

Empowering the Church for Today's Challenges

November 4-5, 2020

ParishSOFT
by Ministry Brands™

FAITH DIRECT®
by Ministry Brands™

Introduction and Welcome

November 4, 2020

Hello!



**I am Brad Otto, General Manager at Faith Direct
and Senior Vice President at Ministry Brands**

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Hello!



I am Paul Knickelbein, General Manager at
ParishSOFT

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When you first informed us of the Roadshow concept we thought it was a good idea and wanted to get on board. Now that it is over, it actually exceeded our expectations as the workshops benefited our parishes in many ways. From the perspective of the diocese, and I can say also any parish who attended, when you look at cost and the quality of the content, the value was excellent.

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Conference Schedule

November 4, 2020

Offertory Recovery

- 11:30 AM – 12:30 PM EST
 - Mike Walsh, Faith Direct
- Recent parish trends since March 2020
- Keys to recovering offertory
- Effective communication & tools to support your message

Digital Tools for Enhanced Communication

■ 12:30 – 2:00 PM EST

■ Carrie Teardo & Sean Dunster, Ministry Brands

■ ParishCast

■ MinistryOne

■ Church Streaming

Some exciting options for your parish to move forward!

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Break

■ 2:00 – 3:00 PM EST

Preserving the Faith in an Online Space

- 3:00 – 4:00 PM EST
 - Jonathan Deatherage
- Parish website best practices
- Improving online presence to attract visitors
- How to inform parishioners and guests

10 Simple Ways to Maximize Your End-of-Year Donations

■ 4:00 – 5:00 PM EST

■ Violeta Tamayo, Faith Direct & Nancy Lambert, ParishSOFT

■ Messaging for the appropriate audience

■ Setting goals & providing progress updates

■ Relationship building with donors

Tomorrow's Schedule

November 5, 2020

Product Roadmap

- 11:15 AM – 12:30 PM EST
 - Ted Zettel, ParishSOFT & Lauren Fenske, Faith Direct
- The Direction of the Faith Direct and ParishSoft products
- What is new and exciting?

Virtual Education for Today and the Future

■ 12:30 – 2:00 PM EST

■ Aldor Delp & Jessica McDouall

■ The impact of today's challenges on Catholic education

■ How school leaders must shift their mind set

■ The tools to help you adapt

Safety in Ministry

■ 3:00 – 4:00 PM EST

■ Ryan Carter, Protect My Ministry

■ Preparing for both the expected and unexpected emergencies

■ Obligations and policy around Background Checks

■ Adapting to today's virtual environment

Ask the Expert

■ 4:00 – 5:00 PM EST

■ Cristina Pepper, ParishSOFT

■ Answer your questions live!

■ Give you resources, tips and tricks to be able to better use your software



Prayer

“Rejoice always. Pray without ceasing. In all circumstances give thanks, for this is the will of God for you in Christ Jesus.”

-I Thessalonians 4:16-18

Thanks!



**Any questions about this event?
Contact Annette Gannon at:
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