



CCS-#iGiveCatholic Together Best Practices Webinar of 4-16-20
Unanswered Questions-Ideas Shared

Questions Not Addressed:

1. **Q:** Are there any other Foundations on the webinar which could share some best practices/success stories?
A: Samples from the Catholic Community Foundation of New Orleans are included in the PDF sample packet. In addition, the Catholic Community Foundation in the Diocese of Cleveland has recently initiated the SECURE initiative being implemented by the Diocese of Charleston and Archdiocese of Mobile. However, every diocese is unique and the Catholic Community Foundation's Relationship Managers are implementing SECURE in partnership with pastors and parishes.
2. **Q:** Do you suggest a postcard direct mail at this time vs social media donation requests?
A: Yes, we should consider all manner of communication to reach our parish family because of the differences in communication styles of parishioners in each generation. The important question to ask about a communication is, "what are we trying to communicate and does this achieve that goal?" When mailing to a person's home, there is an opportunity to communicate very personally with a donor – a brief, personal letter will create community. However, a post card could simply say, "Three simple steps to supporting our parish remotely" and use a QR Code to take a donor to the parish giving site or simply to the parish website for more information about parish events. In addition, emailing and mailing the bulletin, calling parishioners regularly, and video and social media platforms add to the entirety of the story of the parish community during this time.

Ideas Shared from Participants (Thank you!):

1. We have used Flocknote to connect with parishioners and provide links to livestreams, zoom bible studies, and online giving - it's worked well to increase engagement.
2. If your parish mails envelopes to families monthly, ask your envelope vendor to include a pre-addressed envelope for parishioners to mail donations.
3. Just saw a creative way to keep connected by Holy Family in Steubenville. The pastor is doing a weekly video post on Facebook called "Coffee with Msgr. Jerry". He invites parishioners to sit with their favorite beverage to watch the post, offers some brief words of encouragement and reminds everyone of his prayers. [It's posted on their Facebook page.](#)