

# OVERVIEW

- Spiritual Benefits of Giving
- ➔ Effective Communications
- Lunch
- LIFT- Living in Faith Together



# SC | eCatholic (1 of 3)



1. Prioritize Recurring Giving: Ensure the "Recurring" option is the default or at least highly visible on your Donations Module.
2. Promote ACH (eCheck): Educate parishioners that ACH has lower processing fees (\$0.35 flat) compared to credit cards (~2.5%). This ensures more of their gift goes to the mission.
3. Enable "Cover the Fees": Let donors opt-in to cover the transaction cost. Most stewards are happy to add that extra 2-3% when they know it saves the parish money.
4. QR Codes in the Pews: Generate a QR code that links directly to your mobile-responsive eCatholic giving page. Place it in the pews or on the back of the bulletin.

# SC | eCatholic (2 of 3)



5. Sync Online Giving Automatically: Ensure your eCatholic Payments and ChMS are integrated. This eliminates manual data entry and reduces human error in year-end statements.
6. Segment with "Family Tags": Tag families based on their engagement (e.g., "First-Time Giver," "Recurring Donor," "Lapsed Steward").
7. The "Member Portal" Push: Encourage parishioners to log in to the Member Portal to update their own contact info and view their giving history. This empowers them as active "owners" of the parish.
8. Automated "Thank You" Workflows: Use ChMS reporting to identify first-time donors and send a personalized (not just automated) thank-you note from the Pastor within 48 hours.

# SC | eCatholic (3 of 3)



9. Beyond the Mass – "State of the Parish" Town Halls: Use the live stream for more than just liturgy. Host a quarterly "Stewardship Update" where the Pastor or Finance Council shares how funds are being used
10. Archive "Witness Talks": When a parishioner gives a stewardship witness talk, clip that segment from the live stream and embed it on your "Ways to Give" page. Personal stories are more moving than spreadsheets.

# ACKNOWLEDGEMENT

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- APPLIED

- Software
- Manufacturing
- Healthcare
- Insurance
- Construction
- Education
- Parish Events\*

\*plus I've written five books



4 rules, then:

P  
R  
N  
D  
L



# FIRST RULE OF COMMUNICATION

- The audience is only tuned in to ONE radio station- W.i.i.F.M.
- “What’s in it for me?”
- We must position all interactions in terms that speak to their best interest, not our goals or objectives.
- ★ Do an audit of your talking points. Are they self-serving talking points? If so, get rid of them!



# SECOND RULE OF COMMUNICATION

People make decisions based on emotion

~and~

then they justify them based on logic.

(You might be tempted to think that logic wins out, but...)

★ Do an audit of your talking points. You should have more “emotional” triggers than “logical” triggers.




# THIRD RULE OF COMMUNICATION

- Not everyone “buys” the way you do.
- If you rely on anecdotal evidence, chances are that your bias is showing through.
- If you rely on evidence...  
(even then your bias might be showing!)
- ★ Do an audit of your talking points. Do they incorporate “universal triggers of influence”? If not, consider replacing them!



**BEFORE WE GO FURTHER...**

# *Donor Survey*

- 
1. Reveals, clarifies, and verbalizes motivations
  2. Enhances marketing/communication
  3. Establishes credibility and enhances relationships across Departments and with Parishes
  4. Builds trust (internally, cross-departmentally, and with external stakeholders)
  5. Inspires New Donors, Affirms Past Donors, and Improves Retention
  6. Identifies Advocates (and allows for personalized outreach)
  7. Fosters Community
  8. Gauges impact and relevance, and helps spot trends
  9. Provides an Outlet/Feedback Loop/ Captures Social Proof


**WHY**

**WHERE**

**WHAT**

**HOW**

# *Donor Survey*

- 
1. Strategy: reveals, clarifies, and verbalizes motivations
  2. Internally and Externally
  3. Organizationally: across departments
  4. Communications
  5. Structure: Identifies Advocates and Partners
  6. Spotlight Parishes and Pastors
  7. Operations: gauges impact and relevance, and helps spot trends

WHY

WHERE

WHAT

HOW

# *Donor Survey*



WHAT you get from Testimonials

1. Content to share (categorized responses)
2. Content to share (quoted responses)
3. Content to share (personal stories/testimonies)
4. Thank you messages to priests!
5. Internal training and staff motivation

WHY

WHERE

WHAT

HOW

# *Donor Survey*



HOW to capture testimonials:

1. Put a page in place where donors land after making an online gift.
2. “Thanks for your gift- please answer these two questions”
  1. What moved you to make a gift to our Parish?
  2. Any other comments you would like to share?
3. Set the form to email the results to 2 staff members.

WHY

WHERE

WHAT

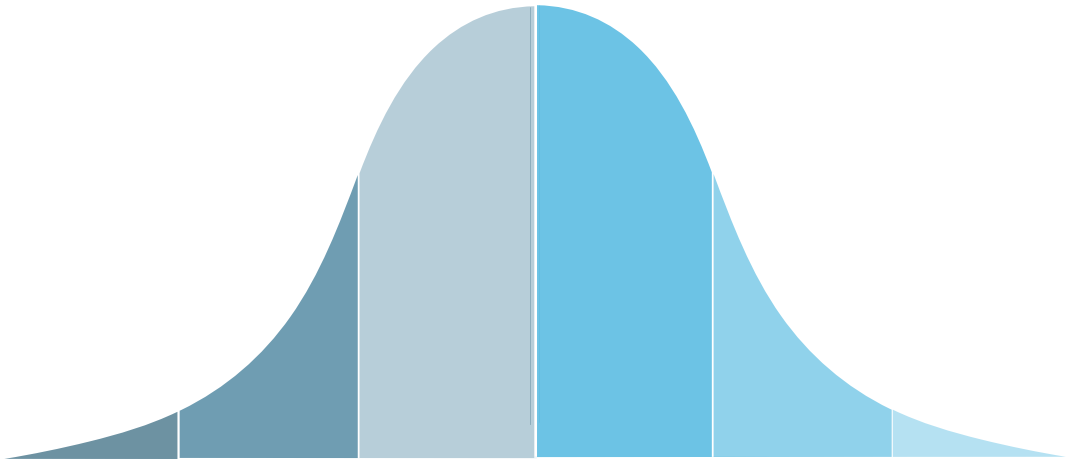
HOW

# FOURTH RULE OF COMMUNICATION

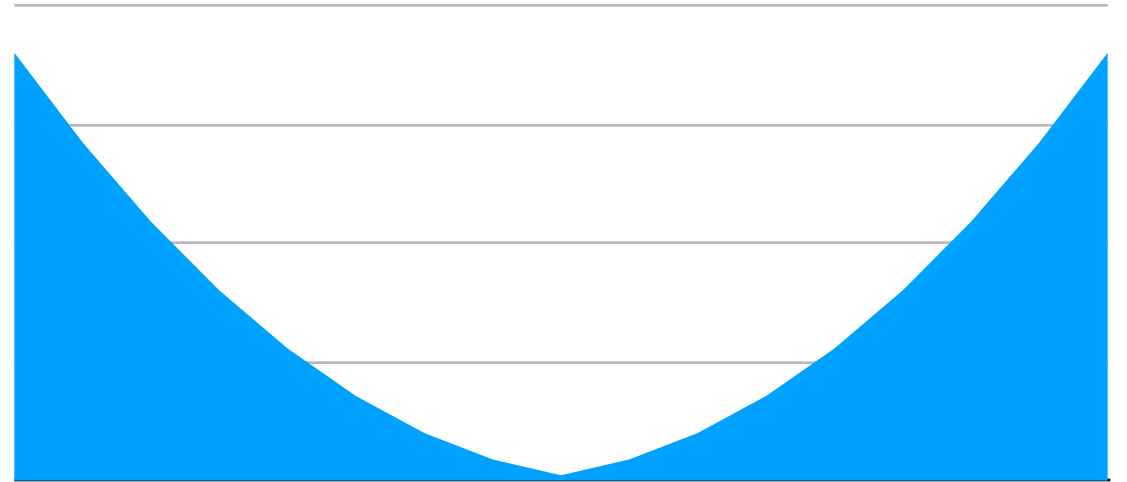
- All motivations can be grouped into one of two “movements”:  
Toward vs. Away
- (One of these is better than the other)



