

# Diocese of Biloxi - Parish Survey

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Please complete this survey online at  
<https://bit.ly/BiloxiParishSurvey>

→ Responses from every parish are due on September 4

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## Background

1) Select your parish name and city:

2) Please enter your information:

First name: \_\_\_\_\_

Last name: \_\_\_\_\_

Email address: \_\_\_\_\_

Primary phone number: \_\_\_\_\_

### Role at the parish

Pastor

Associate Pastor

Business Manager

Stewardship

Communications

Other - Write In: \_\_\_\_\_

3) In which of these area could your parish use help? Please rank each on a scale from 1 ("we don't need any help") to 9 ("we could use a lot of help")

\_\_\_\_\_ Promoting stewardship / running an effective annual stewardship program

\_\_\_\_\_ Using technology more effectively, syncing data across multiple programs

\_\_\_\_\_ Communicating with our parishioners through email or text message

\_\_\_\_\_ Promoting online giving and using it more effectively

\_\_\_\_\_ Reaching our parishioners on social media, using it effectively

- \_\_\_\_\_ Cleaning up our parishioner data, conducting a census
- \_\_\_\_\_ Increasing our parish offertory
- \_\_\_\_\_ Paying down parish debt
- \_\_\_\_\_ Raising capital funds for special projects

## General Database Information

### 4) General Database Information

How many total households are in your parish database?	___
How many are active givers (gave or participated the two years?)	___
How many records contain at least one accurate email?	___
How many records contain at least one accurate phone number?	___
When did you last conduct a parish census, if ever?	___
If you have a school, how many households are in your school database?	___
...How many of your school records contain at least one accurate email?	___
...Does your parish database note which families have children in the school?	___
Does your parish database include information about parishioner age or date of birth?	___
Have you ever conducted a professional wealth research screening of your database? If so, when?	___

### 5) Parish Financial Trends

	2016	2017	2018	2019	2020 (to date)
Registered households #	___	___	___	___	___
Households who donated #	___	___	___	___	___
Total offertory income \$	___	___	___	___	___
Other revenue (capital campaigns, fundraising appeals, etc.) \$	___	___	___	___	___
Parishioner donations to diocesan appeal \$	___	___	___	___	___

**6) Software Solutions/Vendors**

	<b>Vendor Name (leave blank if not applicable)</b>
Church database management software (Ex. "ParishSoft")	___
Church financial software (Ex. "Quickbooks")	___
School database management software (Ex. "Sycamorel")	___
School financial software (Ex. "Quickbooks")	___
Email marketing (Ex. "Mail Chimp" or "Flocknote")	___
Online gift processing (Ex. "Vanco" or "Paypal")	___
Website (Ex. "Square" or "eCatholic")	___
Bulletin (Ex. "LPI")	___
Online Giving (Ex. "OSV" or "Vanco")	___
Text-to-give (Ex. "Vanco" or "Faith Direct")	___
Other software being used regularly by the parish...	___
Other software being used regularly by the school...	___

**Annual Stewardship Program**

**7) Does your parish conduct an annual stewardship fair/renewal/weekend separately from the annual diocesan appeal?**

Yes

No

**Which month(s) do you conduct an annual stewardship fair/renewal/weekend?**

January

July

February

August

March

September

April

October

May

November

June

December

**Which activities do you do during your annual stewardship fair/renewal/weekend? (check all that apply)**

- We conduct a ministry/involvement fair
- Social reception (pancake breakfast, dinner, picnic, etc.)
- Pastor speaks about stewardship
- Lay leader speaks about stewardship
- Letter sent to parish households
- Stewardship intention/pledge card mailed to families
- Stewardship intention/pledge cards in pews and collected at Mass

**8) When new families register with the parish, what materials are they given?**

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**9) Does your parish have a school?**

- Yes
- No

**10) School information:**

**Are Catholic school parents required to complete a parish offertory support form or tithing commitment?**

- Yes
- No

**Do you track which families have children in the school in your parish database?**

- Yes
- No

**Does your school have dedicated fundraising or development person on staff?**

- Yes
- No

**Is the fundraising or development person full-time, part-time or a volunteer?**

- Full-time
- Part-time
- Volunteer

**Does your school conduct annual fundraising?**

- Yes
- No

**Provide a brief overview of the activities (direct mail appeal, special event, etc.) and how much is raised each year, on average.**

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## **Parish Electronic Giving**

