Why Not?

**It can be challenging to provide enough incentives and reasons for your members to give and for donors to make their donations easily though ParishSOFT Giving. It is loaded with features that make giving via the Internet and registration for your parish events easier than ever before, some fun and catchy slogans and low-cost promotional materials will encourage awareness and usage.**

# Promotion

* **Print 11x17 posters** (in-house, if your printer accommodates that size) for each theme and lay out a corresponding announcement for your newsletter, bulletin, and website.
* **Hold “Test Drive”** sessions to let members try the system.
* **Hang posters** around your church campus gathering areas.
* **Carry the theme** into your pulpit announcements.
* **Rotate poster placement** around your campus so that families from all demographics see all of the messages you choose to use.

# Themes

Lead with the ParishSOFT Giving logo. Ask the question, followed by “Then why not give online?” Add “Try it. We’re sure you’ll like it!” along with your website. The example poster (to the right) includes a graphic—find one you like, or ask a few parishioners or staff to gather and pose for a photo while giving the thumbs-up sign to ParishSOFT Giving.

* Pay bills online? 2
* Can’t find your envelopes? 2
* No time before church to visit the ATM for cash? 2
* Bank online?
* Have kids to get ready for church?
* Going on vacation?
* No time to write checks?
* Think checks are old-school?
* Is it time to automate your stewardship?
* Time to make sure you “give of first fruits”?

# Tracking

Report your results to members. If you are working toward a goal (e.g., number of families giving online), note how you’re doing and how many families need to come on board to reach your goal. People like to be a part of their church’s successes, and communication gives them the information they need to participate.

For example: “*Do you pay bills online? Then why not give online? XXX families are using our ParishSOFT Giving. Together they’ve already donated more than*

*$XX,000. Our goal between now and [DATE] is to have XXX families. You can help us reach that goal!*

*Sign up after church or take a test drive . . . we’ll have laptops available during coffee hour.”*

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**Pay your bills online?
Have you tried online giving?**

Quick and easy.
No need to register.
Safe and secure.

[www.yoursite.com](http://www.yoursite.com)

*2. Courtesy of Anne
Good, Blessed
Sacrament and
St. George parishes,
Worcester,
Massachusetts.*

# Tailored for Your Church

* Designate a timeframe
	+ How long should the campaign last?
	+ How many posters should you make?
	+ How often should you change/move the posters?
	+ Figure out who your audience is
	+ Do you already have a lot of members using ParishSOFT Giving? (These are people to whom the campaign isn’t targeted.)
	+ Are people familiar with ParishSOFT Giving or is this new to your church?

# Organize Your Staff

* Thoroughly discuss plans with your 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 as a team.
	+ Are there any concerns about the campaign?
	+ Are there any ways to better tailor it for your parish?
	+ What are the issues or hurdles that we will need to address in our promotions to encourage usage?



# Promotion Design

* Have a brainstorming session and come up with “Why Not?” phrases for your church.
	+ Get input from different demographics at your church.
	+ Have a mix of funny and practical ideas (e.g., tired of that old “envelope glue” flavor? Why not give online!).
* Design/create the posters
	+ Ask for help from staff or members who are artistic or have design experience.
	+ Reach out the departments at local colleges that teach graphic design for design assistance. Often, college students will do the work for free or at a very low cost in exchange for using it in their portfolio of their work.

# Promotion Schedule

* 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, taking into account holy days and special events at your parish.
* Keep track of the promotion schedule to ensure you are hitting your target dates.