

RESOURCES FROM PRENGER SOLUTIONS GROUP

Things we hope will make your life a little easier
between now and December 31st!

Parishes and Schools:

1. Make a few tweaks to your pledge card and your donation page and raise more money. On November 18, there was a quick tutorial on how to set “ask amounts” and how to design your donation page based on all the latest science and research. If you missed it, control and click on this link [here](#) to view recording.
2. Here is a handy [ROI calculator](#) (return on investment) that shows how much money you could be leaving on the table with your direct mail appeal depending on how you are currently setting your ask amounts.
3. At this link, is a presentation about how to [use automation](#) to engage donors and clean up your donor database.

Parishes:

4. Give your pastors and parish staff a little help this Advent. Here’s a link that parishes can use to receive daily, [unbranded Catholic social media content throughout Advent](#). Parishioners will love it! Availability is limited. Parishes will need to sign up early. **This offer ends on November 27.**
5. That same link will let parishes access a [high-quality parish annual report template](#) designed in Microsoft Word. Any parish staff person can edit the document, swap out the photos and update the numbers to fit their parish.