

Hello Jim,

Thanks for the various resources. Here's where we are as of 4/3/20:

- 1) Prior to the shut-downs we had exceeded 3.3M of the 3.5M we were looking for in our Capital Campaign. People have been very good at paying on their pledges. We will need to see where this goes in the months ahead, particularly for donors who are heavily invested in the stock market.
- 2) We have had an EFT program for the past several years and we added electronic credit card giving over a year ago. I have included messaging in most of my communications to encourage people to move over to e-giving. Each time I do, another group moves over. Our seniors are the most resistant group to move over to e-giving, but they are really dependable at putting checks in an envelope. Many have stopped by and dropped off their envelopes.
- 3) I recently did a major bulk mailing to all families in the parish. The communication from me was provided in English and Spanish. Half of the communication was a spiritual talk. In the second half, I talked about practical issues and ended with a stewardship message that encouraged them to evaluate what they normally give over the Sundays we were shut down through Easter and I provided an addressed envelope to make it easier for them to respond. Convenient cards were included with directions for how to use the e-giving function on our parish app. That resulted in another group of people moving over to e-giving.
- 4) My experience has been that we need to communicate with our parishioners in multifaceted ways. Some prefer electronic and others want to read a paper bulletin. We are communicating with the parish in diverse ways:
 - a. We publish a Bulletin weekly and it is available online. The digital version will be provided throughout the crisis. We have Stewardship messaging in the Bulletin and we also provide a weekly Offertory Report (including the budget goal for comparison). The Bulletin is bilingual.
 - b. As mentioned above, I sent a bulk mailing to all parishioners in English and Spanish. We have already been receiving returns from the mailing, including envelopes for the Seminary Campaign that was scheduled for Easter.
 - c. We have a well-developed website. It has information on it concerning various forms of giving including planned giving. It also has a button that takes people to our daily recorded Mass.
 - d. Our parish App is the primary place for e-giving. But it also serves as one of our fastest ways to communicate cancellations and special events. People seem to like the "push notifications." There is one out there for Palm Sunday. Other notifications will be sent for the Triduum.
 - e. We have a YouTube Channel, which is where we currently post our recorded Masses. We will be using Facebook Live for the Streamed Triduum Services.
 - f. Our recorded Masses often have announcements and other information imbedded in them. We sometime get over 100 hits for a weekday and over 1,000 between the English and Spanish Masses for Sunday.
 - g. We have a Facebook page on which we post numerous announcements and items of interest.

Considering that they are being very responsive to the Stewardship Appeals in the other ways I am communicating, I think that they appreciate the spiritual focus and look forward to coming home as soon as they are allowed and their financial commitment is evidence of their spiritual satisfaction.

Have a good weekend.

Fr. Pete

Hello Jim,

Thanks for the various resources. Here's where we are as of 4/28/20:

- 1) About 75 more families have moved over to online giving. We already had 150 families on that platform and now we are up to 225.
- 2) We also have just over 100 families who participate in an older program of Electronic Funds Transfer.
- 3) Combining #1 with #2 results in 45% of our donating families are doing so by some online or electronic transfer platform.
- 4) If we look at Fiscal 19-20, July through February, our Offertory was 5% below budget. Since expenses were running 8% under budget, we were doing fine.
- 5) Giving is at 91% compared to the earlier part of the year and at 86% compared to budget.
- 6) It will take another month or so to get an accurate idea of how much the expenses have gone down due to the shutdown of live public worship. We have seen some significant decreases in electric and gas bills, but there are still a number of expenses that are incurred quarterly.
- 7) In addition to the attached letter, we have been providing the following touch points:
 - a. Daily recorded online Mass
 - b. Sunday recorded Masses in English and Spanish
 - c. A social distancing respectful way to drive by and pick up blessed Palm (This was very popular).
 - d. We live streamed the Triduum.
 - e. Salesian Spirituality talks online
 - f. Talks on Spiritual Communion online
 - g. We keep our website very current and utilize Facebook frequently
 - h. Our Eucharistic Ministers are calling the shut-ins who they would normally bring communion to.
 - i. Fr. Tom has made hundreds of calls to people he normally visits. I call him my director of outreach care.
 - j. I am answering dozens of emails daily and also calling people who make significant contributions to the Offertory or Capital Campaign.
 - k. For Holy Week, we created a virtual choir. One of our musicians creates an accompaniment track and another a vocal track. We circulate this electronically and members of our choir each individually sing a part in harmony and we

combine all of the tracks, add instrumental music and circulate the hymn around the parish.

- l. I have made a special Talk from the Pastor for our High School Students.
 - m. I appeared on Fox-8 doing a “Message of Hope.”
- 8) Additional planned touch points include:
- a. A social distancing friendly drive by May Procession on Mother’s day weekend.
 - b. A drive by “plant a flag” campaign to honor veterans on Memorial day weekend.
 - c. We are working on another virtual choir piece since the last one was so popular. This is a lot of work for a lot of people, so we can’t do many of these....but we will keep on trying.
- 9) Most of our pastoral programs, e.g., Faith Formation, RCIA etc. are meeting on Zoom.
- 10) Our major committees: Finance, Parish Pastoral Council and Liturgy, meet virtually when needed.
- 11) Our Core Staff meets every other week on Zoom to discuss the state of things and ways to offer more touch points.
- 12) We successfully hired a new Immaculate Heart of Mary Catholic School Principal (Greg is retiring). We did all of the interviewing on Zoom and included Debbie Mixer.

So we are doing lots of things to keep the place running (pastorally and temporally) behind the scenes. You are welcome to share any of these ideas with our other parishes. If pastors are looking for ideas, you can certainly share them.

Stay safe and well.

Fr. Peter Leonard
Pastor, IHM High Point