Be a Saint

**Plan a campaign to coincide with All Saints Day or another feast day that is meaningful for your church. Set a goal for an achievable number of givers, and offer an incentive to families who make any online gift during this timeframe—this group can include members already using ParishSOFT Giving.**

# Prize Ideas

* Family dinner at a local restaurant
* Dinner/movie package
* Overnight stay at a local getaway

Local businesses in the area are usually happy to donate a prize in exchange for the publicity you’ll give them. **You could have small gifts to all participants or have a drawing to award fewer, higher value prizes.**

# Promotion

* **Posters:** Print posters for your gathering spaces and bulletin boards in classrooms, church office, and worship area.
* **Invitations:** Send invitations via mail or email.
* **Pre-Campaign Announcement:** Do a pre-campaign announcement—any form you like—to get people used to the idea.
* **On-Date Announcement**: Kick off your campaign with energetic announcements on a date you choose as your “Be a Saint Sunday.”
* **Be a Saint Series:** Have a series of “Be a Saint Sundays” during your campaign, and offer test drive sessions after those services during “Be a Saint Coffee Hour.”

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# Tracking

Check your church administrator reports in the ParishSOFT Giving system to see who your online givers are and what new gifts they have made.

**Let members know the results of your campaign at various phases.**

For example, if your campaign will run for three months, you might announce, *“As of Mon. DD, XX families are participating in our Be a Saint program by signing up for ParishSOFT Giving. Together they’ve already donated more than $X,000. Help us meet our goal and you could be the winner of [name prize].”*

Update your results in the Be a Saint campaign every two weeks from the pulpit, weekly in the bulletin and on your website, and in each issue of your church newsletter.



# Tailored for Your Church

* Pick your “Be a Saint Sunday.”
  + Is there a saint who is particularly meaningful for your church?
  + Will the time of year work with your selected holiday, or should you make adjustments?
* Determine who qualifies.
  + How many members do you have using ParishSOFT Giving? Should they qualify to participate, or should these be for new users?
  + Remember that even those who have registered should still be encouraged to continue using ParishSOFT Giving.

# Prize Planning

* Choose your prizes.
  + Contact local businesses.
  + Ask members who have connections, own restaurants, etc.
* Decide how you will determine winners.
  + Does everyone who participates get a prize?
  + If you have fewer prizes, consider a drawing.
  + Should prizes be awarded throughout the campaign or at the very end?
* Decide when/how prizes will be distributed.
  + Announced in service?
  + Notice in the bulletin?
  + Given at a church event?

# Promotion Schedule

* Decide which types of promotions you will use.
  + Posters
  + Invitations
  + Pre-campaign announcements
  + On-date announcements
  + Be a Saint series
* Map out a timeline with specific dates so that nothing is missed.
* Make sure you have the necessary resources to execute.

# Organize Your Staff

* Thoroughly discuss plans with staff.
  + Who’s in charge of tracking ParishSOFT Giving and getting updated data for the campaign?
  + Who will be the up-front spokesperson?
  + Who is in charge of creating promotional materials?
  + Who will acquire and organize prizes?
* Troubleshoot and brainstorm.
  + Are there any concerns about the campaign?
  + Are there anyways to better tailor it for your parish?