# FOR ILLUSTRATION:



Bell Curve



Inverse Bell Curve

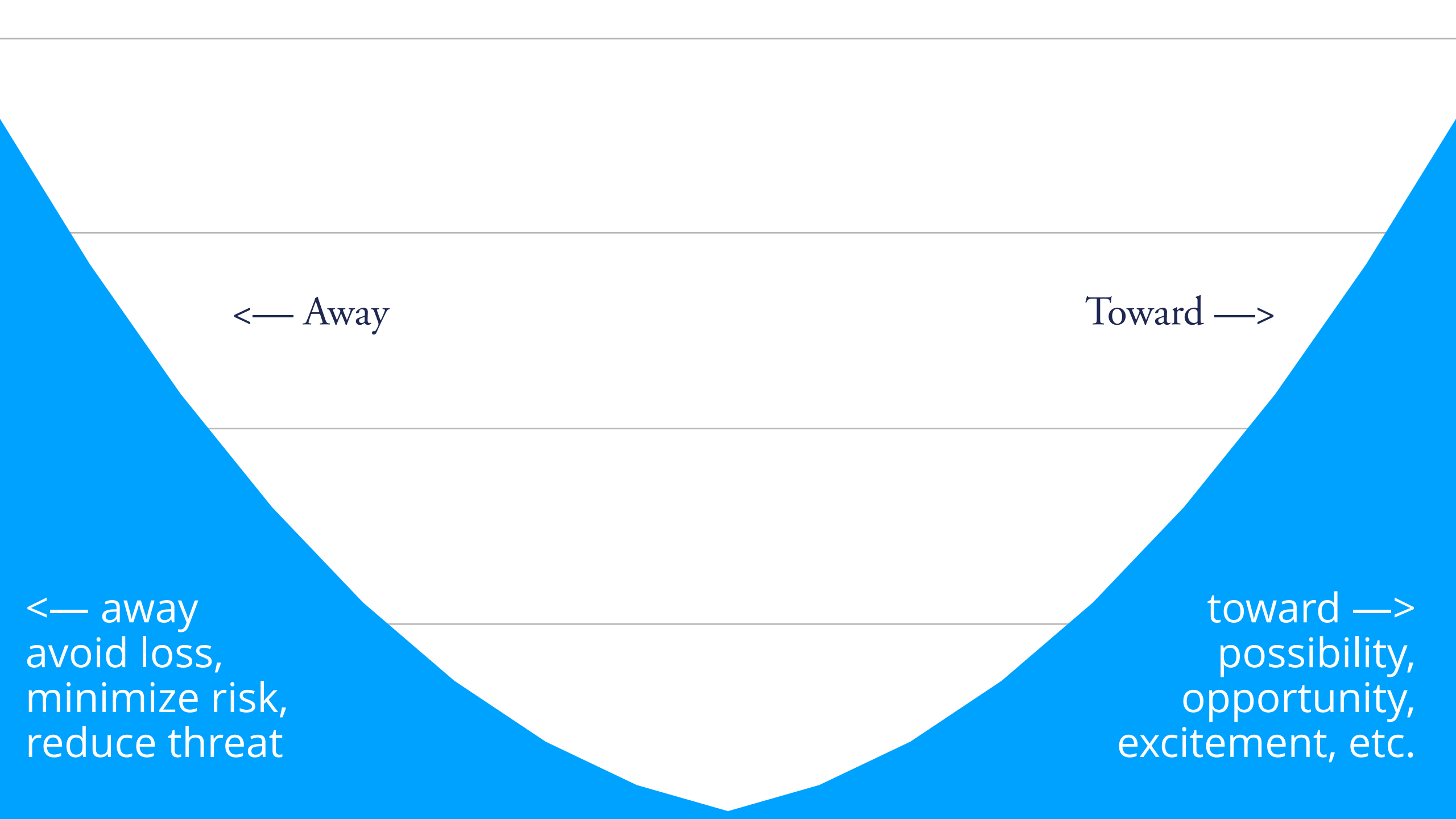




Toward  $\longrightarrow$

vs.

$\longleftarrow$  Away



← *Away*

*Toward* →

← away  
avoid loss,  
minimize risk,  
reduce threat

toward →  
possibility,  
opportunity,  
excitement, etc.

