



Archdiocese of Washington

Five ways to **increase** offertory giving



Connect
with parishioners



Monitor and Report
offertory giving



Increase
numbers of online givers



Ask
for year-end gifts now



Run
Take the Next Step



Connect with parishioners



Because of the lengthy stay at home period, many parishioners feel lonely, hurt, or disconnected from the parish. Disconnected parishioners give, serve, and pray less than those who feel engaged with their parish. Parishes that steward parishioners' gifts of time, talent, and treasure find a way to:

- Connect personally via calls, letters or virtual gatherings
- Listen to parishioner's experiences over the last months
- Share the needs and dreams of the parish in the coming months and how the parishioner can be a part of it
- Have a plan to mobilize parishioner's gifts of time and talent and to receive their gifts of treasure online
- Individually thank parishioners who support the parish through donations- a personal thank you letter is a simple but powerful tool of evangelization



Parishioners [experience Jesus through your pastoral care in these innovative approaches](#)

Learn to [accompany parishioners through phone calls](#)



Monitor and Report offertory giving



Parishes can increase offertory income by using FamilySuite data to analyze:

- Who/how many are the parish's donors?
- What variations in parishioner giving explains the overall change in offertory income?
- How many parishioners give above or below the average contribution?
- Which parishioners have made no contributions? Why not?

[Click here for the how-to guide](#)

*Pastor and bookkeeper should monitor week-to-week offertory
Pastor and Finance Council should monitor monthly offertory
Pastor should inform parishioners of monthly offertory vs. monthly parish expenses*

ParishSOFT® | Family Suite

Intelligent Query

Column Picker

- Batches
- Contributions
 - Batch DUID
 - Check Number
 - Comment
 - Contrib DUID
 - Family DUID
 - Fund DUID
 - Is Down Payment
 - Is Electronic Payment
 - Matching Gift Company
 - Matching Gift Company ID
 - Owner Organization ID
 - Payment Amount

Result Columns

Expression	Title
Families Last Name	Families Last Name
Funds Fund DUID	Funds Fund DUID
Sum of Contributions Payment Amount	Contributions Payment Amount Sum

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Holy Trinity
123 Main St.

Family Summary Report
Period : 01/01/2012 - 12/31/2017
All Families
Total Given Range : \$0.01 - (no max)
All Groups
11 Funds Selected

Address	Home Phone	Total
516 Aldringham Rd	Ypsilanti, MI 48197	555-1111
049 Dundas Blvd	Ann Arbor, MI 48106	555-2222



Increase numbers of online givers



Best Practices

- Offer different ways to sign up for online giving. Promote through the parish bulletin, pulpit announcements, website, Flocknotes and Emails. [Use QR codes in letters and bulletins to drive traffic to your online giving page.](#)
- Make it easy to find your donation button on your website- Top of the page, highly visible.
- Make sure your website is mobile friendly. A majority of visits and, likewise giving, is now done through cell phones.
- Set a goal of working towards getting 50% of your parishioners signed up to give online
- **Always say Thank you for support!**

The average credit card donation is generally 8% to 10% higher than that of a cash or check donation

Emphasize Benefits to the Parishioner

- Syncs up church giving with household banking and bill paying already done online.
- Makes stewardship actionable: Giving back a portion of the blessings God has provided through consistent, planned support of the Church.
- Helps parishioners to understand the scope of worthy ministries of the Church and enables them to fulfill their intention to be generous and make a difference in the community.
- Allows parishioners to budget for all of their parish giving – offertory, second collections, special parish events – at one time.
- Stretches parishioner giving as expenses for counting and processing checks and cash are reduced.



Ask for year-end gifts now

- Be clear about how great the current need is.
- Highlight how the money will be utilized.
- Ask. People give because they are personally asked and asked in relation to the opportunity.
- More than 80% of the time, when asked, the donors most engaged will respond with support beyond their normal giving, and may still be able to do so again at year end.
- Follow up and Be personal – The pastor should send follow-up letters or emails to the top 10 – 20 past supporters and enlist the help of engaged parish leaders to reach out as personally as possible to dozens more.
- Sample outreach letter/email copy and phone scripts are available on the parish resources portal or by reaching out to Joanne Pipkin at pipkinj@adw.org.



