



The weekly offertory is the financial lifeline for parishes. With Masses cancelled, pastors are reporting that the weekly offertory has taken a hit. Even though operating expenses continue, many parishes have seen drops in offertory. Those without strong financial reserves are struggling to pay for ongoing bills. Just like our home budget, the bills for parish utilities, insurance, and other operations continue. Our parish family needs our support. One way we can do that is to continue our weekly offertory.

How to Promote Online Giving During COVID-19

1. **Digital images:** Use any of our “I give online to my parish” images in combination with the direct link to your online giving page. Find the images at <https://dioceseofmarquette.org/response/responsetodonate>
How to Grab the Direct Link to Your Online Giving Page: From your online giving page, right-click the URL at the top of the screen, then click “copy”. Navigate to your email, social media page or other document, and click “paste.”
2. **Parish Emails:** Include the direct link in parish emails, making it easy to “click here to give.”
3. **Parish Bulletin:** Include one of our digital images in your bulletin, along with a gentle message for parishioners to continue their offertory giving as they are able.
4. **Livestreaming Masses:** Include a gentle reminder in the text or comments of your video, “Your parish still needs your support. Considering making an offering online or mail a check to the parish office.”
5. **Spread the Word:** Invite parishioners who give online to help spread the word by posting the digital image on their own Facebook, Instagram, or other social media.
6. **Facebook Profile Pic:** Encourage parishioners who use Facebook to make one of the digital images their Profile Picture as long as public Masses are suspended.
7. **Parish Telephone Voice Message:** Include this, or similar voice message, on your parish telephone: “If you would like to support our parish financially at this time, we invite you to make a secure gift online (provide website URL) or mail a check to our parish at ... (provide mailing address).