← *Away*

Toward →

Examples:  
Life Insurance  
Anti-Virus Software  
Tax Preparation Services

Examples:  
iPhone  
AirBNB  
Nike

< Negative

< Limiting

< Commoditizing

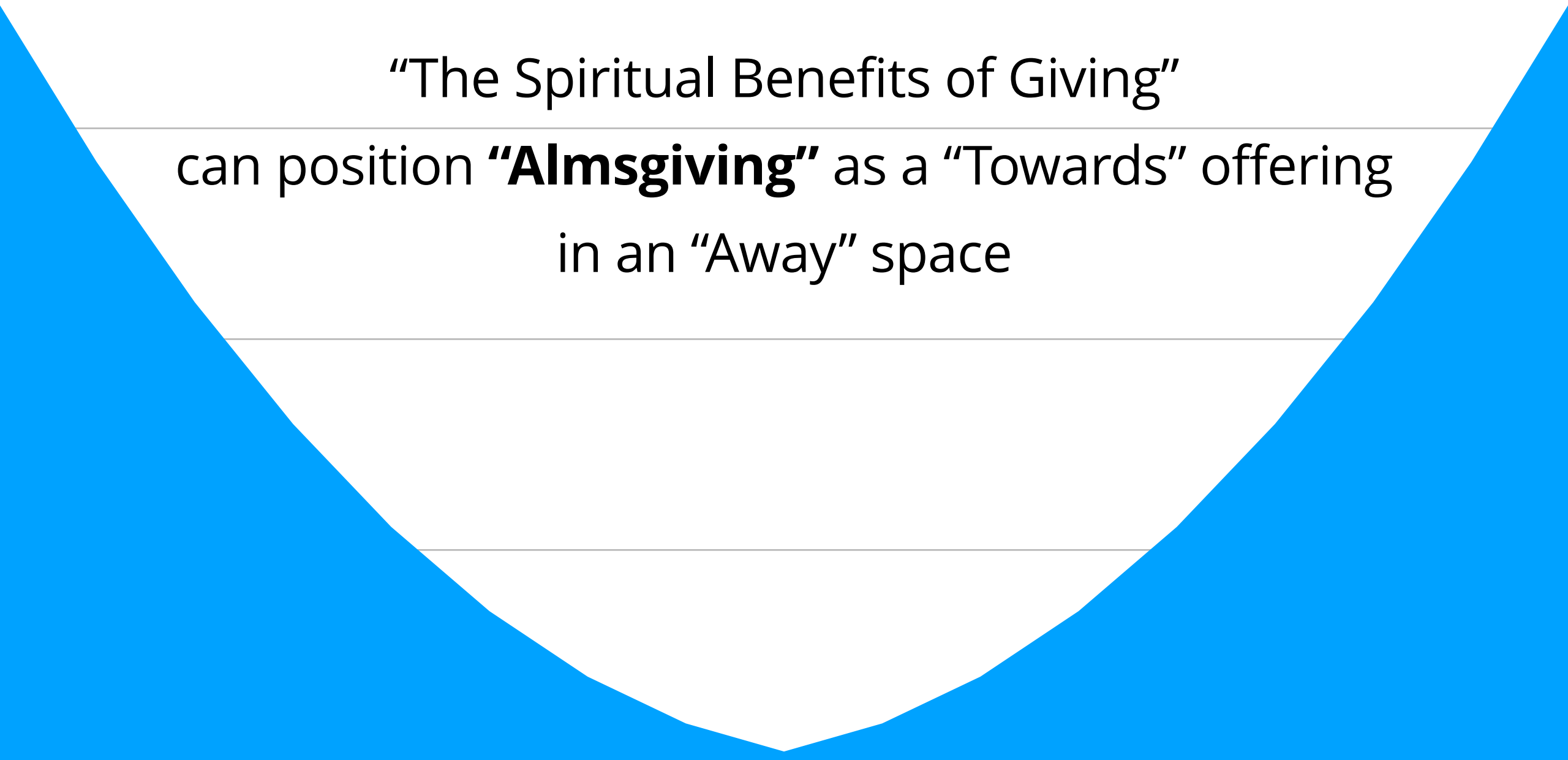
< Desensitizing

Engagement >

Aspiration >

Differentiation >

Long-Term Loyalty >



“The Spiritual Benefits of Giving”  
can position **“Almsgiving”** as a “Towards” offering  
in an “Away” space

**MONEY**



**NEED**



**VISION**



**TRUST**

Help us raise money.

In order to continue serving this community, we need your help.

Our vision is to enrich the lives of our community. Will you partner with us?

When we trust God with *all* areas of our lives, including our sacrificial giving, He promises that His generosity will not be outdone.  
(Malachi 3:10)

(Away)

(Away)

(Toward)

(Toward)

# FOUR RULES OF COMMUNICATION

- People are only “tuned-in” to “What’s in it for me?”
- People make decisions based on emotion and then they justify them logically.
- Not everyone buys the way YOU do!
- There is such a thing as Triggers of Influence with universal appeal

