



Giving Tuesday
December 2

2025

THINKING AHEAD

Checklist



PROJECT

Brainstorm potential projects for which you'll raise funds.

- Smaller projects (from \$10K to \$30K) are good “wins” that can build community easily.
- Capital campaign or Annual campaign?
 - Consider: How does giving during #iGC make it different from any other time?
 - You'll create an urgency around it with something like a matching or challenge gift that will only be available during the #iGC period.



YOUR #IGC TEAM

Consider who Your #iGC team could be (this may depend on the project):

- A particular committee among your organization? (i.e. finance, advisory, altar, parent, youth or campus ministry)
- A committee chair for your #iGC campaign (i.e. someone from the organization committee to lead the effort, a lay volunteer, you or another staff member)



COMMUNICATIONS STRATEGY

Consider how you will get the word out, and look ahead to recruiting members to help.

- Social Media, email, phone calls, signs, QR codes & texts: templates & ideas for all of these are provided through our #iGC support. Use them, steal them or create your own. Just know you are not alone in figuring “all the creative stuff” out!
- Campaign Video – can easily be made from an iPhone, and you might have talent in your organization that could really embrace this and blow your mind with their creativity. Let them! (i.e. student council, youth group, social media manager)





FUN

Plan on making this effort **FUN** for your organization!

- You don't have to come up with the ideas alone– encourage and empower your committee to do that!
- Competition among classes, grades, church committees, and clubs create natural “teams.”
- Drawing among donors
- Community “celebration” when goal is reached (*i.e. priest shaves his head or school ice-cream party sponsored by Parent Club*)



MATCHING/CHALLENGE GIFT(S)

Understand the importance of securing Matching or Challenge Gifts.

- One of the best things you can do for your #iGC effort is to have a Matching or Challenge Gift in place. This/these can be from a single person/organization OR they may be a pool of donations that create a single matching gift.
- Brainstorm possible “sponsors.” Your committee can help with this!
- The match could come from donation you already have in the pipeline - contact them to provide this #iGC incentive, even anonymously if they prefer.



HAVE CONFIDENCE

Be Confident in your and your organization's abilities!

- You CAN do this!
- We are with you every step of the way:
 - Coaching, training, providing the templates and resources you can use
 - Emailing you every week “Just One Thing” you should focus on that week.



LATER

- New Participant Sign-up (*registration is August 18, 2025*)
- Finalize your project
- Finalize your committee who will
 - “Create” (or really just edit the cheat templates 😊) your communications plan
 - Determine FUN ways to encourage participation within your organization
 - Help secure the Match/Challenge gift(s)
- Follow the plan



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Advanced Giving: **November 17 - December 1**
Giving Tuesday: **December 2**



ORGANIZATION

PROJECT

GOAL

\$

#IGIVECATHOLIC PROJECT LEAD/CHAIR

SUPPORT / COMMITTEE:

Planning

Communications

Challenge/
Matching Gift(s)

Video

Fun Coordinator



SUCCESS METER

2025

GOAL



STRETCH
GOAL



December 9 (final day to enter offline gifts) - Stretch Goal



December 2 (#GivingTuesday) - Goal



December 1 - 50% of Goal



November 17 - Challenge/Matching Gift secured & running