

Catholic Giving Tuesday

Communications Toolkit

Table of Contents

Page 1: Step 1. Organize your resources for sharing your message.

Page 1: Step 2. Plan your communications.

Page 2: Step 3. Get your community involved.

Page 3: Step 4. Sending your communications.

Page 10: Appendix with extra resources.

Step 1. Organize your resources for sharing your message.

- ❖ **Email:** Who has access to your organization's email system?
 - Where is the email address list stored?
 - Who is most comfortable using this tool?
 - When you send out an email, who should it be “from?” Who is the best messenger?
- ❖ **Social Media:** What social media accounts does your organization use?
 - Who has access to log in and post in these accounts?
- ❖ **Other media:** What other resources do you have for communications? Examples may include:
 - Bulletin
 - Newsletter
 - Pulpit announcement
 - School announcement
 - Flyer distribution
 - Personal communication

Step 2: Take a look at the attached materials for your communications.

(see page 4).

These sample communications are able to be copied and pasted, or they can be customized by your team. What, if any, communications would you like to use? Do any need to be personalized? Organize them below using the following format (repeat for each):

Send/Post Date:

Method of communication:

Person who is responsible for sending/posting:

Needs personalization? Yes/No

Step 3: Get your community involved!

It is recommended to share this announcement between November 1st and November 26th.

Volunteer recruitment announcement for newsletters and bulletins:

Dear friends in Christ,

We need you! Catholic Giving Tuesday is fast approaching and we all have the potential to raise needed funds for (organization name). With just a small amount of your time, we can build our community of supporters and build God's kingdom, right here at our (parish/school/ministry). We encourage you to partner with us in our fundraising efforts. **It has been shown that the people we know are much more likely to make a gift when asked personally, especially be a friend, family member, or group member.** A few minutes of your time spreading our message to the people around you can make all the difference in raising the funds we need.

The task of each volunteer is simple and only takes a few minutes of your time.

- Make sure you are following us on all of our social media platforms!
- Just "share" the social media posts you will see online on and leading up to Catholic Giving Tuesday, to encourage your friends and family to give back during this season of thanks.
- To accomplish even more good, reach out to your network through text, phone, or email, and encourage them to join you in making a gift! Such a small investment in time will make a BIG impact on our fundraising success!

How to share the message of Catholic Giving Tuesday?

Here are some examples:

- Share a social media post with note as simple as “Friends and family – please join me in supporting us this Catholic Giving Tuesday! Every gift makes an impact on this important day of Catholic charity. Here is the link: <https://www.cfocf.org/catholicgivingtuesday/>
- Send out some text messages to your contact list – “Hi **NAME**, will you consider making a gift to **(name of organization)** for Catholic Giving Tuesday? It really makes a difference! I already made mine. Here is the link, it only takes a minute: <https://www.cfocf.org/catholicgivingtuesday/>
- Send an email to your contacts – “Hi everyone, I just made my gift to **(name of organization)** for Catholic Giving Tuesday. Will you make a donation as well? We need help to get the fundraising we need, and any amount makes a difference! Here is the link to give online: <https://www.cfocf.org/catholicgivingtuesday/>

Step 4: Begin Sending your communications.

Feel free to also review additional premade messaging options located in the Appendix.

Interested in creating your own custom email message? Here is a recommended template:

First line(s): Thank your audience for their continued support/participation in your organization.

Second line(s): Let your audience know that Catholic Giving Tuesday is approaching.

Third lines(s): Remind your audience of what their gift on Catholic Giving Tuesday will help accomplish for your organization. This is a great time to incorporate a quote or story!

Fourth line(s): remind your audience to make their gift online on or before November 28th. Don't forget the link!

Fifth line(s): Thank your audience and wish them well.

Want to use premade content? Just copy and paste from the messaging below or in our Appendix.

Email #1

Date to Send/Post: November 4th, 2023

Theme: Become a leading donor for Catholic Giving Tuesday

Subject: You can be a leader for (organization name)

Catholic Giving Tuesday is only one month away. This is a day when organizations like ours depend on the generosity of our community as we strive to maintain and grow our mission. We need leaders like you to show your support early - no need to wait until November 28th! With early donor support, we can demonstrate how much of an we are capable of making together, and how committed we all are to our Catholic call to charity.

