

# Archbishop's Annual Appeal 2024 Survey Summary

An overview based on 64 responses from 46 parishes.

## What To Improve Upon:

- **Gift Processing:**
  - Being more time efficient with processing and updating Giving Trend so the parishes can update their parishioners promptly. We worked with Moore to identify issues with various processing delays, and they have been resolved. We worked with Giving Trend and identified that the latency issues with reporting were due to their database upgrade. This issue has since been resolved and reporting is refreshed from our database daily.
  - More detailed gift processing instructions. We will test instructions with a small user group this year to ensure instructions make sense to those who are using them.
  - Push for online giving but keep paper options available. We are currently exploring even more online giving opportunities like text to give and others but realize the need for paper for some of our parishioners. Our goal is to be flexible and offer parishes the best tools for a successful appeal.
- **Communication with Parishes:**
  - Be more transparent about changing vendors & why these decisions were made. In addition to providing better and consistent practices for gift acknowledgement and cultivation, there was a need to improve quality, accuracy, and speed of service for gift processing. We have cut the regular gift processing time from up to 4 months to 48-72 hours. Our goal for In-Pew pledges next year is 1 week. We have improved capture and accuracy of gifts received with scanlines versus manual entry. We are now able to acknowledge donor's gifts weekly and have reduced bank and credit card fees significantly.
  - A heads up on the changes before the webinar so the parishes have more time to prepare the parishioners better. We understand the compressed timeline and all these changes to processes put some parishes in a scramble mode. We worked hard last year to pull it all together in a very short time frame. Now that the processes are in place, we don't anticipate significant changes. We used the Communique, memos, paper mail, parish resource page and the AAA webinar to communicate these changes to parishes. We will continue to communicate any changes via various channels as soon as we can to give parishes the time they need to pivot their internal processes.
- **Parish Resources**
  - Tailor the Archbishop's homily to focus more on giving to the Annual Appeal, how the money is used, and how it will impact our parishioners.
  - Work on making the archbishop's homily straightforward with a shorter runtime.
  - Remove the introduction with the bells at the beginning of the homily videos. The Office of Mission Advancement Team is exploring options on how best to deliver the announcement weekend messaging.

### **The Positives:**

- **94%** felt the reply card and instructions were easy to follow.
- **93%** found the information sent in the memos and communicate helpful.
- **87%** felt they received a timely response from OMA when they had questions.
- **86%** felt their questions were resolved after talking to OMA.
- On a scale of **1-5**, **1** being dissatisfied and **5** being satisfied, the overall average for the preparation of our AAA is **4**.
- All our paper and digital marketing materials were equally used by the parishes, with an interest in more QR code options.

### **More Statistics:**

- **98%** received our memos and communicate messages about AAA updates and news.
- **94%** participated in our In-Pew Weekend & **71%** used the In-Pew script provided.
- **84%** of respondents attended the AAA webinar & **74%** found the webinar helpful.
- **87%** met or exceeded their 2023 AAA goal.
- **82%** actively promote the AAA throughout the year.
- **67%** thought they could access Giving Trend promptly.
- **55%** contacted OMA with any questions they may have had about the AAA.
- **50%** are interested in a second letter coming from the pastor's desk.
- **47%** would be interested in a paperless option for the In-Pew Process.
- **18%** took advantage of OMA's assistance in collecting outstanding pledges.