













INFORMATIONAL MATERIALS

-  Cover sheet explaining materials and plan for September 2020 – January 2021
-  **GUIDE**
Q&A on parish best practices heading into the autumn and winter
-  **GUIDE**
Pastor talking points







SEPTEMBER

-  **LETTER**
Pastor segmented fundraising ask #1, four versions
-  **EMAIL**
Pastor fundraising ask #1 follow-up
-  **LETTER**
Pastor heartfelt thank-you
-  **HANDWRITTEN NOTES**
10 sample messages your pastor can send to top donors
-  **SCRIPT**
Pastor phone calls to top donors seeking matching gift
-  **EMAIL**
Pastor email to top donors seeking matching gift






OCTOBER

-  **LETTER**
Pastor segmented parish financial update, four versions
-  **EMAIL**
Pastor financial update follow-up
-  **LETTER**
Lay testimonial from finance or stewardship committee member talking about parish strengths and the new outlook for the parish

NOVEMBER

-  **LETTER**
Pastor segmented Advent message promoting year-end giving and tax benefits, two versions
-  **EMAIL**
Year-end giving follow-up
-  **HANDOUT**
Pew card promoting year-end giving and tax benefits
-  **POSTCARDS**
Year-end giving, IRA giving, and Christmas Mass times
-  **LETTER**
Christmas Mass times (*with reply envelope for Christmas gift*)
-  **GUIDE**
Fun family activities for Advent and Christmas

DECEMBER

-  **ANNOUNCEMENTS**
Pulpit notes
-  **STICKERS**
Year-end giving for bulletin
-  **HANDOUT**
Bulletin insert about year-end giving
-  **EMAIL SERIES**
 - Heartfelt message from pastor thanking parishioners (*Dec 26*)
 - Year-end giving #1 from pastor with matching gift opportunity (*Dec 27*)
 - Year-end giving #2 from pastor updating on the matching gift progress, sharing one last chance to give (*Dec 31*)
-  **GRAPHICS**
Year-end giving social media posts (*promoting the matching gift opportunity*)

JANUARY

-  **LETTER**
Heartfelt tax statement