We are Catholic - and this season of thanks is our time to demonstrate and celebrate our faith!

*Giving Tuesday is the annual global day of giving. Following Black Friday, Small Business Saturday and Cyber Monday, this day encourages and celebrates acts of generosity. In the Diocese of Orlando, we celebrate **#CatholicGivingTuesday** lifting up the collective impact we as Catholics have on our Central Florida community. On November 28th, we invite you to join with us in raising awareness and supporting the incredible Catholic ministries serving the spiritual and corporal needs of the people as together we bring the world to its fullness of Charity. **[Click here to make your gift:](https://www.cfocf.org/catholicgivingtuesday/)***

<https://www.cfocf.org/catholicgivingtuesday/>

Social Media Post #1

We need you to lead! We are currently seeking members of our community who would like to demonstrate their Catholic generosity through a leading gift for our Catholic Giving Tuesday fundraiser. Donors who make their gift before November 28th are role models for others just by giving back early!

[Click here to make your gift: https://www.cfocf.org/catholicgivingtuesday/](https://www.cfocf.org/catholicgivingtuesday/)

Email #2

Date to Send/Post: November 14th, 2023

Theme: Call for donors to help secure the Early Bird grant from CFoCF

Subject: Starting now - The Early Bird helps us succeed!

Catholic Giving Tuesday is fast approaching! This is an important day of Catholic charity, especially in the wake of the Black Friday and Cyber Monday shopping crazes. Each gift on this day provides important funding to help us continue our mission.

Luckily, we don't have to wait until November 28th to make an impact. Our (parish/school/ministry) is eligible for extra funding if we can acquire the most donors before Catholic Giving Tuesday. Each "Early Bird" who makes a gift now through November 27th will help us come closer to gaining even more funding!

Make an even greater difference for the better through your gift today!

*Giving Tuesday is the annual global day of giving. Following Black Friday, Small Business Saturday and Cyber Monday, this day encourages and celebrates acts of generosity. In the Diocese of Orlando, we celebrate **#CatholicGivingTuesday** lifting up the collective impact we as Catholics have on our Central Florida community. On November 28th, we invite you to join with us in raising awareness and supporting the incredible Catholic ministries serving the spiritual and corporal needs of the people as together we bring the world to its fullness of Charity. **[Click here to make your gift:](https://www.cfocf.org/catholicgivingtuesday/)**
<https://www.cfocf.org/catholicgivingtuesday/>*

Social Media Post #2

Want to make a difference in our (parish/school/ministry) AND help us earn bonus funding? Don't wait, make your Catholic Giving Tuesday gift between today and November 27th. The more "early donors" that participate, the closer we are to winning an Early Bird grant to provide extra fundraising dollars for our programs! **[Click here to make your gift: https://www.cfocf.org/catholicgivingtuesday/](https://www.cfocf.org/catholicgivingtuesday/)**

Email #3

Date to Send/Post: November 21, 2023

Theme: Catholic Giving Tuesday One Week Reminder

Subject: One week away!

If you are a Ministry:

The Big Day is approaching - Catholic Giving Tuesday!

As Catholics, we know how important it is to keep the ministries you believe in close to your heart and mind. We ask that today, on the lead-up to Catholic Giving Tuesday, you continue to hold our mission close as you prayerfully consider making a charitable gift to support our organization.

With so many worthy causes to support, it can be difficult to decide - exactly what type of impact do I want to make? Who do I want to help, and how?

Luckily, our Catholic Church supports the needs of entire communities - in the way of spiritual growth, social services, education, and more. A gift to support a Catholic ministry is a means to include all of God's Kingdom in your charitable giving!

We are called Catholic, meaning "universal." Your gift to our organization will create the universal impact you may be seeking. Please prayerfully consider our ministry in your celebration of Catholic Giving Tuesday.

