Stewardship Workshop
August 23, 2019
The Great Digital Transformation
Nic Prenger, Prenger Solutions Group
Gracious and loving God, you are the giver of all good gifts.
We recognize that all that we are and have come from you,
And we make a renewed commitment to be good stewards
of these many blessings.

Lord, Jesus, you show us God’s way of love and mercy.
Nourished by your Body and Blood in the Eucharist,
we dedicate ourselves anew to live as members of your Body in the world.
Holy Spirit, you guide and inspire us in our daily living.

Fill our hearts and minds with your wisdom.

Strengthen our resolve to live and grow as good stewards.

May all we say and do give glory to you, Father, Son and Holy Spirit.

Amen.
Stewardship Weekend and Renewal
November 2-3, 2019

Clergy
Stewardship Renewal Workshop

Wednesday, 9/18/19
11:30 am – 2:00 pm

All Leaders
Stewardship Renewal Workshop

Saturday, 9/21/19
9:30 am – 12:00 pm
ICSC Conference Oct 6-9, 2019

INTERNATIONAL CATHOLIC STEWARDSHIP COUNCIL

57th Annual ICSC Conference

October 6-9 | Sheraton Grand Hotel | Chicago, Illinois
Save the Date!

2020 International Catholic Stewardship Conference

September 27-30, 2020

Anaheim, CA

Liturgy at Christ Cathedral
Spanish Wills & Trusts Session
Friday, August 23rd St. Mary’s Church, Fullerton
7:00 – 9:00 p.m.

Wills & Trusts Week
October 21-26, 2019
Free giveaway
Write down this password

0823ORANGE
Generational shift
Gen Xers are coming into philanthropy

<table>
<thead>
<tr>
<th>Year</th>
<th>Age</th>
<th>Population Size</th>
<th>Average Giving</th>
<th>Total Giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>18-24</td>
<td>38 Million</td>
<td>$393</td>
<td>$15 Billion</td>
</tr>
<tr>
<td></td>
<td>25-34</td>
<td>37 Million</td>
<td>$642</td>
<td>$24 Billion</td>
</tr>
<tr>
<td></td>
<td>35-44</td>
<td>35 Million</td>
<td>$1,026</td>
<td>$36 Billion</td>
</tr>
<tr>
<td></td>
<td>45-54</td>
<td>39 Million</td>
<td>$1,160</td>
<td>$45 Billion</td>
</tr>
<tr>
<td></td>
<td>55-64</td>
<td>37 Million</td>
<td>$1,200</td>
<td>$44 Billion</td>
</tr>
<tr>
<td></td>
<td>65-74</td>
<td>32 Million</td>
<td>$1,650</td>
<td>$53 Billion</td>
</tr>
<tr>
<td></td>
<td>75+</td>
<td>28 Million</td>
<td>$2,084</td>
<td>$58 Billion</td>
</tr>
<tr>
<td>2018</td>
<td>18-24</td>
<td>38 Million</td>
<td>$720</td>
<td>$27 Billion</td>
</tr>
<tr>
<td></td>
<td>25-34</td>
<td>37 Million</td>
<td>$850</td>
<td>$31 Billion</td>
</tr>
<tr>
<td></td>
<td>35-44</td>
<td>35 Million</td>
<td>$1,275</td>
<td>$47 Billion</td>
</tr>
<tr>
<td></td>
<td>45-54</td>
<td>33 Million</td>
<td>$1,255</td>
<td>$43 Billion</td>
</tr>
<tr>
<td></td>
<td>55-64</td>
<td>38 Million</td>
<td>$1,300</td>
<td>$49 Billion</td>
</tr>
<tr>
<td></td>
<td>65-74</td>
<td>33 Million</td>
<td>$1,780</td>
<td>$58 Billion</td>
</tr>
<tr>
<td></td>
<td>75+</td>
<td>25 Million</td>
<td>$2,270</td>
<td>$57 Billion</td>
</tr>
</tbody>
</table>
GenXers and Millennials give to more causes

<table>
<thead>
<tr>
<th></th>
<th>Millennials</th>
<th>Gen X</th>
<th>Baby Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of Nonprofit Organizations Supported</strong></td>
<td>12</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td><strong>Amount Per Organization</strong></td>
<td>$67</td>
<td>$140</td>
<td>$250</td>
</tr>
</tbody>
</table>
National giving trends
Online fundraising revenue grew by 23% in 2017
51% of people who respond to direct mail make their gift online
In the past year, mobile giving has increased 205%
57% of all Internet traffic is now through mobile devices
59% of donors over 66 have given online.
Is this good or bad?
$52
Avg monthly online gift

$128
Avg one-time gift
$624
Avg monthly online gift x 12 months

$128
Avg one-time gift
$624
Avg monthly online gift x 12 months

Monthly online giving jumped 40% last year
Catholic research
How have things changed since 2009?
How have things changed since 2009?

