![ParishSOFT by Ministry Brands logo]

The Giving Marketing Guide

A Step-by-Step Guide to Engaging Your Parish Community with Giving

Created for Catholic parishes using ParishSOFT Solutions, to nurture a culture of stewardship that strengthens discipleship and sustains parish life and mission.

INTRODUCTION

Dear Parish Leaders,

At the heart of every Catholic parish is a call to live as good stewards of God's gifts, offering our time, talent, and treasure in service of Christ and His Church. As parish leaders, you play a vital role in cultivating a culture of generosity that sustains both the spiritual and operational life of your parish.

This Giving Marketing Guide is designed to help you encourage faithful giving by providing step-by-step tools, inspiration, and ready-to-use templates to help your parish introduce, explain, and grow participation in **ParishSOFT Giving**, our secure, easy-to-use platform built to support Catholic stewardship.

This guide will support your team by:

• Offering prewritten FAQs and copy to use on your website

• Equipping staff with clear responses to parishioner questions about online giving

• Reducing administrative burden with help resources and short video links

• Helping your team communicate the spiritual and practical value of recurring giving

• Providing customizable templates to reflect your parish's unique voice and goals

As you explore the materials in this guide, may you be encouraged and equipped to share the beauty of stewardship, and inspire your parish family to give with faith and joy.

Faithfully,

~ ParishSOFT Marketing Team

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Stewardship Goals for Your Parish

Reflect on your current giving trends and set meaningful goals to encourage a culture of consistent, faithful stewardship through ParishSOFT Giving.

STEWARDSHIP GOALS FOR YOUR PARISH

Before inviting parishioners to sign up for ParishSOFT Giving, take a moment to reflect on your current stewardship landscape and where you hope to grow in generosity, sustainability, and support for your parish's mission.
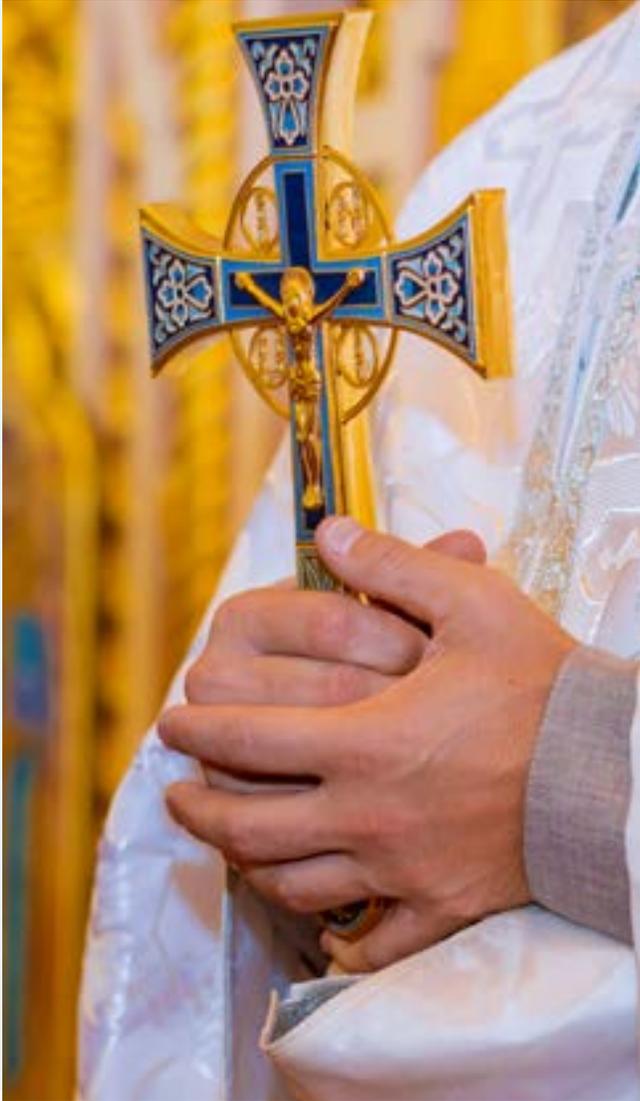
Start by ensuring that your priest and parish staff understand the value of ParishSOFT Giving and feel confident speaking about it. When your team is aligned and informed, you can clearly communicate how secure, consistent giving strengthens your ability to serve the faithful, fund ministries, and meet the spiritual and practical needs of your parish community.

