

Maximize Your Outreach and Church Growth

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ParishSOFT®
Celebrating 20 Years of Service



Today's Agenda

Church climate

Growth opportunities

Outreach endeavors

Leveraging ParishSoft's data

Additional details

What's next?

Church Climate

- Diocesan Priests
 - 1995: 32,349
 - 2015: 25,868
- Parishes
 - 1995: 19,331
 - 2015: 17,337
- Parishes w/o resident priest/pastor
 - 1995: 2,161
 - 2015: 3,533



Church Climate

- Former Catholics
 - 1995: 17.3m
 - 2015: 25.0m
- Baptisms
 - 1995: 981,444
 - 2015: 693,914
- Persons served by Catholic Charities
 - 1995: 11.129m
 - 2015: 8.547m



Growth Opportunities



- Children
 - Sacrament completion
 - RE attendance
- Young adult
 - Faith continuation
 - Vocation formation
- “Active” families/members
 - New registrants
 - Giving only?

Outreach

- Current Families
 - Missing sacraments
 - Children in RE
 - High donors
 - Newly registered
- Community
 - Unregistered
 - Visitors



Leveraging ParishSoft appropriately

- Professional career
 - Accounting
 - Executive
 - Lawyer
 - Security
- College aged/local
 - Music
 - Mentorship
- Empty nesters



Additional Details

- My Own Church
- Pre-filled registration forms
 - Dr. office example
- Online forms
 - ParishSoft Giving/Wufoo/Google Forms
 - Random questions (rotate)

Now What?

- Engage, don't 'talk to'
 - Dynamic speaking
 - Prayerful consideration
 - Invite them to visit websites:
 - Facebook page
 - Parish/diocese website
- Feedback loop
 - Second collections
 - Campaign updates
 - Mission appeals



QUESTIONS?

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Thank you!

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