

## BEFORE

the digital stewardship program



**48%**

of offertory giving was online



**58%**

of offertory giving is now online

## AFTER

the digital stewardship program

**28% increase** in giving worth **\$385,000** per year

Projection based on monthly giving after the program compared to one year prior.

## Increasing Offertory

**\$96,000** per year

Increased giving from donors who were already giving online

**\$129,000** per year

Increased giving from donors who have moved their giving online

**\$160,000** per year

Giving from newly acquired donors

## Reaching New Donors

During the 12-week program

**11**

Families were inspired to set up **recurring, online giving**, and increased their giving by 35%

**31**

Gifts made from **first-time donors**

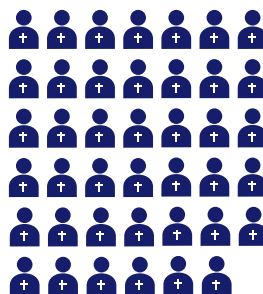
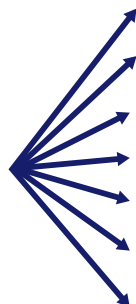
**29**

**New families registered** with the parish

**30**

Families who were already giving online **increased their gift**, resulting in a 66% increase in giving to the parish

## Inspiring Parishioners Online



**41 new followers** (7x the monthly average prior to the digital stewardship program)

**687%** increase in reach for parish posts

**3,021 non-followers** who saw parish content and live near the parish