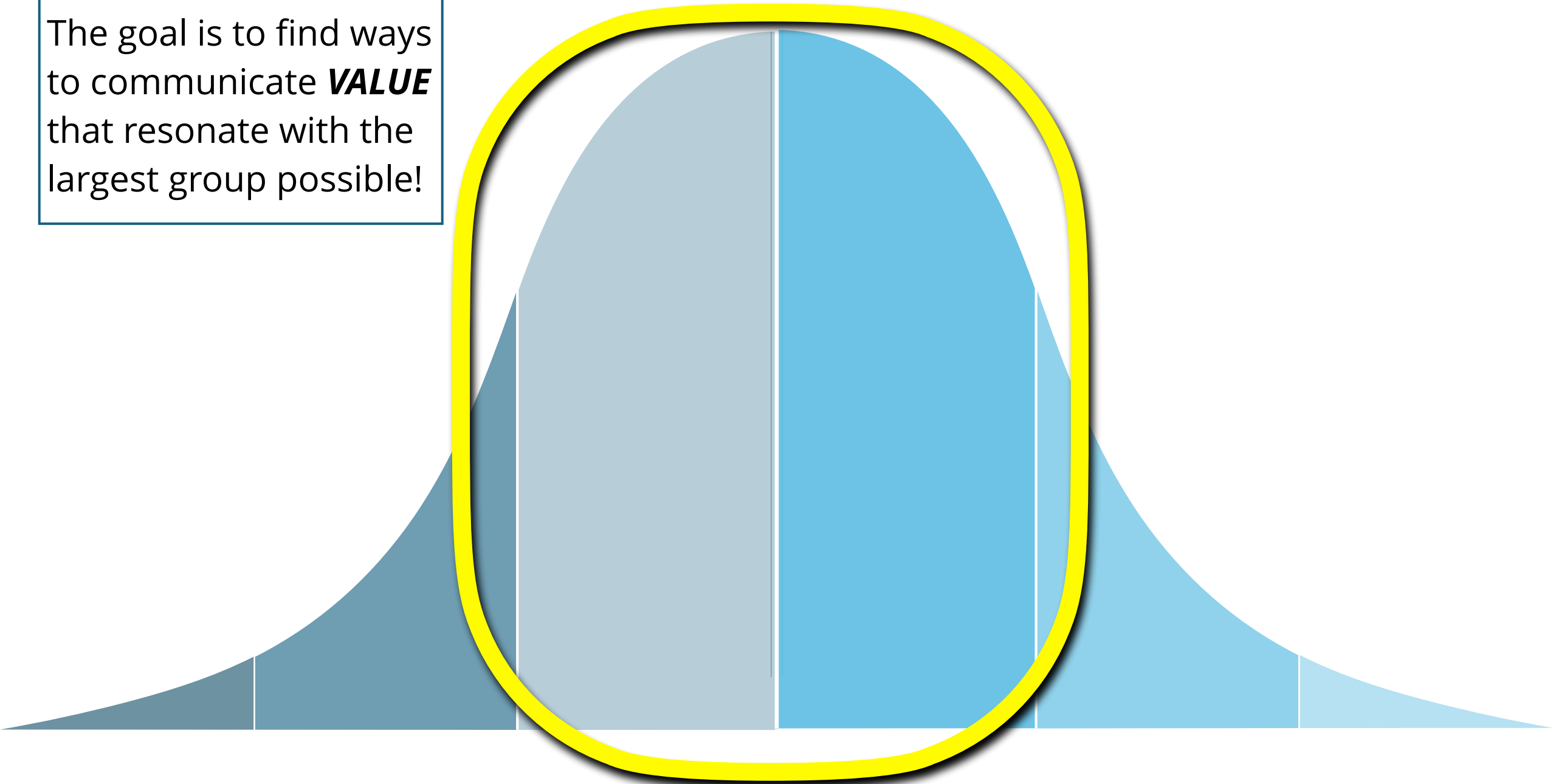


**That's where "The  
PRNDL Process"  
comes in!**

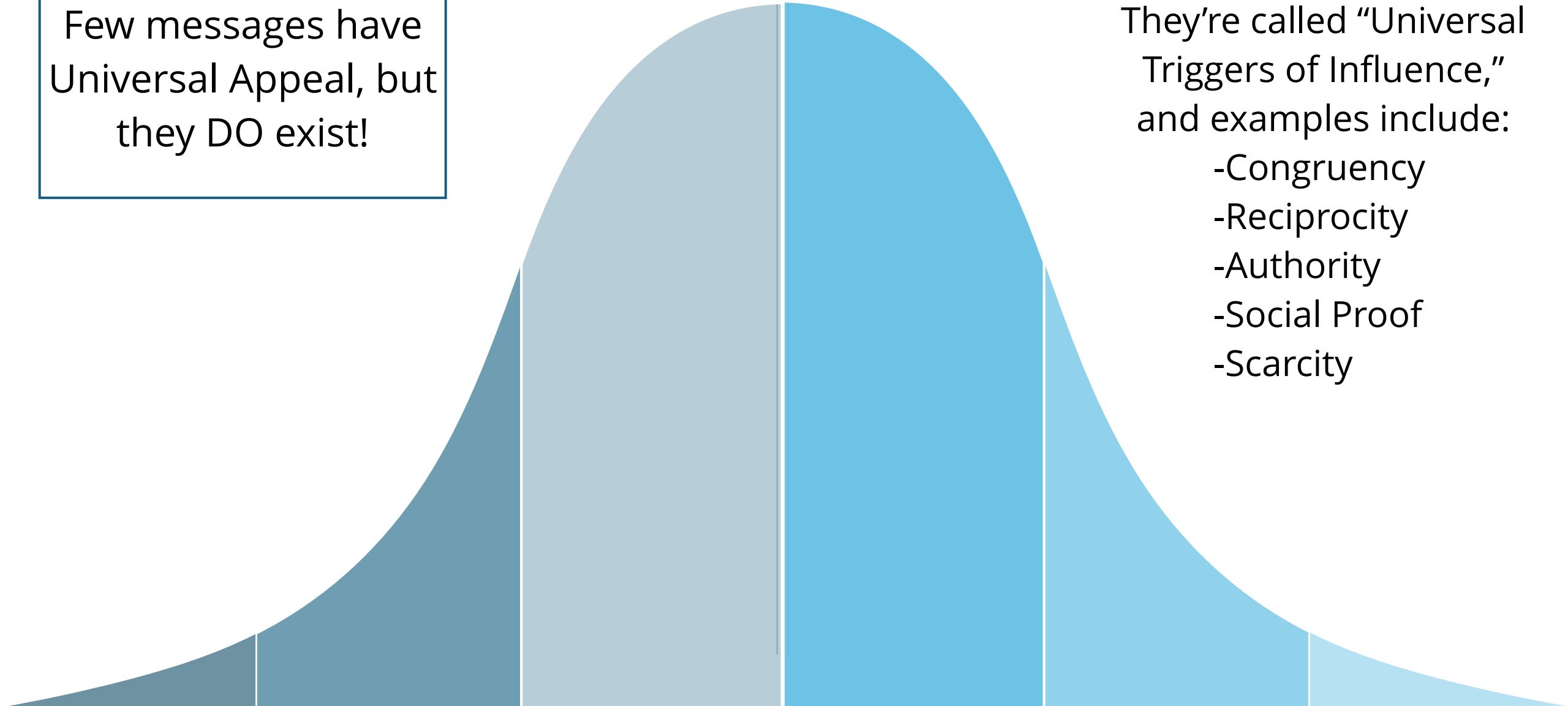


**KEY MESSAGE:**

The goal is to find ways to communicate **VALUE** that resonate with the largest group possible!



Few messages have Universal Appeal, but they DO exist!



They're called "Universal Triggers of Influence," and examples include:

- Congruency
- Reciprocity
- Authority
- Social Proof
- Scarcity

# LET'S SIMPLIFY

- What do “Congruency, Reciprocity, Authority, Social Proof, and Scarcity” mean?
- Let's make it easy to understand, remember, and apply!

# the PRNDL PROCESS:

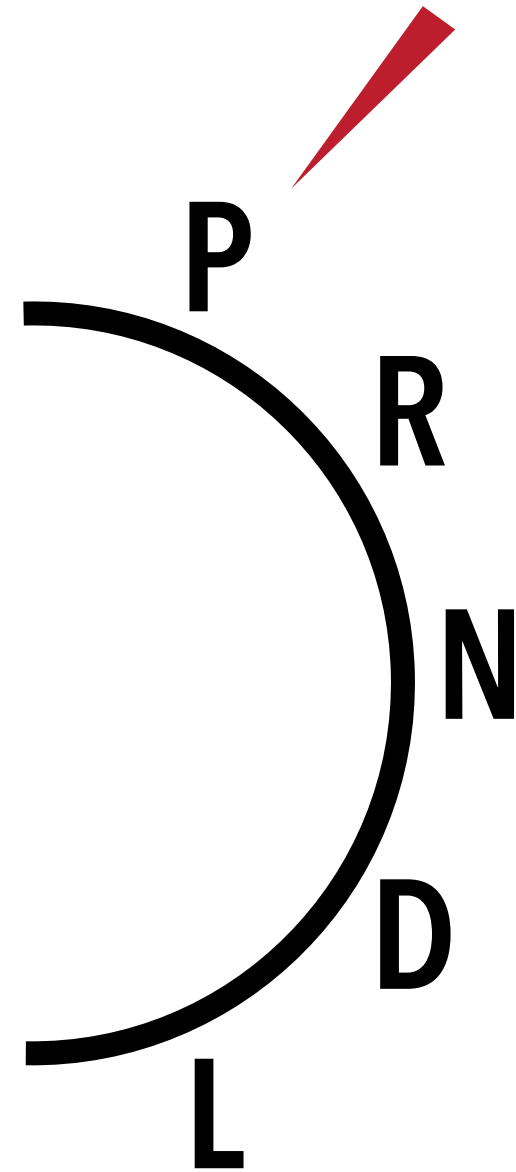
Building messages based on  
Universal Triggers of Influence



# STEP ONE: **P**PARK

“You can’t steer a parked car.” But your audience isn’t “in **PARK**.” They’re already in motion.

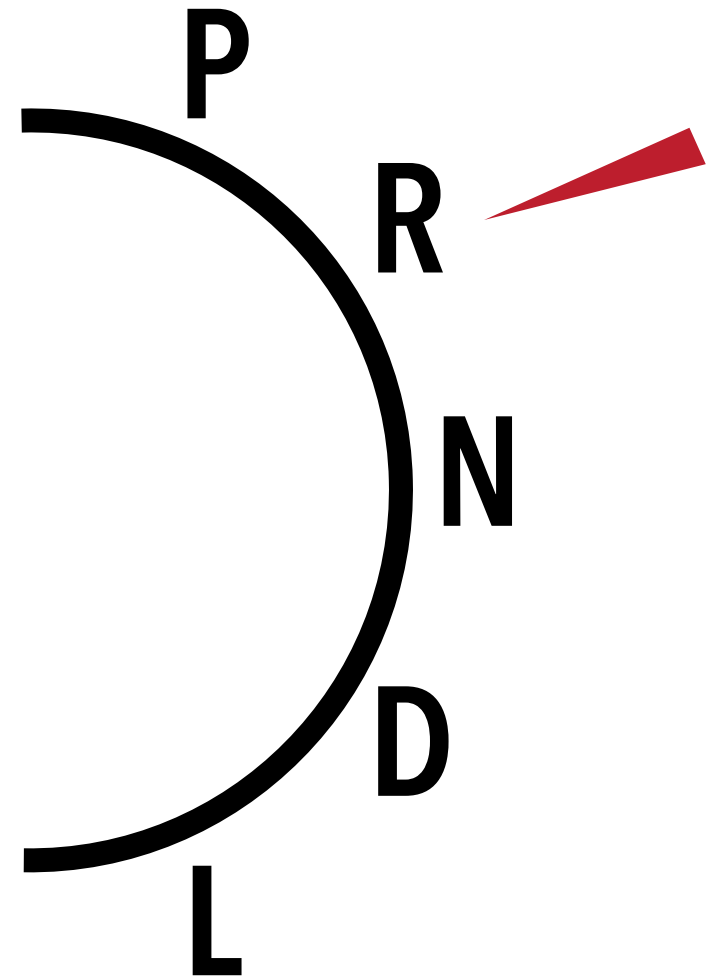
How can you leverage your audience’s past behavior in order to “steer” them towards taking action?



# STEP TWO: **R**EVERSE

People don't care how much you know until they know how much you care.

