

Sample Materials:
**“Best Practices for Digital Fundraising in
Trying Times”**

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Online Giving Scripts – The Catholic Community Foundation of New Orleans

The Catholic Community Foundation of New Orleans has developed in partnership with our Office of Evangelization the following scripts that may be helpful to pastors and parochial vicars as they offer online Masses. These are templates / sample messages for you to edit and make your own that can be read or projected during the “Preparation of the Gifts” portion of the Mass.

Option #1: (Priest)

During this time of the Mass, we usually have our collection or offertory. As you may know, our offerings to God is an age old practice that allows the faithful to bring their gifts to God. Those gifts offered can be in many forms: an offering of your prayers, giving of your service to your family or neighbors during this time and/or financial giving.

I recognize this time may be difficult for some people to feel like they can give, but I remind you: that if you need help, please reach out to the Church. But also, if you can help, please reach out to the Church. We want to connect the great generosity that we know is present with the need in our community. And ___(your parish)___ needs you. Your financial gift to ___(your parish)___ is needed more than ever as we no longer have the regular income that allows the parish to operate and minister. If you would prayerfully consider mailing in your offering (or making an online gift) we would be grateful for your sacrifice as we continue to serve your spiritual needs. Thank you for your consideration.

Option #2: (Lector/ Priest)

Your generous contribution to support the mission and ministries of <name> parish has always been greatly appreciated. Your stewardship is an act of thanksgiving for all that God has done for you and you loved ones.

During the Coronavirus pandemic, we cannot be physically together to celebrate the Holy Mass but we can still make a gift of ourselves by continuing to support our parish by digital giving or through the US mail. No gift is too small or insignificant. God bless you in advance for your parish support.

Offertory Recovery E-Blast Template – Archdiocese of Mobile

Dear [First Names],

These are uncertain times we're facing. Uncertain as a parish, as neighbors, and as the world. But we rest upon our Lord's unending love and perfect plan; as we celebrated the resurrection of Jesus Christ this weekend, we also celebrate the truth of his presence and peace.

You and your family have been in my prayers. I pray for your health and safety at this time, as well as for our local and national leaders, frontline responders, and those patients of COVID19. Both the [Parish Name] staff and I are here to support you and provide assistance to you and your loved ones where we can.

[Parish Name] relies on your support, both spiritually and financially. While Masses and parish activity have been suspended for the time-being, we are still reliant on your generosity to pay our bills and keep our parish staffed. Unfortunately, this crisis has resulted in a decline in our offertory by [xx%] over this same time last year.

This is a very uncertain time for many of us, however, the lack of offertory will have a significant effect on our parish activities, ability to pay essential bills, and parish staff size. While the weekly offertory basket cannot be passed in-pew, I ask you to please consider one of our alternative options of offertory:

1. **Donate online** using [this link](#) [Insert online link URL]
2. **Mailing your envelope/weekly contribution:** [Parish Address]
3. **Dropping it off using our mail slot:** [Instructions, if available]

We also would like to encourage you to sign up for our [COMMUNICATION PLATFORM- Constant Contact; Flocknote; Mail Chimp; Text; etc] so that you can stay up-to-date with our parish announcements and communications. If you would like to sign up for our updates, please [click here](#).

Few of us have experienced a situation such as what is happening with COVID-19 in our lifetime. Scripture reminds us *"that all things work for good for those who love God"* Romans 8:28. Please do not lose hope. Remember, God is still in control and will give you peace.

Sincerely yours in Christ,
[Pastor Digital Signature]

Post-Easter Recovery E-Blast Template – Archdiocese of Mobile

Dear [Parish Name] Family,

He is Risen!

Even with the many stories we have heard over the past few weeks about acts of humanity and kindness in the face of the coronavirus pandemic, the constant flow of news has been frightening. However, we cannot let the crisis cast a shadow on our vision of the light of Christ’s Resurrection. Just as the darkness of Good Friday was cast away by God’s victory over death, so too will our suffering point towards salvation if we unite behind the teachings of Jesus.

