

Be the LIGHT

Catholic Charities 2022 Appeal Digital Resources

For parishes working towards goal

4 Things You Can Do Now

to Move Your Parish Toward Your Catholic Charities Appeal Goal

Digital Communications

Digital communications reach another demographic, beyond those who are registered or present in the pews each weekend. *This is another means through which we can better tell the story to an online community and reinforce the connection between our Church and Catholic Charities.* You can share information on your parish website, with a post on social media, and via an email or text your parishioners to communicate about the appeal. You can find some tips and tricks for these four avenues below.

1- Your Parish Website

- **Logo**
 - i. Add a Catholic Charities Appeal 2022 logo, and “Be the Light” with a video link to the appeal website (CatholicCommunity.org/2022Appeal). (Instructions and video links can be found at CatholicCommunity.org/ParishMaterials.)
 - ii. Add a link to the online giving page for the Catholic Charities Appeal (CatholicCommunity.org/donate).
 - iii. Share the parish statistics, updated monthly at CatholicCommunity.org/ParishUpdates.
- **QR Codes**
 - i. Add a QR code to your bulletin, on signs around the parish, or even to your website. Parishioners can simply scan the QR code with their phone to be taken to the appeal and donate websites.
 - ii. Download the QR codes from our website at CatholicCommunity.org/CCMarketingToolkit.
- **Text to Give**
 - i. Add our Text to Give information to your bulletin, on signs around the parish, to a social media post, to an email, or even to your website. Parishioners can simply text the information provided from their mobile device to donate to the appeal.
 - ii. “Text CCHOPE to 41444 to donate to the Catholic Charities Appeal today!”

2- Social Media Post Templates

Did you know that parishes that post daily on social media have 44% higher giving per household than those that do not? They also increase their offertory by 2x the rate of non-users! Photo, video, and gif downloads for the appeal can be found online at CatholicCommunity.org/CCMarketingToolkit. Additionally, you can like and share our posts directly on social media. Don't forget to like and follow our pages when you're there too!



@CatholicCommunityCLE



@CatholicCommunityCLE



@CatholicCommCLE

Post Ideas

- Join <Parish Name> in donating to Catholic Charities. To make a gift today, visit CatholicCommunity.org/donate or text CCHOPE to 41444. #BeTheLight
add a photo, gif, or video
- Will you #BeTheLight and support the Catholic Charities 2022 Appeal? Donate today >> CatholicCommunity.org/donate or text CCHOPE to 41444.
add a photo, gif, or video
- Join us in supporting the Catholic Charities 2022 Appeal. This year's theme is #BeTheLight. Meet Samuel, who was homeless and helped through the services of Bishop Cosgrove Center. Your support helps to fund amazing programs like this! Donate today >> CatholicCommunity.org/donate or text CCHOPE to 41444.
link to appeal video
- THANK YOU to all who made a gift to Catholic Charities at <Parish Name>. Because of your support, hundreds of thousands of individuals will be given help + hope in the Diocese of Cleveland. You can still make a donation by visiting CatholicCommunity.org/donate or text CCHOPE to 41444. #BeTheLight
link to Thank You gif or video

3- Email Communications Template

Dear <Salutation>,

At <Parish Name>, we are blessed to be given many opportunities to support those in need in our communities, remembering as Christians that we are called to be the light of the world through our faith and generosity. This year, we have committed to #BeTheLight through the Catholic Charities 2022 Appeal. **THANK YOU** to everyone who has already donated to this important work of the church!

We are asking you to help us reach our goal of <Parish Goal Amount> through a gift to the Catholic Charities Appeal. You can make your donation online, via text, or through the mail. Let us take this opportunity to #BeTheLight and help our neighbors in need by supporting the essential programs and services that provide assistance to nearly 400,000 individuals in need across Northeast Ohio.

<Video of Bishop Malesic>

THANK YOU to so many parishioners who have already donated to the 2022 Catholic Charities Appeal. If you have not already, you can donate at any time by visiting CatholicCommunity.org/donate or texting CCHOPE to 41444, or by mailing your check to Catholic Charities at 1404 E. 9th St., 8th Floor, Cleveland, OH 44114.

To view additional impact stories and learn more about Catholic Charities, please visit CatholicCommunity.org/2022Appeal. Thank you for your generosity and support of this essential Appeal in our community.

May God continue to bless you and your loved ones,

<Pastor name>

4- Flocknote/Realm/Smores/Text Communications Template

At <Parish Name>, we are trying to reach our goal of <Parish Goal Amount> in donations to the Catholic Charities 2022 Appeal. If you haven't already, donate today at CatholicCommunity.org/donate or by texting CCHOPE to 41444. Let us take this opportunity to #BeTheLight and help our neighbors in need by supporting the essential programs and services that provide assistance to nearly 400,000 individuals in need across Northeast Ohio. Learn more: <Video link of Bishop Malesic>