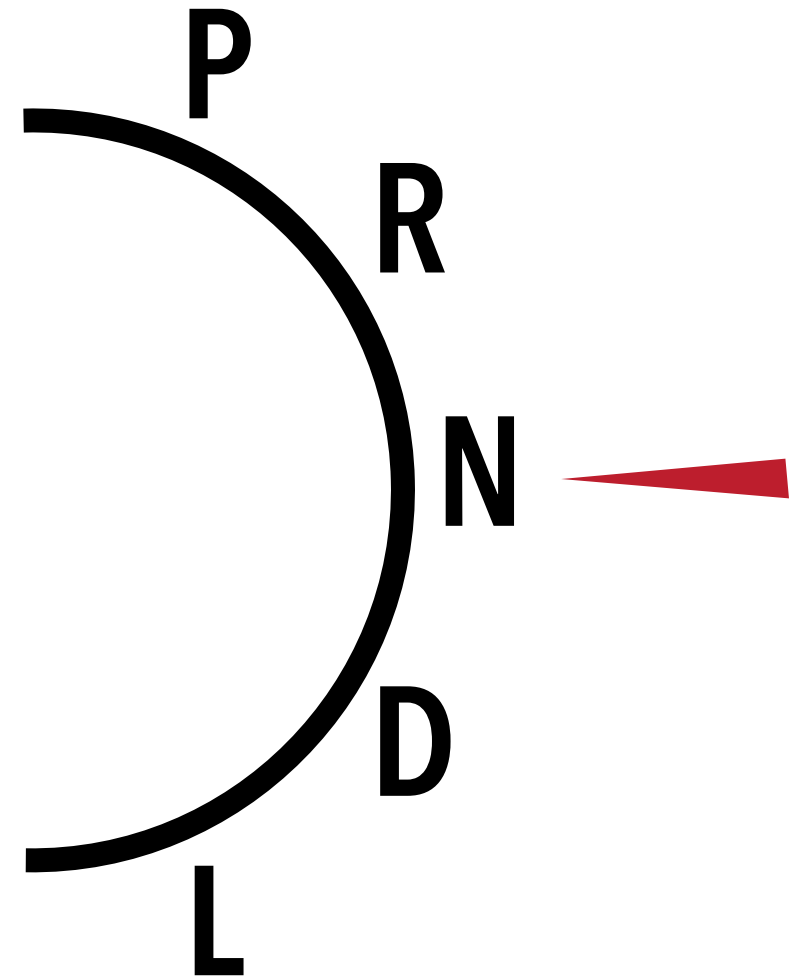
What can you do or say to **REVERSE** their expectations, and “turn things around” and show your audience that you care about them?



# STEP THREE: **NEUTRAL**

No one is an expert at *everything*. Most people place trust in someone else as an authority in many areas.

How can you incorporate **NEUTRAL**, third-party references that move your audience to take action?

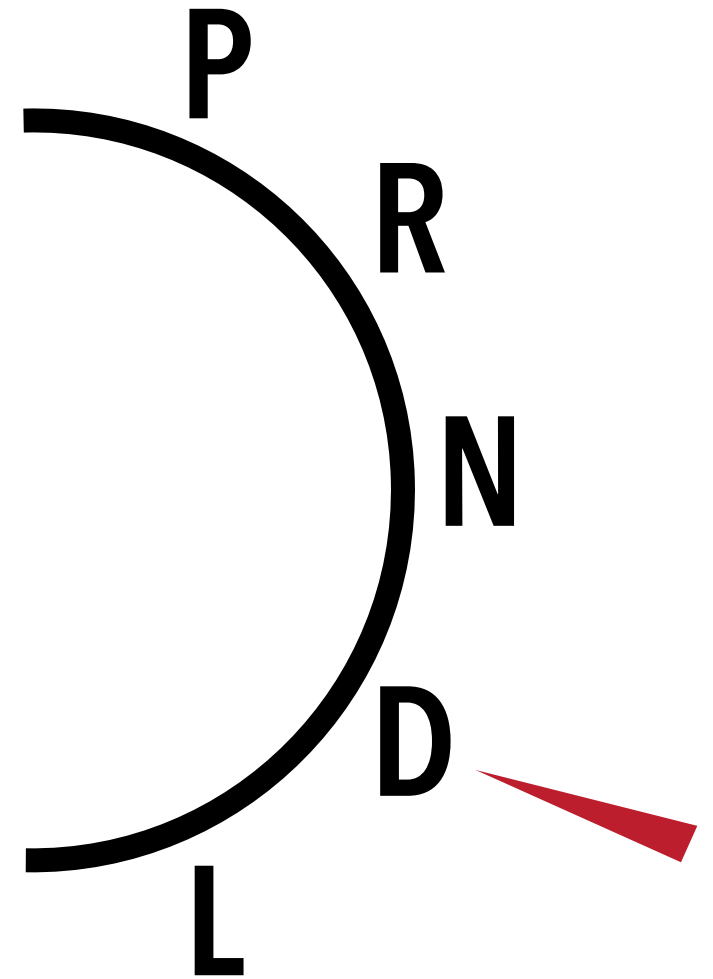


# STEP FOUR: **DRIVE**

Our peers can ***DRIVE*** some of our behavior.

What *DRIVES* your audience and their peers?

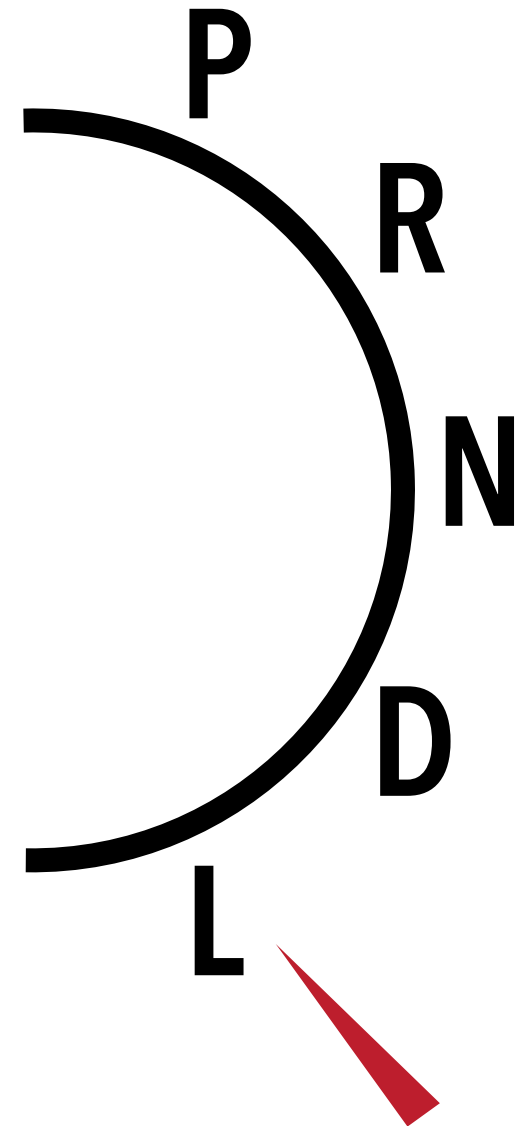
How can you incorporate testimonials or social proof?



# STEP FIVE: **L**OW GEAR

People often want what they can't have. This explains the prevalence of messages incorporating scarcity, such as "seating is limited" or "inventory is **LOW**".

How can you naturally, and truthfully incorporate messages that convey urgency?



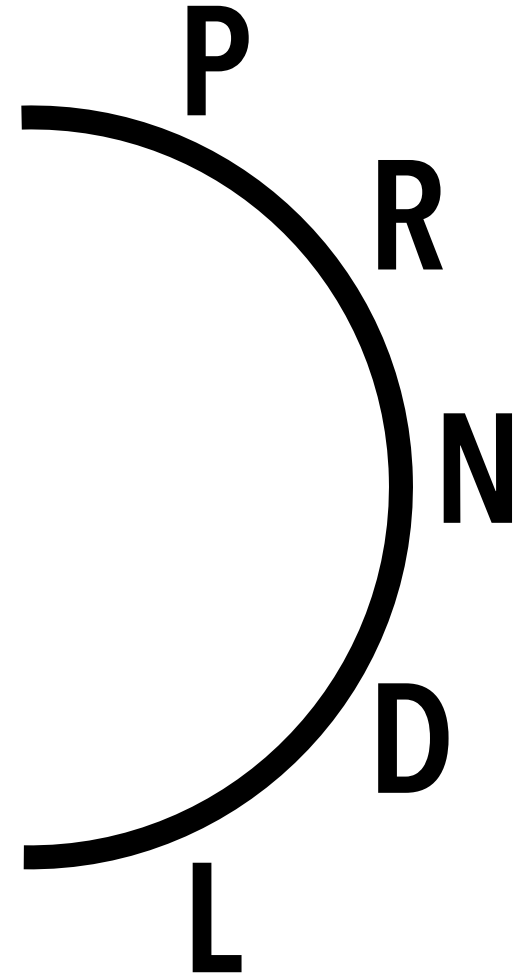
# PLACES THIS CAN WORK

- Weekly Bulletin Message
- Annual Report
- Homilies
- Email Blasts
- Announcements



# Non-PRNDL Example: Buy me a car!

Mom and Dad, why don't you buy me a car?  
There's a sale at the dealership this weekend!  
I think it would be nice to have one.  
I saw a few models I like.