Where Your Parish Stands in Generosity and Stewardship

Use insights from your ParishSOFT system and feedback from your staff to evaluate current giving trends and guide your strategy.

• How many families give consistently?

• What percentage of contributions are recurring vs. one-time?

• Are Sunday offertory totals declining or fluctuating?

• Do giving patterns dip during travel seasons or holiday weekends?

• How many parishioners still rely solely on envelopes?

• How many have never made a recorded gift?

• Do snowbirds or seasonal residents ask about more convenient ways to give?

The everyday insights of your team can highlight new ways to encourage generosity while making giving easier for parishioners.

From Insights to Action

Once you've identified where your parish stands today, take intentional steps to strengthen and grow generosity.

Ways to Foster Faithful Stewardship in Your Parish:

- Provide multiple giving options, such as online, mobile, and in-pew, to make generosity accessible to all parishioners.

- Offer recurring giving to help families plan their stewardship while providing the parish with predictable revenue.

- Embrace a variety of giving options such as digital wallets, stock gifts, and cryptocurrency, so every parishioner can give in a way that suits their lifestyle best.

- Celebrate generosity regularly with thank-you notes, testimonies, and parish-wide recognition.

Envisioning a Future of Faithful Stewardship

With prayer and thoughtful input from your team, consider setting meaningful goals that invite your parish family to grow in generosity through ParishSOFT Giving. For example:

- 50% of active households enrolled in online giving

- 70% of recurring offertory donations set up through ParishSOFT Giving

- Fewer envelope mailings and reduced administrative processing time

- Consistent offertory income, even during summer and holiday seasons

- Easier reporting and donor tracking for office staff

- Clear, secure, and convenient giving options for all age groups

- Greater transparency through donor access to giving history

- Strengthened support for mission efforts, ministries, and outreach programs

Remember: this isn't just about technology, it's about forming faithful stewards, building a sustainable parish, and inviting each household to participate in the Church's mission of love and service.

Don't Assume. Purposeful Invitations Build a Culture of Faithful Stewardship.

While external messaging should remain simple and welcoming, your internal team should understand the deeper reason behind your giving campaign. Many parishioners may not realize the financial realities of running a parish or how even small recurring gifts can make a major impact.

When inviting parishioners to enroll, speak to the heart of stewardship. Show how their generosity nurtures parish life, supports sacramental preparation, sustains clergy and staff, and brings Christ's love into the wider community.

Optional Campaign Themes to Reflect Your Parish's Identity

When inviting parishioners to give online, a unified theme can help strengthen connection and inspire participation. Consider these options tied to scripture, or adapt them to reflect your parish's unique story:

- Gratitude in Action: "Give thanks in all circumstances; for this is the will of God in Christ Jesus for you." (1 Thessalonians 5:18)

- Sustain the Mission: "Go therefore and make disciples of all nations…" (Matthew 28:19)

- One Parish, One Mission: "There is one body and one Spirit…one Lord, one faith, one baptism." (Ephesians 4:4-5)

- Give with Joy: "Each one must give as he has decided in his heart, not reluctantly or under compulsion, for God loves a cheerful giver." (2 Corinthians 9:7)

- Stewards of God's Gifts: "Moreover, it is required of stewards that they be found trustworthy." (1 Corinthians 4:2)

- Faith in Action, Love in Service: "For we are his workmanship, created in Christ Jesus for good works." (Ephesians 2:10)

Use these themes across posters, social media, pulpit announcements, or bulletin headers to create a consistent message and help parishioners see how their generosity sustains your shared mission.

Staff Preparation &
Internal Readiness

Before introducing online giving to your parishioners, ensure your

parish staff is well-trained, familiar with the software, and confident

in guiding others through the giving process.