**11) Do you accept online giving to the parish?**

- Yes
- No

**12) Do you accept electronic giving through ACH?**

- Yes
- No

**13) What percentage of your donor households give electronically instead of using cash or check?**

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**14) How would you describe your parish attitude regarding electronic giving?**

- Online giving is the best – we want everyone to give that way
- Online giving doesn't matter that much to us – however parishioners give is fine
- We'd rather people give through cash or check instead of giving electronically

**15) Do you promote electronic giving to your parishioners?**

- Yes – we promote it all the time, it's our default method of giving
  - We promote it regularly, but don't beat people over the head with it
  - We mention it every now and then
  - We have it, but we don't really promote it all that much
  - We're against online giving
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## **Parish Software and Digital Communications**

**16) How do you feel about your parish software program?**

- Very Dissatisfied    Dissatisfied    Neutral    Satisfied    Very Satisfied

**17) What challenges do you have with your parish software program? (check all that apply)**

- Too expensive
- Hard to use
- Slow
- Doesn't fit our needs
- Difficult to get the reports we need
- Doesn't sync with other software programs we use
- Doesn't have email functionality

**18) Do you send a regular digital communications piece like an e-newsletter?**

- Yes
- No

**How often do you send your digital communications piece?**

- More than once a week
- Weekly
- A couple times a month
- Monthly
- Other - Write In: \_\_\_\_\_

**What service do you use to send your digital communications piece?**

\_\_\_\_\_

**19) Have you been livestreaming Mass during the coronavirus pandemic?**

- Yes
- No

**How has it gone?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Why not?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**20) Have you started other digital communications initiatives during the coronavirus pandemic?**

- Yes
- No

**Please describe what they are and how they've gone:**

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## **Social Media**

**21) Does your parish have a Facebook page?**

- Yes
- No

**22) Who manages your Facebook page?**

- Pastor
- Associate Pastor
- Staff Member
- Volunteer
- Not sure

**23) How often do you post content to your parish Facebook page?**

- Multiple times a day
- Once a day
- 3-6 days a week
- 1-3 days a week
- We're lucky to get one post up each week
- Other - Write In: \_\_\_\_\_

**24) How many Facebook followers do you have?**

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**25) What do you use your parish's Facebook page for? (check all that apply)**

- Important announcement and updates
- Promoting parish or school events and accepting RSVPS
- Re-sharing posts from other Catholic organizations
- Other - Write In: \_\_\_\_\_

**Staff and Volunteer Resources**

**26) Please help us understand who serves as the point person for key areas (please include first and last name, phone, and email):**

	Name	Role (FTE, part-time, volunteer)
Who is responsible for the parish's social media?	---	---
Who is responsible for the parish's communications?	---	---
Who is responsible for promoting giving to the parish?	---	---
Who is responsible for updating parishioner records (adding emails, changing addresses, etc.)?	---	---
Who is responsible for the school's social media?	---	---
Who is responsible for the school's communications?	---	---
Who is responsible for promoting giving to the school?	---	---
Who is responsible for updating parent and alumni records (adding emails, changing addresses, etc.)?	---	---

# Diocesan Annual Appeal

27) Please rate the annual diocesan appeal on a 0-10 scale for each of the following...

**Funds are used for a worthy cause that I can explain to our parishioners**

0 1 2 3 4 5 6 7 8 9 10

**Materials clearly explain how the money is used, make the case for support**

0 1 2 3 4 5 6 7 8 9 10

**Promotional materials are visually compelling**

0 1 2 3 4 5 6 7 8 9 10

**Has a clear, consistent, easy-to-follow timeline**

0 1 2 3 4 5 6 7 8 9 10

**Is easy for the parish to implement**

0 1 2 3 4 5 6 7 8 9 10

**Reaches supporters digitally through email and social media**

0 1 2 3 4 5 6 7 8 9 10

**Is easy for parish staff to administer the appeal and process gifts**

0 1 2 3 4 5 6 7 8 9 10

**Provides high quality training for pastors**

0 1 2 3 4 5 6 7 8 9 10

**Provides high quality training for staff**

0 1 2 3 4 5 6 7 8 9 10

**Provides high quality training for lay witness presenters**

0 1 2 3 4 5 6 7 8 9 10

**Promotes online giving**

0 1 2 3 4 5 6 7 8 9 10

**Thanks donors, pastors and parish staff in a meaningful way**

0   1   2   3   4   5   6   7   8   9   10

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**Thank You!**