



Parish Share Workshop

A WIN-WIN OPPORTUNITY FOR YOUR PARISH



Workshop Agenda

▶ Setting the Stage

- ▶ A Brief Overview of TWS
- ▶ Impact of the Pandemic on TWS
- ▶ TWS Review & Relaunch

▶ Why Parish Share?

- ▶ An Opportunity and a Challenge
- ▶ Two Options
- ▶ Parish Share 2022 Objectives
- ▶ A WIN-WIN-WIN Strategy
- ▶ How Parishes Use their Rebate

▶ BREAK

▶ Making Parish Share Work for Your Parish

- ▶ Step 1: Set Your Parish Share Goal
- ▶ Step 2: Develop Your Strategy
- ▶ Step 3: Get Your Parish Decision-makers on Board

▶ Questions, Answers and what the CAEDM Team can do for you

▶ Wrap-up & Evaluation



At the end of this workshop, you will:

- ▶ Understand how Parish Share can be used to increase TWS giving AND support your own parish priorities/projects.
- ▶ Know how to set a Parish Share Goal for your parish.
- ▶ Develop a Campaign Strategy to achieve your Parish Share Goal.
- ▶ Be able to explain your Parish Share strategy to your Pastor, Parish Council, Parish Finance Committee, and/or other decision-makers.



Setting the Stage



A Brief Overview of Together We Serve

- ▶ Launched by the Archdiocese of Edmonton in 2014.
- ▶ Purpose:
 - ▶ Address “donor fatigue” by combining special collections into one “ask.”
 - ▶ Simplify and support parishes in the ongoing process of fund raising.
 - ▶ Meet the charitable priorities of CAEDM (local, national, international).
 - ▶ Help individuals in CAEDM grow in their relationship with Christ.
- ▶ Original Goal: \$1.6 million. Increased to \$2 million in 2015.
- ▶ 2022 Goal: \$1.5 million.



Impact of the Pandemic on TWS

- ▶ Steep declines in attendance and financial support in parishes.
- ▶ Layoff of Development Office staff/*Together We Serve* team in 2020.
- ▶ And yet...
 - ▶ TWS achieved **65%** of its goal in 2020 and **71%** in 2021.
 - ▶ In 2020, **25** parishes achieved at least 85% of target; **11** exceeded target.
 - ▶ In 2021, **29** parishes achieved at least 85% of target; **13** exceeded target.
- ▶ How?
 - ▶ Monthly donors (PAD, credit card)
 - ▶ Some parishes continued to promote TWS
 - ▶ What do you think?



TWS Review and Relaunch

- ▶ Together We Serve Review - November 2021
 - ▶ Parish and donor data, campaign files, similar appeals
 - ▶ Interviews with staff/clergy, one beneficiary, 13 TWS Parish Coordinators
 - ▶ Donor survey (n=194)
- ▶ Key Findings:
 - ▶ Divergent views. *CAEDM*: A major fund raising campaign. *Parishes*: A simple, top down and more costly replacement for special collections.
 - ▶ TWS is low profile in parishes, appeals to an older demographic.
 - ▶ “Successful” parishes: TWS has become a “habit,” promotion is managed by parish staff using materials provided by CAEDM.



TWS Review and Relaunch

▶ (Refreshed) Mission:

- ▶ To invite Catholics and others in the Archdiocese to give joyfully and generously to Catholic organizations that serve those in need at home, in Canada, and abroad, as we work together to advance the Mission of the Catholic Church.

▶ 2022 Campaign Purpose:

- ▶ To re-establish and refresh TWS after two years of disruption.

▶ 2022 Campaign Objectives:

- ▶ To increase the number of parishes that achieve 100% of their Parish Target.
- ▶ To rebuild the TWS donor base and increase the number of new donors.
- ▶ To establish a solid foundation for future development and growth of TWS.



Why Parish Share?