# Example: Buy me a car!

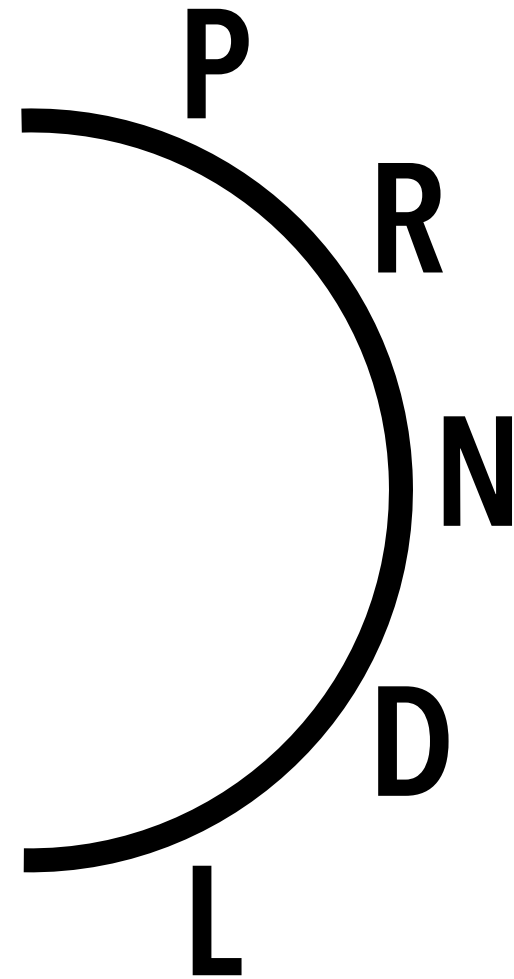
**P:** Mom and Dad, thanks for letting me borrow the car.

**R:** I filled the tank, got an oil change, and washed the car.  
(again)

**N:** Did you know college students who own their own car  
perform better academically?

**D:** I heard that the Murphys bought a car for Sean.

**L:** There's a sale at the dealership this weekend only!





# PRNDL

	We <u>WANT</u> this	<u>NOT</u> this
Park	Congruency	<del>Obligation</del>
Reverse	Reciprocity	<del>Guilt</del>
Neutral	Authority	Shame
Drive	Social Proof	<del>Envy</del>
Low Gear	Scarcity	<del>Greed</del>

# Example: Join CRHP! (w/o PRNDL)

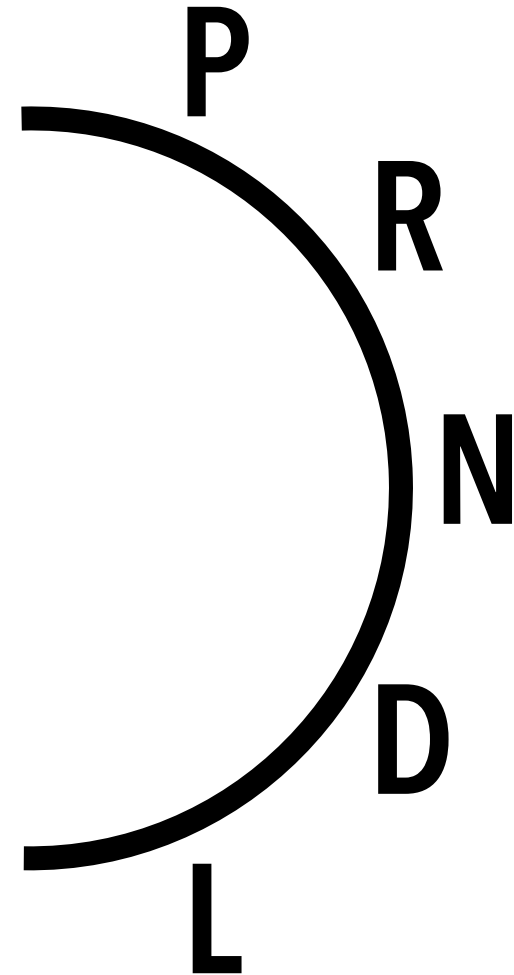
Christ Renews His Parish is a weekend experience of evangelization and spiritual growth.

Participants gather Saturday morning through Sunday afternoon to experience the Holy Spirit working among them to build a closer relationship with Christ and through Him, with one another.

**\*\*Please Note Location\*\***

Men's Weekend: Mar. 7-8 | Women's Weekend Sept. 13-14  
No cost to you!!

Scan the code below to register.



# Example: Join CRHP!

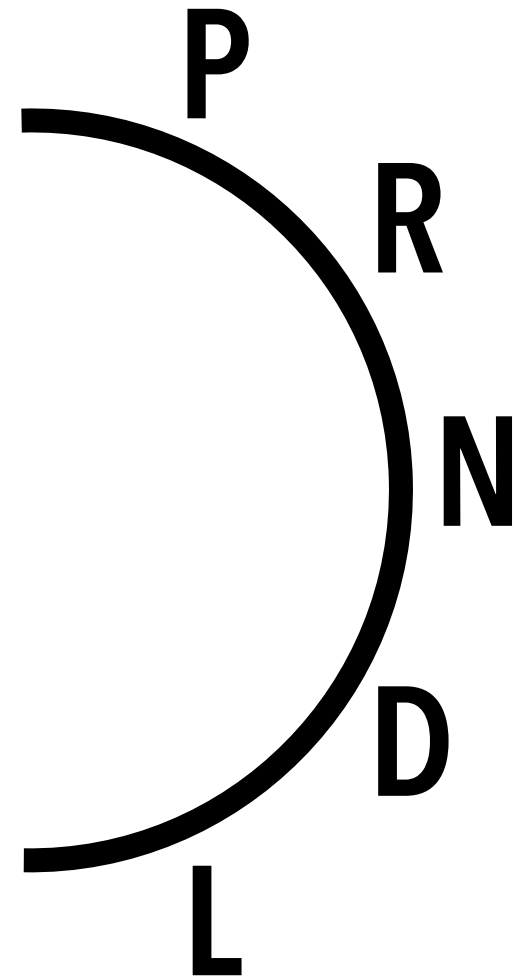
**P:** (“Living the Faith” is the mission of our Parish.) The upcoming Christ Renews His Parish (CRHP) retreat is a perfect way to “Live your Faith.”

