

# Where is the money going to come from?

FUNDRAISING IDEAS FOR PARISHES

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# TELL YOUR STORY!

- Make it positive! Yes, things have changed, but it doesn't need to be "gloom and doom".
- Our parishes have been resilient and we need to celebrate!



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# MAKE SURE YOU HAVE A DIVERSE ONLINE GIVING PLATFORM

- Stewardship
- Candle Donations
- Text to Give
- Square or Credit Card terminal in the Narthex





- What have you been able to accomplish with virtual worship and ministry?
- How many likes or follows?
- How many virtual services?
- How many people have viewed?
- What have your ministries done to reach out to others?

# CELEBRATE YOUR SUCCESSES



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# *Matching Gift Drive*

- Major Donor(s)
- Parish Council
- Ministry Leaders



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# LETTER CAMPAIGN

- Don't dwell on the "have nots"  
**Focus on the "haves"**
- Everyone knows the message – keep it short and focused!
- Remember – a picture is worth a thousand words.



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# SOCIAL MEDIA CAMPAIGNS

**Have people create a Facebook campaign on their personal pages. Perhaps it could be tied to an event that was cancelled due to the pandemic:**

- Join me in supporting the 2020 Virtual Greek Festival/Golf Tournament/  
Holiday Luncheon
  - If you got 100 people to each raise \$500 that would be \$50,000
    - We all have friends!



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# EMAIL CAMPAIGNS



- Invest in a good email marketing program
- Create appealing visuals
- Provide highlights on a regular basis



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- Consistent message
  - ✓ If the funding isn't coming in, don't change from a "have" to a "have not"
  - ✓ Keep the faith!
- Set a realistic goal
  - ✓ Create a visual so people know how you are doing.
  - ✓ Create benchmarks around certain days – parish Feast Day, Thanksgiving, etc.?
- Make it easy to give!
  - ✓ Make sure all your efforts are coordinated – visually and technologically.
  - ✓ Don't send people on a "wild goose chase" to figure out how to give money.



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# WHAT ABOUT OUR NEIGHBOR?

- Many people have suffered during this pandemic.



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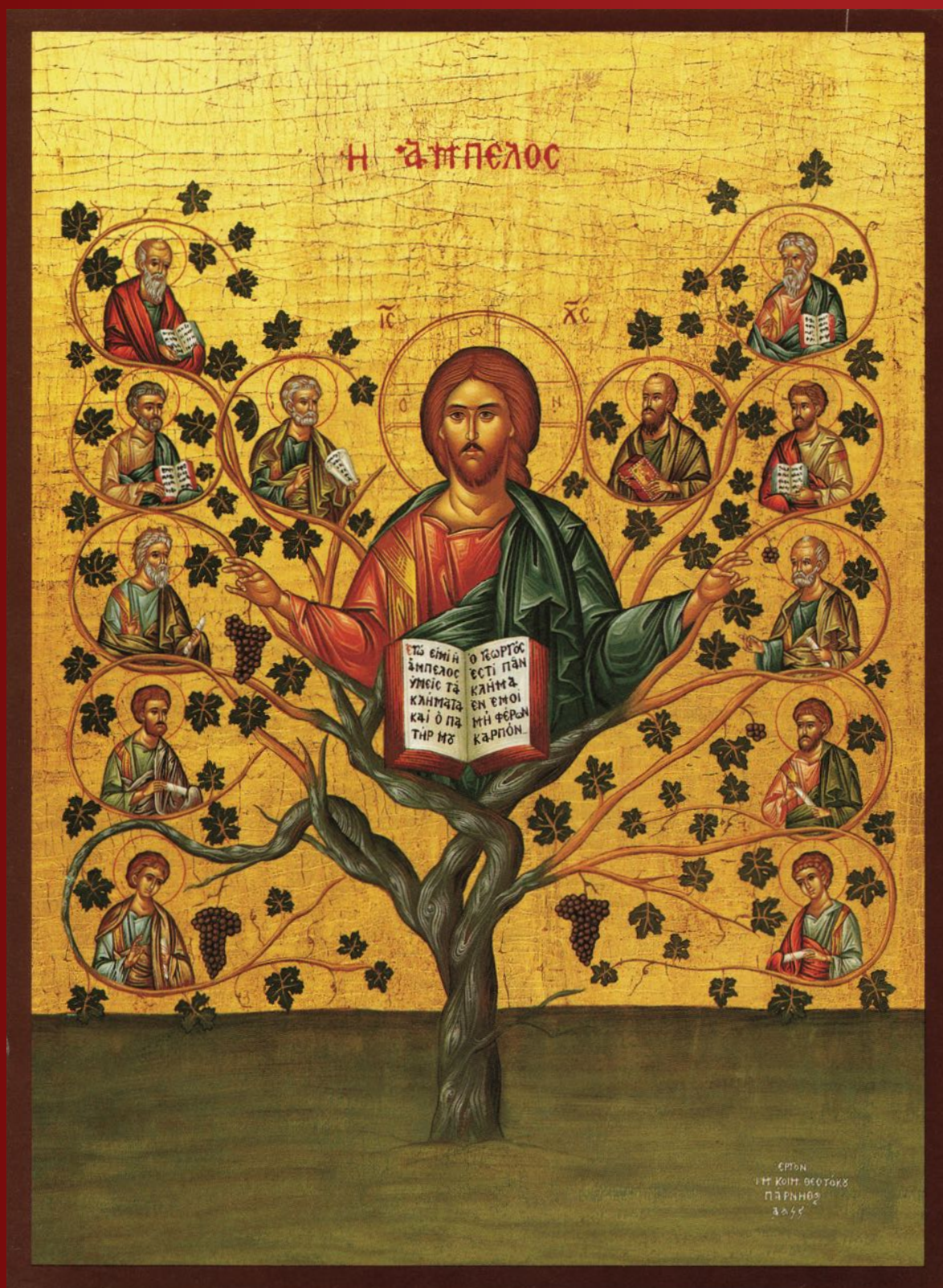


- Can your parish do something for outreach?
- Show your parishioners that it's not just about needing the funds internally, but that we care about others.
- **That is living our Orthodox Christian Faith!**



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“I am the vine; you are the branches. If you remain in me and I in you, you will bear much fruit . . . .”

JOHN 15:5



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