

#iGiveCatholic 2025 End of School Year Checklist

- **Decide on the project you will be fundraising for**
 - Tell the story of your project
 - What is your project?
 - How will this project support the educational/spiritual growth of the school community?
- **Define the audience you desire to reach**
 - Who is your audience?
 - School families
 - Local businesses
 - Sponsorship opportunities available
 - Will your campaign primarily be online, offline, or both?
- **Design your communication strategy**
 - Testimony from pastor/principal
 - Campaign Video
 - Email/Flocknote
 - Flyers/Posters/Yard Signs with QR Codes
- **Offer incentives for participation**
 - Out of uniform pass
 - “Pie a principal” or “pie a priest” for top individual fundraisers
- **Recruit volunteers to strengthen your efforts**
 - Identify top supporters from 2024 to share their “Why?”
 - Invite them to take a hands-on role in campaign