End-of-Year Giving

**The end of the year is a great time to promote ParishSOFT Giving. Often people are looking to make a tax-deductable end-of-year contribution, and what better place to give to than their own church? Remind members that giving online means less transaction time—the money goes directly from their account to yours—and they can view and print a giving report at anytime, which is handy for taxes!**

# Goals

Set a goal to achieve by the end of the year. Choose multiple goals including [X] members have created accounts, [X] members have given, $[X,000] has been given through ParishSOFT Giving.

# Prizes

You can award small prizes to every family that participates (i.e. signs up for ParishSOFT Giving and contribute [set amount] amount or makes [set number] of gifts before the end of the year). Another option is to enter participating families into a drawing and award one or a few prizes. Here are some ideas:

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

# 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, “As of Mon. DD, XX families are participating in our [name of fundraiser] 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].”*  
Promotion Get people excited about your prizes, make sure they know how to use ParishSOFT Giving, and keep reminding them to participate!

* **Posters:** Print posters for your gathering spaces and bulletin boards in classrooms, church office, and worship area.
* **Pulpit Announcements:** Let people know what your goals are and where they go to give.
* **Bulletin/Email/Poster Updates:** Wherever people look for church news, make sure that you’re reminding them about end-of-year gifts and keeping them updated on how you’re doing with your goals.



# Tailored for Your Church

* Set realistic goals.
  + Think in terms of percents. What percent of your members give regularly? What percent already use ParishSOFT Giving?
  + When will you start measuring your increase? (When does the campaign start?)

# 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
  + Email
  + Pulpit announcements
* Map out a timeline with specific dates so that nothing is missed.
* Make sure you have the necessary resources to execute.
* Announce ParishSOFT Giving as an easy and secure way to give recurrently, as well as a great end-of-year giving tool.
* Be sure to thank all those who give!

# 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?

