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 well-being 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