



# Best Practices for Digital Fundraising in Trying Times

April 16, 2020

A photograph of a church interior. In the center, a priest in purple vestments stands behind a dark wooden pulpit, speaking into a microphone. Behind him is a large, ornate altar with a statue of a saint and a large, dark, shell-shaped decorative element. To the left, there is a large, ornate altar with a statue of a saint and a large, dark, shell-shaped decorative element. The church has high ceilings with chandeliers and rows of wooden pews in the foreground. The word "Welcome!" is overlaid in a large, black, serif font.

# Welcome!

# Our Speakers



**Peter Hoskow**  
Principal and Managing Director,  
CCS Fundraising



**Cory Howat**  
President, #iGiveCatholic  
Executive Director, Catholic  
Community Foundation -  
Archdiocese of New Orleans

# Our Speakers



**Shannon Roh**  
Director of  
Development,  
Archdiocese of  
Mobile

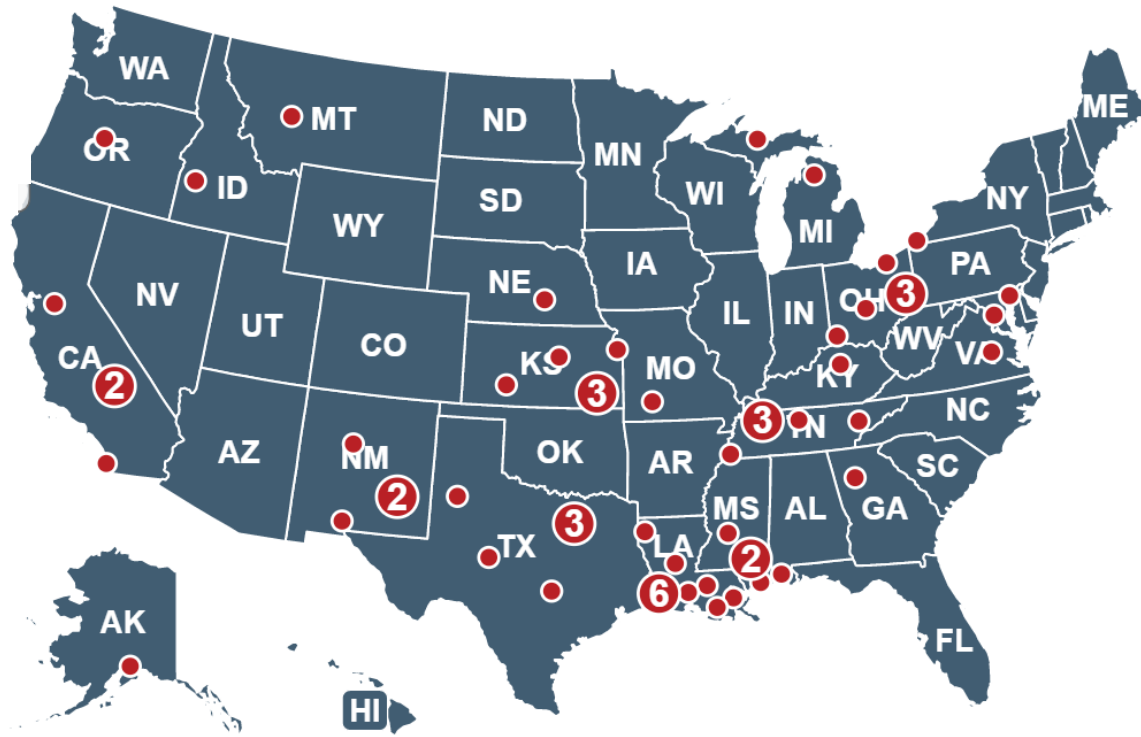


**Vann Ellen  
Mitchell**  
Vice President,  
CCS Fundraising



**Jillian Whiting**  
Corporate Vice  
President, CCS  
Fundraising

# #iGiveCatholic Together



# Our New Landscape


Closed  
facilities

Lost offertory  
giving

Lack of events

Remote work

Creating a  
virtual  
community



# Guiding Principles in Developing Digital Fundraising Strategies

# 1. Create an Action Plan

Develop a plan of action to outline activity over the next few months. Include an outreach initiative of personal calls and emails to key donors and friends.

