



ARCHDIOCESE OF MIAMI  
[WWW.GIVECATHOLICGT.ORG](http://WWW.GIVECATHOLICGT.ORG)

#GiveCatholic  
for  
#GivingTuesday  
*#GivingEveryTuesday*

MARKETING TOOLKIT

# #GiveCatholic for #GivingTuesday #GivingEveryTuesday

On Tuesday, November 29, 2022 the Archdiocese of Miami will host its annual #GiveCatholic for #GivingTuesday campaign. We are promoting Year End Giving by promoting #GivingEveryTuesday until the end of the calendar year. This campaign will provide us with the opportunity to share the good stories of the many programs throughout our Archdiocese.

Each year, #GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving. The idea behind #GiveCatholic for #GivingTuesday is to bring the many archdiocesan communities together to donate through an easily accessible platform: the internet.

## Important Information

All contributions received through the #GiveCatholic for #GivingTuesday website will receive a tax receipt in addition to their online transaction receipt. Participating organizations are still required to send an acknowledgement letter for each gift.

## Get Social

All #GiveCatholic for #GivingTuesday donations are made online, which means social media will play an important role in your visibility on November 29th. Additionally, the website makes it easy for donors to share to their social media followers when they give. It's vital to let your audience of friends, donors, and supporters to know just what #GiveCatholic for #GivingTuesday is. Below are a few key points to keep in mind during this campaign.

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## Key Points

It is important that you create a social media plan for the weeks leading up to #GiveCatholic for #GivingTuesday as well as the day of the event. If you are not currently on social media, we recommend first focusing on Facebook. Here are a few tips on how to utilize social media for your #GiveCatholic for #GivingTuesday campaign:

- ✓ Be sure your social media accounts are accessible and active prior to #GiveCatholic for #GivingTuesday.
- ✓ Tell your stories. Your donors and supporters love to hear from your organization about all the amazing work you do!
- ✓ If you're a returning #GiveCatholic for #GivingTuesday organization, feel free to use some of the stories that resulted from last year's campaign.
- ✓ If you're a new #GiveCatholic for #GivingTuesday organization, let the world know who you are and what you do! Stories and testimonies have been proven to be more effective and personal than numbers and statistics are.
- ✓ Email your donors and supporters about your upcoming #GiveCatholic for #GivingTuesday campaign, complete with details on where, when, and how they can donate, as well as your fundraising goal and details about the work you do.
- ✓ If you have the capability to, create a video for your #GiveCatholic for #GivingTuesday campaign.
- ✓ Be sure to upload and brand your social media accounts with the #GiveCatholic for #GivingTuesday graphics as Giving Tuesday approaches and tag the official social media accounts.

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## Approach It Like an Event

How do you shift the tone of your GiveCatholic for GivingTuesday campaign from obligation to opportunity? Make it joyful. Try new things. Invite new people. Celebrate the change you're creating in the world.

When done well, GiveCatholic for GivingTuesday doesn't feel like another fundraising campaign. We call it GivingTuesday - not FundraisingTuesday - for a reason. It's a day to inspire generosity in all forms, a day for people to generously share whatever they can, whether it is their time, skills, voice, or money. And if you think about it more like an event, your supporters and potential supporters will feel it too. And, like a well-planned event, these are a few parallels to consider:

- A unifying theme - or goal - creates excitement and engagement, and a framework for decisions (You wouldn't decorate for a Halloween party with hearts and cupids).
- It's more fun with old and new friends
- Games and activities can make a big difference
- Sharing memories - stories, pictures - afterwards keeps the good feeling going, and builds interest and commitment for next year.

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## Set your fundraising goal

Your campaign goal serves as the campaign framework. Your goal should reflect your team's priorities. It's a great time to experiment with new strategies.

Set a Giving Tuesday goal that is ambitious enough that your team will be motivated to achieve it.

Goals can be about a lot more than money. Here are some possibilities.

Potential Goals		
Dollars	Donors	New Donors
Young Donors	Monthly Donors	Event Attendees
Participation	Collaborations	Social Followers
Volunteers	Activity Attendance	Thank yous

Write down some ideas for campaign goals here.

