


Spiritual Benefits of Giving Workshop (*Handout*)

Resources for Parish Stewardship

Take-Away #1: Four Rules of Communication

Rule 1 — W.i.i.F.M. (“What’s In It For Me?”)

Your audience is only tuned in to one station: “WiiFM” (their own interest). Every communication must be positioned around what matters to them — not your organizational goals, and definitely not YOU!

 *Review your talking points. Are they self-serving? If so, replace them with language that speaks to the **donor’s** values and motivations.*


Rule 2 — Emotion > Logic

People make decisions based on emotion, then justify them with logic. Emotional resonance must lead — the facts and figures can come next to confirm what the heart already decided.

 *Count your emotional triggers vs. logical triggers. You should have more emotional triggers.*


Rule 3 — Not Everyone “Buys” the Way You Do

Avoid letting your personal communication sequence become the template. Anecdotal evidence may reveal your bias. Lean into universal triggers of influence that resonate across different types of people.

 *Do your talking points incorporate universal triggers of influence? If not, brainstorm ways to implement them. (“The PRNDL Process” is a book I wrote about universal triggers of influence.)*

Rule 4 — Toward vs. Away Motivation

All motivations move in one of two directions: toward something desirable, or away from something undesirable. “Toward” messaging is more powerful and more sustainable.

 *Framing an appeal around the Spiritual Benefits of Giving transforms it from an “Away” message (obligation, guilt) into a “Toward” message (blessing, gratitude, mission, fulfillment).*

Take-Away #2: The Spiritual Benefits of Giving (G.U.M.P.T.)

- An opportunity to express gratitude to God (G for Gratitude)
- A chance to collaborate with fellow Catholics — truly forming the Body of Christ (U for Unity)
- An opportunity to support the Mission of the Church (M for Mission)
- A chance to provide a witness to the world of what it means to be Catholic (P for Proof)
- An opportunity to make an act of trust in God [see Malachi 3:10] (T for Trust)

Look for ways to incorporate these themes in messaging.

(“Something You Can Bank On” is a book I wrote about the Spiritual Benefits of Giving.)

Online Giving Setup

1. Prioritize Recurring Giving
 - Make the “Recurring” option the default or highly visible on your Donations Module.
2. Promote ACH (eCheck)
 - ACH has lower processing fees (\$0.35 flat) vs. credit cards (~2.5%) — more of every gift goes to the mission.
3. Enable “Cover the Fees”
 - Let donors opt in to cover the transaction cost. Some are happy to add 2–3% when they know it helps.
4. QR Codes in the Pews
 - Link directly to your eCatholic giving page. Place in pews or on the back of the bulletin.

Data & Integration

5. Sync Online Giving Automatically
 - Integrate eCatholic Payments with your ChMS to eliminate manual data entry and reduce errors in year-end statements.
6. Segment with “Family Tags”
 - Tag families by engagement level: “First-Time Giver,” “Recurring Donor,” “Lapsed Steward.”
7. Push the Member Portal
 - Encourage parishioners to log in, update their own contact info, and view giving history — making them active “owners” of the parish.

Donor Relations

8. Automated Thank-You Workflows
 - Use ChMS reports to identify first-time donors. Send a personalized (not just automated) thank-you from the Pastor within 48 hours.

Using Your Live Stream

9. “State of the Parish” Town Halls
 - Host a quarterly Stewardship Update where the Pastor or Finance Council shares how funds are being used.
10. Archive Witness Talks
 - Clip stewardship witness talks from your live stream and embed them on your “Ways to Give” page. Personal stories move people more than spreadsheets.

Take-Away #4: Donor Survey — Why, Where, What & How

WHY	WHERE	WHAT	HOW
<ul style="list-style-type: none"> • Reveals & clarifies donor motivations • Builds trust internally and externally • Refines message in order to inspire new donors & improve retention • Identifies advocates • Fosters community • Gauges impact & spots trends 	<ul style="list-style-type: none"> • Internally, across all departments! • With ALL stakeholders • In communications & marketing • To spotlight parishes and pastors 	<ul style="list-style-type: none"> • Categorized responses to share • Direct donor quotes • Personal testimonies & stories • As thank-you messages for key stakeholders • Material for staff training & motivation 	<p>After an online gift is made, send donors to a simple landing page with two questions:</p> <p>1. What moved you to make a gift to our Parish?</p> <p>2. Any other comments you’d like to share?</p> <p>Set the form to email results to *two* staff members.</p>

Questions? Contact the Stewardship Office: (513) 263-3345 | CatholicAOC.org/CMA