

encounter

Lent

Encounter ourselves.
Encounter our neighbors.
Encounter our God.

Thank You!!

Our Lenten season of prayer, fasting and almsgiving has ended, giving way to the joy of the Easter season!

As we celebrate Easter joy, we wanted to take a moment to say, thank you! We are so grateful for your coordination, outreach and support before, during and after this Lenten season. We hope that Lent, throughout the faith communities in your diocese, was a time of encounter and transformation—bearing fruit for our relationships with God and neighbor.

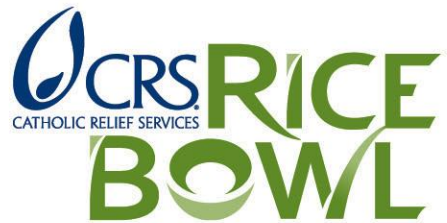
2017 Digital Engagement Highlights

Throughout the season of Lent, our CRS Rice Bowl and Marketing/Communications teams have been tracking and analyzing digital engagement across a variety of platforms. We thought we would share a couple of highlights with you!

We set goals to increase our Facebook engagement in terms of comments, shares, likes and reach by 20% and ended up increasing our growth by an average of 150% for each of those interactions. We also expanded our reach on Twitter by 35% in terms of non-CRS account impressions!

Our email campaigns also exceed industry standards in terms of open-rate and click-thru rates, driving a substantial amount of traffic to our website.

Thank you for engaging with our various platforms! We look forward to producing more opportunities to encounter Lent in the digital space next year.



NEWSLETTER
MAY & JUNE 2017

Thank You Resources

Here are some ways to thank participants in your community:

- Adapt the [Bishop's Thank You Letter](#) to send to parishes and schools.
- Print out and personalize the [Certificate of Appreciation](#) to recognize and give thanks to participating organizations.
- Request a [Thank You ad](#) for your diocesan paper
- Share our Thank you [video](#)



2017 Survey

Although Lent 2017 just ended, we've already begun preparing for Lent 2018.

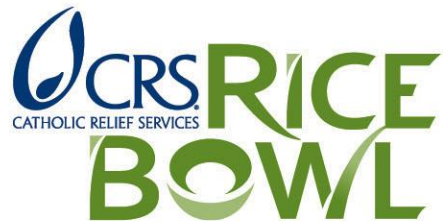
If you have follow-up communications with parishes and schools who participated in CRS Rice Bowl this year, please consider asking them take our 2017 survey so we can make Lent 2018 an even better experience through CRS Rice Bowl.

You can simply direct people to crsricebowl.org/survey.

crsricebowl.org
crsplatodearroz.org

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Revenue Reporting

Process

As you begin to receive Lenten gifts from parishes and schools, we wanted to share that we've updated a few tools for diocesan staff engaged in tracking, administering and facilitating the revenue process in a diocese.

Here are some of those tools we'd like to invite you to use and share with diocesan finance offices and others regarding the revenue reporting process for CRS Rice Bowl:

- [Revenue Stewardship Policy](#) PDF
- [CRS Collection vs. CRS Rice Bowl](#) PDF
- [Administering the local 25%](#) PDF

2018 Order Updates

This year's 'Thank You' mailing to all participating organizations included a poster for communities to hang and celebrate their community's participation in CRS Rice Bowl this Lent. For organizations that are responsible for updating their orders, it also included important 2018 order updating information.

Participating parishes and schools were instructed to update their orders by returning the **pre-paid postcard** on their mailer, calling 1-800-222-0025 or by going to crsricebowl.org/order.

DDs responsible for updating orders for participating organizations in their dioceses via a **spreadsheet** will receive the spreadsheet from the CRS Rice Bowl team in mid-May.

Spreadsheets with order updates are due back to the CRS Rice Bowl team on Friday, August 25th.

Turning in Lenten Alms

Please encourage the parishes and schools in your (arch)diocese to send their 2017 contributions to your Diocesan Finance Office or to CRS directly via the CRS Rice Bowl [website](#), app or by mail **with contributions designated to 'CRS Rice Bowl.'**

Collect all of your contributions, retain 25% of the total to use in your (arch)diocese for local hunger and poverty alleviation efforts, and send 75% of the total to CRS, clearly marked as "CRS Rice Bowl" to:

Catholic Relief Services
Attn: CRS Rice Bowl
P.O. Box 17090
Baltimore, MD 21297-0303

Reporting Form Webinar

This year's Revenue Reporting Form has been updated and is available [here](#).

Interested hearing how to walk through the form? We recorded a [webinar](#) available at crsricebowl.org/revenue.



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