What goal?

How many?

What event?

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### Set an activity timeline and meeting schedule

Planning will keep your team aligned, your campaign organized for maximum impact, and momentum high.

Action	By When?	Done?
Determine team members		
Set a kickoff meeting date		
Agree on goal		
Divide team into task groups		
Create campaign brand		
Build communications timeline		
Recruit ambassadors		
Recruit merchants/ small businesses		
Reach out to longtime donors for matching funds		
Assemble campaign stories and create outreach		
Consider event or activity for supporters		
Plan day-of “Zoom HQ” for your team + possibly a public facing version of that		
Plan thanking and stewardship approach		

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Organize your campaign team.

A great campaign will inspire lots of folks to jump on board. Organize your team so that everyone involved knows what's expected and feels great about participating. Make a list of the people you hope to include in your campaign. When they say yes, check them off.

Staff/ Board

Givers/ Volunteers

Amplifiers

Community partners (small businesses, PR, marketing)

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## Develop Fundraising Goal Narrative

### Narrative Checklist

- Specific program, project, or type of giving
- Iconic story of client, staff person, volunteer
- Supporting data
- Incorporate matching challenge
- Tie to year-end appeal

Story Idea 1

Story Idea 2

Story Idea 3



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Gather inspiring, authentic visual assets

Visual assets are at the heart of great communications. The logo, color palette, photos, and videos will provide the personality for the campaign and the authentic connection to your work. They don't have to be perfect!



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Make an inspiring ask.

**Use the belief statement  
+ You statement +  
Opportunity statement  
to pull a compelling call  
to action together.**

Example: School that is raising funds to build a food pantry for students. Campaign will begin with a story of a student who was hungry. Then...

**Belief statement:** We believe that no student should have to choose between food and learning.

**You statement:** You can help us stock the pantry so that no CCBC student has to make the choice/ goes hungry.

**Opportunity statement:** Are you with us?

Belief statement ideas

You statement ideas

Opportunity statement ideas

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## GIVING TUESDAY TIPS

A vital aspect of making the best of your #GiveCatholic for #GivingTuesday campaign is finding time to formulate your game plan for the giving day. This timeline will serve as a guide to help you plan your #GiveCatholic for #GivingTuesday campaign.

### Plan. Strategize. Plan Some More.

- Register your organization to participate in #GiveCatholic for #GivingTuesday.
  - ✓ Remember to sign up for #GiveCatholic for #GivingTuesday by visiting [GiveCatholicGT.org](http://GiveCatholicGT.org). **Registration deadline November 23, 2022.**
- Get into action.
  - ✓ Set a goal for the amount you wish to raise. This an important part of the planning process for #GiveCatholic for #GivingTuesday. No matter the size or category of your organization, only you know the goal that's best for your organization.
  - ✓ Brainstorm social media content ideas. If you're going to launch any new platforms (e.g. start a Facebook, Twitter, or Instagram), this would be the time.
  - ✓ Make sure your entire office knows about #GiveCatholic for #GivingTuesday so they can answer any incoming questions. Get your staff and volunteers involved!
- Schedule Posts Before Giving Tuesday

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- ✓ Schedule your social media posts for Giving Tuesday. Scheduling social media posts in advance reduces stress levels and ensures your posts go out at the most opportune time.
- Delegate Tasks Ahead of Time
  - ✓ Delegate tasks before Giving Tuesday.
  - ✓ Avoid incomplete tasks and too many cooks in the kitchen by delegating tasks to certain staff members ahead of time.
  - ✓ Have different people in charge of social media posts, live streaming videos, and monitoring campaign progress.
  - ✓ Your Giving Tuesday strategy is bound to be a success when everyone is clear on what they're supposed to be doing and there's no confusion around any tasks.
- Build a Series of Emails before Giving Tuesday
  - ✓ Get your emails ready before Giving Tuesday. As mentioned above, emails are a valuable asset to build. On Giving Tuesday, sending out one email won't be enough to garner the attention you need. That's why it is important to build out a series of emails before Giving Tuesday.
  - ✓ Be sure to introduce what Giving Tuesday is in an email sent a couple of weeks in advance. Then, send out a reminder the week before, which includes your fundraising goal and the programs you're working on.
  - ✓ Next, on the day before Giving Tuesday, send another reminder to build excitement and explain your goal and your impact. On the actual day, you'll be ready to send out a message in the morning, in the afternoon, and at the end of the day!
- Do a tech check! - Make sure that your tech delights your donors.

