



Strategic Planning • Annual Giving • Capital Campaigns

## **SPIRITUALLY and FINANCIALLY HEALTHY PARISHES DURING COVID 19!**

COVID 19 is a challenge for all parishes and schools, but there are things that parishes and schools can be doing during this time to strengthen themselves and their connections to their parishioners. Make good use of this time so that your parish community can remain strong and be ready for even greater strides ahead once COVID 19 has passed!

- **Take Initiative** – Many parishioners are savvy enough to navigate the web and its resources. You want to make your OWN connections with your people. Please do not leave it to Rome or your Diocese or a neighboring pastor on Facebook to provide connection and spiritual nourishment. Your parish must engage with its own parishioners or risk losing them.
- **Reach Out Via Flocknote or Facebook** – If you have many parishioner email addresses, consider subscribing to Flocknotes and reaching out daily, weekly or regularly to parishioners. If you're on Facebook or have a media employee or volunteer, consider 1) a Facebook campaign to reach out to parishioners and beyond and 2) consider messages and spiritual outreach to parishioners.
- **Provide Spiritual Nourishment** – No parish can do everything, but start providing some spiritual nourishment – electronically! Start with the thing that is easiest and most effective, and add to your parish's offerings.
- **Drive Everyone to Electronic Giving** – COVID 19 makes the perfect case for electronic giving. Electronic giving is on the rise. Though there are subscription fees, the costs far outweigh the benefits. Through mailings, 1) VERY regular Flocknote emails and 2) several times during the year (at least), encourage parishioners to start switching over to Faith Direct. Many parishes still rely heavily on the Sunday envelope. St. Robert's in Omaha has been reserving Sundays – 9 am to 11 am – as the drive-thru time when parishioners can drive by the church and drop their Sunday envelopes into larger baskets. Very successful!
- **Service Outreach** – Jesus tells us in Matthew 25 that we will be judged on our outreach to the “least.” COVID 19 is a time to consider adding new ministries, such as Senior Ministry, Parish Nurse or Clinic, Job Training Program (with resume help, job website information, interviewing education, dressing guidelines, transportation assistance, etc.), Soup Kitchen or Food Pantry or Food Delivery, or Emergency Financial Assistance
- **Continue to Make Your Plans** – Chances are most pastors, business managers, councils, and finance committees know of their upcoming needs (new church, expansions, church and campus renovations, debt reduction, etc.). Use this time to draw up your lists, determine your priority needs and projects, seek some estimates, etc. Sooner or later COVID 19 will have passed, but your real capital and project needs will be larger than ever. By doing some research and planning now, you will be ready for your fundraising efforts as COVID 19 ends.