

Your Parish Year-End Giving Essentials

Year-end giving is the single most important season for parish stewardship: **30% of all annual giving happens in December, and 10% in the final 3 days of the year.** This makes Advent and Christmas a critical time to both inspire generosity and strengthen discipleship.

But increasing year-end giving doesn't have to be complicated. With the right communications, gratitude, and digital tools, your parish can not only meet its needs but also grow its mission for the year ahead. Use this checklist to ensure you're ready.

Preparation

- ☐ Meet with your finance/stewardship council to set a year-end giving goal.
- ☐ Draft a short, personal message from your pastor about the importance of generosity.
- ☐ Update your parish website with a clear **"Give Now" button** and campaign page.
- ☐ Map out at least **2-3 giving reminders** to send across Advent and Christmas.

Communications

- ☐ Announce year-end giving at all weekend Masses in December.
- ☐ Add a giving message to the parish bulletin (include a **QR code** to your giving page).
- ☐ Schedule at least **2 parish-wide emails** reminding parishioners to give.
- ☐ Post **3-4 times on social media** with impact stories and giving reminders.
- ☐ Send a final appeal in the **last 3 days of December**, when 10% of all giving occurs.



Giving Tools

- ☐ Confirm your online giving platform is active, secure, and mobile-friendly.
 - ☐ Offer **digital wallets** (Venmo, PayPal, Apple Pay). Catholic parishes saw a **232% increase** in use last year.
 - ☐ Encourage **recurring giving**. It accounts for **75% of parish digital donations** and nearly doubles overall giving growth.
 - ☐ Provide **text-to-give instructions** for last-minute donations.
 - ☐ Continue to offer traditional options (envelopes, checks, drop box).
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Donor Care

- ☐ Send an automated thank you email for every gift received.
 - ☐ Thank donors within **7 days** to double the likelihood they'll give again.
 - ☐ Have staff and volunteers send handwritten thank you notes to top donors.
 - ☐ Share a parish-wide **thank you in January** via email, social media, and bulletin.
 - ☐ Report out on how year-end gifts were used (i.e. specific ministries, parish outreach, etc.).
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Wrap-Up

- ☐ Track progress weekly and update parishioners on results.
- ☐ Celebrate generosity at the New Year: highlight achievements at Mass, in the bulletin, and on parish social channels.
- ☐ Use results to plan for next year—review what worked, where you can improve, and how digital tools supported growth.

Year-end giving is more than a financial appeal; it's an opportunity to invite parishioners into **a culture of stewardship and discipleship**. By preparing early, communicating clearly, and offering simple digital giving options, your parish can finish the year strong and enter the new year with momentum.

ParishSOFT Giving makes it easy to implement these best practices so you can focus on ministry while equipping your parish for generosity.