*Giving Tuesday is the annual global day of giving. Following Black Friday, Small Business Saturday and Cyber Monday, this day encourages and celebrates acts of generosity. In the Diocese of Orlando, we celebrate **#CatholicGivingTuesday** lifting up the collective impact we as Catholics have on our Central Florida community. On November 28th, we invite you to join us in raising awareness and supporting the incredible Catholic ministries serving the spiritual and corporal needs of the people as together we bring the world to its fullness of Charity. [Click here to make your gift:](https://www.cfocf.org/catholicgivingtuesday/)
<https://www.cfocf.org/catholicgivingtuesday/>*

If you are a School:

As Catholics, we know how important it is to keep the causes you believe in close to your heart and mind. We ask that today, on the lead-up to Catholic Giving Tuesday, you continue to hold our mission close as you prayerfully consider making a charitable gift to support our organization.

With so many worthy causes to support, it can be difficult to decide - exactly what type of impact do I want to make? Who do I want to help, and how?

Luckily, our Catholic school supports the needs of entire communities - in the way of spiritual growth, education, and more. We are forming students who will change the world, impacting every part of society and sharing God's goodness. A gift to support a Catholic school is a means to include all of God's Kingdom in your charitable giving!

We are called Catholic, meaning "universal." Your gift to our school will create the universal impact you may be seeking. Please prayerfully consider our school in your celebration of Catholic Giving Tuesday.

*Giving Tuesday is the annual global day of giving. Following Black Friday, Small Business Saturday, and Cyber Monday, this day encourages and celebrates acts of generosity. In the Diocese of Orlando, we celebrate **#CatholicGivingTuesday** lifting up the collective impact we as Catholics have on our Central*

Florida community. On November 28th, we invite you to join us in raising awareness and supporting the incredible Catholic ministries serving the spiritual and corporal needs of the people as together we bring the world to its fullness of Charity. [Click here to make your gift:](#)

<https://www.cfocf.org/catholicgivingtuesday/>

If you are a Parish:

As Catholics, we know how important it is to keep the values you believe in close to your heart and mind. We ask that today, on the lead-up to Catholic Giving Tuesday, you continue to hold our parish close as you prayerfully consider making a charitable gift to support our organization.

With so many worthy causes to support, it can be difficult to decide - exactly what type of impact do I want to make? Who do I want to help, and how?

Luckily, our parish supports the needs of entire communities - in the way of spiritual growth, social services, education, and more. A gift to support a Catholic parish is a means to include all of God's Kingdom in your charitable giving!

We are called Catholic, meaning "universal." Your gift to our parish will create the universal impact you may be seeking. Please prayerfully consider our parish in your celebration of Catholic Giving Tuesday.

*Giving Tuesday is the annual global day of giving. Following Black Friday, Small Business Saturday, and Cyber Monday, this day encourages and celebrates acts of generosity. In the Diocese of Orlando, we celebrate **#CatholicGivingTuesday** lifting up the collective impact we as Catholics have on our Central Florida community. On November 28th, we invite you to join us in raising awareness and supporting the incredible Catholic ministries serving the spiritual and corporal needs of the people as together we bring the world to its fullness of Charity. [Click here to make your gift:](#)*

<https://www.cfocf.org/catholicgivingtuesday/>

Social Media Post #3

Can't decide where to give on Catholic Giving Tuesday? Luckily, it can be easy to decide: our **(parish/school/ministry)** impacts many of the needs in our community and works to build brighter futures with Christ as our foundation. No need to pick just one cause to support – your gift to **organization name** can support many! Don't forget to make your gift on or before November 28th [Click here to make your gift: https://www.cfocf.org/catholicgivingtuesday/](#)

Email #4

Date to Send/Post: November 25th, 2023

Theme: Make a Gift on the Feast of Christ the King

Subject: Keep Christ on Your Shopping List!

In the wake of our holiday of gratitude, we remember to offer our gratitude to the Christ who gave us the ultimate gift of salvation and offered it freely - no discounts or sales required.

In preparation for the Feast of Christ the King, please prayerfully consider making a gift to our organization in advance of the upcoming Giving Tuesday. Demonstrate your love our Christ and our community by making an advance gift today.

