Special
Funds

**If some of your members are having a hard time letting go of their envelopes, try introducing ParishSOFT Giving to them by using it for payments and special funds. Add special funds so that members can pay for retreats, fundraisers, etc. via ParishSOFT Giving. They’ll acclimate to the system without having to give up the familiarity of their envelopes or make the decision to switch right away.**

# Special Funds

What makes a good special fund? Think about what your church already collect payments or donations for, and just add them to your ParishSOFT Giving funds. Here are some ideas to get you thinking—and you might already be doing these at your church!

* Retreat payments
* Memorial funds
* Altar flowers (for Christmas, Easter, etc.)
* Mother’s Day flowers (sold as a fundraiser)
* Mission offerings
* Religious education program fees
* School tuition, if you have a parish school

# Promotion

Focus on the event or activity that requires payment collection. People are used to paying for lots of things online, so why should this be any different? When promoting the event or activity, just make sure it’s easy for people to find where they pay.

**Have a computer or two set up in the lobby with ParishSOFT Giving for easy access.** This works well if you’re collecting sign-ups or payments for something before or after Mass.

**Link the computer to ParishSOFT Giving if having people pay at your church isn’t an option.** Also, definitely send out e-mail reminders with a link to make a payment. You can even have people sign up at church, collect their e-mail, and then send them a link to make their payment.

**Emphasize the ability to quickly give.** And since most of these will be one-time gifts, make sure people know that they don’t have to create an account. Provide instructions for using Quick Give.

# Tracking

Keep track of how many members use ParishSOFT Giving for the first time. Once they’ve made a payment or given a gift, send them a thank you email and remind them that they can also use ParishSOFT Giving to donate regularly, instead of using a paper system.

Once you’ve gotten a good number of parishioners to use ParishSOFT Giving, announce your numbers to the congregation. Consider using the following announcement:

*As you may have noticed, over the last couple months we’ve been using ParishSOFT Giving to collect payments and donations for several different things. [List events, activities, funds, etc.] In fact, we’ve had [x] members use the program! As you may know, you can use ParishSOFT Giving for regular contributions, as you would offertory envelopes. And when you give online, it takes us less time to process your gift. Also, you will have the option of setting up automatic payments and will be able to see reports of what you’ve given at any time!*

# Tailored for Your Church

# Choose funds to add to ParishSOFT Giving.

# You can use events/funds/activities that you’ve done before.

# You can use new events/funds/activities.

# Figure out who your audience is.

# Do you already have a lot of members using ParishSOFT Giving? (People who already have accounts and will be ready to use them.)

# Are there many members who have had no contact with ParishSOFT Giving and will need to be walked through the process of giving?

# Will you accept only ParishSOFT Giving payments or will you have other options?

# Consider only advertising ParishSOFT Giving but allowing people to pay by cash or check if they are insistent.

# Organize Your Staff

* Thoroughly discuss plans with staff.
	+ Make sure people in charge of funds/events/activities know how ParishSOFT Giving works.
	+ Make sure staff members know how to walk through giving with parishioners.
* Troubleshoot and brainstorm.
	+ Are there any funds that will *not* work well with ParishSOFT Giving?
	+ Think creatively about how you can use ParishSOFT Giving—remember, there’s no limit to the number of funds you can create!



# Promotion

* Set up a computer in your church so that people can make payment/donations right away.
	+ Have someone scheduled to stay with the computer and help people if they have questions.
	+ Make sure it’s clear that members can opt to pay at home from their own computer.
* Send out the ParishSOFT Giving link.
	+ Any e-mails sent should include a link to make a payment.
	+ If you send out a mail piece or have an announcement in your bulletin, be sure to direct people to your church website where they can find the ParishSOFT Giving link easily.
* Emphasize Quick Give.
	+ Make sure that people know that they don’t have to create an account in order to take advantage of the benefits of using ParishSOFT Giving.
* Announce ParishSOFT Giving as a way to give recurrently.
	+ Do this when people are getting comfortable with ParishSOFT Giving.
	+ Announce it from the pulpit.
	+ Put it in the bulletin.
	+ Send out thank you emails encouraging givers to use ParishSOFT Giving for regular offertory.