



Online Giving Communication Plan

To ensure your Online Giving Launch is a success, we've provided the Communication Plan below. In addition, we have created Parish Marketing Packages complete with posters, announcement letters and Frequently Asked Questions cards mailed to your parishioners, and Online Giving introduction cards inserted into your offertory envelope mailing packets.

Preparation Phase (the few weeks before you announce Online Giving):

- Assign an Online Giving leader/champion. It is preferable that this be a lay person rather than parish staff. The person who provides this ministry should be a positive influence to other people and should coordinate the communications about Online Giving for the parish.
- Set up the Online Giving website. The parish administrator should create the welcome message and set up the particular contribution offerings for the parish. This setup determines what parishioners will see and which giving options they can select.
- Update the parish website. Add the Online Giving logo to the website as a live link. If you do not have a website, then it is best that you set up a parish website. Online Giving may be used without a parish website; however, it is simpler and easier to instruct people to go to the parish website to sign up.
- Educate staff and administrators. The staff should see a demonstration of the program and administrators should attend implementation training provided by Our Sunday Visitor.
- Update envelope designs. Work with Our Sunday Visitor to add your website URL to envelopes and to add "I've given online" as an option on the envelopes.
- Place your announcement in the church bulletin.

Introduction Phase (announcement weekend):

- Hang posters announcing Online Giving.
- Place FAQ flyers in pews or in the back of the church.
- Lay speaker introduction. Give a five to seven minute announcement at Mass to introduce Online Giving.
- Provide the option to sign up after Mass. Set up computers in the parish hall so people can access Online Giving and sign up. Have trained staff available to assist.

Communication Phase (Starting one week and extending to six months after announcement weekend):

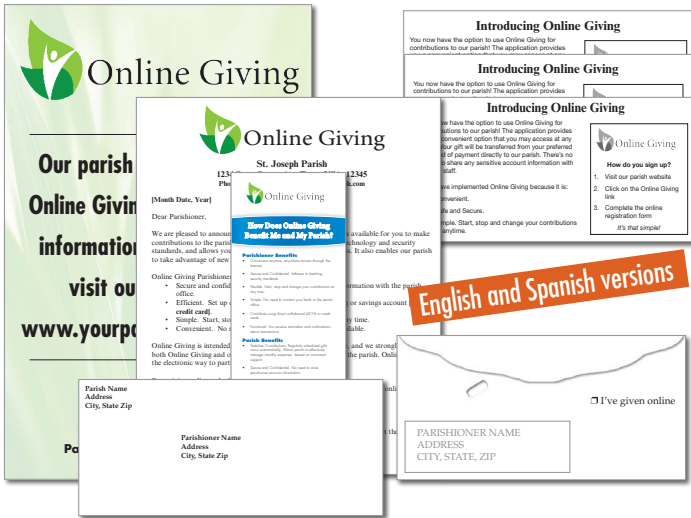
- Send a letter to all households introducing Online Giving.
- Follow up with a second announcement at Mass two to three weeks after introduction.
- Hold a social event for Online Giving sign up one month after introduction. Set up computers and have a food and beverage social with the option to sign up for Online Giving.
- Six months after your initial announcement, send a second letter to all households about Online Giving.
- Six months after your initial announcement, hold another lay presentation at Mass about Online Giving, discuss the success and request new donors to sign up.

Marketing Packages are available by contacting your electronic specialist at 800-348-2886, ext. 2127.
See reverse for details and packages ▶▶▶

