



Why Year-End Giving is Crucial for Parishes

Insights and best practices to help Catholic parishes inspire generosity during the most important giving season of the year.

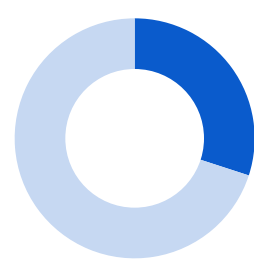
Year-end giving isn't just about meeting budgets; it's an invitation for parishioners to deepen their discipleship and support the mission of the Church. Here's why December is so powerful for parish giving, and how Catholic parishes can maximize generosity.



Big Picture:

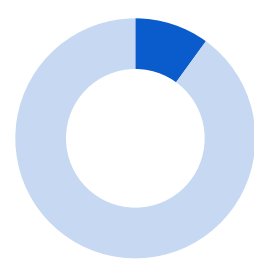
December is the Season of Generosity

Nearly a third of annual giving happens in December, making it the single most important month for parish stewardship.



30%

of annual giving happens in December*



10%

of annual giving happens in the final 3 days of the year*

Parish Impact:

Communication and Gratitude Make the Difference

Parishes that stay connected with parishioners and show appreciation for their generosity consistently see stronger results.



Parishes that send
2 – 3 reminders in December

raise significantly more than those that only send one.

Donors who receive a
thank-you within 7 days

are 2x more likely to give again the next year.

Catholic Connection:

Link Giving to Faith and Mission

Advent and Christmas invite Catholics to reflect on God's blessings. When parishes connect year-end giving to ministries and missions, generosity grows.



Advent and Christmas are natural times for Catholics to reflect on God's blessings and give back.



Year-end gifts often support ministries like food pantries, youth faith formation, and outreach.



Digital Giving Momentum: Digital Tools Multiply Generosity

More and more Catholics are choosing to give online, and parishes that embrace digital tools see significant increases in generosity.

Catholic parishes experienced a
232% increase
in digital wallet donations last year

Recurring giving made up
75% of parish digital donations
in 2024

Parishes offering recurring giving are nearly
twice as likely
to see overall giving grow

Parishes switching to Managed Giving saw a
28% average increase in giving



Action for Parish Leaders:

Simple Steps to Strengthen Year-End Giving

A few small actions can help your parish maximize generosity during this critical season.



Start communications early in Advent



Offer multiple ways to give: online, mobile, and envelopes



Thank donors promptly and personally

Equip Your Parish for Success

ParishSOFT Giving provides secure, easy-to-use tools designed for Catholic parishes to make year-end giving simple, effective, and impactful.

55% of Catholic parishes are already using ParishSOFT, and seeing incredible results!

Are you ready?

[Learn More About ParishSOFT Managed Giving](#)