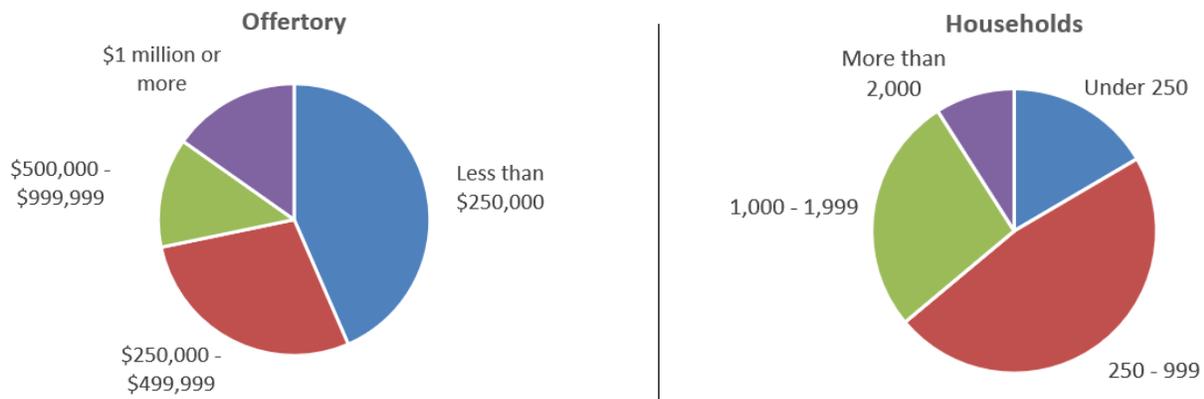


DIGITAL TRENDS RESEARCH PROJECT

Key takeaways to improve results at your parish

Background

PSG, in partnership with eCatholic, surveyed 188 parishes in January 2019. The sample size included parishes from across the country, both large and small.



1. Parishes should engage their parishioners on Facebook

- Parishes that are active on Facebook boasted an average household giving that was 6.4% higher than parishes that aren't on Facebook.
- Parishes that posted on Facebook at least once a day reported average household giving 44% higher than parishes who posted less than once a day.
- Parishes with a high percentage of parishioner "followers" (measured as at least one follower per registered household) reported an average offertory increase of 10 percent from 2017 to 2018. All other parishes in the study reported a 1% decline, on average.

2. Parishes should promote online giving

- Parishes saw growth in online giving (defined as a 10% or more increase in online giving from 2017 to 2018) saw their *total* offertory increase by an average of 9 percent.
- Parishes that did not make a leap in online giving saw their offertory decline by an average of 2 percent.
- Analysis: The data shows that we aren't just transitioning donors from one method to the other. Online giving is helping parishes to raise more money overall.

- a. The value of an email address:
 - i. Parishes with fewer than 30% of their parishioners' emails on file reported annual, per-household giving of \$589.
 - ii. Parishes with between 30% - 70% of their parishioners' emails on file reported annual, per-household giving of \$597.
 - iii. Parishes with more than 70% of their parishioners' emails on file reported annual, per-household giving of \$716.

- b. The value of a professional email marketing program:
 - i. Parishes that did not email their parishioners saw a 4 percent decline in 2018 offertory.
 - ii. Parishes that emailed parishioners using Gmail, Outlook or a local provider saw a 1 percent decline in 2018 offertory.
 - iii. Parishes that used a professional email marketing program like Mail Chimp, Constant Contact or Flocknote saw a 3 percent increase in 2018 offertory.

- c. The value of sending a regular e-newsletter
 - i. Parishes that sent a weekly, monthly or quarterly e-newsletter saw a 4 percent increase in 2018 offertory.
 - ii. Parishes that did not send an e-newsletter saw a 1% decline in 2018 offertory.



Nic Prenger founded Prenger Solutions Group in 2018 to help Catholic parishes, schools and dioceses adapt and thrive in the new world of digital fundraising.

Having spent the previous 12 years leading one of the largest Catholic fundraising firms in the nation, Nic has seen first-hand how quickly donor habits are changing as the world moves online. Tried-and-true fundraising strategies are becoming less effective, while new, digital tools allow dioceses and parishes to find and connect with donors in ways that were previously unimaginable.

Over the past decade Nic has raised more than \$300 million for Catholic organizations and served as trusted counsel to parishes, schools and national organizations across the country.



- The Archdiocese of Denver
- The Archdiocese of Dubuque
- The Archdiocese of Omaha
- The Diocese of Wichita
- Corpus Christi Parish in Lawrence, Kansas
- St. William Parish in Round Rock, Texas
- St. Pius X High School
- Kuemper Catholic High School
- The Dynamic Catholic Institute
- The Aim Higher Foundation
- St. Michael's Abbey in Orange County

As CEO of Prenger Solutions Group, Nic leads a team of experts who provide digital fundraising solutions to Catholic parishes, schools and dioceses. Clients choose to partner with PSG in order to modernize their fundraising programs in areas related to online giving, email marketing, donor software, data analytics, social media, website design and landing page optimization.

A native of Carroll, Iowa, Nic is a graduate of Creighton University in Omaha and the University of Iowa Law School. A former board member for the Magis Catholic Teacher Corps, Nic served on the National Catholic Educational Association's national advisory council for leadership development. He also serves on the stewardship committee for Christ the King Parish in Omaha, where he attends with his wife, Holly, and their three children.

Nic's leadership experience includes working for the U.S. Senate Finance Committee in Washington, D.C., and the U.S. Attorney's Office for the Southern District of Iowa.