



Best Practices for Digital Fundraising in Trying Times

April 16, 2020



>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

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

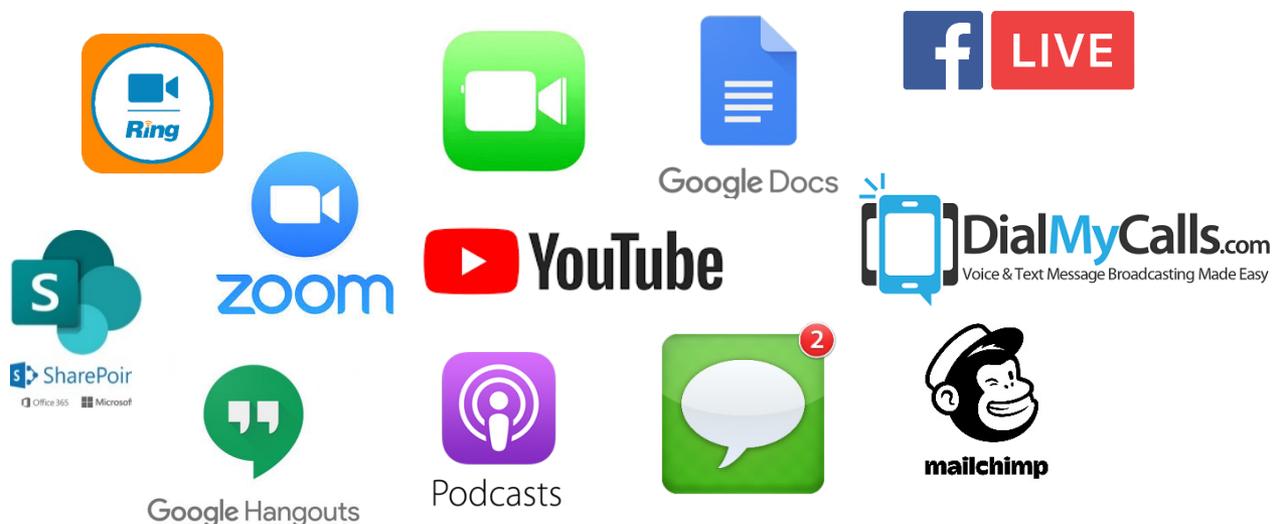
3. Consider Special Briefings with Major Donors

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



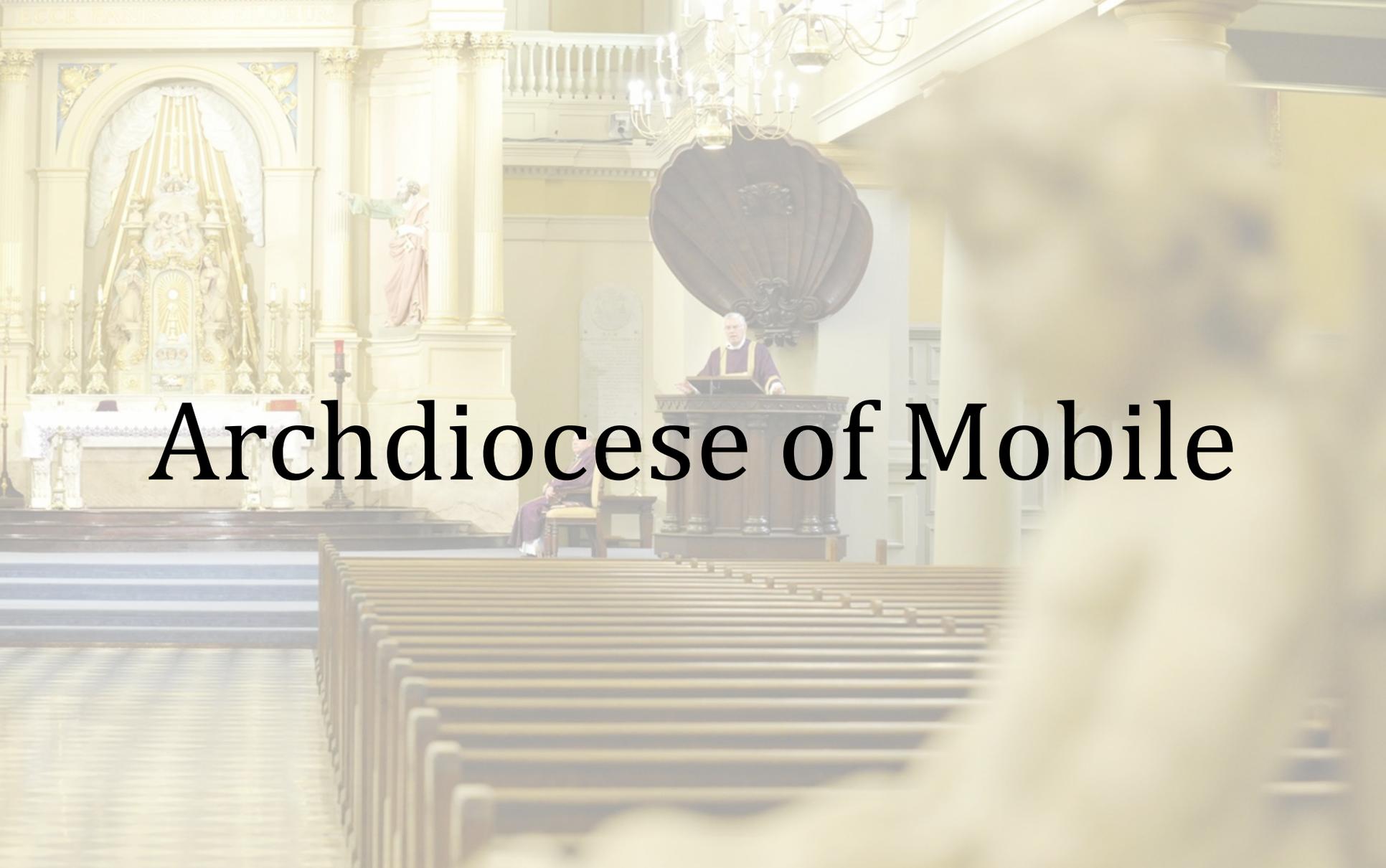
Show sincere concern for health & safety



