



Maximizing Your Potential #CatholicGivingTuesday Tips

Share the opportunity for charitable works!



Publicize a Challenge/Matching Gift

If you have a loyal donor who usually gives a gift around Thanksgiving or at year-end, consider asking them if they would be willing to allow you to increase the impact of that gift by lifting it up as a challenge or match to inspire giving AND help you to earn the available grants! Then share this with your community via [email/bulletin/flocknote/website/social media](#) with a message like:

"A generous donor has offered to match ALL donations made on #CatholicGivingTuesday up to \$1,000! Your gift made at centralflorida.igivecatholic.org will also help us to earn up to 8 grants from The Catholic Foundation!"

OR

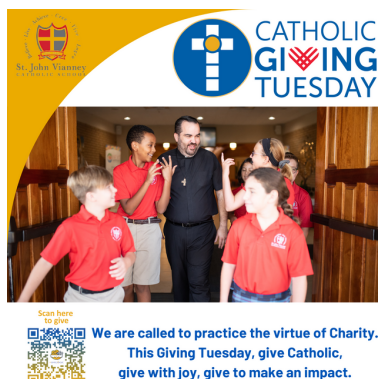
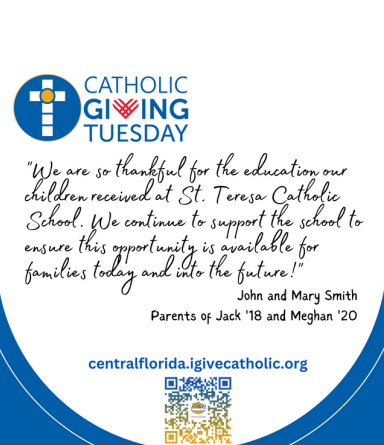
"A Father Lopez alum has offered to donate an additional \$500 if we have 50 people make a donation of ANY size on #CatholicGivingTuesday! Your donation at centralflorida.igivecatholic.org can also help us win up to \$3,250 in grants from The Catholic Foundation!"

Consider Social Media "Story" Posts

Utilize the sample graphics and messages offered at www.cfocf.org/gttoolkit to create posts for your website and social media. For **Facebook** and **Instagram**, you can increase your reach by posting in your "Story" - both platforms give priority to Story posts, whereas posts that appear in newsfeed are subject to a variety of analytics are often times not seen by your followers.

Encourage Storytelling

Invite your donors, staff and others to share why they are #thankful for you and/or why they provide financial support for your ministry! Below are a couple examples. You have access to use any of these templates which can be customized via [Canva](https://www.canva.com) - these are available in our graphics toolkit at www.cfocf.org/gtsampleimages. (If you need assistance, please contact Jose Sola at jsola@cfocf.org.)



Tag The Catholic Foundation in Your Posts

Be sure you have followed **The Catholic Foundation** on all our social media and tag us on any of your #CatholicGivingTuesday posts - this will allow us to share your posts and increase the visibility of your efforts.

