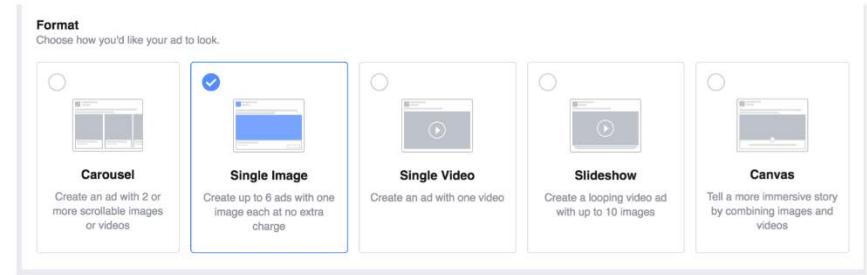
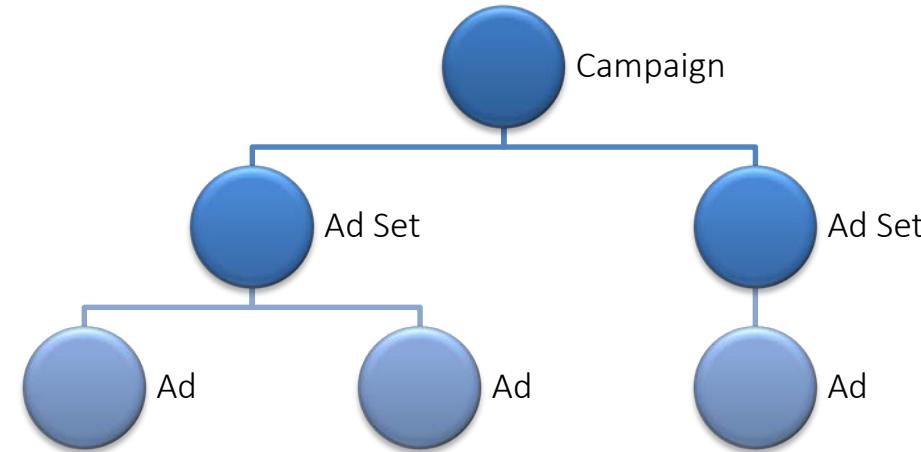
PAY TO PLAY

- With organic reach on social media platforms steadily declining, advertising on social media is a necessity for an organization to have an effective social media presence.
- Social media ad campaigns can be a cost-efficient way to advertise online compared to traditional media, with powerful targeting options & robust analytics to measure results.
- Facebook (and Instagram, owned by the same entity) has ad tools that allow the user to choose target audiences by location, demographics, interests and other psychographic criteria.
- Ad campaigns can be set by various objectives: 1) awareness, 2) consideration and/or 3) conversion.
 - ❖ *NOTE: A Socialbakers study found that more than 77% of a pages' reach is achieved with Promoted Posts.*



SOCIAL MEDIA:

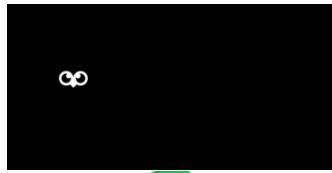
ADS MANAGER VS. BOOSTED POSTS



SOCIAL MEDIA RESOURCES: **BUSINESS + ADS MANAGER**

- [Track Facebook Advertising Campaigns in Google Analytics](#)
- [Create custom audiences from your website](#)
- [HUBSPOT: How to create UTM codes](#)
- [Facebook Ads Guide](#)
- [Facebook Blueprint Courses](#)
- [Beginners Guide to Facebook Ads](#)

❖ *LINK TO: Business.Facebook.com*



EMAIL & SNAIL MAIL BEST PRACTICES & TEMPLATES



#iGIVECATHOLIC

EMAIL & SNAIL MAIL BEST PRACTICES:

- A personalized email/letter focused on **#GiveCatholic** can be a great way to reach a large amount of people in a short amount of time. The benefit to email is you can embed links that take your recipient directly to your event page, social media channels and profile page page.
- Many of your supporters will be receiving emails/letters, seeing social media posts, and getting calls from multiple other groups, all asking for support. While it's important to get the word out about **#GiveCatholic**, you don't want to inundate your database with too many e-communications.
- Carefully plan the frequency of your emails to keep your recipients engaged without tiring them of the message. Keep the messaging fresh by including new images, a piece of news or a story in each email, along with important information.