**Sample 30-60-90 Plan**

| Task |  | Month 1 |        |        |        | Month 2 |        |        |        | Month 3 |        |        |        |
|------|--|---------|--------|--------|--------|---------|--------|--------|--------|---------|--------|--------|--------|
| Week |  | Week 1  | Week 2 | Week 3 | Week 4 | Week 1  | Week 2 | Week 3 | Week 4 | Week 1  | Week 2 | Week 3 | Week 4 |
| 1    | Conduct video calls with all Board members       |         |        |        |        |         |        |        |        |         |        |        |        |
| 2    | Send email to entire database with updates       |         |        |        |        |         |        |        |        |         |        |        |        |
| 3    | Make personal calls to donors                    |         |        |        |        |         |        |        |        |         |        |        |        |
| 4    | Make personal calls to key stakeholders          |         |        |        |        |         |        |        |        |         |        |        |        |
| 5    | Conduct webinar with donors and key stakeholders |         |        |        |        |         |        |        |        |         |        |        |        |
| 6    | Write and post blog regarding current landscape  |         |        |        |        |         |        |        |        |         |        |        |        |
| 7    | Share updates on social media                    |         |        |        |        |         |        |        |        |         |        |        |        |

## 2. Avoid Wholesale Cancellation of Stewardship Plans

Adhere to your overall stewardship plans and strategies, with reasonable adjustments to your day-to-day meetings, events, and activities, depending on your local circumstances.

| Event               | Alternate Option   |
|---------------------|--|
| Donor Lunch/Meeting | Donor video or phone call  |
| Weekly Team Meeting | Zoom meeting, shared Google document/SharePoint, daily phone calls         |
| Forum/Conference    | Webinar with emphasis on chat and polling features to increase interaction |
| Mass/Gatherings     | Facebook Live Masses, virtual community sessions                           |

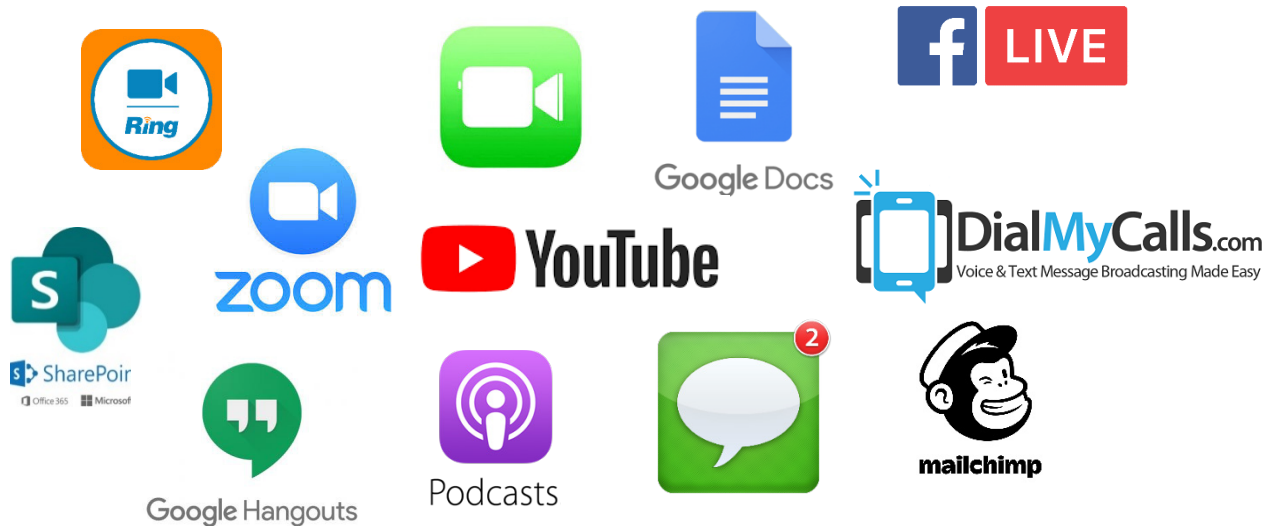
# 3. Consider Special Briefings with Major Donors

Consider hosting a series of teleconference briefings on issues pertinent to the current situation.



# 4. Leverage Available Technology

Find ways to more effectively incorporate video conferencing, podcasts, or virtual briefings that make meetings more dynamic and create more personal experiences regardless of distance. Consider how social media or other virtual platforms can serve as temporary alternatives to in-person convenings.