STAFF TRAINING & READINESS

Before inviting parishioners to begin using ParishSOFT Giving, ensure your staff is fully equipped to guide the transition with clarity, compassion, and a deep understanding of the spiritual significance of stewardship.

Prepare Your Staff

ParishSOFT Giving is most effective when your team understands both the technical setup and the spiritual significance of online stewardship. Ensure that the staff member responsible for managing online donations, whether that's your bookkeeper, finance manager, or parish secretary, has completed the ParishSOFT Giving course in the PATHFinder training system.

This essential training equips your team to:

- Set up giving funds and designations thoughtfully, reflecting the needs of your parish ministries

- Manage donor records with accuracy and care

- Process gifts and reconcile batches efficiently

- Use reporting tools to maintain transparency and foster trust in stewardship

Staff Encouragement:

Your preparation is a ministry in itself. By understanding both the practical and spiritual aspects of online giving, you help parishioners encounter stewardship as a meaningful expression of faith, build confidence in the giving process, and strengthen the mission of your parish.

Need access to PATHFinder? Contact the ParishSOFT Training Team at training@parishsoft.com or call 866-930-4774 x 4 for assistance.

If questions arise after your initial training, we recommend signing up for an "Ask the Expert" session via PATHFinder, with a focus on Giving workflows and best practices.

Set Up Your ParishSOFT Giving Portal

Once training is complete, apply the insights from the PATHFinder course to finalize your administrative setup and prepare to welcome parishioners into the new ParishSOFT Giving system.

To encourage participation and make the transition seamless, consider adding the following resources to your parish website:

1. A prominently placed ParishSOFT Giving button on your homepage or a dedicated landing page with a short, memorable URL linking directly to your ParishSOFT Giving portal.

2. A downloadable or web-based FAQ document located near the button to answer common parishioner questions and provide practical guidance. (Prewritten resources and customizable templates are included in this Marketing Guide.)

3. A brief instructional video or step-by-step instructions to help parishioners confidently set up their donor profile and recurring gifts, reinforcing that their generosity is a meaningful expression of faith and stewardship.

Providing clear guidance and support helps parishioners engage with online giving, strengthening both discipleship and parish life.
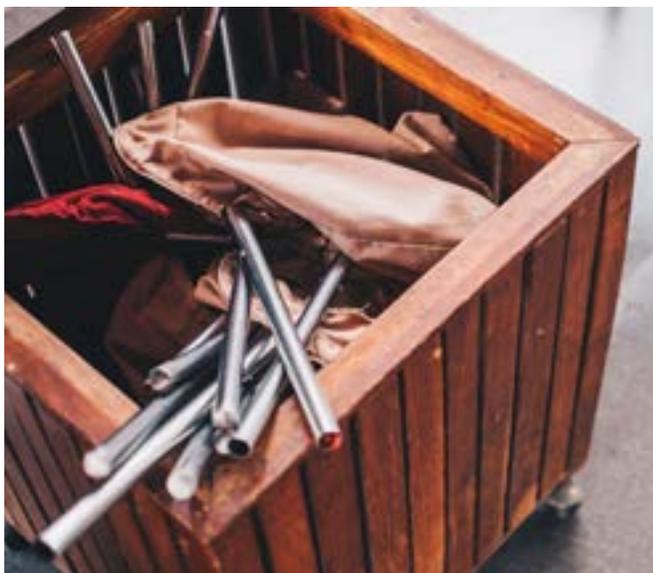
Introducing & Promoting ParishSOFT Giving

Guide your parish community to experience online giving as a meaningful expression of stewardship, fostering generosity and sustaining parish life.

INTRODUCING AND PROMOTING PARISHSOFT GIVING

Whether you're transitioning from a legacy giving system or introducing online giving to your parish for the first time, ParishSOFT Giving provides a secure, simple, and effective way to sustain offertory, support parish ministries, and deepen discipleship. The steps and resources below will help your staff launch or relaunch your giving platform with clarity, confidence, and pastoral care, inviting parishioners to participate in the life and mission of your parish.

