

## *Mass Announcement Talking Points*



Many of you are aware and take advantage of the convenience of electronic giving to our parish and we are grateful for that. We believe it is time to upgrade to a more streamlined online provider for our eGiving needs through *Faith Direct*. You should be receiving a letter and/or email to guide you through that two minute process to continue your gifts uninterrupted. For those of you who have yet to join us in giving online, I strongly encourage you to do so. Here's why:

The *Faith Direct* program gives you:

- A convenient and consistent way to support St. Ann by electing to use direct debit from your bank or credit card account.
- The opportunity to support our parish even if you are absent from Mass for travel or illness.
- A solution to a situation I know many families face on their way to Mass: where did I put my envelopes?!

With the support of the parish finance council, we have selected the *Faith Direct* program for many reasons, including:

- For 10 years, *Faith Direct* has worked with hundreds of Catholic parishes throughout the United States and is recognized as the leading eGiving program.
- *Faith Direct* provides the critical third party security needed for this new way of parish support: this limits the liability for our parish and keeps your information in secure hands.

### How does it work?

You can visit [faithdirect.net](http://faithdirect.net) and enroll securely online.

- For those of you who would not be comfortable going online, you can still enroll in this program by completing an enrollment form (hold one up.)
- You can elect to have your specified bank or credit card account debited on either the 4<sup>th</sup> or 15<sup>th</sup> of the month for both offertory and any second collections you support.
- Parishioners can elect to receive "offertory cards" in lieu of envelopes to be placed in the collection basket.

### *A few other considerations:*

- Many of you have requested we put this type of program in place: I have complete confidence in *Faith Direct* and will be enrolling myself.
- As a parish, we can collectively go "green" by eliminating the many wasteful envelopes that go unused.
- There is no charge to parishioners for enrolling. In fact, every family signing up with *Faith Direct* means one less package of envelopes to print and mail out – and that will mean savings for St. Ann, which we can use to further expand our ministries throughout our community.

- We consider *Faith Direct* to be a “win-win” program for both parishioners and our parish. I strongly encourage you to enroll in this program today. I am grateful for your financial and prayerful support of our parish.