At our parish and across the Archdiocese of Mobile, we have not been able to receive the Eucharist. But as Pope Francis reminded us all in his Easter message, “the Lord has not left us alone. United in our prayer, we are convinced that he has laid his hand upon us firmly reassuring us: Do not be afraid I have risen and I am with you still!”

Unfortunately, our parish has not been immune to the effects of the virus. Our weekly collections have fallen significantly below our weekly budget and have been much smaller compared to Palm and Easter Sundays of years past:

	2020 Collection	Average Weekly Expenses*	2019 Collection
Third Sunday in Lent	\$XX	\$XX	\$XX
Fourth Sunday in Lent	\$XX	\$XX	\$XX
Fifth Sunday in Lent	\$XX	\$XX	\$XX
Palm Sunday	\$XX	\$XX	\$XX
Easter Sunday	\$XX	\$XX	\$XX

*Based on total annual expenses in 2019.

[PARISH NAME] relies on the generosity of our parishioners to remain operational so I ask that you give if you can. You always have and I know you will.

Donations can be made on [LINK TO WEBSITE] or you can mail your check to the church, with your envelope number written on the check:

[PARISH ADDRESS]

In closing, I pray for your health, well-being and peace for you and your family. I look forward to the day we can join once again in the house of God.

Yours in Christ,

[PRIEST NAME]

Email on Parish Giving During COVID-19 - Archdiocese of Mobile



Office of Development and Stewardship
Archdiocese of Mobile
P.O. Box 230 Mobile, Alabama 36601

March 20, 2020

Dear friends in Christ,

During this time of great uncertainty, I want to let you know that you are in my prayers. I pray that you and your family remain safe and at peace as we deal with the unprecedented situation with Coronavirus and COVID-19.

It is heartbreaking for all of us, to suspend the public celebration of Mass and other activities in parishes. However, there is solace in the fact that our priests continue to celebrate the Mass and we can be in spiritual union with them. It also warms my heart to see social media flooded with priests and parishes streaming and posting the celebration of their private Mass.

Like you, my family is struggling with the new normal. With four kids home from school navigating online learning and two parents who work, coronavirus is touching virtually every aspect of our lives. One of the most significant is the separation from our parish community.

Even though we cannot be together, I ask you to continue supporting your parish. With Mass cancelled, parishes will be struggling to pay for ongoing bills. Just like our home budget, the bills for utilities, insurance, and other operations will continue.

If you are financially able, please support your parish.

Please take the time to visit your parish's website to sign up for online giving if it is available or mail your weekly contribution directly to your parish.

Without a weekly offering, I am fearful of how our Parishes and the ministries they provide will survive. God will no doubt provide, but He still needs us to do our part!

As our priests continue to celebrate the Mass, and as they pray for us, let's continue to pray and fully support them as much as we can as well.

This will pass and our places of worship will get through this too when we come together with support.

Thank you, and may God Bless you and your family.

Yours in Christ,

Shannon Roh
Director of Stewardship and Development
Archdiocese of Mobile

Step-by-Step Call Guide to Parishioners – Diocese of Charleston



Step-by-Step Call Guide to Parishioners during COVID-19

Across the Diocese, parishes have seen a dramatic drop-off in weekly offertory in light of Mass cancellations. In order to address this and to stay connected, many parishes have been live-streaming Masses, sending email blasts, sharing video messages, and posting updates on their websites and Facebook pages. One of the most effective ways to stay in contact with parishioners is through personalized phone calls to each parish family. Below is a step-by-step guide to help you through this process:

STEP ONE: Assemble Phone Callers

Depending on the size of your parish, calling all parishioners can be a daunting task. Recruiting help and “peer-to-peer” check-ins is a good way to ensure all parishioners are contacted. Try reaching out to the following groups to help with calls:

- Staff
- Parish/Finance Councils
- *Bicentennial Campaign Volunteers*

STEP TWO: Divide List of Parishioners

After recruiting staff and volunteers to help call parishioners, you will want to divide up the list among the volunteer callers. Consider organizing/dividing the parishioner lists by the following groups:

- Older Parishioners (65+)
- Offertory Amounts ex. top 10-20 donors, next 30-50 donors
- Parishioners who are not registered for online giving

STEP THREE: Follow the Script

In these personal calls to parishioners, the most important thing is to check on them on a pastoral level to see how they are coping with the crisis. Ask them if the parish can provide them with anything or help them in any way. In addition, remind them of the needs that the parish still faces, and any contribution of any capacity is greatly appreciated. Walk them through ways to give, if asked.

STEP FOUR: Send a Follow-Up Email/Letter

After the phone conversation, send a follow-up email or letter to reiterate to the parishioner that the parish is here for them and to remind them of how they can continue to support the parish during these difficult times if they are able.

Email Newsletter Sample – Archdiocese of Los Angeles

Previous editions of the *Called to Renew* Reflection Series may be viewed here:

<https://calledtorenew.org/reflection-series/>.



Peer-to-Peer Texting Samples – Archdiocese of Los Angeles

Many parishes are struggling due to the loss of weekly offertory. Sending additional mailings is costly, and sometimes the parish database does not have the most up to date contact information. However, there are many friendships at your parish, and those friends likely have each other's cell phone numbers.

We encourage you to try Peer-to-Peer or Parishioner-to-Parishioner texting! It's essentially a message from the pastor that is texted to the staff, parish council, and finance council. The content of the message is a:

1. Greeting
2. Prayer or reflection
3. Request
 - To send the message (via text) to 5 other parishioners they know, and
 - To continue their support by clicking a link to give or asking them to drop their contribution off at the parish.
4. Concluding blessing

The following is an example that you can customize for your parish and send out via text!

Good afternoon. This Sunday marks the beginning of Passiontide, a deeper time of Lent. The Liturgy of the Word this weekend speaks of re-creation, resurrection, and new life.

Through this trying time, we see much hurt, but may our hearts lift with expectant hope, to see our church made new.

As we await the time where we may worship together again, we must be examples of how to live daily and how to invest in our future. ✨

We look forward to reopening the doors of our parish to you 🏠, but in the meantime, please consider giving online [\[insert link\]](#), dropping your gift at the parish, or mailing it to the parish office. We need your help! It takes a village, but even in uncertain times, the people of God await new life! ✨ 🕊

It's incredibly important for us to remain united in this separation - please forward this to five friends 🙌🙌🙌🙌🙌 at [\[insert parish name\]](#) and share this message of need, hope, and community! We thank you for the role you play in our church. 🙏🙏🙏🙏

Here is the same message in Spanish!

Buenas tardes. Este domingo marca el comienzo de Passiontide, un tiempo más profundo de Cuaresma. La Liturgia de la Palabra este fin de semana habla de recreación, resurrección y vida nueva.

A través de este tiempo difícil, vemos mucho dolor, pero pedimos que nuestros corazones se eleven con esperanza expectante, para ver nuestra iglesia renovada.

Mientras esperamos el momento en que podamos volver a adorar juntos, debemos ser ejemplos de cómo vivir a diario y cómo invertir en nuestro futuro. ✨

Esperamos volver a abrirle las puertas de nuestra parroquia 🏡, pero mientras tanto, considere dar en línea **[insertar enlace]**, dejar su regalo en la parroquia o enviarlo por correo a la oficina de la parroquia. ¡Necesitamos su ayuda! Se necesita una aldea, pero incluso en tiempos de incertidumbre. ¡el pueblo de Dios espera una nueva vida! 🌟✝️

Es importantísimo permanecer unidos como Iglesia en esta separación. ¡Envíen esto a cinco amigos 🙌👪👤 de **[insertar nombre de la parroquia]** y compartan este mensaje de necesidad, esperanza y comunidad! Le agradecemos el papel que desempeña en nuestra iglesia. DIOS ES FIEL! 🙏🙏🙏🙏