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- ✓ Website, marketing, and donation processing should be reviewed and optimized for GivingTuesday. All should be simple, intuitive, and welcoming.

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### Website

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### Online Giving

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### Marketing and Outreach, Social Channels

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# #GiveCatholic for #GivingTuesday

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### Social Media Best Practices

Social media is key to making sure that the #GiveCatholic for #GivingTuesday message grows and reaches new audiences. It's also one of the best ways to celebrate giving and to share your organization's story, mission, and values.

Remember to use the hashtag #GiveCatholic for #GivingTuesday on social media when talking about your campaign. We want to hear your story and for your followers to network and join the conversation. You can also tag us, and we'll repost and share your messages!

Please remember to do the following:

- ✓ Explain how a donor's money will be use and show examples.
- ✓ Engage your volunteers. Ask staff, board members, volunteers, and people you serve to be Facebook ambassadors on November 29th by sharing your updates and rooting for you throughout the day.
- ✓ Post often. Share creative attention grabbers, photos, and stories. Post updates about the amounts raised by your organization.
- ✓ Think visually. Photos and posts with links are much more likely to be seen and shared. If you are hosting an event—post images in real time! Write short, clear messages.
- ✓ Share what we post and connect with other participating archdiocesan organizations.
- ✓ Change your cover photo to the #GiveCatholic for #GivingTuesday logo to show your involvement.

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- ✓ Add #GiveCatholic for #GivingTuesday visuals to all social media profiles and make sure you link organization profile prominently, both on your social media profiles and on your posts.

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## Giving Tuesday *for* Parishes

### What should my church be doing?

While much of #GivingTuesday's growth has been driven by nonprofits, NGOs, charities, food banks, etc, there are TONS of opportunities for churches as well.

In fact, 40% of the donations raised last Giving Tuesday went to religious organizations!

If your church is looking to get a leg up on your year-end giving (and maybe close that ominous gap in your budget), #GivingTuesday is a great movement for you to be a part of! Here are a few suggestions from Giving Tuesday's resource page for religious organizations...

Organize an outreach event or community service opportunity on #GivingTuesday. The holidays are about more than giving and receiving presents. They're about demonstrating love to the lowest and the least.

Outreach in your neighborhood is a great way to engage your members not only in giving but in acts of service!

Preach a homily on generosity the Sunday before #GivingTuesday. What better time to talk about generosity than Thanksgiving Weekend?! As you lead your congregation to reflect on the myriad blessings they have received this year, encourage them to think about how they can be a blessing to others. And then talk about the mid-week outreach opportunity on Tuesday!



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## Giving Tuesday *for* Schools

### Start the Conversation

Start promoting your #GivingTuesday campaign early to maximize the number of alumni aware of the event.

To do this, create a plan alongside your marketing and communications department that uses all the resources you have going out to start the conversation around #GivingTuesday.

Consider:

- ✓ Homecoming events and related promotional materials
- ✓ Fall alumni magazine
- ✓ Online alumni portal
- ✓ Your website
- ✓ Alumni-focused social media accounts

It may also benefit you to segment donors based on whether they're currently giving, lapsed, one-time donors, or prospects. Then target email, mail, and phone communications to each group.

For example, you can put together a list of your most active donors by year and ask them to assist in the efforts by sending out personal emails to alumni in their class. Or, you can have volunteers call lapsed donors to discuss this new opportunity to give.

Starting the conversation early will help bring everyone in the loop in time for #GivingTuesday.

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## Giving Tuesday *for* Missions

### Maintain the momentum!

Rather than considering Giving Tuesday as a one-off event, incorporating it into a larger campaign can help you make the most of the day while still focusing on your main fundraising priorities.

