WELCOME!

PARISH OFFERTORY SUPPORT DURING COVID-19 CRISIS

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OFFICE OF MISSION ADVANCEMENT

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We are here to support you!
Prayer

Lord Jesus,

Hear our pleas, our good shepherd and divine physician. We implore your mercy in the wake of an outbreak of serious illness and disease.

Guide our efforts to prevent contagion and make preparations to care for those most vulnerable. Assist all professionals and volunteers who work to eradicate the epidemic now spreading. May our actions be marked by your steadfast love and selfless service and never by panic or fear.

Bestow your comfort and healing to the sick, sustain and strengthen them by your grace. May they know your closeness as they carry the cross of illness.

And may all you have called from this life come to worship you eternally with all the saints as you grant consolation and peace to their mourners. Amen.

Holy Mary, Health of the Sick, pray for us.

St. Joseph, Hope of the Sick, pray for us.

St. Rocco, protector against epidemics, pray for us.
This Webinar is Meant to:

1. Provide inspiration, tips and best practices on parishioner engagement and communication

2. Relate parish offertory solicitation strategies

3. Provide opportunity for questions, discussion
NOW is the time...

In challenging times, those nonprofit organizations that stay the course and engage extensively with their stakeholders emerge successfully. These situations offer an important time for nonprofits to demonstrate their relevance and cement their relationships with their donors and friends. Donors look to these organizations as vital resources. In the past, those donors who stopped supporting specific nonprofits during or after a crisis did so primarily because they no longer felt connected to them.

The last point is particularly important, as it may feel like now is a moment to pause or delay your activity. It is very important to note that in previous downturns, those who continued to push forward in their efforts ultimately succeeded, and those who took a step back lost ground.

Source: CCS Fundraising
This is not a time to hold back. Send people updates and regular communication, even if there is not a lot of new information. No one will look back at this time and say, “my leader was so annoying with all the encouraging e-mails checking in on me.” When people are isolated, over-communication is more important than ever.

What you should avoid is seeming cold or impersonal in the name of “business as usual,” or being absent or inconsistent in the name of “giving people space,” or being afraid to try something new. These unprecedented times call for you to stretch beyond your normal comfort zones and be even more vulnerable than usual. Six months from now, you’ll look back and be glad you did.

“Liberally Borrowed” Thoughts From Pat Lencioni
WE MUST REMEMBER...

- Catholics are responsive and generous
- We cannot assume anyone’s capacity to give
- Let’s not take the decision making process out of the hands of the donors
Catholic Stewardship tells us...

- All is gift
- Everything we have is given to us by God
- We are to discern, nurture and grow our gifts
- We are called to share our gifts
- We are called to return our gifts, with increase, to God.
What can I do to engage parishioners during COVID-19 lockdown?

- Communicate with parishioners in familiar and new ways. Engage two-way communication!
- Utilize technology to communicate. It is an electronic world and it is being used!
- Live-stream Masses, Adoration, Liturgy of the Hours, Rosaries directly from your parish. Use the sanctuary in the shot if possible, it is what is most familiar
- Make “checking-in” phone calls—call senior citizens, students, etc. Create a committee to do this.
- Send hand written notes
- Use Newsletters. Either print or electronic. Share stories of what is happening at the parish, in the community, with individual families, with the pastor, with parish leadership.
- Create a parish charity initiative. Our parish is supporting those in need during this time.
- Request prayer intentions. Post them, share them. Create a prayer chain.
- We are a family of faith. We communicate differently with different family members.
OFFERTORY SOLUTIONS STRATEGIES

1. Engage parishioners through communication strategies. If donors feel connected and engaged, they are far more likely to give.

2. Ask. Simply ask and don’t be afraid of “no.” We all have a need to give.

3. Know who your donors are. Top donors, midrange donors, donors who have given faithfully over the years, donors who increase their gifts year over year.

4. Use multiple methodologies and mediums, i.e. email, phone calls, letters, website, on-line giving.

5. Create a plan to use different methodologies for different categories of donors.

6. Thank, Thank, and Thank. And then, thank again. Use different methodologies for showing appreciation. Donors don’t feel truly appreciated after just one thank you.
Gift Solicitation Process

Identify
→
Inform
→
Inspire
→
Include
→
Invite

Who are our donors?
Communicate with them
Motivate through story
Engage
Ask for support
Sample Communication on Individual Giving

Dear Informal Name,

Our Savior, Jesus Christ, has conquered death and everything that diminishes the Divine life in us and among us. His resurrection from the dead is not simply a fact of history to be retold at Easter. It is a mystery to be lived everyday. As Christians, we are just as inspired by the presence of Jesus among us as those who first saw the empty tomb.

Like them, we know that Jesus is not found among the dead. He lives among us in the community gathered to celebrate the Eucharist. He lives in the Gospel proclaimed by word and deed. Through the Sacraments of the Church, he gathers disciples, heals the sick, reconciles sinners and calls us to service. In the Church’s outreach, it is the hand of Jesus that lifts up the poor, feeds the hungry, shelters the homeless and visits the confined. In these ways, and many others, we give witness to the mystery of Jesus living among us. Indeed, we become the Body of Christ for the world.

This great Easter mystery cannot be lived in isolation. It requires the bonds of community to support us and to challenge us. Although our present situation limits our interactions as we are used to doing, it does not diminish the impact we have on our parishioners and those within in our community.

I, as your Pastor, also have the responsibility of maintaining our parish finances and the financial health of the parish. Therefore, I want to help you be aware of where you stand with your sacrificial commitment to support our church. Please prayerfully discern if you can help your parish during this time by maintaining your offertory commitment.

I want to thank you for your continued support and assure you that we are here for you. Your support and prayers are vital now more than ever. To continue supporting St. Joseph’s Parish we offer electronic giving which is a safe and secure way to make your gift to the church. You may access our Online Giving page by visiting XXXXXXXX. You can also drop your gift off at the parish office or mail in your regular offertory envelopes. If you have any questions or would like additional information regarding electronic giving, please contact the parish office.

May God’s blessings fall upon you today and every day.

Sincerely in Christ,

Envelope #: 123456
Total*: $1,000.00

*Numbers reflect Sunday offertory giving received as of Month Day, Year.
Diocesan Resources

Parish Offertory on-line giving portal:
https://toledodiocese.org/help-your-parish-now

Parish Engagement & Giving Resources:
https://toledodiocese.org/page/parish-giving-resources-covid-19

Support Your Parish Initiative
ACTIONS TO TAKE NOW

- Live-stream Liturgies and Prayer Opportunities
- Send requests for Parish Offertory Support
- Promote on-line giving
- Communicate more
- Make “check-in” calls to parishioners
- Utilize Resources
- Call the Office of Mission Advancement
Q&A/Listening

How can we be of assistance?
Thank You!

Be on the look out for additional resources and webinars in the future!
CONTACT

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