



INCREASED
OFFERTORY
PROGRAM

INCREASED OFFERTORY FOR YOUR PARISH.

As a pastor or business manager, you are challenged to maintain smooth operations for the organization. Achieve your objective with the Increased Offertory Program from OSV. We provide a complete program to implement with the appropriate focus on culture and ongoing mission in your parish.

- Reinforce unity between financial commitments and parish mission
- Increase engagement of the parish community
- Activate the all-inclusive service
- Print and digital materials customized for your parish
- Realize increases an average of 8-12% for year 1 OVER last year's
- Experience the benefit of the OSV Guarantee

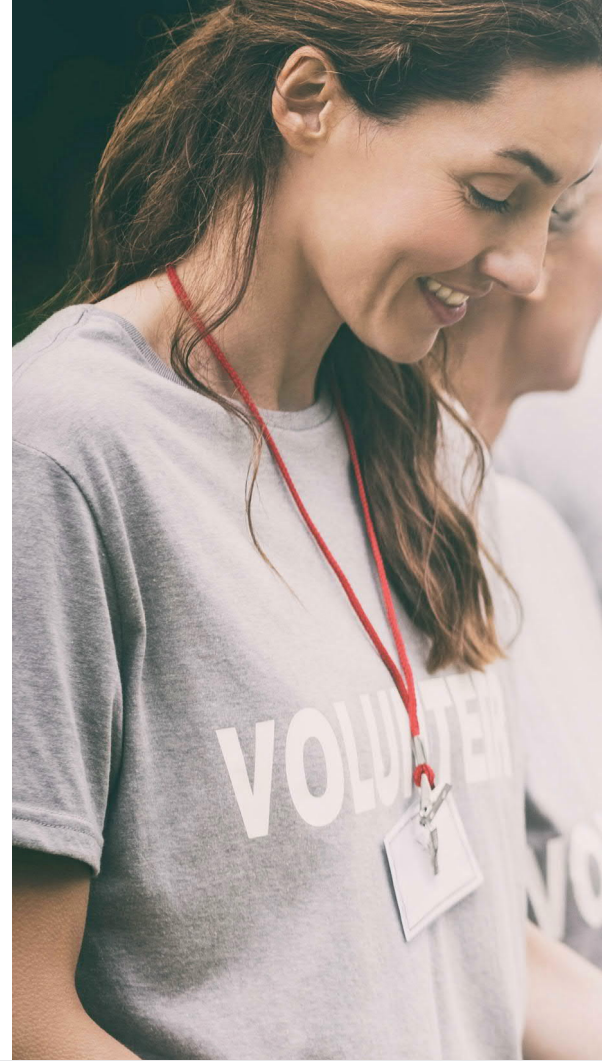


Call OSV today for more information, or set up your first consultation: **800.348.2886 ext. 3000**

FLEXIBLE AND TURNKEY.

OSV Increased Offertory Program is designed to minimize the burden on parish staff while implementing a professional program to **increase contributions**. The OSV Team will guide you through the process and the full program. We also work with you to **sustain the results** through all of your offertory tools, ranging from offering envelopes to Online Giving.

OSV provides complete offertory programs, stewardship services and campaign and appeal fulfillment services for parishes, missions, dioceses and other Catholic organizations. Our product and service offerings combine the use of **technology** with envelope and communications programs to provide you with the **flexibility** to adapt to the needs of your community.



1

Step 1/PLANNING

The process begins with a **launch consultation** on-site or via phone as necessary to understand the dynamics of the parish as well as set goals. A **review** of the program as well as the elements of the program tools takes place, including website tools, Online Giving, envelopes and various communications. OSV will work with the parish staff to segment parish groups for **targeted approach** and **identify key lay witnesses** to participate in the program.

2

Step 2/LETTER MAILING

This phase will be customized to your parish needs based on learnings from the planning phase, but often involves three main elements.

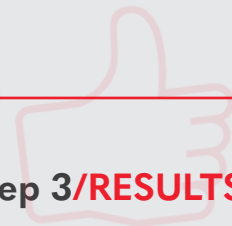
- **2.1 - LAUNCH FOR MAILING**
 - **A full color program** brochure outlining the goals of the program is mailed to all parishioners one week prior to Commitment Sunday
 - **Commitment cards** are mailed in bulk to the parish to be used for in-pew solicitation which typically happens one week after the program brochure is mailed
 - A **lay witness** presents their **personal story** and experience with the parish. They may review the parish needs and review the request for the commitment asking parishioners to use the Commitment Card in the pews to note their level of commitment. In general, **25-35%** of commitments will occur at this time.



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3



Step 3/RESULTS

- A **summary report** outlining the results is prepared by OSV
- Your **personal OSV consultant** will review results with you during the process as well as after the program
- Additional **action recommendations** will be discussed as needed
- **Thank you letters personalized** to each parishioner from the pastor are fully created by OSV

2.2 - INTRO LETTER

- An **introductory letter** requesting commitment is mailed to all parishioners who did not return a commitment card on Commitment Sunday
- Various letter versions are available and are **personalized** to the parishioner
- **Printing and full preparation** is done by OSV but delivered to the church to be mailed from the local US Post Office

2.3 - "THE ASK" LETTER

- A **second letter** requesting commitment is mailed to all parishioners who have not responded
- Various letter versions are available and are **personalized** to the parishioner
- **Printing and full preparation** is done by OSV but delivered to the church to be mailed from the local US Post Office



GUARANTEED SUCCESS.

Most parishes recover their initial costs even before they have completed all the mailings for the program. However, should your program return less than the program fee, OSV will reduce the invoice for the service to a total no more than the revenue generated, **eliminating any risk.**

“ **The Increased Offertory program from OSV has made people reevaluate their commitment to the Church.** We used the program to reach out to people and get them involved with the church’s ministries; to tell people to come back to the Church. It was a positive thing that people realize they can make a difference in the Church. Our final results with the Increased Offertory program exceeded our expectations.

Karene Feltner
St. Theresa the Little Flower,
Summerville, SC



TO SERVE THE CHURCH.