Think of GivingTuesday as the launch pad for your larger year-end fundraising campaign. It's the day you start telling the story you'll tell for the rest of the season. It's the first hard ask.

Participate in GivingTuesday with a clear fundraising goal for the day, but keep talking about how that figures into your larger year-end goal. Make it clear that while the first step is definitely launching your fundraising rocket, your goal is to get it to the moon. When you're explaining your goals, you're telling a story.

Using dramatic storytelling can increase the impact, memorability, and shareability of your end goals. Whatever your goals, make sure it has:

- ✓ Strong characters—someone or a group of people that the audience can connect to, generally the people you serve.
- ✓ A clear problem—what is stopping those strong characters from getting what they need?
- ✓ A hero—the donors who make your work possible.
- ✓ A solid solution—the work you do, and how it helps.

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### #GiveCatholic for #GivingTuesday Social Media Accounts

Facebook: @GiveCatholic Instagram: @GiveCatholic Twitter: @GiveCatholicGT

Listed below are just a few sample messages that you can use on social media for your #GiveCatholic for #GivingTuesday campaign:

#### Facebook

- Join the worldwide #GivingTuesday movement and help redefine the giving spirit this Advent season! Visit [www.givecatholicgt.org](http://www.givecatholicgt.org) and don't forget to show your support in the organizations you believe in! #GiveCatholic for #GivingTuesday
- We pray that your heart considers supporting Catholic organizations in south Florida for the #GiveCatholic for #GivingTuesday initiative on November 29th
- #GivingTuesday is an international day of giving. Anyone, anywhere, can participate! Visit [www.givecatholicgt.org](http://www.givecatholicgt.org) and don't forget to show your support for the Catholic organizations you believe in! #GiveCatholic for #GivingTuesday
- We are excited to be a part of the Archdiocese of Miami's charitable holiday - #GiveCatholic for #GivingTuesday on November 29th. Learn more at [www.GiveCatholicGT.org](http://www.GiveCatholicGT.org)

#### Instagram

- Join us and post your #UNselfie and tell us why you give! Remember to use the hashtag #GiveCatholic for #GivingTuesday. Learn more about our organization's #GiveCatholic for #GivingTuesday campaign by visiting [www.GiveCatholicGT.org](http://www.GiveCatholicGT.org)
- A little goes a long way when the Catholic community unites. Join us November 29th for #GiveCatholic for #GivingTuesday.

#### Twitter

- Help kick off the giving season and make a difference on 12 03 by joining #GiveCatholic for #GivingTuesday
- Together, we can build a better future for all on #GiveCatholic for #GivingTuesday
- Join the #GiveCatholic for #GivingTuesday movement and make a difference for Catholic education

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- One faithful generation can change the future. Give to today for #GiveCatholic for #GivingTuesday
- Thanks to you we have raised [X AMOUNT] in just [X HOURS]! There is still time left to show your support - visit [GiveCatholicGT.org](http://GiveCatholicGT.org)  
#GiveCatholic for #GivingTuesday

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### Campaign Timeline

#### Four Weeks Out

**Announce. Share your story. Send a save the date.**

- ✓ Let your donors and supporters know that your organization is getting involved in this year's #GiveCatholic for #GivingTuesday campaign. This will help raise awareness not only for your campaign, but for the #GiveCatholic for #GivingTuesday movement as well.
- ✓ Share your communications through email, newsletters, social media, and other channels you currently use.
- ✓ Ask your supporters to help spread the word with their network.
- ✓ Plan and create email blast templates for use leading up to #GiveCatholic for #GivingTuesday.
- ✓ Paper or paperless... the choice is up to you just make sure your supporters know that Giving Tuesday is on November 29, 2022, and that you are counting on their support.