We did ask our top year-end donors to advance their gifts – All did so, which is good for us now.

I'd recommend doing this as people have the means now and are responding. Whether or not they may be in a position to give in Nov/Dec is anybody's guess.

–Rock Schuler, Director of Stewardship, Holy Trinity DC



Run Take the Next Step

Parishioners should be invited annually to renew their level of offertory giving



St. Joseph's Catholic Church
Morganza, Maryland

October 18, 2019

Ms. Clara Scriber
17 Fieldstone Dr Apt 148
Hartsdale, NY 10530-1536

Dear Clara,

As pastor of St. Joseph's, Morganza, one of my most important responsibilities is to offer the Holy Mass each Sunday especially for the needs of all the people in our parish. This way, all the parishioners who come to our church—whether they're new to the neighborhood or have been here many times before—will know God is hearing our prayers. For me, this is a most sacred duty.

Down through the generations, duty because the people of our parish work. In fact, everything we do in year-out due entirely to the support of our parish in this past year and the future.

I write to ask for your support. Parishioners will help us reach our local Catholic education, tending to as well as the many other everyday.

As you consider your gift, many of the sacrificial gifts our parish that's right for you: whether you commit myself, I'll be taking a step up in my commitment, be assured of the gratitude of

At the masses this weekend renew our commitment to God and

With paternal affection,

Fr. Drew

Thank you for prayerfully considering 1

29119 Point Lookout Road / P.O. Box 175
Phone (301) 475-3293 Fax:

ST. JOSEPH'S CHURCH OFFER

Please complete: Phone _____

E-mail _____

Ms. Clara Scriber
17 Fieldstone Dr Apt 148
Hartsdale, NY 10530-1536

By Taking the Next Step, my new weekly offertory sacrificial gift will be \$ _____

Please check:
() I would like to receive parish envelopes.
() I am interested in the online giving program.
() I would like to make a gift of stock or IRA contribution.
() I would like additional information about including St. Joseph's in my will.

() Check here if you are no longer a member of our parish and would like to be removed from the list.

*The Take the Next Step
offertory enhancement
program makes
the asking easy*

How You Can Help

It is easy to see how you can make an impact every week.



1 FIND

where YOU are on the chart
(your weekly income/giving)

2 MOVE

one block right to see how to
easily increase your sacrificial
support to our parish.

3 MAKE

your commitment and give online
or through our weekly offertory.

Weekly Income	Lower		Middle		Upper		Beyond a Sacrificial Gift	
	1%	1.5%	3%	5%	7%	9%		
\$400	\$4	\$6	\$12	\$20	\$28	\$36		
\$800	\$8	\$12	\$24	\$40	\$56	\$72		
\$1,000	\$10	\$15	\$30	\$50	\$70	\$90		
\$1,500	\$15	\$23	\$45	\$75	\$105	\$135		
\$2,000	\$20	\$30	\$60	\$100	\$140	\$180		
\$3,000	\$30	\$45	\$90	\$150	\$210	\$270		
\$4,500	\$45	\$68	\$135	\$225	\$315	\$405		

MY OFFERTORY RENEWAL

Name _____
Address _____ City _____ State _____ Zip _____
Phone _____ Email _____

Thank you for prayerfully considering *Taking the Next Step*.

By Taking the Next Step, my new ☐ Weekly ☐ Monthly offertory sacrificial gift will be \$ _____.

Please check:

() I am also interested in parish envelopes
() I am also interested in online giving
() I would also like information about some one-time gift options such as including a gift in my will, or

*Great opportunity to collect
updated contact information*

- Parishes experience an average of 10% increased offertory commitment when all program components are utilized
- Three-week program:
 - Letter from the Pastor mailed home
 - Announcement weekend
 - Commitment weekend with in-pew cards
 - Follow-up weekend with in pews-cards
- The program does not bill parishioners; parishioners are asked to make a commitment which they have free will to honor
- Very little parish staffing effort is required; the program is fully facilitated, *in the background*, by the Archdiocese Development Office
- Only cost to parish is the printing of materials and mailing of letters

