ParishSOFT Giving Ongoing Promotion Checklist

*The most successful online giving programs are those that are kept “in the news” on an ongoing basis. Continue to grow your ParishSOFT Giving income by blending your own creativity with the checklist items below. Please note that these don’t need to be done in any order, just plan ahead for what will best meet your needs.*

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| Promotional Task | Goal | Date Completed |
| Run a marketing campaign.  *You can look for ideas in our Marketing Kit! Incorporate themes that will resonate with your various demographics.* | Begin any time after initial launch to generate new and continued interest in ParishSOFT Giving. | * Campaign #1  \_\_\_\_/\_\_\_\_/\_\_\_\_ * Campaign #2  \_\_\_\_/\_\_\_\_/\_\_\_\_ * Campaign #3  \_\_\_\_/\_\_\_\_/\_\_\_\_ |
| Post financial results.  *Report on online versus envelope donations. Consider reporting monthly income rather than weekly in printed and pulpit announcement. Provide quarterly reports, as well. Include with promotional inserts, pledge drive appeals, etc.* | Be open and transparent. Increase members’ comfort level with the program. Point out the growth or steadiness of online gifts versus physical collections. | * Offertory Report (Weekly/Monthly)  \_\_\_\_/\_\_\_\_/\_\_\_\_ * Statements (Monthly/Quarterly) \_\_\_\_/\_\_\_\_/\_\_\_\_ |
| Report on the number of families giving.  *As your numbers increase, make it part of your church dialog, especially during a special marketing campaign or when you reach goals (50, 100, etc. givers).* | As givers understand that more and more families are using ParishSOFT giving, they’ll be more comfortable trying it out. | * Report on Numbers   \_\_\_\_/\_\_\_\_/\_\_\_\_ |
| Recognize online givers.  *Thank them during Mass—ask them to stand up if your numbers are large enough. Send* ***thank you letters*** *to families.* | Reach a broader audience through written and verbal thanks. During Mass, recognition lets members see who is giving online and addresses concept that “no envelope” does not indicate “no giving.” | * Recognition from Pulpit   \_\_\_\_/\_\_\_\_/\_\_\_\_   * Thank You Letter   \_\_\_\_/\_\_\_\_/\_\_\_\_ |
| Ask for and share testimonials.  *Ask families in person or via email why they like ParishSOFT Giving, and get permission to publish their comments with their names.* | This promotes comfort level and safety of the program for members. | * Testimonials  \_\_\_\_/\_\_\_\_/\_\_\_\_ |
| Share success stories from the internal side.  *How is ParishSOFT Giving benefiting your church? Tell your members. When conducting a special campaign, report your results.* | Share church goals and accomplishments to show the benefits bebind the scenes (in the church office. | * Success Story   \_\_\_\_/\_\_\_\_/\_\_\_\_ |
| Learn and address members’ concerns.  *Not signed up for ParishSOFT Giving yet? Why not? You can use our* ***FAQs*** *to answer questions from members. Post FAQs on your website and train staff with how to respond to these questions.* | Learn and address their concerns. The test drive is an ideal way to capture this type of feedback. | * Learn/Address Concerns   \_\_\_\_/\_\_\_\_/\_\_\_\_   * Post FAQs on Website   \_\_\_\_/\_\_\_\_/\_\_\_\_ |
| Test drive for members.  *Create “false personas” for members to test with and set up kiosks or other stations in your church.* | Let members experience the ease and convenience “hands on.” Time test drives to coincide with your marketing efforts. | * Test Drive   \_\_\_\_/\_\_\_\_/\_\_\_\_ |