**R:** This event is offered at no expense, and all meals are included.

**N:** CRHP has been held dozens of times in over 1,400 parishes since its founding in 1969.

**D:** A majority of your fellow parishioners cite this event as helping their marriages.

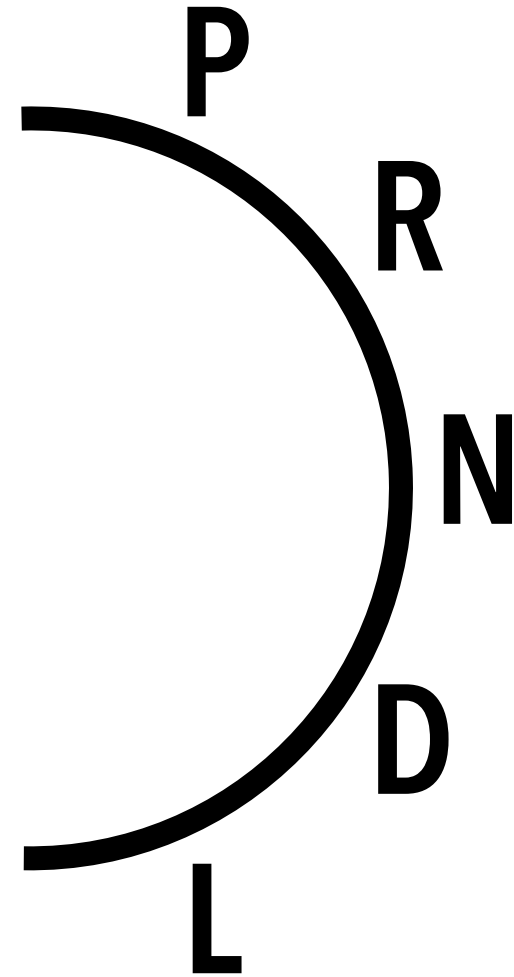
**L:** Only a few spots remain for the September 13-14 weekend—register now before they’re gone!



# Non-PRNDL Example: Volunteer for our Festival!

It takes a village to make these things happen. Please sign up to help with our festival we greatly appreciate it !!

Our Festival is just over a month away. Here is your opportunity to help us during this years festival. From setting up chairs to manning the registration, and everything in between-- we are looking for great volunteers like YOU!



# Example: Volunteer for our Festival!

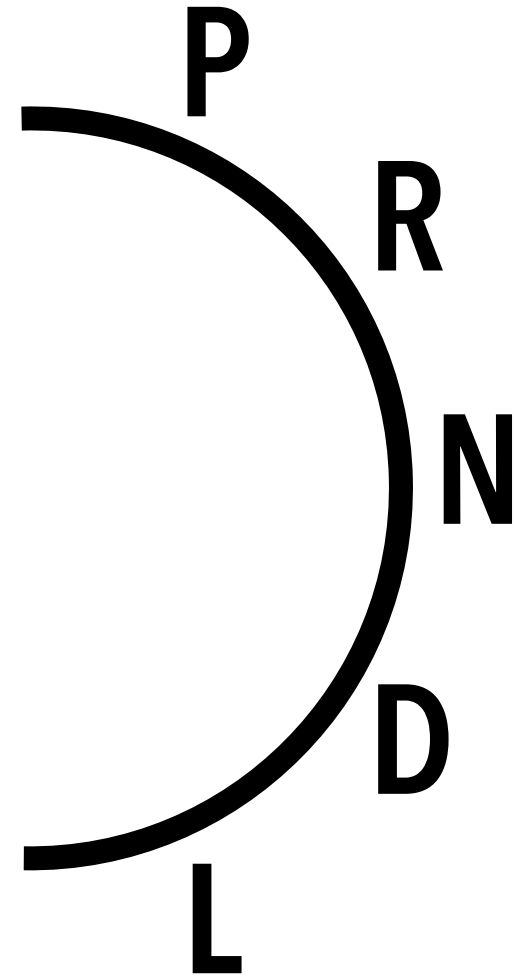
**P:** Our “Welcoming Spirit of Faith” shines through events like our Parish Festival!

**R:** This year we're offering free raffle tickets to the first 100 volunteers!

**N:** Last year our Festival was voted “funnest festival” in the Tri-State region!

**D:** Hundreds of volunteers have made the past 47 festivals successful! This is your chance to make good memories with fellow parishioners!

**L:** Register by the end of the month before the favorite volunteer slots are taken!

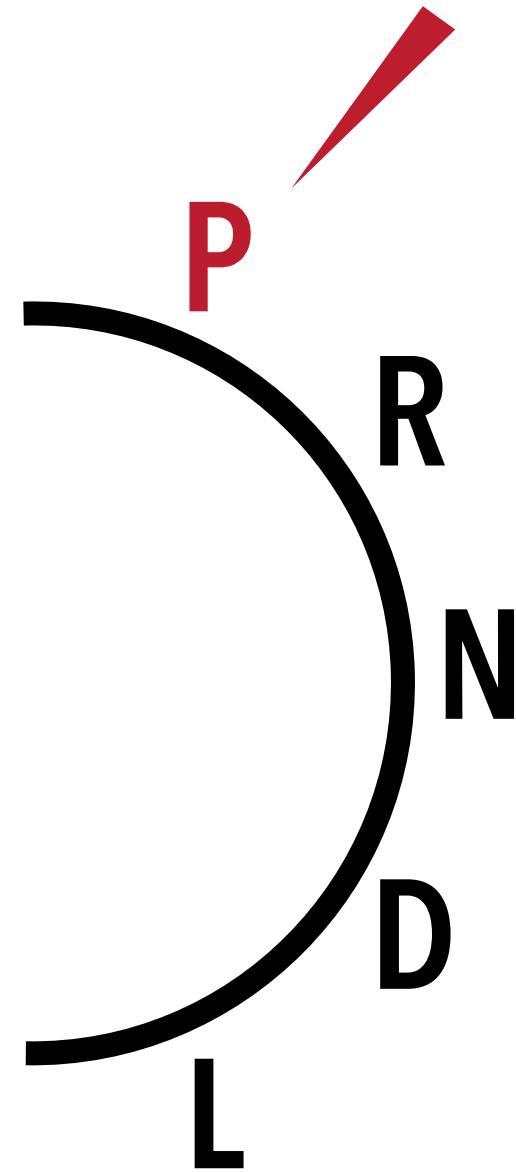


# PRNDL: In-Depth



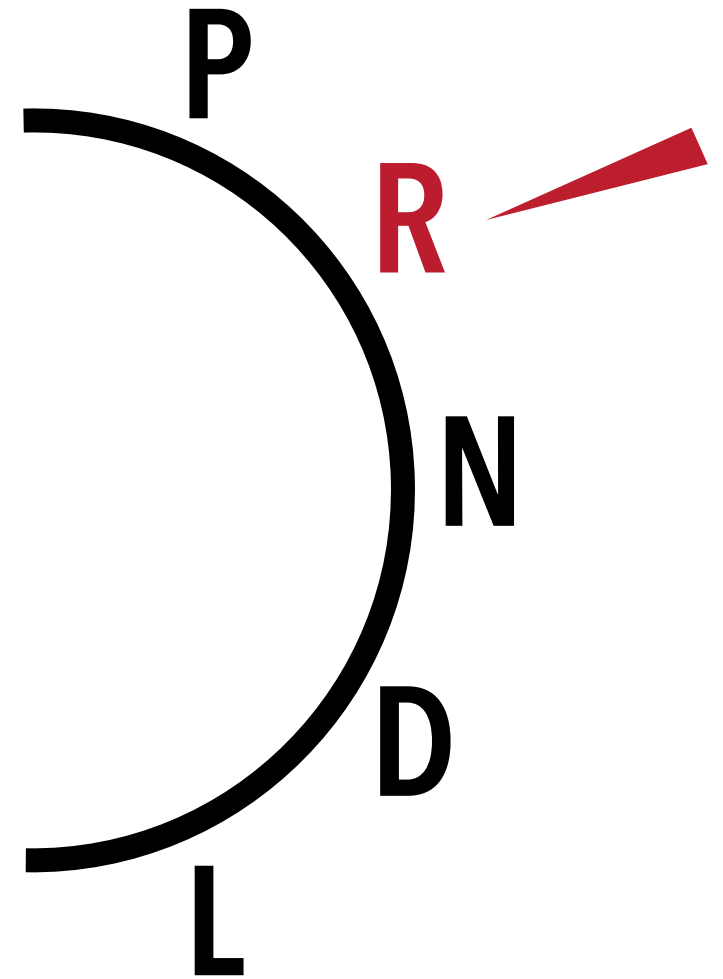
# In-Depth: Park/Congruency

- Leverages existing momentum
- Aligns with identity
- Builds on small commitments
- Can sometimes suffice alone
- Respects the prospect's unique motivations
- Can avoid overreach



