



# Top 5 Tips

## Parish Fundraising - COVID-19 Livestream Mass / Website Best Practices

### 1. Mention the need for donations during the Mass at presentation of the gifts and/or after the Mass is concluded, and perhaps during homily.

- Priest should state it verbally:  
*"During the presentation of the gifts, we customarily pass an offertory basket. Although we are virtual because of the Coronavirus, we still need your support at St. \_\_\_\_\_. Please make an online donation on our website or at [archden.org/coronavirus](http://archden.org/coronavirus) where all parishes can receive contributions (or parish link on website). May God bless you for your extraordinary generosity and Lenten sacrifice during our time of need."*
- Put up a banner during livestream Mass at the offertory that says:  
*"Please donate at [www.stthomasmore.org](http://www.stthomasmore.org) through our online giving link, and please be as generous as possible during this time of crisis. Thank you."*
- Leave the "banner" up at the end of the livestream or recorded Mass with the url address for online giving so banner remains on screen after the final blessing.
- As appropriate, need can also be mentioned during a homily and during the prayers of the faithful: "That our generous parishioners recognize our time of need and give generously to support our parish during this crisis..... Lord Hear Our Prayer."

### 2. Have Online giving link prominently displayed on your website.

- Do not bury the online giving link in a drop down menu or have it reside in an inconspicuous part of the website. It should be immediately apparent when you first hit the landing page.
- Have online giving link as a "header" that exists on the top or side of every page your parishioner navigates.
- Mention a "Sacrificial Easter" donation online and during the prayers of the faithful during Holy Week – "click here to make your Easter gift."
- Position supplemental online giving link immediately below where Mass is live-streamed or recorded on website so it is visible when parishioners navigate the site.

### **3. Don't be afraid to ask for money and show/mention the specific deficits in concrete ways.**

- If your parish needs help – let your parishioners know: “Our offertory is down 15% for the month of March and we really need you to support us during this crisis.”
- Let parishioners know you need them on face page of website — consider changing your traditional landing page to some that mentions crisis, “We are all together in the boat during this storm.”
- Show graphic depicting normal weekly offertory vs Coronavirus weekly offertory.
- Mention the sacrifices that the Parish has had to undertake: “Staff has been reduced by 15% or salaries cut by 20% to make ends meet during the crisis.”
- Every single communication should have fundraising link (more prominent with direct asks, more discreet with general parish communications).

### **4. Consider changing your traditional landing page to mention crisis**

- Mention that the Church is “open” even if Masses are not being held.
- Prominently display livestreamed/recorded Mass.
- Demonstrate COVID-19 impact: Show pictures of parishioners in masks helping, priests celebrating Mass in front of a camera, kids learning at home on computer, social-distanced confessions, anointing of sick, etc.
- Have a scripture quote that demonstrates distress and Christ’s guidance.
- Evoke imagery of Galilee storm and use verbiage: “We are all together in the boat during this storm – but Christ is with us.”
- Portray art /imagery that shows gift offerings (widow and two mites, children with envelopes, basket with loaves and fish, etc.).

### **5. Most importantly - contact your top 25 families directly and ask them for support now**

- *“Can you double your normal offertory gift during the crisis?”*
- *“Can you make a one-time sacrificial Lenten gift?”*
- *“Could you accelerate your annual giving - and make it all now?”*
- *“Can you call two friends and ask them to help support us?”*
- *“Can you help us with \_\_\_\_\_ (specific need)?”*
- If “no” – *“can you please pray for us?”*

# Need help?

Call Office of Development at 720-476-7488