

Promoting Parish Stewardship of Giving

With all Masses in our Diocese suspended until further notice due to the COVID-19 pandemic, following is a suggested nine week plan to assist you with your parish offertory. Please contact the Catholic Foundation at 920.272.8197 or email catholicfoundation@gbdioc.org if you need help with this plan. Thank you!

Many of you are already communicating with your parishioners following the diocesan Circle of Love and Support plan. This plan will help enhance the diocesan plan.

Following are some examples of direct and indirect communication you may be using to communicate. Please consider using at least one or two things from each section to encourage stewardship of giving in your parish. We have included samples of each of these that are customizable to your parish along with a nine week plan to help you best achieve your offertory goals.

Direct Communication

Phone Call
Direct Mail Letter*
Email*

Indirect Communication

Website Post
Facebook Post
Live-stream Mass

**Please view the “How to” page for best results when using direct mail letters and emails. This page will give you information on how to segment your families.*

At the bottom of the nine week plan you will also find a list of creative ways parishes are connecting with parishioners to support parish stewardship. You may find these options helpful in your parish. If you are already doing them, that is wonderful! If not, you may want to try to do one each week in your parish.

Include in all print, digital and video communication with your parishioners

- Parish online giving link and/or parish giving page at www.catholicfoundationgb.org/donate
- Parish website address for additional faith resources and information
- Diocesan website address, www.gbdioc.org, for additional resources and information
- Thank parishioners for their prayers and generous support of the parish

SAMPLE NINE WEEK PLAN TO SUPPORT PARISH OFFERTORY

Week One:

- Mail direct mail sample letter #1 to parishioners
-If your parish staff is limited, please contact the Catholic Foundation for services that may be able to help you with your mailing.
- Publish pastor sample bulletin message #1
- Post website sample message #1 on your parish website homepage
- Post Facebook sample message #1
-If you need help with Facebook, please visit the diocesan website at www.gbdioc.org – Parish Resource: Video Production & Hosting Livestream Events Resource Page.

Week Two:

- Send email sample message #1 to your parishioners

Week Three:

- Choose an option from the purple box below

Week Four

- Mail direct mail sample letter #2 to parishioners
- Publish pastor sample bulletin message #2
- Post website sample message #2 on your parish website homepage
- Post Facebook sample message #2

Week Five

- Send email sample message #2 to your parishioners

Week Six:

- Choose an option from the purple box below

Week Seven:

- Mail direct mail sample letter #3 to parishioners
- Publish pastor sample bulletin message #3
- Post website sample message #3 on your parish website homepage
- Post Facebook sample message #3

Week Eight:

- Send email sample message #3 to your parishioners

Week Nine:

- Choose an option from the purple box below

Creative Ways Parishes Are Connecting With Parishioners to Support Parish Stewardship

- Father, parish staff and/or church volunteers call parishioners to check in and make sure they are doing okay
- Father provides a drive by blessing at the parish for parishioners and encourages them to drop off their offertory at this time
- Live-stream Sunday Mass and include online giving option
-If you need help with live-streaming Mass, please visit the diocesan website at www.gbdioc.org – Parish Resource: Video Production & Hosting Livestream Events Resource Page

How to Segment Direct Mail Letters and Emails for Best Results

1. Who to segment

Segment A: Active current donors

Segment B: Families who gave in 2019 and/or early 2020 but no longer give (most likely those families give by envelope at Mass)

Segment C: All other non-donors

2. How to segment

Extract all parish families and their giving history to the parish for the last two years from Gabriel software. Make sure to extract not only giving history but names, addresses, and email addresses. Once this information is extracted to Excel you can sort via giving history to build your specific segments. If you have questions on how to do this, please contact the diocesan IT Help Desk at 920.272.8111 or via email at ithelpdesk@gbdioc.org.

3. What segment gets what letter/email

Segment A: Active Current Donors get the personalized thank you letter/email

Segment B: Gave in Past but No Longer Giving Donors get personalized letter/email with invitation to give to the parish

Segment C: All non-donors receive letter/email with invitation to give to the parish