EMAIL & SNAIL MAIL BEST PRACTICES:

- Add an #iGiveCatholic logo to your email signature and make it a clickable link to your organization's profile page.
- Send an email from your personal email account to your friends letting them know about the giving day and asking them to forward the information to 10 of their friends.
- Segment your different types of email recipients and tailor unique messages to each one.
- Create email templates for your board members, internal staff and volunteers to customize and share with their personal networks.
 - ❖ *NOTE: Remember the following are templates that should be customized. While we encourage you to utilize the resources and sample language provided, we also want you to think about how your communication can really stand out!*



EMAIL & SNAIL MAIL TEMPLATES:

PERSONALIZE AS
MUCH AS POSSIBLE



SAMPLE EMAILS/LETTERS:

Dear [Donor Name],

Thank you for being a part of the [Organization Name] family/community/team! We're excited to announce that we are participating in **#iGiveCatholic** on #GivingTuesday, our nation's first-ever Catholic day of giving! This year it will be held on December 3 from 12:00 AM to 11:59 PM CST. Your generous support makes a meaningful difference to [core mission constituency, e.g. education, spiritual formation, etc.]. As you know, [Organization Name] is changing lives every day by/through [core mission or program].

On December 3 (**#iGiveCatholic** Giving Day), your [\$XX Target Donation Amount e.g. \$25] gift will help us receive extra funds for our work in the community. [If you have matching/challenge funds, "Every gift of \$25 or more will go further with [\$X] matching funds provided by (matching funds source)!] By visiting iGiveCatholic.org, you can make a difference with your gift to [Organization Name].

All gifts you make to [Organization Name as listed on iGiveCatholic.org] on December 3 will increase our impact by allowing us to [specific program with quantity e.g. clothe ___ children, grant ___ scholarships]. With your help, we WILL reach our [\$X,XXX] fundraising goal on the **#iGiveCatholic** Giving Day!

Follow us on Facebook/Twitter/Instagram [insert link(s) to your social media pages] so you can share in the excitement of our Catholic day of giving and remember to "give Catholic" on #GivingTuesday, December 3.

Sincerely,

[Name]

[Title (Executive Director, Board Chair, Volunteer)]

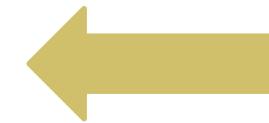


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PROVIDE THE BASIC INFO

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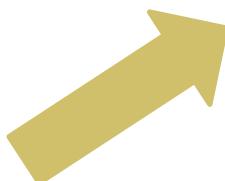
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MAKE A SPECIFIC ASK

All gifts you make to [Organization Name as listed on iGiveCatholic.org] on December 3 will increase our impact by allowing us to [specific program with quantity e.g. clothe ___ children, grant ___ scholarships]. With your help, we WILL reach our [\$X,XXX] fundraising goal on the **#iGiveCatholic** Giving Day!

Follow us on Facebook/Twitter/Instagram [insert link(s) to your social media pages] so you can share in the excitement of our Catholic day of giving and remember to "give Catholic" on #GivingTuesday, December 3.

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[Title (Executive Director, Board Chair, Volunteer)]



EMAIL & SNAIL MAIL TEMPLATES:

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Sincerely,

[Name]

[Title (Executive Director, Board Chair, Volunteer)]



SHOW THE IMPACT



EMAIL & SNAIL MAIL TEMPLATES:

SAMPLE EMAILS/LETTERS:

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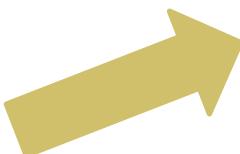
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Sincerely,

[Name]
[Title (Executive Director, Board Chair, Volunteer)]

PROVIDE YOUR
SOCIAL LINKS &
ENCOURAGE SHARING



EMAIL & SNAIL MAIL TEMPLATES:

SAMPLE EMAILS/LETTERS (CONTD.):

Hi, [Donor Name],



MAKE THEM FEEL
INVOLVED &
INVESTED

Today is **#iGiveCatholic** on #GivingTuesday! Please join us in our efforts to make this a fantastic day of Catholic giving in our community and across the nation!

