

Managed Giving

A Proven Solution to Build Stronger Offortory



What is Managed Giving?

Managed Giving is an add-on service offered by ParishSOFT Giving. It offers a comprehensive managed program that aims to foster connections with your parishioners, increase giving, and streamline administrative tasks. By utilizing Managed Giving, your parish can allocate more time and resources to your families, programs, and ministries, thereby enhancing your overall effectiveness and impact.

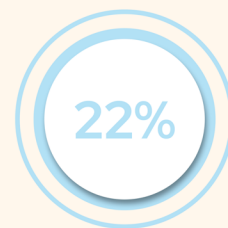
What are the Benefits of Managed Giving?

The advantages of ParishSOFT's Managed Giving program are indisputable. Now is the moment to elevate your parish's giving by implementing a comprehensive full-service Managed Giving program. ParishSOFT Managed Giving is a proven solution to build a stronger offertory in your parish. The benefits are unquestionable.

- Increased engagement with your generous parishioners.
- Reinforce your pastor's message of generosity.
- Larger donations and gifts to sustain your ministries.
- Consistent giving so you can better plan and budget.
- Easy-to-use, secure digital platforms your parishioners can trust.
- A Dedicated Customer Relationship Manager is committed to making Managed Giving easier for your parish, reducing staff time, and enabling your parish to serve its ministry.

Managed Giving Offers

- **Management and Strategy:** Complete management and communications strategies, allowing to easily launch the program in an event-style approach, manage the success of the program, and generate reports.
- **Communication & Engagement:** Custom marketing through social media, websites, brochures, and direct mail letters, as well as dedicated program management from program launch and operation.
- **Finances:** Create healthy finances by increasing parish recurring giving, managing cost, and new income sources, allowing parishes to fulfill their mission.



Increase in recurring payment volume in 6 months



Increase in total online Donors in 6 months



Average increase in total payment volume in 6 months

Managed Giving Program Details

Dedicated Customer Relationship Manager

- We are dedicated to walking alongside you every step of the way, ensuring your success and providing best practices in setting up giving pages, forms and funds.

Enrollment

- Production and mailing of parishioner material to agreed upon number of households.
 - ▶ Materials include an 8 1/2" x 11" sized cover, one page letter, buck slip and a #10 window envelope.
- Parishioner emails with proven messaging.
- Acknowledgement email or letter to giving parishioners with enclosed or attached offertory cards (as requested).

Printed Materials to Promote Digital Giving Program.

- Tri-fold brochure
- Promotional posters

Program Review

- We provide a six-month Managed Giving review following the launch of your program. Thereafter, an annual review will take place.

Toll Free Support

- Dedicated Parish Support
- Dedicated Parishioner (donor) Support

Transition Services for new ParishSOFT Giving Customers

- 85% donor transition success rate. Industry standard without transition support is 50%
- Parishioner communications include the following:
 - ▶ **Mailer:** The first letter, to all your existing electronic donors, includes instructions for switching donation services to ParishSOFT.
 - ▶ **Email Introduction:** This communication is sent one-week following the mailer, thanks parishioners who have enrolled and serves as a reminder to those who have not switched donation services.
 - ▶ **Email Reminder (optional):** Similar message to Email Introduction.

Seasons of Giving Customized Collateral

- Lent, Summer, Fall Stewardship and Advent

Reporting and Assistance Services

- Automated Emails
 - ▶ Giving Receipts
 - ▶ Expiring Cards
 - ▶ New Donor
 - ▶ Returns/Chargebacks
 - ▶ Recurring Gift
 - ▶ Recurring Gift Reminder

MinistryOne Mobile App

- MinistryOne Mobile App includes push notifications allowing your parish to send reminders of events, campaign launches, or notifications.



Why wait? We minimize the risk while you increase online giving.

ParishSOFT Managed Giving is a proven solution to build a stronger offertory in your parish. Your trusted partner at ParishSOFT is standing by to get you started. Financial Sustainability is a phone call away.

Call us today to schedule a free ROI analysis!

Source: 2023 Ministry Brands Donor Data, Nov 2023