

OFFERTORY RECOVERY STRATEGY: CHECK LIST

Surviving and Thriving During the Pandemic

Characteristics of a Pandemic Recovery Plan

- Continue Sacramental Life and Mission-Oriented Activity
- Communicate
- Engage People and Resources
- Work towards a long-term

Common Best Practices

A) Parishioner Engagement – Sustained Presence

- ❖ Rebuilding a sense of community that fits the situation and demonstrates to parishioners how the parish adds value to their lives
- ❖ Focusing on community-minded language and events, keeping the church buildings open for prayer, offering sacraments while following guidelines
- ❖ Continuing the mission regardless of the circumstances

B) Visibility to the Community

- ❖ Activity visible to all outside the buildings and in the community
- ❖ Virtual programming for faith formation and sacramental preparation
- ❖ In person and online
- ❖ Livestreamed Masses, Novenas, Rosaries, Prayer Services
- ❖ On Facebook, YouTube, Parish Website, Local Community Access Media
- ❖ With recordings available anytime

C) Continued Sacramental Life

- ❖ Daily and Sunday Mass
- ❖ Adoration
- ❖ Confession
- ❖ Prayer Groups and Services
- ❖ Bible Studies

D) Service to the Community

- ❖ Help parishioners pay bills
- ❖ Go grocery shopping for older parishioners
- ❖ Provide food pantry, gift card, or food prep assistance
- ❖ Ensure everyone feels safe by following all appropriate protocols and restrictions

E) Communication – Starting with the Pastor

- ❖ Strong, positive, Christ-centered messaging from all parish leaders – especially priests and especially pastors – had the greatest effect on rallying the community
- ❖ Phone calls from volunteers to check in with parishioners
- ❖ Focused on the wellbeing of parishioners and how the parish can be of assistance
- ❖ Consider the phrase “The pastor asked me to give you a call”
- ❖ Various forms of communication
- ❖ Pulpit announcements, the bulletin, the website, social media, e-communication, and written letters

F) Communication – Social Media Tools

- ❖ Recorded messages on Facebook and parish websites
- ❖ Special events via Facebook Live
- ❖ Record and post parish events for all parishioners to see
- ❖ Regularly (at least weekly) video or e-mail messages to clarify messaging, protocols, and what is happening in the life of the parish

G) Tools to Address the Financial Challenge

- ❖ Consistent and frequent messaging about giving
- ❖ Communications and marketing drive offertory
- ❖ Regularly ask for financial support
- ❖ Regularly mention and briefly explain parish finances
- ❖ Extend personal invitations for feasible commitments
- ❖ Provide monthly communications with ongoing parish needs
- ❖ Ask for support despite difficult times, in terms of both money and volunteers
- ❖ Be honest about the state of the parish finances

H) Successfully Addressing the Financial Challenge

- ❖ Had a pastoral and financial plan
- ❖ Actively engaged parishioners
- ❖ Remained rooted in prayer
- ❖ Monitored offertory to note trends
- ❖ Maintained or increased online presence
- ❖ Regularly thanked donors

I) Financial Transparency

- ❖ Share financial information
- ❖ Publish offertory totals regularly
- ❖ Report monthly on parish expenses and offertory
- ❖ Transparency about financial situation and needs
- ❖ Leads to parishioner ownership of all the activity of the parish and excitement about what everyone in the parish can do together
- ❖ Cultural shift in how parishioners view giving to their parish