

RESPONDING TO COVID-19: Supporting Dioceses & Parishes

*CCS is a strategic fundraising firm.
We partner with nonprofits for transformational change.*



Today's Presenters



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OPENING PRAYER



GUIDING PRINCIPLES IN TIMES OF CRISIS



Continue your mission



Show empathy & invite participation



Have a plan in place

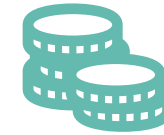
STRATEGIES TO ADDRESS IMMEDIATE FUNDING NEEDS



**Enhance
Communication**



Seek Support



**Stabilise Regular
Offertory**

TODAY

to

Pentecost Sunday

1. Enhance Communication



2. Seek Support

Stick together while staying apart

Submit Mass intentions

Send acknowledgements

Call a vulnerable or elderly parishioner

Share good news and old photographs

Provide financial support (if the timing is right)

3. Stabilise Regular Offertory

Immediate steps to recover regular giving:

1. Develop a strategy ⇒

- Outline an action plan
- Draft a script/bulletin

2. Invite parishioners to support ⇒

- Set up a standing order
- Post a cheque
- Return your weekly envelope
- Donate online

3. Incorporate all communication tools ⇒

- Update the website
- Make announcements during live streamed Mass
- Include a notice in your electronic newsletter
- Ensure online giving button is visible with clear instructions

4. Show gratitude ⇒

- Thank donors
- Share the progress made
- Encourage others

5. Provide a (gentle & consistent) reminder ⇒

- Recruit a team of volunteers to conduct follow ups
- Share the impact of the generosity received to date
- Continue to update communications

Q&A

THANK YOU

