



SAVE THE DATE! December 1, 2020

Dear Friends,

I am delighted to announce that Bishop Michael Olson has approved the **Diocese of Fort Worth's** participation in the **#iGiveCatholic** Giving Day on **#GivingTuesday, December 1, 2020**. The **Stewardship Office** of the **Advancement Foundation** is partnering with **#iGiveCatholic** to offer this fundraising initiative to all of our parishes, schools, nonprofit ministries and apostolates.

Now in its sixth year, the **#iGiveCatholic** Giving Day is celebrated annually on **#GivingTuesday**, a global day dedicated to giving back. **#iGiveCatholic**, the U.S. Catholic Church's Giving Day, kicks off the charitable season and brings the Catholic community together to give thanks and give back. In 2019, the campaign raised more than \$7.4 million for 3,500+ participating parishes, schools, and nonprofits representing 39 arch/dioceses across the country.

WHAT IS #iGIVECATHOLIC?

#iGiveCatholic is a giving event for the faithful from participating dioceses across the nation (and the *world!*) to unite and donate – both online and offline – to their favorite participating Catholic parishes, schools, and ministries. **#iGiveCatholic** presents an opportunity for Catholics to donate and support the organizations they are most passionate about on **#GivingTuesday**, and for our parishes, schools, ministries and apostolates to raise funds for a capital improvement, annual fund, or another project of their choosing.

WHAT IS #GIVINGTUESDAY?

#GivingTuesday is an annual day of giving fueled by the power of social media and collaboration. Celebrated on the Tuesday following Thanksgiving (in the U.S.) and widely recognized shopping events of Black Friday and Cyber Monday, **#GivingTuesday** kicks off the charitable season, when many focus on their holiday and end-of-year giving.

WHEN IS #iGIVECATHOLIC ON #GIVINGTUESDAY?

This year, **#GivingTuesday** is on **December 1** from **12 midnight to 11:59 p.m.** *An Advanced Giving Day phase begins at 12 midnight on Monday, November 16 and runs right into #GivingTuesday.* Credit card or ACH donations for the **#iGiveCatholic** campaign will be accepted at iGiveCatholic.org and offline donations of cash or checks can be mailed or taken directly to the organization. Online donations will be deposited directly into each participating entity's bank account within five days.



WHO CAN PARTICIPATE?

All 501(c)(3) Catholic parishes, schools, ministries, and other not-for-profit Catholic organizations and apostolates affiliated with the **Diocese of Fort Worth** are invited to participate! Your participation is at no charge.

HOW CAN MY ORGANIZATION PARTICIPATE?

Eligible organizations wishing to participate must first notify me **no later than August 1**. Please send me the contact information for the person you designate as point of contact for the **#iGiveCatholic** initiative. Second, you will register your organization through a link in an email that I will send you the week of **August 17**. Once your organization is registered, you can begin setting up your **#iGiveCatholic** profile page with graphics, videos and custom copy.

HOW DO I ENSURE A SUCCESSFUL GIVING DAY?

Ready-made and provided marketing materials will be available for your use on the **Resources** page (under Menu) at <https://www.igivecatholic.org/>. The **#iGiveCatholic** platform will also provide how-to articles, two live training webinars (they will also be recorded for those who cannot attend), and a series of recorded webinars on the **Trainings** page (under Menu) to help you navigate promotion and communication of the giving day.

Mark your calendars to attend the live training webinars on **August 18 and November 4 at 2 p.m. Central Time!** Registration information will follow.

We hope that you will consider participating in the **#iGiveCatholic** Giving Day to raise funds for your parish, school or ministry! Further details and information will follow over the next several months. Please contact me at the number or email address below if I can provide any assistance or answer any questions.

In gratitude,

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