An Opportunity and a Challenge

- ▶ An *opportunity* to raise funds for your own parish priorities without running a separate fundraising campaign.
- ▶ A simple rebate program that returns “excess” funds raised by parishes:
 - ▶ 60% in 2014; 75% in 2015-2016; 100% since 2017.
 - ▶ Pre-pandemic: ~57% of parishes achieved/exceeded target.
- ▶ Great idea in principle - but it creates a *challenge*:
 - ▶ TWS has never achieved its goal. Before 2017: 94-99%. After 2017: 86-89%.
 - ▶ There is no way to make up for parishes that do not achieve their target.



Two Options:

- ▶ Decrease proportion of funds rebated to parishes that exceed target.

OR

- ▶ Increase the number of parishes that achieve their target.



Parish Share 2022 Objectives

1. Inspire parishes to use Parish Share to increase overall giving, by linking TWS to their own fundraising initiatives and attracting new donors.
2. Increase the number of parishes that exceed their target and receive a Parish Share rebate.
3. Encourage parishes that exceed their TWS target to donate a portion of their rebate back to TWS (at least in the short-term!).



A WIN-WIN-WIN Strategy!



- ▶ TWS is more likely to achieve its goal.
- ▶ TWS beneficiaries receive more from TWS.
- ▶ Parishes benefit in many ways:
 - ▶ “Easy money”!
 - ▶ Reduce donor fatigue and the number of “asks.”
 - ▶ Parishioners don’t have to make a choice between parish needs and TWS.
 - ▶ Engage parishioners more fully in the Mission of the Church.
 - ▶ Rebated funds are not calculated in your cathedraticum.
 - ▶ Other benefits?

How Parishes use their Rebate

- ▶ Parish operations and expenses
- ▶ Major renovation projects
- ▶ General building maintenance fund
- ▶ New church building and/or mortgage
- ▶ Other needs in the parish
- ▶ Needs in the local community
- ▶ Kick-start new ministries
- ▶ (and, yes, some even give their rebate back to TWS!)



