

5 STRATEGIES TO INCREASE YOUR PARISH'S YEAR-END DONATIONS



SIMPLIFY ONLINE GIVING FOR YOUR PARISH FAMILIES

If your parishioners struggle to find your giving page due to a complicated website layout, they might abandon the effort. Make it straightforward: **place a clearly labeled “Give” or “Donate Now” button prominently at the top of every page, directing them straight to your donation page.**



OFFER DONORS THE GIVING OPTIONS THEY PREFER

Giving your parishioners the flexibility to donate in their preferred way can boost end-of-year contributions. What works best for one generation might not suit another, so **consider offering various convenient options to meet everyone's needs.**



LEVERAGE YOUR SOCIAL MEDIA PLATFORMS

Social media is a powerful tool for showcasing your parish's good works through videos, photos, and other engaging content. Repurpose your year-end materials, like emails, into social media posts, and **ALWAYS include a direct link to your giving page.**



FOCUS ON WHY TO GIVE, NOT JUST HOW

To inspire joyful generosity, **highlight how donations create meaningful change.** Share impactful stories from the past year to illustrate the real difference parishioners' gifts have made. Connecting their giving to transformed lives builds a compelling “because of you” message that resonates deeply.



STAY FOCUSED ON YEAR-END GIVING UNTIL THE FINAL DAYS

The Christmas season can be busy, and many parishioners will be rushing to make their last-minute charitable contributions between Dec. 29 and 31. Use this crucial time to encourage your supporters to give. **Consider taking a moment during all Masses on December 28 and 29 to thank your parishioners for their generosity throughout the year and gently remind them that “it's not too late to give.”**