*Giving Tuesday is the annual global day of giving. Following Black Friday, Small Business Saturday, and Cyber Monday, this day encourages and celebrates acts of generosity. In the Diocese of Orlando, we celebrate **#CatholicGivingTuesday** lifting up the collective impact we as Catholics have on our Central Florida community. On November 28th, we invite you to join us in raising awareness and supporting the incredible Catholic ministries serving the spiritual and corporal needs of the people as together we bring the world to its fullness of Charity. **Click here to make your gift:** <https://www.cfocf.org/catholicgivingtuesday/>*

Social Media Post #4

Don't forget Christ's Kingdom as you write out your holiday shopping list! Make a gift towards building God's Kingdom by contributing to (organization name) on Catholic Giving Tuesday, November 28th. Your gift will allow us to continue to live the Gospel each day through our mission. You can make your gift quickly and easily here: **Click here to make your gift:** <https://www.cfocf.org/catholicgivingtuesday/>

Email #5

Date to Send/Post: November 28th, 2023

Theme: First Day of Email

Subject: We Need Your Support Today

Our call today is a simple one, issued by Christ Himself - "It is more blessed to give than to receive" (Acts 20:35). Today, Catholic Giving Tuesday, is a day for us to shed the material craze of Black Friday and Cyber Monday, and instead celebrate our call to charity. Make your gift today to count towards our Catholic Giving Tuesday totals - every gift, of every size, makes an impact in our community. On this day and every day, we build God's Kingdom through our compassionate generosity.

*Giving Tuesday is the annual global day of giving. Following Black Friday, Small Business Saturday and Cyber Monday, this day encourages and celebrates acts of generosity. In the Diocese of Orlando, we celebrate **#CatholicGivingTuesday** lifting up the collective impact we as Catholics have on our Central*

Florida community. On November 28th, we invite you to join with us in raising awareness and supporting the incredible Catholic ministries serving the spiritual and corporal needs of the people as together we bring the world to its fullness of Charity. [Click here to make your gift: https://www.cfocf.org/catholicgivingtuesday/](https://www.cfocf.org/catholicgivingtuesday/)

Social Media Post #5

TODAY IS THE DAY! Don't miss out: celebrate your Catholic spirit by making a gift today, Catholic Giving Tuesday. Join the thousands of donors who gather today to make a difference in their community through their philanthropic spirit. Your generosity allows us to continue to serve and grow, each day! [Click here to make your gift: https://www.cfocf.org/catholicgivingtuesday/](https://www.cfocf.org/catholicgivingtuesday/)

Email #6

Date to Send/Post: November 28th, 2023

Theme: Final Reminder

Subject: It's Not Too Late, But Don't Delay

Final reminder - our community depends on the generosity shown on days like Catholic Giving Tuesday to support our daily operations, as well as grow our mission and the number of those who benefit. Today, after the hectic shopping of the past few days, we can take time to prayerfully reflect on what is most important to us and lend our support to ensure the mission on our heart continues to thrive.

Give now and your impact may be increased! We are eligible for a "Homestretch" grant opportunity if we gain the most donors between 8:00pm and 11:59pm. Your support now can help us attain additional funding for our greatest needs.

*Giving Tuesday is the annual global day of giving. Following Black Friday, Small Business Saturday and Cyber Monday, this day encourages and celebrates acts of generosity. In the Diocese of Orlando, we celebrate **#CatholicGivingTuesday** lifting up the collective impact we as Catholics have on our Central Florida community. On November 28th, we invite you to join with us in raising awareness and supporting the incredible Catholic ministries serving the spiritual and corporal needs of the people as together we bring the world to its fullness of Charity. [Click here to make your gift: https://www.cfocf.org/catholicgivingtuesday/](https://www.cfocf.org/catholicgivingtuesday/)*

Social Media Post #6

Now is the time! Catholic Giving Tuesday is almost over, but it's not too late to join in! If you would like to make a difference this holiday season, make your gift and demonstrate your Catholic spirit now: [Click here to make your gift: https://www.cfocf.org/catholicgivingtuesday/](https://www.cfocf.org/catholicgivingtuesday/)

Bulletin/Newsletter Announcement

Start running November 12th, 2023

Friends of **organization name,**

On November 28th we celebrate Catholic Giving Tuesday – a day to join in our Catholic spirit of charity and compassion as one community and one Body. Your gift will help provide the necessary additional financial support our organization depends on to operate, grow, and serve.

