Snowbirds &
Vacationers

**Keep track of parishioners who go out of town for a season (or even just a weekend) by pinning their locations on a map prominently displayed in your church lobby. Encourage parishioners to stay connected through ParishSOFT Giving. They can set up contributions before they leave! Their gifts will be processed and received as scheduled, regardless of where they are!**

# Prize Ideas

Offer prizes to those who register for ParishSOFT Giving and contribute from afar. Every two weeks (or whatever time frame works for you), draw one or more names from those who have given. If you can, make drawing an announcement public to keep the excitement going! If you keep this campaign going for several months, you’ll encourage parishioners to join throughout the campaign.

Consider having a bigger prize the last week of the campaign (or just drawing more names) to encourage a final surge of givers!

* 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.

When a snowbirds or vacationers signs up and makes their first contribution through ParishSOFT Giving, be sure to mark them on the map!

\* *Receive permission from the family before posting it. To protect their privacy, perhaps wait until they return to post it.*
*\*\* For safety reasons, publish just general announcements and stats on any public sites, and be sure to keep the names of vacationing members private while people are away from home -- go ahead and announce the winners announcements on public channels once members are home.*

# Promotion

* **Map It:** Get a big map—either the U.S. or the world. Try a heading like "Stay in Touch with ParishSOFT Giving.” Ask parishioners to let you know when they’re going out of town. If they haven’t signed up for ParishSOFT Giving yet, ask them to do so before they leave. Also ask for a family picture and where they’re going. You can post a label with the picture and location on the part of the map where they’ll be.\*
* **Stay in Touch:** Before your parishioners go on vacation, run a campaign asking them to update their ParishSOFT My Own Church Accounts. Questions to ask include if they have signed up to receive the bulletin and parish newsletter online, is your contact information up-to-date in case of emergencies, and a reminder to set-up online giving so your parish family can continue the parish’s important work in the community while you are away from home.
* **Pre-Campaign Announcement:** Make sure members know the time frame of the campaign, how to participate, and what the prizes will be. Use a combination of communication channels: email, print, public announcement.\*\*
* **Campaign Updates**: Keep the excitement going and remind members to participate by announcing how many out of town members have signed up for ParishSOFT Giving.

# Tailored for Your Church

# Designate a timeframe

# Should your campaign run for just the summer months (Memorial Day to Labor Day)?

# Are there enough “snowbirds” to merit a winter campaign (Thanksgiving to Groundhog Day)?

# Are there enough “vacationers” to merit a summer campaign (after Easter to Labor Day)?

# If it’s goes well, you can re-launch your campaign.

# Determine who qualifies

# How many members to you have using ParishSOFT Giving? Should they qualify to participate, or should this be for new users?

# Remember that even those who have registered should still be encouraged to continue using ParishSOFT Giving throughout the year, especially during the summer months.

# Prize Planning

* Choose your prizes
	+ Contact local businesses.
	+ Ask members who have may have connections, own restraints, 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 end?
* Decide when/how prizes will be distributed
	+ Announced in service?
	+ Notice in the bulletin?
	+ Given at a church event?



# Promotion Schedule

# Design/create the map for your lobby

# Make sure you have extra supplies on-hand to add parishioners to the map

# Decide how you will let people know about your campaign?

# Posters, invitations, pre-campaign announcements, kick-off announcements, recurring updates

* Create a timeline with specific promotion dates

# 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?