We are writing to ask you to take a few minutes to give to [Organization] at [Profile Link]. Your donation will help us... [Project Details]. Here's how you can make a **HUGE** difference today:

- Make a donation at [Profile Link]!
- Spread the word. Text a friend. Forward this email. Post on Facebook, Twitter, and Instagram using the hashtag **#iGiveCatholic**. Or just tell someone in person!

Make sure to follow us on Facebook [Link], Twitter [Link], and Instagram [Link] and keep up with our organization—today during the **#iGiveCatholic** Giving Day and beyond! And watch how high the giving can go on the leaderboard at <https://iGiveCatholic.org>!

Thank you for supporting [Organization]!

[Name]
[Organization Name Linked to Profile Page]



EMAIL & SNAIL MAIL TEMPLATES:

SAMPLE EMAILS/LETTERS (CONTD.):

Hi, [Donor Name],

Today is **#iGiveCatholic** on #GivingTuesday! Please join us in our efforts to make this a fantastic day of Catholic giving in our community and across the nation!

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- Make a donation at [Profile Link]!
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KEEP IT SIMPLE -
BULLETS OR 1-2-3

Make sure to follow us on Facebook [Link], Twitter [Link], and Instagram [Link] and keep up with our organization—today during the **#iGiveCatholic** Giving Day and beyond! And watch how high the giving can go on the leaderboard at <https://iGiveCatholic.org>!

Thank you for supporting [Organization]!

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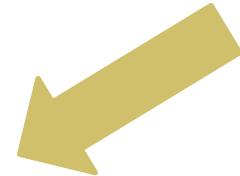
Hi, [Donor Name],

It's the [X] hour of our **#iGiveCatholic** campaign for [Organization Name]. In [X] hours we have raised [\$X], and now we're only [\$X] away from reaching our goal to... [Project Details]!

We are so thankful for the support of our Catholic community—but the giving isn't over yet! Please help us reach our goal of [\$X] by sharing our donation page [Profile Link] with your friends and family on social media one more time! You can also check out our Facebook [Link], Twitter [Link], and Instagram [Link] pages to share our posts.

Thank you, again, for your continued support of [Organization] on the **#iGiveCatholic** Giving Day!

[Name]
[Organization Name Linked to Profile Page]



PROVIDE UPDATES
THROUGHOUT
THE DAY



EVENTS & OUTREACH



#iGIVECATHOLIC

EVENTS & OUTREACH:

IMPORTANT NOTES

- Hosting an event on #iGiveCatholic is a great way to cut through the digital clutter and provide a human touch so that your organization stays top of mind.
- Be creative but also make sure your event ties back to your mission and you provide a clear call-to-action and/or special announcements while onsite.
- Consider the best timing for your event (breakfast briefing, afternoon meet & greet, evening happy hour, day-long volunteer opportunities, open house and/or donation station).
- Once your event is confirmed, let the Catholic Community Foundation know about it! We will circulate a link for organizations to fill out in early October.
- If your event has a visual aspect/entertainment value, we will make sure the local media know about it (i.e. performance by a band/choir, tour of facilities, live leaderboard, etc.)
- This year, the Catholic Community Foundation will award a prize for most creative event! Stay tuned for criteria.



RECAP:

- Develop a communications timeline that works best for your own organization, based on previous outreach and keeping all communications tactics in mind (a layered approach).
- Develop a social media strategy and create a content calendar to maintain consistent and engaging content before, during and after #iGiveCatholic.
- Customize email templates – personalize materials for your own community, in your own voice.
- Consider hosting an event on or before #iGiveCatholic to increase your reach.
- Visit www.igivecatholic.org/info/resources for additional resources.



#iGIVECATHOLIC

QUESTIONS?

Gretchen Hirt Gendron
Gambel Communications
Gretchen@gambelpr.com

Callie Combs Kamath
Catholic Community Foundation
ckamath@ccfnola.org



#iGIVECATHOLIC