“Give generously to them and do so without a grudging heart; then because of this the LORD your God will bless you in all your work and in everything you put your hand to.”- Deuteronomy 15:10

You can make your gift online at <https://www.cfocf.org/catholicgivingtuesday/>.

Pulpit Announcement

Announce each Sunday in November or at the Pastor's discretion.

On November 28th our parish will be celebrating Catholic Giving Tuesday, a day following the sales of Black Friday and Cyber Monday that reminds us of Christ's call to charity and selflessness as we strive to grow His Kingdom on earth. Please consider donating before midnight on November 28th to be counted in this important fundraiser to support the financial needs of our community and allow our parish to grow.

You can make your gift online at [cfocf.org/catholicgivingtuesday/](https://www.cfocf.org/catholicgivingtuesday/).

Appendix

Here you can find additional message options to use in your Catholic Giving Tuesday outreach!

Included here:

- Email messaging
- Social Media Post messaging
- Pulpit Announcements

Required Giving Tuesday Hashtags:**Hashtags for Facebook, Twitter, YouTube, LinkedIn etc.:**

#GivingTuesday
 #CatholicGivingTuesday
 #Love

Hashtags for Instagram:

#GivingTuesday
 #CatholicGivingTuesday
 #Love
 #OneFaithFamily
 #InstaGood
 #NonProfit
 #Donate
 #Donation
 #GiveBack
 #Donations
 #Learning
 #Support
 #Charity
 #Givingback
 #Community

You can feel free to share our posts (see links below) and/or create your own.

The Catholic Foundation's Social Media channel links below:

The URL included in the messages below are to the main landing page – we encourage you to use the URL specific to your donation page. If you need assistance locating that customized URL, please contact [Jose Sola](#) at (407) 246-4802.

Leading up to #CatholicGivingTuesday:**Example 1:**

[Save the Date](#)
[#CatholicGivingTuesday](#)

Tuesday, November 28th

Together we can make an impact!

Your donation to (insert organization name) supports our ministry as we continue to (insert mission statement).

<https://www.cfocf.org/catholicgivingtuesday/>

Example 2:

November 28th is **#CatholicGivingTuesday** – a day for us to join together to answer God’s call to “Serve one another with the gifts you have received.” (1 Peter 4:8-11) and support the work of our Catholic Church in Central Florida. We invite you to prayerfully consider a donation to support the ministry of (insert organization name) at <https://www.cfocf.org/catholicgivingtuesday/>.

Example 3:

Giving Tuesday is the annual global day of giving. Following Black Friday, Small Business Saturday and Cyber Monday, this day encourages and celebrates acts of generosity. In the Diocese of Orlando, we celebrate **#CatholicGivingTuesday** lifting up the collective impact we as Catholics have on our Central Florida community. On November 28th, we invite you to join with us in raising awareness and supporting the incredible Catholic ministries serving the spiritual and corporal needs of the people as together we bring the world to its fullness of Charity. You can make your gift at <https://www.cfocf.org/catholicgivingtuesday/>.

Example 4:

Yesterday we gave thanks for the blessings God has showered upon us, let us also reflect on how we can be a blessing to others. Please prayerfully consider a special donation on **#CatholicGivingTuesday** to (organization name) at <https://www.cfocf.org/catholicgivingtuesday/>.

EXAMPLE PULPIT ANNOUNCEMENT FOR SUNDAY, NOV. 26TH (FOR PARISHES):

We have exciting news! Our parish is participating in **#CatholicGivingTuesday** on November 28th – this is a day for us to join together and support the work of our Catholic Church in Central Florida. Additionally, our parish is eligible for 8 **#CatholicGivingTuesday** Grants offered through The Catholic Foundation of Central Florida! Your donation of any size tomorrow, during the 24-hours leading up to **#CatholicGivingTuesday**, can help us win two “Early Bird Grants” and counts toward a \$1,000 “Inspire Giving Grant”! Donations can be made at <https://www.cfocf.org/catholicgivingtuesday/>. Thank you!