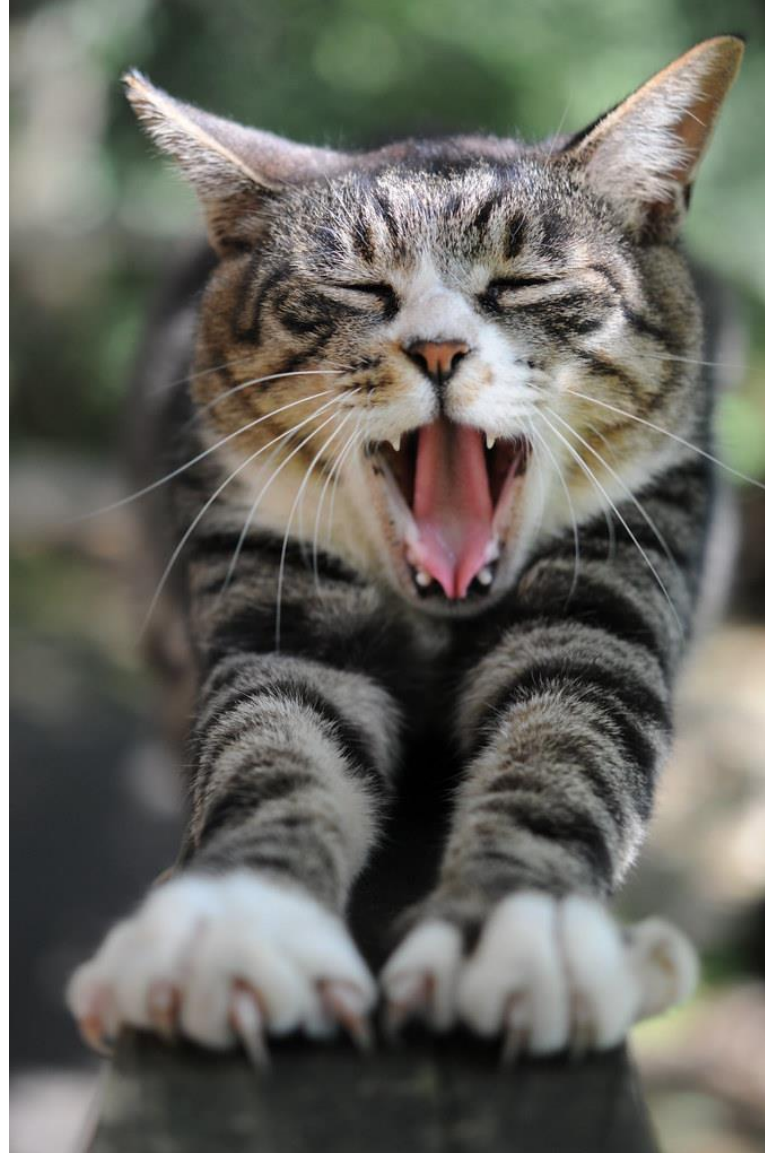


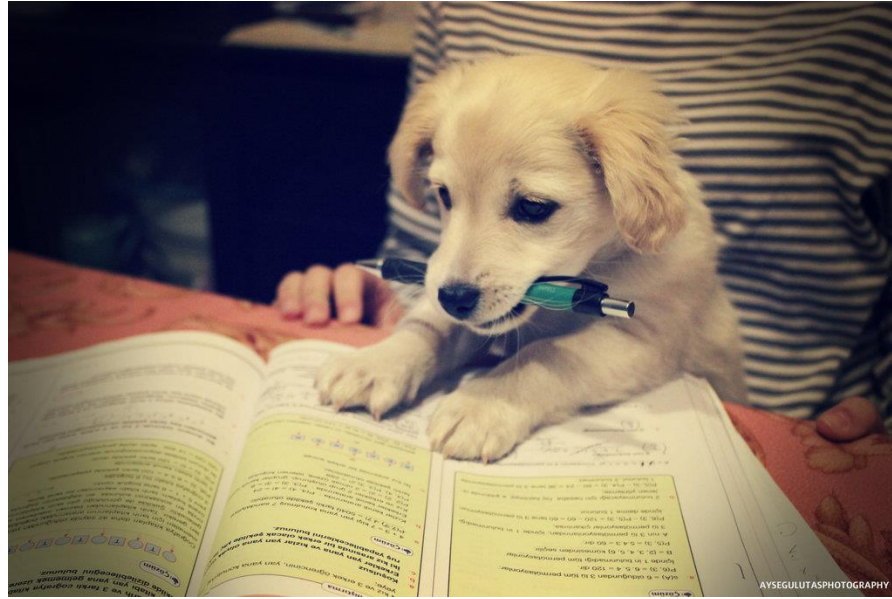
How might our parish use Parish Share?

Let's bounce around some ideas



Stretch break!





Making Parish Share Work for Your Parish



Step 1: Set Your Parish Share Goal

- ▶ Why set a Parish Share Goal?
 - ▶ Raise awareness and interest in TWS and your parish fundraising priority.
 - ▶ Track and report progress to motivate giving.
 - ▶ Celebrate when it's achieved - and exceeded!
- ▶ Questions to ask:
 - ▶ What will we use our rebate for in our parish?
 - ▶ How much do we need or how much do we want to raise?
 - ▶ What amount is reasonable and achievable?
- ▶ TWS Target + Projected Parish Share Rebate = Our Parish Goal



Step 2: Develop your Strategy

- ▶ Who needs to know about our Parish Share Goal? (target audiences)
- ▶ How do we want them to respond? (desired outcome)
- ▶ What do they need to know or what do we want them to know? (key messages)
- ▶ How, when and where should we communicate the key messages? (channels & tactics)
- ▶ How will we track and report progress? (evaluation)



Parish Share

DID YOU KNOW?

Every dollar we raise over our Together We Serve Target comes back to our parish as a rebate that we can use for our own parish needs and charitable giving.

Our TWS Target: \$10,000

Our Parish Share Goal: \$15,000

How we will use our Parish Share rebate:

Building Maintenance Fund

Ask at the parish office how you can give to Together We Serve or visit:
[www.caedm.ca/
togetherweserve](http://www.caedm.ca/togetherweserve)



Step 3: Get your Parish Decision-makers on Board

- ▶ Who needs to know? Who decides?
- ▶ What do they need to know? What do they need to do?
- ▶ **WE CAN HELP!**





Questions, Answers and What the CAEDM Team can do for you





Wrap up and Evaluation

