

— ASK FOR —

Online Donations

AND INCREASE GIVING



PARISH DISCOVERS PROMOTING ONLINE GIVING INCREASED DONORS BY 70%

Prince of Peace Catholic Community in Plano, Texas, has proven that it's never too late to start doing something new. A parish that boasts more than 2,400 households, they realized that there were more giving opportunities within their parish than they were currently receiving, and all they had to do was find them.

Sue Mann is the Children's Religious Education Assistant for Prince of Peace Catholic Community and WeShare coordinator for the parish. They first began to use WeShare in 2013 as a way to accept payments for their various programs and ministries, such as marriage preparation, elementary and high school youth groups, and religious education classes.

"The first few years, the focus was to use the WeShare online giving program specifically for registration," Mann explained. "Right from the beginning, the response from our parish members was excellent. We didn't introduce the idea of online giving to our parishioners until we were invited to participate in the engagement program this past year."

Last year, LPI tested a pilot program for current WeShare customers that was designed to increase online donors and maximize parish giving through proactive marketing. For the Prince of Peace Catholic Community administration, this was the first time they ever sent out an email communication targeted to their parishioners about the ease of online giving and the benefits to the parish.

As an added service to the parish, LPI sent back a cleaned-up version of their contact list, which includes the removal of expired or inaccurate emails, for additional utilization by the parish.

Reflecting on the process, Mann is pleased with the outcome thus far.

"I thought it was a great first step into our new venture in online giving," said Mann as she reflected on the results. "We knew that getting people to not only become online donors, but to actually become recurring donors, would greatly benefit our parish.

"There are so many reasons why people don't always give, and most of the time, it's not because they are hesitant or unwilling," she said. "The reasons tend to be that they simply forget to bring their envelope, they attend a different church, or just go out of town for a weekend. By eliminating those roadblocks, people have no more reasons not to give."

As part of the program, the parish also made sure to utilize WeShare posters and pew cards, added information to the weekly bulletin on how to sign up, and made announcements before Mass. According to Mann, the results have been impressive, and they're not slowing down any time soon.

When the parish started participating in the engagement program in July 2018, there were 148 donors in their WeShare program. As of January 2019, 103 new recurring donors have been added for a total of 251. This 70% increase projects an estimated yearly increase of more than \$217,000 — and it all results from some well-timed reminder emails and printed materials to match.

"We are very pleased with the way that people have been able to use the WeShare system. It works out really well," Mann said. "We're excited to see what kinds of results we'll have with online giving as the program continues to progress."

LPI's Engagement Campaign is FREE for all WeShare customers. Learn more about signing up for this exciting new service by contacting your Engagement Manager today!

Within six months of participating in the WeShare Engagement Campaign, Prince of Peace Catholic Community has a projected yearly income growth of nearly \$217,000 — and rising!

“Please prayerfully consider giving to our parish community online as it does benefit our parish in many important ways.”



IT'S SAFE. IT'S SIMPLE. IT'S CONVENIENT.

Support your church today using your debit, credit cards, checking, or savings accounts.

- 1** Visit your church website and click **Give Online**.
- 2** Select the collection or event of your choice.
- 3** Set up your donation or payment. That's it!



Contact our Customer Support Team at weshare@4lpi.com

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This Lent, Will You Make an Impact?

Dear Parishioner,

As we come together in faith and humility this Lent, the time is right to make sure we are utilizing our resources in the best way possible. As a parish, we would like to share with you a way we've discovered to make the most of each dollar given to us — online giving.

When you choose to give your gifts online, it positively impacts the stability of our parish ministries and outreach programs by allowing us to better plan for the year. Big or small, all donations have a huge impact on our parish community.

Our online giving site allows you to set up a recurring weekly or monthly donation to our parish. It's easy to set up once and not think about it again. You are also able to give different amounts to our various parish-wide collections and to view complete, accurate financial records at any time.

If you have already signed up to give online, we want to personally thank you. If not, please consider signing up today — it's fast, easy, and safe! **Sign Up Now!**

If you have any questions about our online giving program, or about setting up your account, please don't hesitate to call the parish office. We're here to help!

May this time of Lent provide us all an opportunity to pray and reflect on the important role we play in our faith community and the universal Church.

Parish Staff



THIS LENT, WILL YOU MAKE AN IMPACT?



As we begin this season of Lent, the time is right to reevaluate our lives in every way possible — and that includes how we give of our time, talent, and treasure.

As a parish, we'd like to remind you that when you choose to give your gifts online, it has a huge impact on the stability of our ministries and outreach programs, as it allows us to better plan for the year. Big or small, all donations make a difference. Will you make the commitment to support our parish through online giving today?

If you have already signed up to give online, thank you. If not, please consider signing up today — it's fast, easy, and safe!

- 1** Visit our parish website and click **Give Online**.
- 2** Select the collection or event of your choice.
- 3** Set up your donation or payment.

Once you've added your account information, donations will automatically deduct from your account. It's that easy!

Please contact the parish office if you have any questions.

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