

Parish End of Year Guide

Leverage a story in every communication



Jun/Jul

Summer Fun/

Impact Update

Monthly activities to enhance the value of the parish to the community

Great mid-year check on personal contribution status

Aug

Parish

Impact Report

Inform your community about all the great work their commitment has made possible

Thank them for continued resources

Sept

Offertory Strategy

Invitation

Leverage OSV strategy to tell the parish story, thank all who made it possible and invite them to form the upcoming year

Oct

Follow Up

Finish the invitation to create a strong parish mission and ministry.

Leverage Postcards, Call Campaigns, and personal contribution updates to create momentum for Advent

Nov/Dec

Celebration

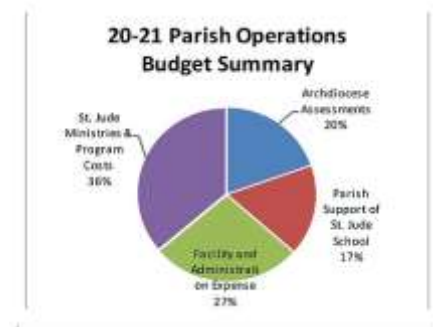
Advent Prep

The most generous time of year. Nearly 40% of all individual philanthropy happens.

Send out a Christmas Newsletter/Postcard/Invitation.

Best Practice Parish Start of the Year

1% better is all it takes



Jan

Feb

Mar

Apr

May

New Year

Time Invitation

Leverage New Year New You moment
Thank all for the Advent blessings.
How good is your database?

Diocese Appeal

Let your Diocese have some space and attention to help support all the great efforts they deliver

Lent

Ministry Support

Send out Lent Newsletter/Postcard to make sure all feel invited
Offer space for **invitation** to commit personal resources to ministries

Easter /

Impact Update

Celebrate Lent
Impact checkpoint on 1st quarter personal giving
Draft Budget Town Hall to gather ownership in parish impact

Budget Chat

Celebrate

1st Communion
Confirmation
Graduation
CELEBRATE with the community