- Average gift: 45.71%
- Average appeal: 8.85%
- Average number of donors: -8.94%
- Average participation: -20%
How have things changed since 2009?
We can’t keep doing what we’re doing.

-8.94%  Average number of donors

-20%  Average participation
Diocesan Fundraising

Using data to make better decisions...
Diocesan appeals as a percentage of combined offertory

Voluntary appeals (no parish assessments)

- 10.71%
What’s a typical participation rate?
Participation rate for diocesan appeals
What is the average annual appeal gift?
Average gift to diocesan annual appeal

$329.98
How important is online giving?
Annual appeals that promote online giving raise more money.
When should we launch our appeal?
Impact of launch date on appeal success

ALL BELOW AVG!
What should you name your appeal?
Diocesan appeal

Catholic appeal + $103,798

+ $216,836

Bishop’s appeal
Do we need an app?
Big Picture Takeaways
Takeaway #1

The New Evangelization is digital
Only 35% of Christians will *create* religious content for Facebook... 

...But 86% will *share* religious content that’s already created.
82% of Baby Boomers have a social media account
It’s dangerous to ignore the giving preferences of GenX donors
Parish support by age group

Total Age group giving

Donors

Donors and Total Age group giving by age group.

- 20s: 2 donors, total giving $0
- 30s: 57 donors, total giving $0
- 40s: 109 donors, total giving $0
- 50s: 194 donors, total giving $0
- 60s: 310 donors, total giving $0
- 70s: 232 donors, total giving $0
- 80s: 216 donors, total giving $0
- 90s: 85 donors, total giving $0
- 100+: 5 donors, total giving $0

Y-axis: $0 to $500,000
X-axis: 20s to 100+
Takeaway #3

Good communication leads to increased giving
GenXers and Millennials will *promote* causes that they believe in.

- **62%** Millennials
- **40%** Gen X
- **25%** Baby Boomers

*Posted Something About a Nonprofit or Cause On Social Media in the Past Year*
### How many parishioner emails do you have on file?

<table>
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<tr>
<th>Percentage of Emails</th>
<th>Avg Household Giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fewer than 30%</td>
<td>$589</td>
</tr>
<tr>
<td>Between 30% - 70%</td>
<td>$597</td>
</tr>
<tr>
<td>Greater than 70%</td>
<td>$716</td>
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21% more!
Parishes don’t email parishioners
4% decline in offertory giving

Parishes use “regular” email
1% decline in offertory giving

Parishes use professional email marketing tools
3% increase in offertory giving
Average household giving is 6.4% higher at parishes with an active Facebook page.
Parishes with large Facebook followings* saw a 10% increase in offertory last year, on average. All other parishes averaged a 1% decline.
Parishes that post daily on Facebook report average household giving 44\% higher than parishes that don’t
These parishes report 44% higher household giving.

A typical parish averages 4.8 posts per week.
Takeaway #4

Online giving leads to *increased* giving
Parishes that transitioned toward online giving saw a 9% increase in offertory last year, on average.
Appeals that promote online giving raise more money.
Takeaway #5

Nobody knows what they’re doing
Not just this

All of this

DONATE NOW

Clean up your database
Fix your processes
Move from mail to email
Use video to tell stories
Engage on social media
Build great landing pages
Fix your donation forms
A/B test everything
Increase conversions
Takeaway #6
Control what you can control
Things that matter

Things you can control

What you should focus on
“Every system is perfectly designed to get the results it gets.”
Discussion | Break for lunch
Research-based Parish Stewardship Strategies
Strategy #1

Consolidate and update your databases
### How many parishioner emails do you have on file?

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21% more!
2018 appeal donors with/without emails on file

Email on file

$495 $496 $499 $599 $635 $504 $642 $637 $365

No Email on file

$187 $244 $229 $279 $289 $246 $204 $178 $139

20s 30s 40s 50s 60s 70s 80s 90s 100s
Strategy #2

Make online giving the default way to give
Overcome the traditional “summer slump”

Insurance against bad holiday weather
Parishes that transitioned toward online giving saw a 9% increase in offertory last year, on average.
2018 appeal donors by method of payment

- Gave by card or ETF
  - 20s: $590
  - 30s: $554
  - 40s: $593
  - 50s: $672
  - 60s: $689
  - 70s: $509
  - 80s: $376
  - 90s: $375

- Gave by check/cash
  - 20s: $233
  - 30s: $266
  - 40s: $246
  - 50s: $324
  - 60s: $346
  - 70s: $293
  - 80s: $279
  - 90s: $228
  - 100s: $162
Strategy #3
Send an annual preview of your stewardship calendar
Fundraising for Our Parish

Listed below are the many ways that our parishioners and school families help raise funds for our Church and School. It's easy to help raise funds for Holy Family by doing things we already do. We already purchase grocery items that have box tops, now clip them! All the shopping we already do, snap a photo of your receipt on the Shoparoo app! Shopping on Amazon? Login to amazonsmile.com and sign up for Church of the Holy Family and a percentage of your purchase will benefit our Parish. Even before you do any shopping, purchase SCRIP gift cards and use those as cash to many of your favorite places while donating to our school! Check out all the ways you can help raise funds for Holy Family! As always, we appreciate your support and belief in our Parish!