(If your parish has A/V screen, consider adding the parish QR code and allowing the parishioners to click the link.)

Monday, Nov. 27th:

Example 1:

We have exciting news! **(insert organization name)** is eligible for 8 #CatholicGivingTuesday Grants offered through The Catholic Foundation of Central Florida! Your donation of any size during the 24-hours leading up to #CatholicGivingTuesday will help us win the “Early Bird Grants”! Donations can be made at <https://www.cfofc.org/catholicgivingtuesday/>. Thank you!

Example 2:

Tomorrow is #CatholicGivingTuesday! There are so many charities requesting support at this time of year, we hope that you believe in the important ministry of **(insert organization name)** in our community and prayerfully consider making a donation so we can continue to impact lives and promote the Gospel. You can make your gift at <https://www.cfofc.org/catholicgivingtuesday/>.

Tuesday, Nov. 28th:

Example 1:

Today is the day! As brothers and sisters in Christ, let us join together to create an outpouring of gratefulness, generosity, community engagement, and philanthropy to support our Catholic community in Central Florida on this #CatholicGivingTuesday! We encourage you to follow your Catholic heart with a donation to help sustain our ministry. We appreciate your gift of any size which shows your support for **(insert organization name)**. Donations can be made online at <https://www.cfofc.org/catholicgivingtuesday/>.

Example 2:

As Catholics, we are called to be witnesses to our faith in the way we live our lives. We are called to see every person through the eyes of God and to love them because God loves them (and us) first. We are all called to contribute to the needs of our brothers and sisters. If ever there was a time to unite as Catholics to lift up the ministries in our Diocese which provide for the spiritual and corporal needs of our community, that time is now. We ask you to prayerfully consider making a donation in support of the ministry of **(insert organization name)** at <https://www.cfofc.org/catholicgivingtuesday/>.

Example 3:

This #CatholicGivingTuesday the impact of your donation can be multiplied as it helps **(insert organization name)** win special grants from The Catholic Foundation of Central Florida! We ask you to prayerfully consider making a donation in support of our ministry at <https://www.cfofc.org/catholicgivingtuesday/>. Thank you!

Example 4:

This year **(insert organization name)** has a goal to have **(insert #)** members of our community participate in support of our ministry on #CatholicGivingTuesday! These gifts will allow us to **(insert how you plan to use funds raised today: continue our mission, enhance our programming, etc.)**. If you would like to help us reach this goal, donations can be made at <https://www.cfofc.org/catholicgivingtuesday/>. Thank you!

Example 5:

This year (insert organization name) has a goal to raise (insert \$) in support of our ministry on #CatholicGivingTuesday! These gifts will allow us to (insert how you plan to use funds raised today: continue our mission, enhance our programing, etc.). If you would like to help us reach this goal, donations can be made at <https://www.cfof.org/catholicgivingtuesday/>. Thank you!

*****Consider sharing an impact story – how does your ministry impact lives? Do you have any examples of this you can share? Is there a donor willing to share why they support your ministry? Do you have an employee/client/student/parishioner who would be willing to share the impact your ministry has had on their live? Storytelling is a great tool to share why you are a charity worthy of support.*****

Example 1:

Our community's response to #CatholicGivingTuesday is a witness that charity is alive and well! We have been overwhelmed with gratitude as so many came together as a community with an outpouring of generosity to support our Catholic community in Central Florida. If you did not have an opportunity to make a donation yesterday, there is still time to show your support of (insert organization name) by going to <https://www.cfof.org/catholicgivingtuesday/>. Thank you!

Example 2:

Thank you to all those who have generously supported -INSERT NAME- on #CatholicGivingTuesday! Your gift is a faith-filled show of support for those whose mission it is to serve the spiritual, educational and social needs of God's people. If you did not have an opportunity to donate yesterday, there is still time to support (insert organization name) by going to <https://www.cfof.org/catholicgivingtuesday/>.