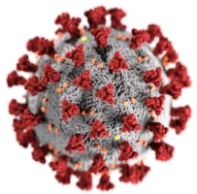
PSG
PRENGER SOLUTIONS GROUP



Global pandemic
Public Masses cancelled
Economy stops

PHASE 1
"The Bump"

A spike in emergency giving that peaks at Easter, then a rapid drop

Parishes that acted quickly & followed best practices

Parishes that did nothing

PHASE 2
"The Slump"

4-6 months of lower-than-normal giving and budget shortfalls

The "slump" will more than erase gains from the previous "bump" in giving

...though parishes with lots of online donors will see less of a slump

Baseline parish giving

Giving will be much lower at parishes that don't increase communication and outreach

PHASE 3
"The Surge"

Giving recovers and erases the shortfall, led by major donors and year-end giving

Year-end giving

Limited recovery if the parish hasn't done well in previous phases

The New Normal

Higher sustained giving than *before* the crisis IF the parish is effective in phases 1-3

???

Mid March – Easter | Easter – September | September – December | 2021 and beyond

Credit: Jeff Brooks Fundraising