#### Three Weeks Out

**Set the tone. Update frequently. Send reminders.**

- ✓ Begin scheduling regular posts promoting your #GiveCatholic for #GivingTuesday campaign. The frequency is up to you. You know supporters best. This is another chance to show your supporters that they're needed in the coming weeks.
- ✓ Start your countdown to the event via email and social media.
- ✓ Talk to your audiences about why #GiveCatholic for #GivingTuesday is important to your organization.
- ✓ Emphasize your goals and make calls to action directing them where to give.

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## Two Weeks Out

**Go big or go home.**

- ✓ Go big on social media! Less than two weeks to go... tweet, post, and share to get your campaign out there! Remember to use the hashtag #GiveCatholic for #GivingTuesday in your posts so we can share your posts
- ✓ Remind your donors by email and social media.

## One Week Out

**No time to relax.**

- ✓ The louder you are this day the more successful your campaign will be. Get your audience attention before leaving for the Thanksgiving holiday.
- ✓ Make personal solicitations by calling and sending emails.
- ✓ Update your donors regularly on your fundraising progress.

**Message:** Heads up—we are participating in Giving Tuesday.

**Website:** Feature Giving Tuesday messaging and logos on your homepage and include calls to action that prompt potential supporters to learn more or donate. Anyone who visits your site should know you are participating in the giving day.

**Email:** Send an email to your community to announce that you will be fundraising next week and need their support. Tell them about your campaign goals and the impact you plan to make. You can even give donors the option to give now.

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**Social Media:** Change your profile and/or header images to promote Giving Tuesday. Followers new and old will be clued into your campaign. Add a link to your campaign page in your about section. Post on each platform you use to reach your entire audience.

## Thursday (Thanksgiving)

**Message:** Happy Thanksgiving! Remember to give back on Tuesday.

**Social Media:** Post a fun holiday message or Giving Tuesday graphic to draw the connection to Giving Tuesday. This is also a great time to send out a stewardship email saying thank you to your supporters. Download these email templates for nonprofit annual communications to save tons of time crafting your emails

## (Black) Friday

**Message:** Use your Black Friday savings to make a real impact.

**Email:** Send a quick reminder email to your supporters telling them Giving Tuesday is coming up.

**Social Media:** Consider counting down the days to Giving Tuesday. Create a new graphic each day or offer a new reason to give. Use hashtags related to Black Friday to reach more people.

## Saturday

**Message:** Giving Tuesday is getting close! Get excited!

**Social Media:** Continue to count down the days or post new Giving Tuesday content. Heartwarming images to help foster an emotional connection with your audience.

## Sunday

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**Message:** Giving Tuesday is your chance to make a difference. Help us reach our goal for this important cause.

**Social Media:** Continue to count down the days or post new Giving Tuesday content. Try introducing or profiling a specific program to show supporters where their donations go and the impact they make.

### Monday

**Message:** Giving Tuesday is tomorrow. Don't forget to give!

**Email:** Send an email reminding supporters to donate and share the campaign with friends and family.

**Social Media:** Continue to count down the days or post new Giving Tuesday content, like a graphic illustrating the impact your fundraising goal will make.

### (Giving) Tuesday

**Message:** It's Giving Tuesday! Act now

**Social Media:** Update and monitor your social media platforms all day on Giving Tuesday. Share and respond to posts by supporters. Social media is a great way to call out Giving Tuesday donors and encourage others to join in. Remember to use hashtags, so you show up in conversations about the giving day.

The marketing and promotion you do the week before can make a big impact on the success of your Giving Tuesday campaign. By updating your website and social media accounts to highlight the campaign, and by proactively reaching out on email and social media, you can make sure everyone knows how to help.



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### Thank You Wednesday

While having a foolproof fundraising strategy during this day of giving is important, it's just as crucial to develop a plan to follow-up with donors.

While many donors might be long-term supporters, it's likely that you will gain a few first-time supporters during Giving Tuesday. Thanking these donors and following-up with other engagement opportunities is the first step to building relationships with these donors.

Your follow-up strategy should include:

Acknowledgements and follow-up emails. Whether it's a first-time supporter or a major donor, every supporter should receive a thank-you email directly after they donate to your cause. This can be a short message that shows your gratitude and invites donors to share their contribution on social media. Direct mail letters and cards. Once Giving Tuesday is over, organizations should also send direct mail letters, especially to first-time donors. These letters can include welcome packets with more information on your organization and other ways to stay connected to your cause.

