

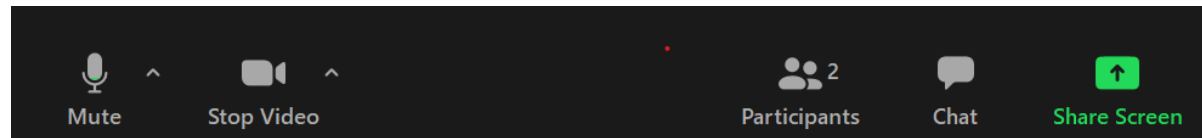


S.E.C.U.R.E.

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**ONLINE AND RECURRING GIVING**  
**WEDNESDAY, AUGUST 5, 2020 AT 1 P.M.**

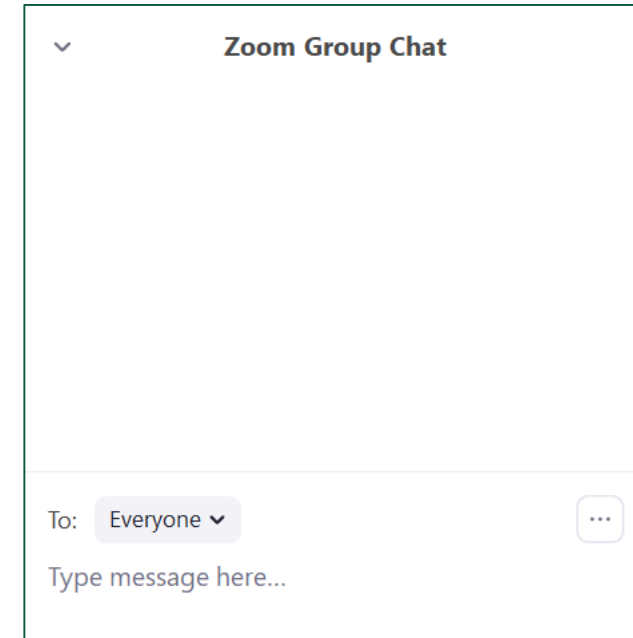
# LOGISTICS



To mute or unmute audio

To turn your video on or off

To view and write chat messages



To view and write chat messages

# PRAYER

# AGENDA

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- Online Giving: Best Practices
- Online Giving: Lessons Learned from Other Parishes
- Recurring Giving
- Beyond COVID-19
- Continued Conversation

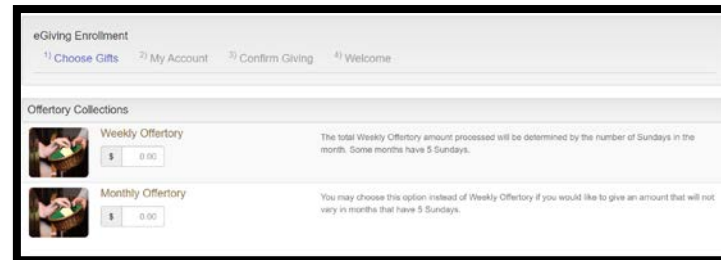
# ONLINE GIVING: BEST PRACTICES

While we cannot hold Masses in-person at full capacity, there are many simple steps a parish can take to ensure the basket is still passed.

**Ask!** Giving has a place in every in-person Mass, and it should still have one now.

- Maintain offertory "collection" during live-streamed Masses
- Remind parishioners during announcements
- Send an email or hold an offertory drive-thru every Sunday

Make giving options **visible** on your parish websites and in your virtual communities



Guide your parishioners **step-by-step** through the online giving process. Many parishioners do not participate in online giving simply because they do not know how to.

# ONLINE GIVING: WHAT HAS WORKED AT OTHER PARISHES



## Communicate consistently

- Send regular and consistent Flocknote updates to parishioners



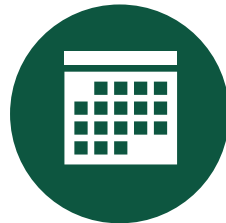
## Make online giving instructions accessible

- Include step-by-step instructions on how to give online with images for those unfamiliar with sign-up process



## Use multiple channels to encourage online giving

- Send letters and make phone calls to gather email addresses
- Share need, impact, and how-to on social media, website, and bulletins



## Include online giving in long-term parish plan

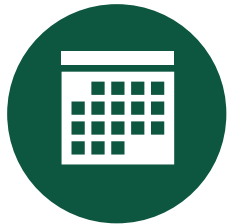
- Include link to donation page in live-streamed Masses and in regular communications

## WHY RECURRING GIFTS?



### Best option for parishioners

- Easier personal budgeting
- Can focus on Church rather than worrying they left their envelope / cash at home
- Allows parishioners to support the parish financially even while on vacation



### Parish can anticipate weekly & monthly income

- Allows for better Parish budgeting
- Recurring gifts are made regardless of restrictions on gathering sizes or vacations

# BEYOND COVID-19

*Embracing and advancing* online giving will have long-term benefits for your parish beyond this current crisis.

- Churches with online giving see **higher average weekly offertory**
- Most platforms have *auto-recurring* options
- Younger parishioners – who tend to carry less cash - can **give more frequently**





# CONTINUING THE CONVERSATION

# THANK YOU!

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