Hang this sheet on the refrigerator for reference!

**Box Tops for Education**

How Box Tops work: **FIND** box tops on hundreds of products that you already buy! **CLIP** the box tops of the package and **SEND** them to school with your students! Box Tops can also be turned in to the boxes in the back of Church, in the School Lobby or Parish Office. Each Box Top is worth 10¢ to our school.

**AmazonSmile**

Start at smile.amazon.com and choose Church of the Holy Family as your charitable organization. Amazon will donate 0.5% of the price of your eligible AmazonSmile purchases to Church of the Holy Family.

**Shop with Scrip**

SCRIP gift cards can be purchased every Tuesday and Thursday from 8:45am-noon in the school lobby, after Mass, beginning October 3. You may also place orders online at shopwithscrip.com. Orders placed by 9:00am Monday will be available for pick up that Friday.

**Kroger Community Rewards**

Link your Kroger Plus card at www.krogercommunityrewards.com and choose Holy Family Church/School to start earning rewards for Holy Family! Remember to swipe your card or enter your AID at checkout for your purchases to be eligible. You must link your card every year, starting August 1, to support Holy Family.

**HOLY FAMILY SPIRIT STORE**

Visit our school website at mhsbp.org and click on our Spirit Store link to purchase all your HF Spirit Gear! At the end of the year our PTO receives a percentage of all sales.

**Trash Bag Fundraiser**

Thank you to all that participated in our first order of our trash bags to help purchase the new sound system in the FBPCI! Next order will be in January!

**Paper Recycling**

Located in the church parking lot. There is a dumpster for magazines, newspapers, catalogs, books, office paper, school paper and mail. Shredded paper must be bagged.
Strategy #4
Fix your donation pages
Giving Opportunities
Click on a heading below to make a gift to the appropriate fund or organization. You will be directed to either a donor form or an organization web site. Thank you for your generosity.

**Archdiocese of Dubuque Education Fund**
Over twenty-five years ago, Archbishop Daniel Kucera recognized the financial hardship being experienced by some parents in providing a Catholic Education for their children. To help alleviate this problem the Archdiocesan Education Fund was initiated in 1984. This fund has provided over $5.6 million in assistance to Catholic Schools and Religious Education Programs throughout the Archdiocese.

**Archdiocese of Dubuque Seminarian Education Fund**
The Archdiocesan Seminarian Fund was created to provide a financial resource to support those men who are discerning the priesthood and receiving their educations to become priests within the Archdiocese of Dubuque. Making a contribution to the Seminarian Fund will make a permanent difference for the Catholic Church in the Archdiocese of Dubuque.

**Archdiocese of Dubuque (Unrestricted Gift)**
Give an unrestricted gift and support the Archdiocese in communicating the love of Christ to people in Northcentral and Northeast Iowa through leadership, worship, education and pastoral care.

**Catholic Charities**
Catholic Charities of the Archdiocese of Dubuque works to reduce poverty, strengthen families and empower communities through a wide variety of programming including: Four Affordable Housing properties, Mental Health counseling, Crisis-Pregnancy and Post-Abortion counseling, Post-Adoption Search services, Refugee Resettlement and Immigration services, Disaster services and outreach programs for ex-offenders through Jail & Prison Ministry and for single parents through Pathway Partners. Catholic Charities serves the 30 county area of northeast Iowa, that makes up the Archdiocese of Dubuque. Striving to provide help and create hope for those in need, Catholic Charities’ services are personal and confidential, and are provided to anyone in need regardless of faith, background or ability to pay for service. To learn more visit [www.CatholicCharitiesDubuque.org](http://www.CatholicCharitiesDubuque.org).

**National Collection for Religious Retirement**
The National Religious Retirement Office was established in 1986 and is sponsored by the Conference of Major Superiors of Men, Council of Major Superiors of Women Religious, Leadership Conference of Women Religious, and United States Conference of Catholic Bishops.

In addition to coordinating an annual appeal, the NRRO distributes funds to help religious institutes meet current and future retirement needs. The NRRO also facilitates comprehensive retirement planning by offering assessment tools, educational programming, services, and resource materials that help religious institutes evaluate and prepare for long-term needs.

