



This Week: October 20

Beginning this week, we will be shifting our focus to **Marketing!** For an overview of what to do week by week, check out the **Marketing Timeline**. Feeling stuck or overwhelmed? Check out the **Marketing Toolkit** for ideas and templates!

Keep in mind: ***you know your community best!*** Remember to think of the ways you already engage with them and to incorporate messaging into those avenues! You don't need to use every method of communication; you just need to use the ones which are best for your organization!

You are more capable than you think! You've got this!

To Do

- Add #iGiveCatholic dates, project goals, updates, and other key messaging to your website.
- Email your database about #iGiveCatholic with project/goal updates including your profile page URL. (also available in FLOCKNOTE)
- Add #iGiveCatholic banner to staff email signature.
- Announce #iGiveCatholic participation, including giving day and advanced giving dates, goal and impact (what the money will fund).
- Post a short video announcing/updating your #iGiveCatholic project/goal/impact with your profile page URL.
- Follow @iGiveCatholic and your diocese, share relevant posts.
- Post unique organizational photos, stories, and videos with your profile page URL (use Bitly.com to shorten).
- Post Flyers about #iGiveCatholic with a QR code to your profile in community gathering places like nearby coffeeshops, restaurants!
- Parishes: Reserve space in your weekly bulletin for #iGiveCatholic campaign messaging.
- Make announcements about your #iGiveCatholic campaign at masses and other large gatherings of your community.

Best Practices

Check out [this post](#) from St. John's Catholic School (Charleston, SC) announcing their participation by reminiscing on fun had in previous year's campaigns!