# Donor Communication Cadence: Faith Direct to ParishSOFT Giving Upgrade

## **Instructions for Parish Staff: Using the Donor Communication Cadence**

To ensure a smooth transition for your donors from Faith Direct to ParishSOFT Giving, please follow the communication cadence outlined below. This multi-touch approach is designed to keep donors informed, minimize confusion, and reinforce trust throughout the upgrade.

### How to Use This Cadence:

1. **Review and Schedule Communications:**
	* Coordinate the four email communications according to the suggested timeline (4 weeks out, 2 weeks out, migration week, and 1 week after migration).
	* Use your parish communication channels (email, website, bulletin, newsletters) to reinforce the message.
2. **Customize if Needed:**
	* We’ve provided ready-to-use copy, but you’re welcome to personalize the tone or details to align with your parish's style and voice.
3. **Include the Login Link:**
	* Be sure to add the new ParishSOFT Giving login URL to all communications once available.
4. **Share the Help Resources:**
	* Include the donor support contact information and help article links provided to make it easy for donors to get answers or assistance.
5. **Remind and Reassure:**
	* Use newsletters and payment reminder emails from August through October to gently remind donors of the change and reassure them that their giving experience is now even more flexible and secure.
6. **Support Your Donors:**
	* Encourage administrative staff to be available for questions and refer donors to our Donor Support team as needed.

## **Communication #1 – 4 Weeks Before Migration**

**Channel: Email** (Faith Direct letterhead), Parish Newsletter, Payment Reminder Email
**Subject Line:** Exciting Update: Faith Direct is Becoming ParishSOFT Giving

**Body Copy:**

Dear [parish name] family,

We’re excited to share that Faith Direct will soon be upgrading to ParishSOFT Giving—our new, secure giving platform.

This upgrade will happen automatically and securely. No action is required from you—your gift schedules and payment details will carry over seamlessly.

What’s new about ParishSOFT Giving?

* **Weekly Giving:** If you selected weekly giving, your gifts will now be deducted each week instead of in one monthly batch.
* **More Flexibility**: Adjust your giving schedule to any date that works for you—not just the 4th or 15th.
* **More Ways to Give**: Now you can donate using PayPal, Venmo, Apple Pay, or Google Pay.

We’re committed to making this a smooth transition. You’ll receive more information as we get closer to launch. For questions, contact your parish or reach out to our Donor Support team.

In Christ,

With gratitude,
[Pastor Name]
[Parish Name]

## **Communication #2 – 2 Weeks Before Migration**

**Channel: Email** (Faith Direct letterhead), Parish Newsletter
**Subject Line:** 2 Weeks to Go: Your Giving Experience is Getting an Upgrade

Dear [parish name] family,

**Body Copy:**

The upgrade from Faith Direct to ParishSOFT Giving is almost here!

As a reminder, you don’t need to take any action—your recurring gifts and payment information will transfer automatically.

After the upgrade, you’ll log in to ParishSOFT Giving using your same credentials. A link and instructions will be provided at launch.

Benefits you’ll enjoy:

* Flexible scheduling and more payment options
* Direct access to edit your account anytime
* Continued access to Donor Support

We’ll send you another message once the migration is complete with everything you need to log in and manage your account.

With gratitude,
[Pastor Name]
[Parish Name]

## Communication #3 – Week of Migration

**Channel: Email** (Faith Direct letterhead), Parish Announcement
**Subject Line**: It’s Time: Faith Direct Has Upgraded to ParishSOFT Giving

Dear [parish name] family,

**Body Copy:**

Great news—your account has now been upgraded to ParishSOFT Giving!

* No action required: Your recurring gifts and payment information were securely transferred.
* Log in here: [Insert ParishSOFT Giving Login URL] using your Faith Direct credentials. If needed, use “Forgot Password” to reset your access.
* Need help? Start with these resources:
* [Common Giver Questions](https://help.ministrybrands.com/hc/en-us/articles/10876518371739-Common-Giver-Questions)
* [Creating or Editing Gifts](https://help.ministrybrands.com/hc/en-us/articles/10876531962779-Creating-and-Editing-Recurring-Gifts)
* [Managing Your Account](https://help.ministrybrands.com/hc/en-us/articles/10876530796699-Managing-My-Giving-Account)

Thank you for your continued generosity. Please contact Donor Support at donorsupport@parishsoft.com or 866-507-8757 with any questions.

With gratitude,
[Pastor Name]
[Parish Name]

## **Communication #4 – 1 Week After Migration**

**Channel: Email** (ParishSOFT Giving letterhead), Parish Newsletter
**Subject Line:** Welcome to ParishSOFT Giving – Let’s Get You Set Up

**Body Copy:**

Your Faith Direct account is now part of ParishSOFT Giving! Be sure to bookmark your new giving portal: [Insert URL]

Want to make updates to your giving? Here’s how:

* Log in using your Faith Direct credentials
* If you had weekly giving set up, it will now process weekly (instead of monthly). You can update this anytime.
* If you need help, explore the articles below or contact support.

Helpful Resources:

* [Common Giver Questions](https://help.ministrybrands.com/hc/en-us/articles/10876518371739-Common-Giver-Questions%22%20%5Ct%20%22_new)
* [Edit Your Gifts](https://help.ministrybrands.com/hc/en-us/articles/10876531962779-Creating-and-Editing-Recurring-Gifts%22%20%5Ct%20%22_new)
* [Manage Your Account](https://help.ministrybrands.com/hc/en-us/articles/10876530796699-Managing-My-Giving-Account)

If you need further assistance, contact donorsupport@parishsoft.com or call 866-507-8757.

With gratitude,
[Pastor Name]
[Parish Name]

## **Optional Ongoing Reminder – Payment Emails & Newsletter Inserts (Aug–Oct)**

### Donor Messaging:

Faith Direct has upgraded to ParishSOFT Giving! Enjoy flexible schedules and new ways to give like Apple Pay and Venmo.

Log in now to view or manage your account: [Insert URL]
Need help? Contact donorsupport@parishsoft.com