STEP 1: COMMUNICATE WHY

A heartfelt message from Father or parish leadership can inspire generosity and deepen faith. Whether shared in a homily, bulletin, email, or short video, it reminds parishioners that online giving is more than convenience, it's an act of stewardship, helping to sustain your parish's ministries, serve the community, and live out the Gospel mission together.

Sample Talking Points With Scripture:

- Your gift is more than a transaction, it's a response to God's generosity. ("Every good and perfect gift is from above." – James 1:17)

- Recurring giving allows us to serve you consistently, even when you're away. ("For where your treasure is, there your heart will be also." – Matthew 6:21)

- Online giving helps fund the sacraments, ministries, and mission of our parish. ("Freely you have received; freely give." – Matthew 10:8)

- ParishSOFT Giving makes it easier to plan, budget, and be good stewards of our resources. ("Moreover, it is required of stewards that they be found trustworthy." – 1 Corinthians 4:2)

- Your participation, however big or small, helps sustain our community in faith. ("We, though many, are one body in Christ, and individually members one of another." – Romans 12:5)

Encourage all staff and volunteers to use these talking points in homilies, emails, bulletins, or short videos—so the message of generosity and stewardship is shared consistently across your parish.

STEP 2: TRANSITION DONORS FROM A MANUAL OR PREVIOUS SYSTEM

ParishSOFT has the ability to transfer donor information. Ensure a smooth transition to ParishSOFT Giving for both staff and parishioners by using our thoughtfully designed resources. By guiding your community with clarity and care, you help parishioners embrace giving as a meaningful expression of faith and stewardship.

- Step-by-step transition checklist for parish staff

- Customizable email/letter template to notify givers

- Pulpit and bulletin messages to announce the change

- Parishioner guidance for setting up recurring gifts with personalized follow-ups and reminders

Staff Encouragement: Your guidance and personal attention make all the difference. By walking parishioners through this transition, you not only simplify the process but also strengthen their trust, engagement, and stewardship.

STEP 3: INTRODUCE GIVING TO NEW AND PROSPECTIVE PARISHIONERS

Even parishioners who haven't used online giving before may embrace it with encouragement and support. ParishSOFT Giving offers an opportunity to cultivate consistent stewardship across all parish households, including new members, seasonal residents, and families who prefer mobile-friendly tools.

Suggestions for Introduction:

- Include a giving flyer in new parishioner welcome packets.

- Add a clearly marked "Give Online" button to your parish website homepage.

- Share a printed or digital FAQ to address common questions.

- Offer simple printed instructions at the parish office or in the pews.

