

## GIVECENTRAL CASE STUDY:

# St. Teresa of Avila

### GROWS THEIR DONOR BASE BY 208%

St. Teresa of Avila needed a way to successfully increase their Sunday Offertory collection. They knew that if they encouraged parishioners to register for GiveCentral, they would improve their offertory, and parishioners would have a better donating experience.

## THE SOLUTION

By planning ahead to project their needs, they set a goal of bringing 100 new parishioners on board. Realizing their parishioners were more likely to adopt the platform if hands-on assistance and guidance could be provided, St. Teresa went all in, assisting in registration and training. The church stayed in constant communication with parishioners to organize and implement several initiatives within the overall offertory appeal.

## THE CAMPAIGN

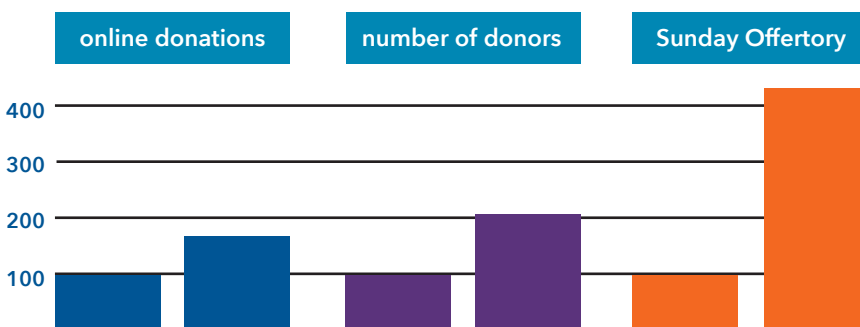
- Homily
- Lay Witness Talks
- After-Mass Follow-Ups and Incentives
- Email and Direct Mail
- Phone Calls

## HOW GIVECENTRAL MADE A DIFFERENCE

GiveCentral provided a user friendly platform to grow the number of donors at St. Teresa. With the rollout of the *GiveCentral 100 Campaign*, the parish increased regular, recurring online donors by more than 100 over four weeks.

- St. Teresa registered **30 new donors** in just the first week
- Total online donors grew from 130 to 401 – an **increase of 208%**
- Sunday Offertory saw an **increase of 433%**
- Following the *GiveCentral 100 Campaign*, **total online donations rose by 70%**

## PERCENTAGE GROWTH



## OBJECTIVE:

To successfully increase St. Teresa's Sunday Offertory collection.

"When we did the GiveCentral campaign, people weren't just increasing by five percent, they were increasing by double. I can get to GiveCentral no matter where I am... It's been great; I love the interface."

– Rebecca O'Brien  
Director of Stewardship



## IT'S A FACT!

To ensure consistent donation, GiveCentral has partnered with MasterCard and Visa to automatically and securely update their credit cards as a convenient service to your donors.