

## GIVECENTRAL CASE STUDY:

# Holy Family

## CITY SIZE DOESN'T MATTER FOR ONLINE GIVING

In a rural town of 30,000 people, Holy Family in Granite City, Illinois proves online giving is not just for big city folks.

With only half of their parish families attending mass on a regular basis, Holy Family needed to find a way to let parishioners support the parish even if they couldn't get to mass every week. Unfortunately, their current system just wasn't working for them.

### THE SOLUTION

Holy Family switched to GiveCentral's easy-to-use and more cost-effective donor management system to grow the number of donors and regulate weekly giving so they could effectively manage the parish budget.

Understanding their parishioner needs and unique situations, the parish office conducted a strategic recruitment campaign. Parish secretary Cathy Carmody says, "We knew we had a large group of elderly parishioners who could benefit from scheduled giving, but did not have a computer. We mailed letters about the switch with registration forms. We did what we could to help – **GiveCentral's really been a good fit for all!**"

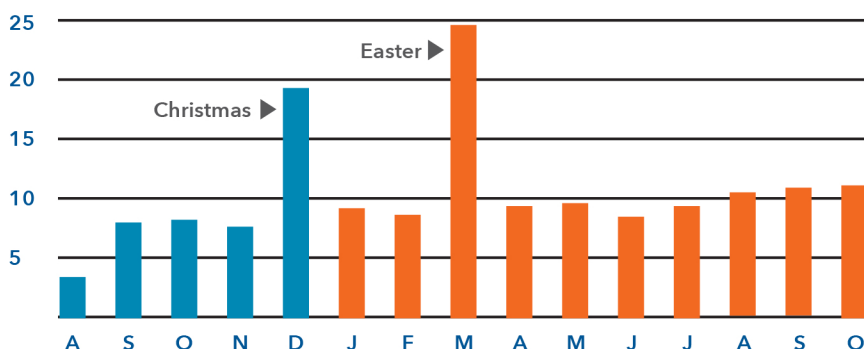
### HOW GIVECENTRAL MADE A DIFFERENCE

Combined with the incredible efforts of the parish office staff, GiveCentral has helped the parish to systematize giving, all while saving them money.

- In one year, **online donations are up 25 percent**
- The parish has acquired **23 percent more online donors** since switching to GiveCentral
- In December 2014, **total online donations rose by 60%**

### ONLINE REVENUE

Monthly online giving, in thousands of dollars



## OBJECTIVE:

**FACILITATE AND  
ENCOURAGE SCHEDULED  
WEEKLY GIVING BY  
ABSENTEE PARISHIONERS  
AT A CHURCH IN A SMALL,  
INDUSTRIAL TOWN.**

"GiveCentral keeps regular donations coming in. If someone goes out of town, we're still assured that we will receive their contributions.

– Cathy Carmody  
Parish Secretary at Holy Family



### HOW THEY DID IT

- Regular announcements from the pastor
- Bulletin advertisements
- Registration assistance for elderly parishioners
- Holiday mailings
- Volunteer help