

Digital 'Tips and Tricks'

for parishes working towards goal

Four things you can do NOW to move your parish toward your Catholic Charities Appeal Goal

Digital Communications

Digital communications reach another demographic beyond those registered or present in the pews each weekend. This is another way to tell the story to an online community better and reinforce the connection between our Church and Catholic Charities. You can share information on your parish website, with a post on social media, via an email, text, or even flocknote to your parishioners to communicate about the appeal. Here are some tips and tricks for these four avenues below.

1. Logo

- Add a Catholic Charities Appeal 2024 logo and “Transformed by your LOVE.” with a video link to the appeal website (CatholicCommunity.org/2024Appeal). (Instructions and video links can be found at CatholicCommunity.org/ParishMaterials.)
- Add a link to the online giving page for the Catholic Charities Appeal (CatholicCommunity.org/donate).
- Share how your parish is doing with the parish statistics, updated monthly at CatholicCommunity.org/ParishUpdates.

Transformed by your LOVE

o QR Codes

- Add a QR code to your bulletin, on signs around the parish, or on your website. Parishioners can scan the QR code with their phones to be taken to the appeal and donate websites.
- Download the QR codes from our website at CatholicCommunity.org/cctoolkit.

o Text to Give

- Add our Text to Give information to your bulletin, on signs around the parish, to a social media post, to an email, or even to your website. Parishioners can text the information provided from their mobile devices to donate to the appeal.
- “Text CCHOPE to 41444 to donate to the Catholic Charities Appeal today!”

2. Social Media Post Templates

Did you know that parishes that post daily on social media have 44% higher giving per household than those that do not? They also increase their offertory by 2x the rate of non-users! Photo, video, and gif downloads for the appeal can be found online at CatholicCommunity.org/cctoolkit. Additionally, you can like and share our posts directly on social media. Don't forget to like and follow our pages when you're there too!

   @CatholicCommCLE

Post Ideas

- o Join <Parish Name> in donating to Catholic Charities. To make a gift today, visit CatholicCommunity.org/donate or text CCHOPE to 41444.
#TransformedbyyourLOVE
add an image or video

Transformed by your LOVE

- Will you support the 2024 Catholic Charities Appeal? Donate today >> CatholicCommunity.org/donate or text CCHOPE to 41444.
#TransformedbyyourLOVE
add an image or video
- Join us in supporting the 2023 Catholic Charities Appeal. This year's theme is #TransformedbyyourLOVE. Todd was experiencing homelessness and helped through the services of Catholic Charities in Lorain County. Your LOVE transformed Todd's life. Donate today >> CatholicCommunity.org/donate or text CCHOPE to 41444.
link to appeal video
- THANK YOU to all who made a gift to Catholic Charities at [<Parish Name>](#). Because of your support, hundreds of thousands of individuals will be given help + hope in the Diocese of Cleveland. You can still donate by visiting CatholicCommunity.org/donate or texting CCHOPE to 41444.
#TransformedbyyourLOVE
link to Thank You video

3. Text/Flocknote/Realm/Smoeres Communications Template

At [<Parish Name>](#), we are trying to reach our [<Parish Goal Amount>](#) goal in donations to the Catholic Charities 2024 Appeal. Let us take this opportunity to help our neighbors by supporting the essential programs and services that assist nearly 400,000 individuals in need across Northeast Ohio.

#TransformedbyyourLOVE

Learn more: [<Video link of Bishop Malesic>](#)

4. Email Communications Template

Dear <Salutation>,

At <Parish Name>, we are blessed to be given many opportunities to support those in need in our communities. By participating in the mission of Catholic Charities, you share God's love for the world. **THANK YOU** to everyone who has already donated to this important work of the church!

We are asking you to help us reach our goal of <Parish Goal Amount> through a gift to the Catholic Charities Appeal. You can make your donation online, via text, or through the mail. Let us take this opportunity to help our neighbors in need by supporting the essential programs and services that provide assistance to nearly 400,000 individuals in need across Northeast Ohio.

<Video of Bishop Malesic>

THANK YOU to so many parishioners who have already donated to the 2024 Catholic Charities Appeal. If you have not already, you can donate at any time by visiting CatholicCommunity.org/donate or texting CCHOPE to 41444, or by mailing your check to Catholic Charities at 1404 E. 9th St., 8th Floor, Cleveland, OH 44114.

To view additional impact stories and learn more about Catholic Charities, please visit CatholicCommunity.org/2024impact. Thank you for your generosity and support of this essential Appeal in our community.

May God continue to bless you and your loved ones,

<Pastor name>