

10 Reasons to Participate

Tuesday, November 30, 2021

- #1 **It's Easy.** We provide the logos, email templates, and other tools you need to create a communications campaign for your parishioners, parents, alumni, and donors.
- #2 **It's Quick.** 56% of 2020 participating organizations said 3 months was enough time to plan and execute a successful Giving Day.
- #3 **It's Fun.** Rally support by spreading the good news about the impact and mission of your school, parish, or ministry, to the community.
- #4 **Build Relationships** with supporters of all ages and those you would not usually have access to and want to give online. In 2020, 58% of participating organizations said #iGiveCatholic allowed them to further engage their supporters
- #5 **Everyone will be talking about the day,** creating a social media frenzy on Twitter, Facebook, Instagram, and in person!
- #6 **You might win a prize.** And that means more resources for your organization and the good work that you do!
You can use matching donations to encourage giving to your organization.
- #7 **Promotes Online Giving.** Last year 63% of participating parishes, schools and ministries said the #iGiveCatholic Giving Day promoted online giving to their organization.
- #8 **Boost Your Digital Outreach.** You'll have lots of Giving Day news and stories to share in your e-newsletters and social media posts. And, 63% of 2020 donors said they heard about the Giving Day through an email or newsletter from the organization they supported.
- #9 **Everyone Can Give.** Donors can give "offline" gifts (cash or checks) directly to you! Be sure to record their gift in your Giving Day dashboard, and if you include their email address, they receive the automatic tax receipt.
- #10 **It's Easy.** This is worth repeating. Send a few emails, and ask your key volunteers to do the same. Be creative. Did we mention it's easy?!

QUESTIONS?



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