Respond and reach out



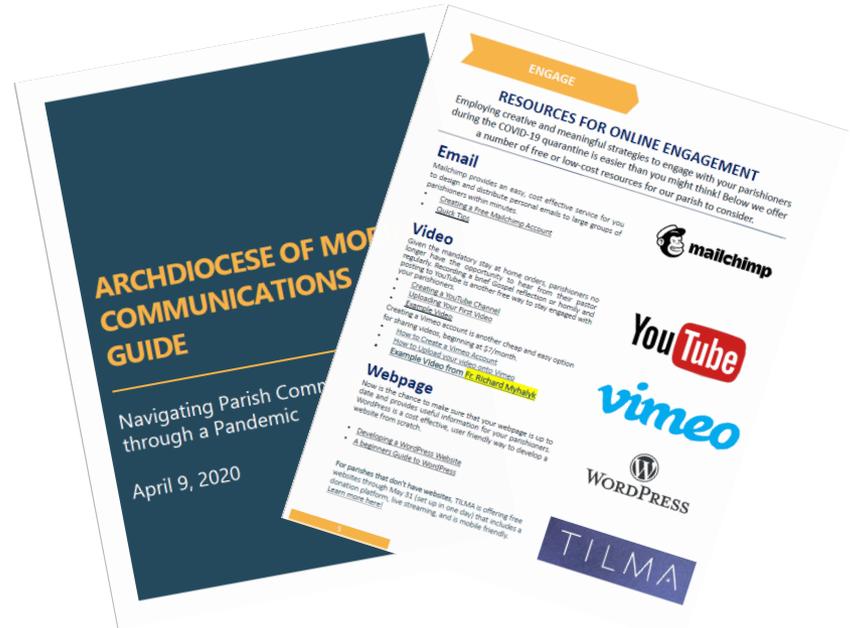
Case Studies



Archdiocese of Mobile



<https://www.igivecatholic.org>



ENDOWING OUR FUTURE WITH HOPE

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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



Father Gio Nunez
Pastor
St. Anne and St. Julie
Sumter, South Carolina

- Letter sent to all parishioners regarding COVID-19 response, ways to support the parish
- Personal/pastoral calls made to all parishioners over 65
- Peer-to-peer calling to check on parishioners and see if they need anything from the parish.

During COVID-19, offertory decreased by 73% on the first weekend of canceled Masses. In the past three weeks, we have been able to raise our offertory back to 90% of our February weekly average.

Essential grocery items and "emergency bags" ready for those who need it in the community

Sumter, SC

Barbara Thouin
Administrative Assistant
Our Lady of the Valley
Gloverville, South Carolina

- Personally called all parishioners starting March 16th. Teamwork with the finance Council and other parishioners to make "peer-to-peer" calls.
- Be honest about your parish's needs: priests to pay, lights to keep on; loans to repay; repairs to be made. The needs of your parish continue, and your parishioners care.
- Parishioner response was immediate and generous; March is secured and April gifts secured early.

Check on the needs of your parishioners:

- Groceries
- Appointment with pastor
- Masks

Gloverville, SC





Archdiocese of Los Angeles



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 lend 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 satiate 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 Inarte - 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 diners 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 bars for Palm Sunday."

Timothy Carvalho - St. Pater 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.

María Perez-Flores - Holy Family, Artesia

GOOD FRIDAY LIVE STREAM TIMES

9:00 AM (NATIONAL CALL TO PRAYER: LITANY OF THE SACRED HEART)
12:00 PM (ENGLISH)
3:00 PM (SPANISH)



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 | julie@igivecatholic.org

CCS Fundraising

ccsfundraising.com | 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”](#)