**Parishes**
Your local parish is at the heart of where you practice being a steward of the gifts God has granted you.
100% of your money brings clean water to people in need.

Private donors cover our operating costs, so you can give knowing your whole gift will help bring clean water.
**1. If possible, add the donor's name to the headline.**
Exp. #3935 - 502% increase in donations.

**2. No HTTPS? It may not be hurting you.**
Exp. #3451 - Made no difference in donations.

**3. Eliminate the navigation. Simplify your header.**
Exp. #4003 - 195% increase in donations
Exp. #901 - 25.6% increase in donations

**4. Avoid “Donate” buttons in your header.**
Exp. #2107 - 28.2% decrease in donations,
34.1% decrease in average gift.
Exp. #1547 - 18% decrease in average gift.

**5. Background images should focus on value prop, not seasons or generics.**
Exp. #2804 - Seasonal background made no difference.
Exp. #2569 - 19.6% increase in donations with a mission related image.
Exp. #2013 - 53.1% increase in donations with value prop related image.

**6. Avoid links that drive people away from the giving form.**
Exp. #1720 - 25.7% decrease in donations.

**7. Avoid countdown clocks to retain traffic.**
Exp. #1217 - 19% decrease in revenue.

**Supporting Images are not required.**
Exp. #1047 - No difference in donations.

**8. In-line reviews work with premium offers, but not with general donation appeals.**
Exp. #6179 - 26.6% increase in donations when used with a premium offer.
Exp. #3387 - 40% decrease in donations.

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**For instant Donation pages, focus your copy on the next step and avoid excessive value prop.**
Exp. #6595 - 82.2% increase in donations.
Exp. #2041 - 22.6% increase in donations, and a 12.3% decrease in average gift.

**Utilize headers, write short paragraphs, and bold important phrases.**
Exp. #4779 - 46.2% increase in donations.

**Reinforce your call-to-action before the donation form.**
Exp. #4269 - 40% increase in donations, and a 63% increase in average gift.

Consider adding it under the donate button as well.
Exp. #1234 and 1053 - 31.3% increase in donations.

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**Thank you, [name], for [action just taken]**

This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just agreed to.

**Transition header**
This is transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a very brief version of your story to them, and reinforce how the offer they just accepted is part of their story.

This is where you make the ask for them to contribute so others can get more access like this.
Don't forget to utilize bold headings and short paragraphs to help them work through it.

Consider giving them slightly more detail as to how their donation helps produce content like this, or at least how it helps get into the hands of others.

You may point out that creating this life-changing content is the hard part, or that getting a message to the most people is the hard part. They should understand how they are helping.

Yes! I want to [support word] [benefit others experience from organization]

1. Choose Your Donation Amount

   - $10
   - $20
   - $50
   - $100
   - $250

2. Enter Your Information (It's Secure)
Strategy #5

Fix your sign-up processes
To Sign Up

Print this registration form and mail to Kuemper Ball at 116 S. East Street, Carroll, IA 51401 or email Alayna Hansen at alhansen@kuemper.org.

Event Sponsor: $100
Listed in all tournament publications. (100% tax deductible)
Strategy #6

Spotlight your parishioners and alumni on social media
Alum/parishioner spotlight

- Shareable videos
- 1-2 per month
- Build goodwill & followers
- Celebrate involvement
- Capture emails
- Recognize good stewards
Strategy #7
Buy ads on Facebook to sell raffle tickets
Vehicle raffle

• Spent $300
• 4,400 views
• 919 people reached

• $2,100 in ticket sales
• $1,250 in online donations
• 1,000% ROI
Strategy #8
Be intentional with social media
Promote your existing resources
Post interactive content

Break up the passive scrolling

• Videos
• Survey and polls
• Quizzes
• Encourage “shares”
Crowdsource decisions

- What content to post?
- Book recommendations?
- Where to hold an event?
- Type of Christmas lights on the rectory?
- What flavor of donuts after Mass?
Strategy

Post meaningful content every day of the week
A typical parish averages 4.8 posts per week.
A typical parish averages 4.8 posts per week. These parishes report 44% higher household giving.
Free giveaway
But what should we post every day?
• Daily, Catholic content
• No branding or logos
• Weekly tips and advice
• Reinforce Sunday readings
• Fun, meaningful, shareable content
Try.prengersolutions.com

0823ORANGE
In-depth parish analysis + advice

After 1 month

1. Compare your results before/after (likes/shares/comments/followers)
2. Analytics showing what your parishioners liked best
3. Analytics showing when you should post
4. Recommendations to increase followers
Q&A
Q&A - Hot topics

- Magazine and chocolate sales
- Software vendors – pros/cons
- Transaction fees
- Online giving strategies
- Offertory cards
- Church and school apps
- Capital campaigns