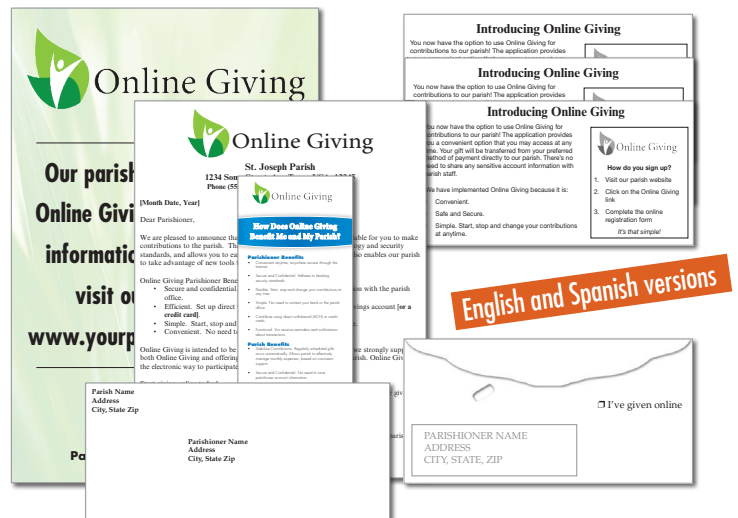
Our Sunday Visitor
Offertory Solutions Division

Parish Marketing Packages

Introduction Package to Online Giving \$0.88* or less + postage



Follow-up Communication Package \$0.88* or less + postage



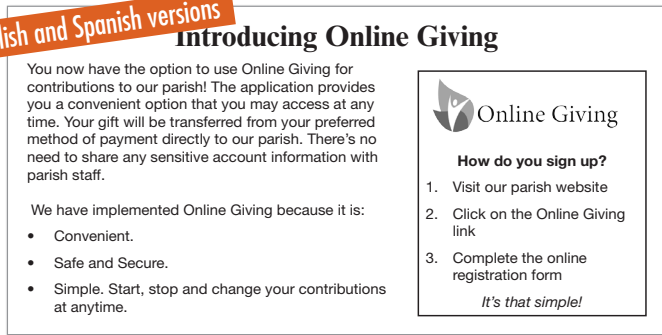
- Announcement letter & FAQ pamphlet in a #10 non-windowed envelope
- OSV envelope Periodic Mailing card insert (3 inserts)
- Envelope check box and flap text
- 5 posters

- Follow-up communication letter & FAQ pamphlet in a #10 non-windowed envelope
- OSV envelope Periodic Mailing card insert (3 inserts)
- Envelope check box and flap text
- 5 posters

*Pricing includes 5 posters as well as insertion, addressing and personalization of pieces.

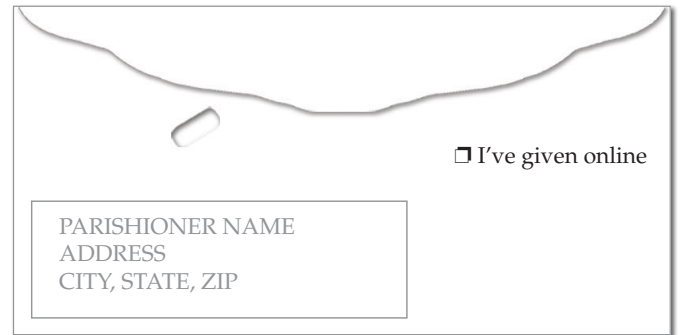
Periodic Mailing Insert Card

English and Spanish versions



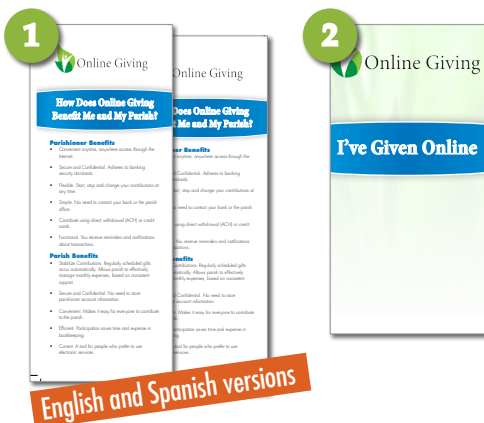
\$0.12 per insert

Envelope Check Box



\$0.00 no cost

Bulk Items



1. **FAQ Pamphlets - \$9.00 + shipping per packet of 50 minimum order of 2 packets**
2. **Reusable Pew Cards - \$6.00 + shipping per packet of 50 minimum order of 2 packets**

To order, contact your electronic specialist at 800-348-2886, ext. 2127.