

PARISH CHECKLIST FOR SUCCESSFUL E-GIVING AND E-COMMUNICATIONS

We want to help all our parishes succeed. Before starting any other part of your e-giving and communications process, take the time to check the items on this list. The items listed below have been identified as critical success factors.

We've provided links to additional useful content on many of these action steps, providing you with additional assistance and help, if needed!

Have the Tools you Need

Which electronic programs are you using for:

- Parish Website
- Online Giving
- Texting
- Email-blasts
- Social Media
- Video Streaming
- Other Communications

Online Presence

- Prominently feature a "Donate" button and social network icons on your home page and every page of your website
- Make sure all your links are working and all the links to your tools are easy to find and included with your different pages and communications.

Make Communications Interactive

- Invite your community to share prayer requests, update contact information, and give to the parish. Ask them to share these links with friends and family.

One-Click Giving

- Use GiveCentral keywords such as SUNDAY and EASTER where parishioners can text and give simply and efficiently.
- Draft sample messages- focus on a clear call-to-action
- Customize standard messages on your GiveCentral Text-To-Engage dashboard, to include more information or links about your event.

Constantly Gather Contact Information

- Have forms set-up to request email addresses, mobile numbers and address changes.
- Build a mobile list of donor with incomplete information to reach out again
- Use 'Quick' and 'Update'
- Engage your societies and programs (Holy Name, Rosary, Lectors/Ministers, CCD Parents, etc.) to get emails.
- Reach out to your newsletter subscribers and social media followers

Communicate Frequently

- Design sample emails and banner images and save them as templates
Start with a 3-part email series:
 - a. Initial message with information on 'ways to give'
 - b. Message Reminder with "ways to engage."
 - c. Final message- Message of thanks and invitation to give.
- Prominently feature a donate button and social network icons in your e-newsletter and email fundraising appeals
- Add your text number and links for all video
- Design promotional graphics to promote your event campaign for your website, blog, email and social media channels or use a digital pew card.
- Engage your community two to three times each week
- Create a system to thank your community regularly



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