

# 10 Simple Ways to Maximize Your End-of-Year Donations

November 4, 2020

# Hello!



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**ParishSOFT**  
by Ministry Brands<sup>®</sup>

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# Perfect Timing

# #Giving Tuesday!



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# 10 Simple Ways to Maximize Your End - of -Year Giving

# #1 Coordinate Messages

- Schedule Messages
- Be Deliberate
- Be Consistent
- Keep It Simple

# Coordinate Your Messages and Segment Your Target Audience

- Millennials are 20-35
- Generation X are 36-50
- Baby Boomers 51-65
- Greatest Generation members are 66 and up

# #2 For Online Mass

- Place info banner on screen directing them to give via online giving link. See about adding a link or QR code to give from their phone

**Go to: [faithdirect.net](https://faithdirect.net), church code: CO999 to schedule your monthly gift**



Scan this code with your smart phone to find out how our Parish is improving stewardship.

# #3 Benefits of Giving

- Evidence of Our Obedience to God
- Acknowledges that God owns it all
- Giving Leads to Joy and Blessings
- Leads to Compassion and Involvement
- Supports The Work of the Church



## #4 Email Campaign

Email one-time donors to become recurring/scheduled donors. Offer to help them set it up.

**SUBJECT:** <<Parish>> needs your support in the COVID-19 Pandemic

Dear <<Parishioner Name>>,

Thank you for your support of <<Parish>> this year as we have navigated how to best continue our ministry during the Coronavirus (COVID-19) pandemic.

The arrival of autumn typically signifies a change in seasons, children going back to school, and the arrival of our many fall programs that enrich our church family. This fall is different. Many children are attending school fully or partially remote and most in-person gatherings have strict guidelines.

As we learn how to adapt to our current reality, <<Parish>> would like your help to allow us to continue our ministry. Please consider joining many of your fellow parishioners at <<Parish>> by making your generous gifts through ParishSOFT Giving at <<PARISHSOFT GIVING LINK HERE>> so we can continue to minister during the COVID-19 outbreak.

ParishSOFT Giving is a convenient and secure electronic giving (eGiving) program, and it provides <<Parish>> with reliable donations during these unstable times. I hope that if you are able, you'll take a minute to enroll now at <<ENROLLMENT LINK>>.

Thank you so much for considering supporting our parish electronically, and may God bless you and keep you and your loved ones safe and healthy during this glorious autumn season.

In His Name,

<<Pastor>>

Pastor

|

# #5 Set Goals and Share Progress

- Set Specific Goals
- Keep People Informed
- Planning and Communication



# #6 Full Page Bulletin Announcement

- We recommend that every parish promote the program in its weekly bulletin, on its website and social media pages.
- You can also opt for a direct ask via Direct mail piece (letter/postcard) asking for additional final gift for 2020

# Sample Bulletin Message:

We're planning now for Thanksgiving and Christmas, and like everything this year, the holidays will be anything but typical. Our ministries need your support today.

After the uncertainty, unemployment and isolation caused by COVID-19, families in our community will be turning to St. John Demo Church for help in astonishing numbers during the holiday season. Your generous online donations now will help us plan and budget for ministries that will serve those in need over Thanksgiving and Christmas.

We prayerfully request that you consider signing up for eGiving from your computer, smartphone or tablet. You can set up a recurring donation or make a one-time gift.

Sign up today by visiting [faith.direct/FD2](https://faith.direct/FD2), or text 'Enroll' to (Text-to-Give Number).

Thank you for your continued support of our parish family.

God Bless You,  
(Pastor's Name Here)

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# #7 Testimonials

- Social Media Videos
- Newsletter Articles
- Fundraising Lunch or Dinner Speakers



# #8 Thank Your Donors for Their Continued Support

You cannot thank donors enough

Thank you email follow up for online gifts

# #9 Provide Multiple Easy Ways to Give!



*St. John the Evangelist Catholic Church*



**Our Weekly Gift of Thanks to God**  
*Thank You For Your Support*

**FEB 20 2015**

**1234**

NAME

C/O

ADDRESS

CITY STATE ZIP



Amount \$ \_\_\_\_\_



# Online Giving



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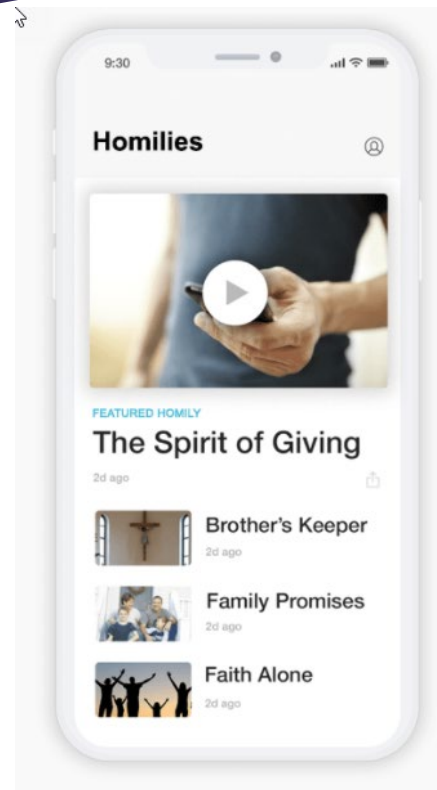
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# Text to Give and Mobile App

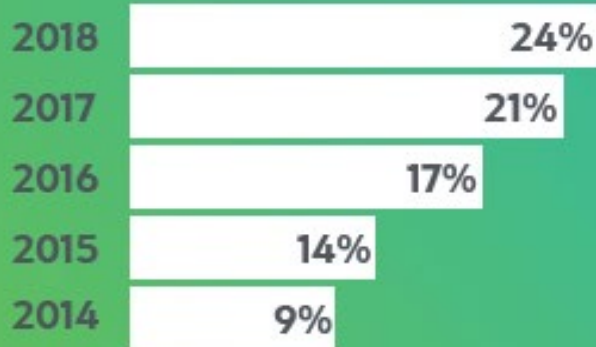


Text  
to  
Give

Mobile App



# Mobile Giving is on the Rise



Percentage of Online  
Donations Made on a  
Mobile Device

Source: Blackbaud Institute

# #10 Parish Website

- Ensure easy to find giving link works
- Place giving button on every page
- Add FAQ section
- Add enrollment video w/instructions

“

Remember this: Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously. Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver.

”

# Year-End Campaign Primary Best Practices

- Make it easy for donors to give
- Make it easy for volunteers
- Allows you to easily kick off your year-end giving campaign
- Allows you to effectively
- Allows you to communicate on numerous communication channels
- Stay strong and keep up the momentum

# Thanks!

# Additional Resources

- <https://www.faithdirect.net/blog/>
- <https://www.parishsoft.com/category/blog/>
- [https://myemail.constantcontact.com/ParishSOFT-Giving-October-Newsletter.html?soid=1102557665588&aid=3yZvZh6xJ\\_g](https://myemail.constantcontact.com/ParishSOFT-Giving-October-Newsletter.html?soid=1102557665588&aid=3yZvZh6xJ_g)
- <https://www.parishsoft.com/whitepapers/year-end-giving-the-step-by-step-guide-for-parishes/>