

# You are Invited to Participate in #iGIVECATHOLIC



To raise awareness and support for the charitable, educational, and spiritual ministries of the Diocese of Lubbock, we are rallying the Catholic community by participating in the third-annual #iGiveCatholic Giving Day. We will celebrate this day of Catholic giving on Tuesday, November 28, 2017, also known as #GivingTuesday, a global day devoted to giving.

Why are online giving days important for our parishes, schools, ministries, and other not-for-profits of the diocese? Research shows us that:

- Giving days are attractive to a broad range of parishioners, alumni, and supporters—from individuals in their 20s through their 70s *and beyond*—and they are a great way to attract new and younger supporters, ensuring long-term sustainability.
- Compared to traditional campaigns, staff time required to launch online campaigns decreases by 50% to 80%.

We believe in the generosity of West Texas Catholics. Working with our partner arch/dioceses, our goal is to exceed last year's amazing \$1.8 million in charitable gifts and raise \$3.5 million collectively – and \$100,000 within our diocese – for those parishes, schools, and nonprofits partaking in the 24-hour giving day on November 28. To generate excitement, the Diocese of Lubbock will offer prizes to these participating ministries and organizations.

Enclosed in this informational packet is a **Parish Commitment Form**. Signing and returning this form for your organization is the first step in registering to participate in #iGiveCatholic.

As always, our team is here to help guide you every step of the way, providing the training and the marketing materials you need to be successful. We are excited to begin this journey of attracting new supporters with you.

## QUESTIONS?

Contact Rachel Martinez, Diocese of Lubbock Director of Stewardship & Development, at 806-792-3943 x.207 or [rmartinez@catholiclubbock.org](mailto:rmartinez@catholiclubbock.org).