Best Practices for Digital Fundraising in Trying Times

April 16, 2020
Welcome!
Our Speakers

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Our Speakers

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#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**

<table>
<thead>
<tr>
<th>Task</th>
<th>Month 1</th>
<th>Month 2</th>
<th>Month 3</th>
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<tbody>
<tr>
<td></td>
<td>Week 1</td>
<td>Week 2</td>
<td>Week 3</td>
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<tr>
<td>1 Conduct video calls with all Board members</td>
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<tr>
<td>2 Send email to entire database with updates</td>
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<td>3 Make personal calls to donors</td>
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<tr>
<td>4 Make personal calls to key stakeholders</td>
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<td>5 Conduct webinar with donors and key stakeholders</td>
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<td>6 Write and post blog regarding current landscape</td>
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<td>7 Share updates on social media</td>
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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.

<table>
<thead>
<tr>
<th>Event</th>
<th>Alternate Option</th>
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<tbody>
<tr>
<td>Donor Lunch/Meeting</td>
<td>Donor video or phone call</td>
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<tr>
<td>Weekly Team Meeting</td>
<td>Zoom meeting, shared Google document/SharePoint, daily phone calls</td>
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<tr>
<td>Forum/Conference</td>
<td>Webinar with emphasis on chat and polling features to increase interaction</td>
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<tr>
<td>Mass/Gatherings</td>
<td>Facebook Live Masses, virtual community sessions</td>
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3. Consider Special Briefings with Major Donors

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

- **1.** Provide updates on general operations, such as schedule or location changes.
- **2.** Share detailed information on opportunities for virtual convening and community.
- **3.** Ensure constituents are aware of giving opportunities or changes to policies or deadlines.
- **4.** Provide insight on how your organization is accommodating employees.
- **5.** Share outline of your short-term and long-term action plans.

**Special Briefings Topics:**
- Operations
- Events
- Giving
- Employees
- Plans

#iGIVECATHOLIC TOGETHER
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
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
Archdiocese of Los Angeles
ST. LAWRENCE OF BRINDISI

God's grace, we are nothing without Him
~ Benedict of Nursia

We have received a check from a Health Care Provider and her family
back our generosity. We are grateful to those who continue to support us.
We are excited to continue our ministry of support and faith
building in the community.

Reflections

There are no hallucinations, just a big picture.
~ Isidore of Seville

The website is all of the current offerings of the Diocese of Youngstown. It is
essential to our community's survival. It is through a community-wide
sharing of resources that builds that support.

Shalom Peace
~ Pascal

Resources for Holy Week

View Now
Bringing It All Together
Thank You for Joining!

For more information and resources...

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