Phone calls (when necessary). Sometimes a phone call might replace your direct mail thank-you letter. Organizations can call long-time supporters to thank them for their donation, which is a great way to show your appreciation in a personal way.

Social media posts. Create social media posts thanking all of your supporters and use a video or image with your team showing their gratitude. By posting a public thank you on social media, supporters have the ability to share your post with others, spreading the word even further.

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Getting in touch with your donors shortly after Giving Tuesday is over will help keep your nonprofit in the front of their minds as we get closer to the end of the year. Staying in touch will likely give your year-end fundraising a boost!

## Wednesday, November 30th

### Give Thanks. Follow-Up with Donors After Giving Tuesday

- ✓ Announce your totals on social media.
- ✓ Send out broad than you via social media.
- ✓ Once you receive your list of donors from the Archdiocese of Miami, be sure to personally thank your donors by sending acknowledgement letters.
- ✓ Bes sure to extend your gratitude and appreciation for all the hard work and dedications provided by the volunteers and staff serving the #GiveCatholic for #GivingTuesday campaign.
- ✓ Plan to engage #GiveCatholic for #GivingTuesday donors throughout the year.
- ✓ Announce your participation for the 2023 #GiveCatholic for #GivingTuesday – November 28, 2023

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## Marketing Materials

Personalize your ##GiveCatholic for #GivingTuesday campaign by using the materials located at [www.GiveCatholicGt.org/toolkit](http://www.GiveCatholicGt.org/toolkit)

Simply click to download the graphics you wish to use in your campaign and on your social media.

Available Marketing Materials include:

- Save the Date
- Bulletin Insert
- Sample Acknowledgment Letter
- Social Media Banner
- Sample Outreach Email
- Social Media Graphics
- GT for Parishes
- GT for Schools
- GT for Missions

## Contact Information

Should you have any questions about the Archdiocese of Miami's #GiveEveryTuesday #GiveCatholic for #GivingTuesday campaign, please contact:

Sabrina Paul-Noel, MPA  
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[spaulnoel@theadom.org](mailto:spaulnoel@theadom.org)

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## Sample Acknowledgment Letter

Below is a sample acknowledgment letter. It is best to curtail the message to your specific parish, school, or program.

Dear \_\_\_\_\_,

Thank you for your generous donation to [PARTICIPANT NAME] during our #GiveCatholic for #GivingTuesday event. It was a long 24 hours, but it was worth every minute. In total, we raised a [enter total amount raised here].

Thank you for believing in us and for being a part of our mission. Because of you, we were able to get closer to our end-of-year fundraising goals! Your contribution directly allows us to [insert mission and/or what the funds will help towards].

Thank you for participating with us! May God bless you!

Best regards,

[NAME]

[ORGANIZATION NAME]

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## Sample Outreach Email

Dear \_\_\_\_\_,

This year, on Tuesday, November 29, 2022 [ORGANIZATION NAME] is participating in the Archdiocesan-wide #GiveCatholic for #GivingTuesday event, a global day dedicated to giving.

On November 29th, you have the opportunity to express God's love in your own way to various different projects and ministries. Choose from over hundreds Archdiocesan ministries and projects to support. Give a donation to fund much needed bibles for the Detention Ministry, help establish new faith communities, provide scholarships to needy students and so much more (or insert specific program info that these funds will benefit].

This one-day event on November 29th, your gift will help us receive extra funds for our work in your local community. With your help, we can reach our [\$x,xxx] fundraising goal on #GiveCatholic for #GivingTuesday. We invite you to join the movement and to help and give back this November 29th.

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Make sure to follow us on Facebook/Twitter/Instagram so you can share in the excitement of our Catholic day of giving and remember to #GiveCatholic for #GivingTuesday!

Best regards,

[NAME]

[ORGANIZATION NAME]

## Social Media Graphics



Give  
(thanks)

#GiveCatholic  
for  
#GivingTuesday