STEP 4: USE YOUR EXISTING COMMUNI-CATION CHANNELS

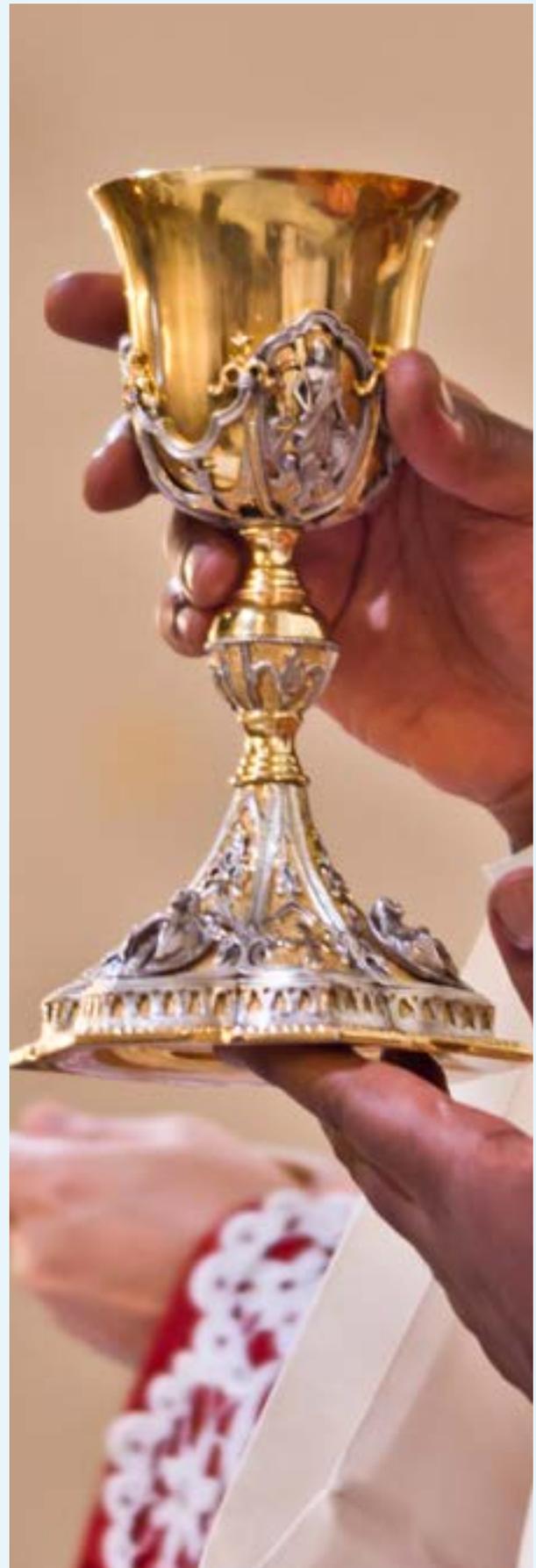Promote ParishSOFT Giving consistently across the channels your parish already uses:

- Website: Add a dedicated landing page or button with a short, memorable URL.

- Bulletin: Include short, encouraging blurbs each week (sample messages are provided in this kit).

- Email: Send announcements and occasional reminders.

- Posters: Display in the vestibule, hallways, and parish office.

- Social Media: Share posts or stories highlighting milestones or inspiring generosity.

- Offertory Cards: Provide "I Gave Online" cards so parishioners feel part of the offertory moment, even without cash or envelopes.

STEP 5: CELEBRATE AND SUSTAIN MOMENTUM

Once parishioners begin signing up, continue to nurture the spirit of stewardship:

- Thank new givers personally with a note, pulpit mention, or small bulletin feature.

- Share testimonials or impact stories demonstrating how their gifts strengthen parish life.

- Track and share progress visually with a parish dashboard showing increased participation.

- Keep seasonal giving top of mind with reminders during:

    o Lent and Advent

    o Summer travel season

    o Year-end tax season

    o Feast days or parish-specific campaigns

ParishSOFT Giving is more than a digital tool, it is a way to foster a consistent, joyful rhythm of generosity rooted in gratitude. Whether you are inviting new givers or supporting longtime contributors in the transition, every effort helps build a vibrant, well-supported parish community where stewardship and discipleship flourish.

Inspiring Participation & Sample Communications

Find ready-to-use email templates, bulletin announcements, and pulpit messages to help you communicate the spiritual and practical value of giving online, rooted in your parish's mission.

ENCOURAGING PARTICIPATION THROUGH PARISH COMMUNICATIONS

BULLETIN ANNOUNCEMENTS

Bulletin Example #1: Launch Announcement

Introducing ParishSOFT Giving

We are delighted to offer ParishSOFT Giving as a secure and simple way to support our parish. This platform allows you to make one-time or recurring gifts, track your giving, and contribute to special collections. Visit [insert parish website] anytime to participate, and thank you for joining us in living stewardship as a joyful response to God's generosity.

Bulletin Example #2: Consistent Stewardship

Plan Your Giving with Ease

Online giving can help you maintain a faithful, consistent practice of stewardship, even when life takes you away from Mass. With ParishSOFT Giving, setting up a recurring gift takes just a few minutes. Visit [your parish website] to support our parish mission and grow in discipleship through your generosity.