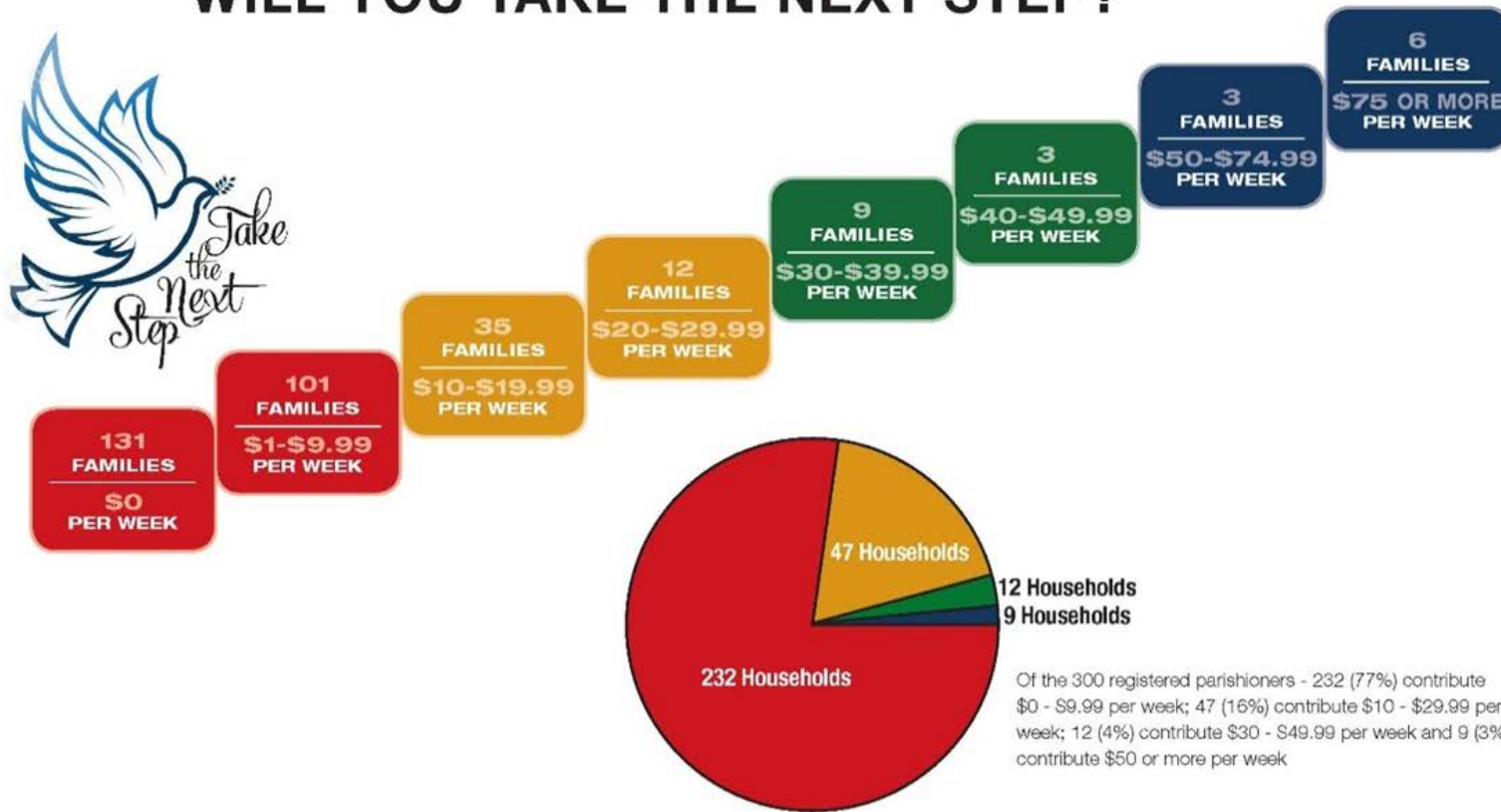


Run Take the Next Step



Parishioners give more when they realize their giving level relative to others in the parish

WILL YOU TAKE THE NEXT STEP?



75% of donors believe they give more or the same as others, but 72% of donors give less than the average

Blackbaud Institute, 2018

*Children love to ask
their parents
"which step are we on?"*

The parish can produce the step chart using its FamilySuite contribution data



We are **ready** to support the parish



Services of the Office of Development

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Take the Next Step Offertory Enhancement Program

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