

ONLINE GIVING TRANSITION COMMUNICATION PLAN

WEEK 1

Mass Announcements

Start these this Sunday and repeat for at least 4 weeks (if not more).

Short Version

Attention online givers: We are moving to a new donation tool and need your help. Please see the bulletin for details on how to switch your account to the new tool. Thank you!

Long Version with call to action for those not yet giving online:

Do you currently use online giving for your parish contributions? If so, please note that we will soon be launching a new tool and need your help switching your account over. If you aren't yet using online giving, now is a great time to sign up! Please see the bulletin for details or call the parish office.

Flocknote Messages

Send a message to current online givers as soon as possible and then include a general announcement to the parish as a whole in any weekly Flocknote messages, digital bulletins, newsletters, etc. See Flocknote "Library" for templates of the messages below already created by Diocesan staff.

Message to current givers:

Dear [],

Thank you so much for your support of our parish! We have been truly blessed by your generosity.

IMPORTANT UPDATE

We are making an important upgrade to our parish management software which includes switching to a new online donation system. Since you are one of our current online givers, **we need your help!**

To transition to the new online giving platform, we need online givers (like you!) to sign up with the new tool. [ENTER LINKE HERE]

Since we don't keep your credit card or banking information on file, we cannot simply transfer your information to the new system. Plus, having you create your new account and enter your own information and log-in credentials helps protect your data. Signing up for the new giving tool is a simple and quick process and to make it even easier, once you are on the new system, we will turn off your account in the old giving system for you.

Thank you so much for helping us with this important transition. The new parish management software is a big improvement that will save time for our staff, allow us better data management, and streamline communication.

If you have any questions, please reach out to our parish office at [EMAIL] or [PHONE NUMBER].

With gratitude,

[PAROCHIAL ADMINISTRATOR NAME]

Please help us switch to our new online giving system by clicking below.

BUTTON CALL TO ACTION: SWITCH YOUR ONLINE GIVING ACCOUNT

Generic Message for Entire Parish:

IMPORTANT ONLINE GIVING UPDATE

We are making an important upgrade to our parish management software which includes switching to a new online donation system. If you are one of our current online givers, **we need your help!**

To transition to the new giving platform, all current online givers need to sign up with the new tool. [ENTER LINKE HERE] Once you sign up, we will automatically deactivate your old account.

If you are not currently using online giving, now is a great time to give it a try! Sign up is simple and fast. [CLICK HER TO SIGN UP]

If you have questions or need help, please call the parish office.

Bulletin Messages

Text Only Bulletin Blurb:

IMPORTANT ONLINE GIVING UPDATE

We are making an important upgrade to our parish management software which includes switching to a new online donation system. If you are one of our current online givers, **we need your help!**

To transition to the new giving platform, all current online givers need to sign up with the new tool by visiting [ENTER PARISH WEBSITE URL] Once you sign up, we will automatically deactivate your old account.

If you are not currently using online giving, now is a great time to give it a try! Sign up is simple and fast. [ENTER PARISH WEBSITE URL]

If you have questions or need help, please call the parish office.

Content for Father's Bulletin Column:

We are making an important and necessary change in the parish management software we use. Our current system has some shortcomings and the vendor was not willing to provide needed upgrades. The good news is that the new parish management software, called ParishStaq, is a big improvement that will save time for our staff, allow us better data management, and streamline communication. To transition to the new giving platform, we will need some help from those of you who are currently online givers. Since we don't keep your credit card or banking information on file, we cannot simply transfer your information to the new system. Instead, all online givers will need to sign up for the new donation tool. Fortunately, it is a simple and quick process and once you are on the new system, we will turn off your account in the old giving system for you. To avoid extra costs to our parish, we need to transition to the new system before [DATE]. Please help us make this much-needed transition by switching your account today at [LINK]. If you are a parishioner who does not use online giving, this might be a good opportunity to consider it. It is much more convenient for you (no checks to write or remember) and is a faster, more effective process for our office. Thank you so much for your help with this

change. As always, if you have questions, please don't hesitate to contact the parish office.

Thank you so much for helping us with this important transition.

NOTES

Include QR codes in your messages

If possible, consider having a staffed table in the back of church to draw more attention to the switch (poster and handouts) and to provide help to people who need it.