# 5. Motivate & Show Empathy



Generous Catholic community



Opportunity to participate for engagement



Show sincere concern for health & safety



Respond and reach out



# Case Studies

A photograph of a church interior. In the center, a priest in purple vestments stands at a dark wooden pulpit, speaking into a microphone. Behind him is a large, ornate, shell-shaped decorative element. To the left, an altar is visible with a statue of a saint in a niche. The foreground shows rows of empty wooden pews. The lighting is warm and soft. The text "Archdiocese of Mobile" is overlaid in a large, black, serif font.

# Archdiocese of Mobile



**ENDOWING  
OUR FUTURE  
WITH HOPE**  
ARCHDIOCESE OF MOBILE



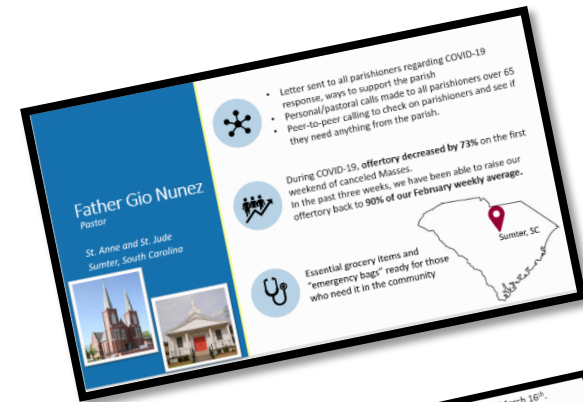


# Diocese of Charleston

**75%** of parishes are providing online COVID-19 updates

**39%** of parishes addressed offertory giving methods

**32%** of parishes published offertory giving



Support

Evaluate

Connect

Utilize  
Resources

Engage



# Archdiocese of Los Angeles



**CALLED  
TO REFLECT**



## ST. LAWRENCE OF BRINDISI

Fr. Mathew Elshoff, OFM Cap at St. Lawrence of Brindisi in Watts describes March 24th as one of the saddest days of his life as Priest — the day he had to close the Church doors due to COVID-19. In order to continue serving their people, the Capuchin Friars, Fr. Mathew, and his two associates, Fr. Joseph and Fr. Miguel, have been carrying the Blessed Sacrament to their parishioners. One of the earliest traditions of the Capuchin Franciscan Order is to tend to people during pandemics and COVID-19 has brought a call from their history and founding to continue that service.

In late March, Fr. Mathew and his associate Pastors began walking their neighboring streets with the Blessed Sacrament, a cross bearer, a candle, and a sign that says "Praying for the wellbeing of all". Parishioners across Los Angeles are hungering for the blessing of the Eucharist and these Friars have found a way to salivate the need while maintaining a safe distance from their parishioners. "They can't come to the Lord, so we are bringing Him to them!" says Fr. Mathew.



As Fr. Mathew and his associate pastors stroll the neighborhood in unity, say thank you, or come out of their cars and kneel for blessings. Families come out of their homes to receive blessings. Fr. Mathew has received their immense gratitude. Fr. Mathew has received their response and feels that it is heartwarming to see his parishioners at the church, but also heart wrenching to see them not!

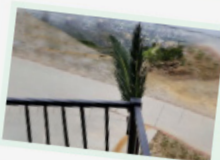
## Reflections

"God is great, we are nothing without him"

Franz Iriarte - Winnetka

"We had a meal delivered to a health care provider and her family sent gift baskets to two registered nurses, donated to a GoFund account, ordered dinners to support local businesses and contacted an old friend via email to check on their welfare."

The Vergara Family - St. Kateri Tekakwitha, Santa Clarita



"Here are my Hosanna branch for Palm Sunday."

Timothy Carvalho - St. Pölz Simi Valley



I belong to a very vibrant Bible Study community at Holy Family Church in Artesia. When we first heard that all parish activities were "on pause" for the foreseeable future, my Bible Study group, Isaac, wanted to make sure that we stay connected. Since March 17, we've been meeting online via Zoom to continue Bible study and faith sharing. We're fortunate to have one of our priests, Fr. Joachim Ablanida, join our weekly sessions as an "honorary" member of our group.

