

Purpose: to develop informed giving strategy that meets each member of each parish where they find themselves during the COVID-19 pandemic

Strategy: work with parish leaders to segment parishioners into the three tenants of Stewardship (time, talent, treasure), and perform personalized calls to parishioners that are informed by their realistic capacity for giving. This simultaneously builds/reinforces a culture of philanthropy within the parish.

Tactics:

1. Parish leaders identify the capacity of each parishioner and divide into Time, Talent or Treasure category to receive personalized phone calls. (Those whose capacity is unknown will receive letters vs. calls.)
2. "Talent" Parishioners are offered a volunteer opportunity: e.g. they are the parishioners who perform calls to "Time" Parishioners. These parishioners are loyal and strong advocates, and may not have the most financial capacity to give, but are still asked to make a meaningful gift. Calls will have a script, but will allow for humanity.
3. "Time" Parishioners receive personalized phone calls where the ONLY PURPOSE is to offer philanthropy (prayers, guidance to community resources, etc.). These parishioners are those identified to be most in need of the services of the church.
4. "Treasure" Parishioners receive personalized phone calls and are encouraged to make leadership gifts. These parishioners are identified as those who have the greatest financial capacity. Church leadership makes the calls to "Treasure" Parishioners.
5. Gifts are processed immediately over the phone, if possible. Online gifts will be prioritized, with checks, etc. the next best. Pledges will not be accepted, to honor the sense of urgency for this particular initiative.

Goals:

1. Raise funds for to supplement non-existent collections from weekly Mass.
2. Develop baseline for donor segmentation to determine how much we know about our parishioners' capacities.
3. Reinforce that the church is constantly in service to its people.