

Offertory Recovery

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Hello!



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ParishSOFT
by Ministry Brands®

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Today's Agenda

- August 2020 Survey – Impact on Parishes
- Pivot & The New Normal
- 3 Keys to Offertory Recovery
- Q&A

August 2020 Survey



Impact on Parishes
during COVID-19

Indicator #1

67%

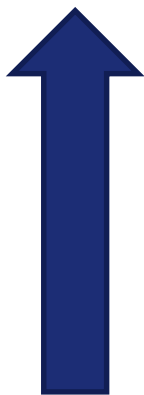
Largest concern = reduction in offertory

Indicator #2

25%

Average allowable Mass attendance

Indicator #3



One time giving –
March/April

Indicator #4



Recurring giving –
after March/April

Survey Conclusion



Tipping Point

Online

vs.

Traditional

Pivot & The New Normal



75%

Recurring
Online
Offertory

3 Keys to Offertory Recovery



Communicate
the
Message



Manage
the
Process



Leverage
the
Technology

What's the Message?

- Make it personal
 - Highlight financial impact
 - Stress the urgency
 - Tout the convenience
 - Point to technology
 - Keep asking
-



Where's the Message?

- Mail
 - Email
 - Website
 - Social media
 - In pew
 - Pulpit
-



Who's your team?

- Account setup
 - Technology platform
 - Parishioner outreach
 - Processing of funds
 - ChMS integration
 - Donor support
-



User Friendly Technology

- Online
 - Smart phone
 - Tablet
 - Text to give
 - Giving app
 - Card swipe
-



Conclusion

- Ask for help!
- Build your team!
- Give them technology!



Q&A



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