Bulletin Example #3: Year-End Giving

Year-End Giving Made Simple

As the year comes to a close, consider making a gift through ParishSOFT Giving. You can give one-time or recurring donations safely online, and even generate your giving report for tax purposes. Visit [your parish website] and click "Give Online" to continue your stewardship and bless the life of our parish.

Bulletin Example #4: Seasonal Giving

Advent Giving: Prepare the Way of the Lord

This Advent season, let us reflect on the blessings we have received and consider sharing them with our parish community. ParishSOFT Giving makes it easy to support weekly offertory or special seasonal gifts, helping our parish serve faithfully and joyfully. Visit [your parish website] today and join in giving as an expression of love and discipleship.

Email Example #1: Welcome & Introduction

Subject: A Simpler Way to Support Our Parish

Dear **[First Name],**

We're excited to introduce **ParishSOFT Giving**, our new online giving platform designed to make stewardship easier and more accessible for all parishioners.

Whether you'd like to make a one-time gift or set up recurring offertory donations, ParishSOFT Giving is safe, secure, and simple to use. You can even view your giving history at any time.

Visit **[your parish website]** and click the "Give Online" button to get started.

Thank you for your continued generosity and commitment to our parish family.

In Christ,
[Priest's Name or Parish Office]

Email Example #2: Mid-Campaign Reminder

Subject: Let Your Giving Travel With You

Dear **[First Name],**

Summer can be a busy season, and while many families travel or shift routines, our parish's needs continue year-round.

With **ParishSOFT Giving**, you can continue your offertory support even when you're away. Set up a recurring gift today and know your generosity continues blessing our parish community no matter where you are.

Visit [**your parish website**] and select the "Give Online" link to get started.

With gratitude,
[Parish Office or Stewardship Committee]

Email Example #3: End-of-Year Appeal

Subject: Make Your Year-End Gift Today

Dear **[First Name],**

As the year draws to a close, we invite you to consider a special year-end gift to **[Parish Name].**

Online giving through ParishSOFT makes it easy to give safely and securely. You can also generate a giving report anytime for your tax records. Every gift helps us continue our mission of sharing the Gospel and serving our parish family.

To give, simply visit **[your parish website]** and click "Give Online."

Thank you for your continued generosity and faithful stewardship.

In Christ,

[Priest's Name or Parish Office]

Lent: A Season for Sacrificial Giving

During this sacred season, consider setting up a recurring gift through ParishSOFT Giving. Planned giving is a meaningful way to live stewardship intentionally and deepen your discipleship. Visit [your website] to begin.

Summer: Stay Connected While You Travel

Going on vacation? You can still support your parish through ParishSOFT Giving. Recurring gifts help us plan ahead, ensuring our ministries continue to thrive while you're away. Visit [your parish site] to set up your secure online gift.

Fall Stewardship: Back-to-School, Back to Routine

Busy schedules can make it easy to forget your envelope, but online giving makes stewardship simple. Set up a recurring gift once, and know your offertory continues to support your parish's mission faithfully every week.

Thanksgiving: Give Thanks with a Grateful Heart

This season of gratitude is a perfect opportunity to give back. Consider making a one-time Thanksgiving gift through ParishSOFT Giving, or set up a recurring offering in thanksgiving for all God has provided.

Advent & Christmas: Prepare Him Room

As we prepare to celebrate Christ's birth, consider giving online through ParishSOFT Giving. Whether for your regular offertory or a special Christmas gift, your generosity helps our parish serve the community faithfully and joyfully during this holy season.

Year-End: A Gift That Lasts All Year

Looking to make a year-end, tax-deductible contribution? Visit [your website] to give securely through ParishSOFT Giving. You can also view your full giving history and download a report for tax purposes—helping you give with intention and stewardship throughout the year.

WELCOMING NEW PARISHIONERS

We're delighted you've joined our parish family. One way to grow in discipleship and support our mission is through ParishSOFT Giving. Safe and easy to use, it allows you to contribute to offertory, special collections, and parish ministries—helping our community thrive in faith and generosity. Visit [your website] to get started or contact the parish office for assistance.

