



# 3 Ways the Archdiocese Can Help You Connect with Your Parishioners

## 1. DONATION PAGES (2 OPTIONS)

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### **Set up a donation page on your parish website.**

If you need help finding your page or creating a new donation page for your parish please call Caitlin Wojtasek at 303.715.3123

### **Direct donors to the My Parish Giving website at <https://archden.org/supportmyparish>.**

When the donor selects your parish, the gift goes directly into an account just for you.

*You will receive a report on Monday of gifts received and the funds will be transferred to your bank account that Friday. For questions, contact Sean Heller at 720.476.7484. This is a free service provided by the archdiocese, only the credit card fee of 2.8% is passed along.*

## 2. FLOCKNOTE COMMUNICATIONS

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Flocknote is a FREE email and text messaging tool created for churches. We can help you send out links to your donation pages or livestream Masses by email or text.

If you are looking to set up an account for your parish or school, or if you need a refresher on how to use Flocknote you can sign up for an on the phone training call by clicking this link:

**<https://calendly.com/caitlin-archden>**

You can also watch video tutorials on specific topics here:

**<https://help.flocknote.com/>**

## 3. USE [archden.org/coronavirus](https://archden.org/coronavirus) AS A CONTENT RESOURCE

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New information and links to videos and content are being posted regularly.

We also recommend inviting parishioners to share your messages and social media posts with friends who may not be receiving your information.

# Parish Communication and Offertory / Fundraising Best Practices in Time of COVID -19



## MAINTAIN CONTACT WITH PARISHIONERS

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- Parishioners need to be contacted and engaged in a meaningful way
- Be warm, welcoming and “open” in all communications
- Do not be afraid to express needs
- Do not worry about over-communicating, your flock wants to hear from you

### Regularly use email to communicate what’s going on in parish

- Mention you are praying for them
- Discuss Lenten sacrifice we all are undergoing
- Be optimistic and upbeat about time for family and spiritual opportunities
- Mention virtual Mass offerings
- Discuss sacraments still being offered and hours
- Set forth office phone numbers and office hours
- Weekly message from pastor
- Ask for volunteers to help with outreach
- **If you are in financial distress – mention it!**

### Establish virtual community on Facebook and website

- Keep website regularly updated (for help call Caitlin Wojtasek at 303-715-3123)
- Live stream Sunday and daily Mass
- Make Mass recordings available online
- Offer live stream recorded Rosary
- Offer live stream recorded Friday Stations of the Cross
- Continue meetings online by using apps/software
  - Zoom ([www.zoom.us](http://www.zoom.us))
  - GoToMeeting ([www.gotomeeting.com](http://www.gotomeeting.com))
- Bible study
- RCIA classes/Marriage prep
- Spiritual direction
- At-home prayer time sign-up for parish families
- List of anyone needing special prayers

### Offer links to spiritual materials online

- Prayers for COVID-19 deliverance
- AOD website re COVID: <https://archden.org/coronavirus/>
- Devotional Aids
- Content from Augustine Institute. 40 days of FORMED is now free: <https://archden.org/coronavirus/mass-video/>

# Parish Communication and Offertory / Fundraising Best Practices in Time of COVID -19 *continued*

## **Reach out to Parishioners via Phone** (Express Parish Offertory Needs)

- Pastor can call largest 20 - 50 donors and express immediate need
- Develop a committee (5 to 10 people) to call all other parishioners
  - Express to parishioners what the parish is doing to help
  - *Ask for their support unapologetically*

## **Develop Parish Crisis Response Team to visit needy** (mention this in calls/emails)

- Recruit volunteers to assist most impacted parishioners (sick, elderly, hungry)
- Establish drop off at parish for foodstuffs and needed supplies
- Provide some gift cards for groceries (as funding permits)

## **FUNDRAISING SUGGESTIONS:**

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### **Online Giving**

- Make sure you have active online giving tab on website and test it
  - Make sure tab is PROMINENTLY displayed on website
  - Ask for money on the website as needed - do not be afraid to do this
- Embed link to donation page with every correspondence to community
- Use FlockNote and Facebook to communicate donation link to all parishioners
- Text online giving donation link on Sunday before or during normal Mass time
- Mention donation during live stream and recorded Mass when gifts usually presented
- Mention need for parish support during online homily
- Call parishioners as a thank you for extra gifts as received
- Ask parishioners to request their friends to support parish

### **Traditional Giving Communications**

- Send special letter from pastor to all parishioner homes expressing emergency need
- Have a "drop-off" donation box at church prominently displayed for visitors
- Have a set time to drop off sacrificial Lenten gifts (i.e., drive-thru at 10:00 am Sunday staffed by pastor/deacons)
- Offer to have volunteer/pastor go to houses to pick up envelopes as needed

**We are here to help.  
Please call the Office of Development  
anytime at 720-476-7488.**