Maria Perez-Flores - Holy Family, Artesia

## GOOD FRIDAY LIVE STREAM TIMES

9:00AM

(NATIONAL CALL TO PRAYER:  
LITANY OF THE SACRED HEART)

12:00 PM

(ENGLISH)

3:00 PM

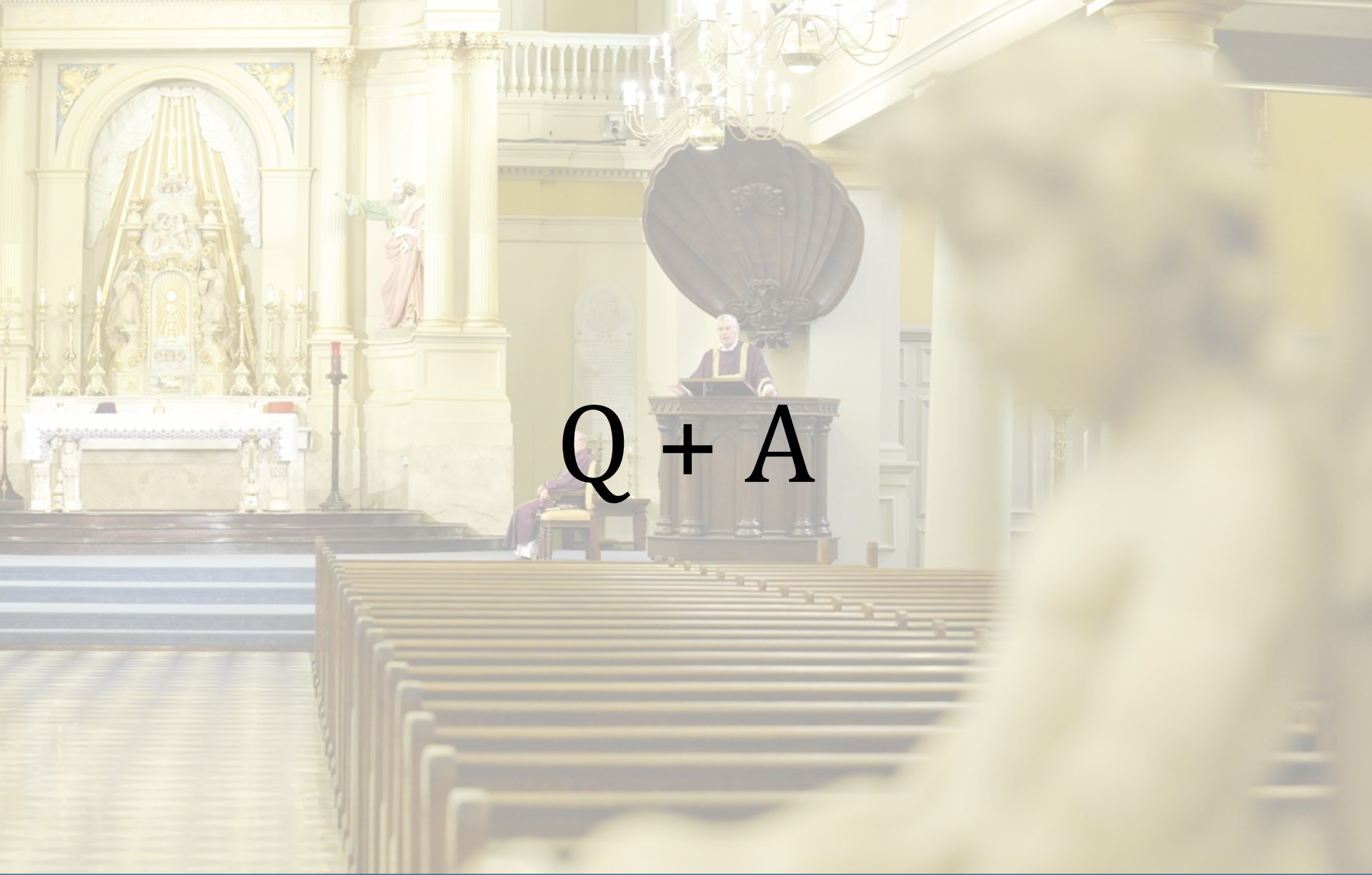
(SPANISH)

HOLY WEEK AT HOME  
#LACATOLASCENTERIN

## Resources for Holy Week

[View Now](#)





Q + A



# Bringing It All Together

# Thank You for Joining!

**For more information and resources...**

**#iGiveCatholic**

[together.igivecatholic.org](https://together.igivecatholic.org) | [julie@igivecatholic.org](mailto:julie@igivecatholic.org)

**CCS Fundraising**

[ccsfundraising.com](https://ccsfundraising.com) | [phoskow@ccsfundraising.com](mailto:phoskow@ccsfundraising.com) | (312) 596-9300

*Check out the new blog post [“COVID-19 and Catholic Giving: A Diocesan Guide for Embracing Technology to Continue Stewardship”](#)*