Pulpit Announcement

As a parish, we're always looking for ways to serve you better. Our ParishSOFT Giving platform allows you to make offertory contributions quickly and securely online, whether you're here in the pew or traveling. "For where your treasure is, there your heart will be also." (Matthew 6:21) We encourage you to consider signing up this week. You'll find the link on our parish website and in the bulletin. Thank you for your continued generosity and faithful stewardship.

Pulpit Announcement

We are delighted to welcome all new members to our parish family! As you grow in faith and discipleship with us, we invite you to participate in online giving through ParishSOFT Giving: a simple, secure, and joyful way to support our parish's mission, ministries, and community life. "Each one must give as he has decided in his heart, not reluctantly or under compulsion, for God loves a cheerful giver." (2 Corinthians 9:7) Thank you for your generosity and commitment to our shared life in Christ.

Helpful FAQ & Resources for Parishioners

Equip your team to answer common questions and support your

parishioners with helpful FAQs, and downloadable digital assets.

FREQUENTLY ASKED QUESTIONS ABOUT PARISHSOFT GIVING

As more parishioners embrace ParishSOFT Giving, it's natural to have questions. Below are answers to the most common ones. Feel free to share this page online or print a few copies for your welcome desk or parish office.

Is ParishSOFT Giving secure?

Yes. ParishSOFT Giving meets industry standard security protocols. Your banking information is encrypted and never accessible to parish staff. Because you manage your own account, the parish never handles or stores sensitive financial data. Your gifts are safely and directly deposited into the parish's account—supporting our ministries and mission with confidence.

What are the benefits of using ParishSOFT Giving?

- You can give even when away from Mass, traveling, or busy with life's demands.

- No need to remember cash, checks, or envelopes.

- Giving online is safe, simple, and easy to manage.

- Regular giving strengthens your discipleship and helps the parish plan ahead, ensuring our ministries thrive.

How are gifts deducted from my account?

Once you set up your gift online, the amount you specify is automatically transferred from your bank account (or card, if you prefer) to the parish on the schedule you choose. Bank transfer timelines follow a standard banking schedule, and processing times may vary. Your faithful stewardship ensures the parish is supported continuously.

How do I keep track of my contributions?

Every gift is clearly recorded on your bank statement. You can also log in to your ParishSOFT Giving account at any time to view and print a full record of your giving history, helpful for reflection and planning your stewardship.

Can I get a tax receipt or proof of my donation?

Yes. Both your bank and the ParishSOFT Giving system provide easy-to-access records of your electronic gifts, perfect for year-end tax preparation.

Does it cost anything to use ParishSOFT Giving?

ParishSOFT Giving is free for parishioners. Parishes cover standard processing fees, with an optional donor offset available depending on parish settings.

What if I change my mind or need to stop?

You can log in and adjust or cancel your gift schedule at any time. The system is simple, flexible, and designed to support your stewardship with ease.

How do I sign up?

1. Visit [www.yourchurchwebsite.com]

2. Click on the ParishSOFT Giving link

3. Create your profile and set up your gift

That's it! You'll be guided through every step.

CONCLUSION & CALL TO ACTION

Stewardship is more than a practice, it is a way of living our faith and responding to God's generosity. By embracing ParishSOFT Giving and guiding your parishioners with care and encouragement, you help foster a culture of consistent, joyful giving that strengthens discipleship, sustains parish life, and furthers our mission to serve Christ and His people.

As Scripture reminds us: "Each one must give as he has decided in his heart, not reluctantly or under compulsion, for God loves a cheerful giver." (2 Corinthians 9:7) Now is the time to equip your staff, communicate with your parish community, and invite every household to participate in online giving.

Get started today by exploring the resources in this guide and taking the first steps with your team. For additional support, contact the ParishSOFT Training Team at training@parishsoft.com or call 866-930-4774 x 4.

Together, let us inspire generosity, nurture faith, and ensure that our parish ministries, sacraments, and outreach continue to flourish for the glory of God.

Lead with faith. Serve with joy. Inspire generous hearts.