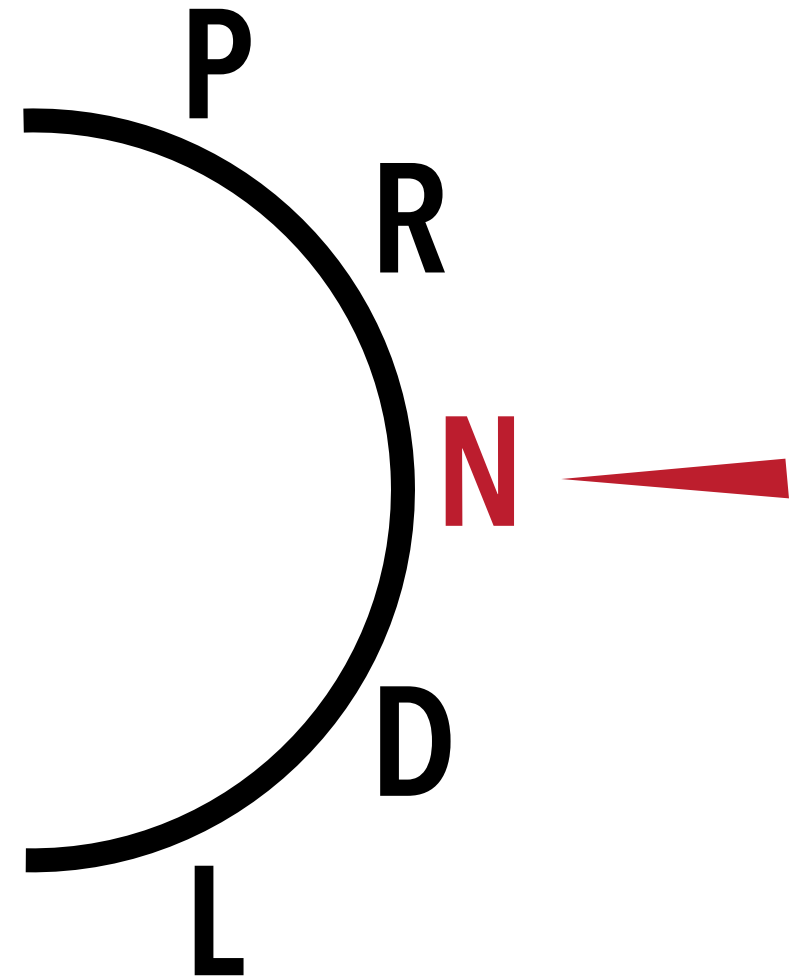
# In-Depth: Reverse/Reciprocity

- Demonstrates concern
- Prioritizes prospect's needs
- Drives emotional connection
- Avoids "pushiness"
- Encourages trust



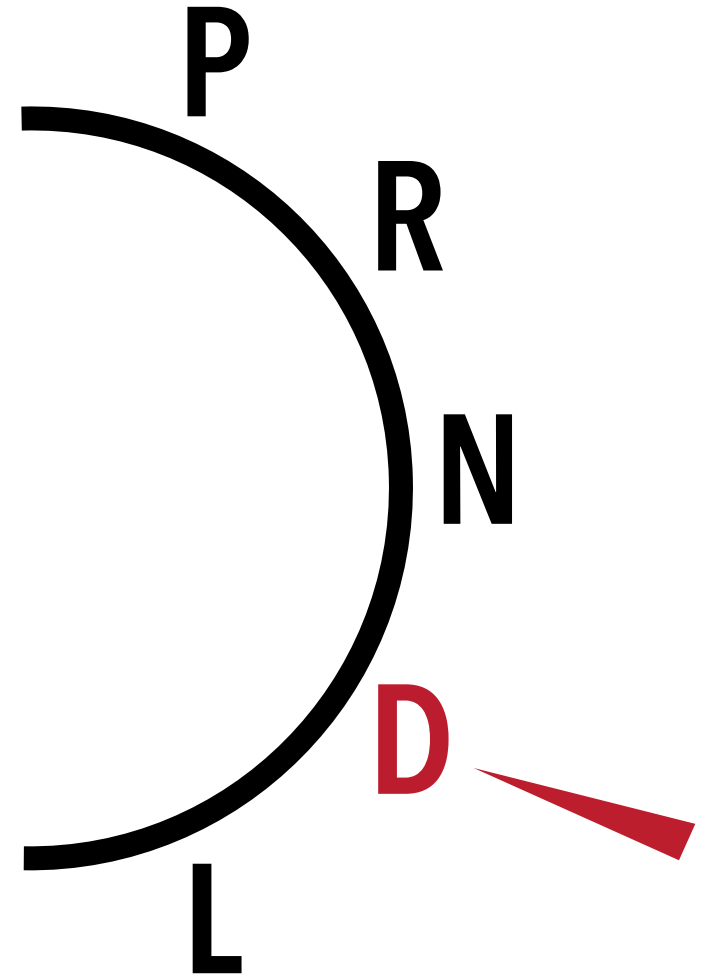
# In-Depth: Neutral/Authority

- Enhances credibility
- Uses factual evidence
- Repurposes relevant data
- Simplifies decision-making
- Connects the message to outcomes



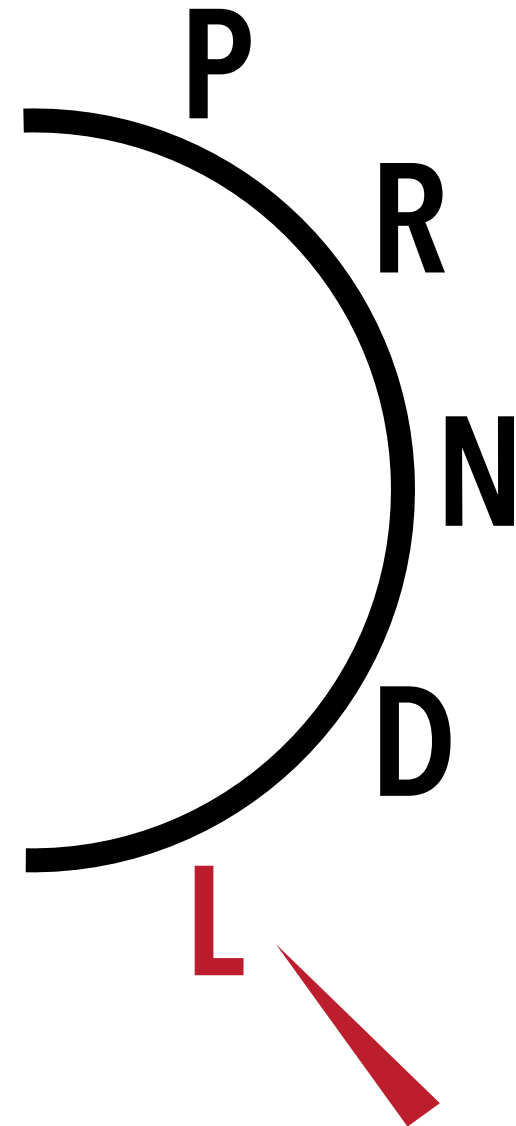
# In-Depth: Drive/Social Proof

- Uses testimonials and examples
- Builds momentum
- Enhances relatability
- Adapts to context
- Connects the message to outcomes



# In-Depth: Low Gear/Scarcity

- Creates urgency
- Avoids overuse
- Increases perceived value
- Drives immediate response
- Amplifies "P-R-N- and D"





These aren't "rules," but if your message violates these principles, your audience might *miss* the message, receive a *watered-down* message,  
-OR WORSE-  
receive the *opposite* message!