

Increased  
Offertory



# Increased Offertory

## Realize your parish potential

As pastor or business manager, you are challenged to maintain smooth operations for the organization. While pastoral associates and religious education directors work to engage parishioners in our Faith and in the mission of the parish, you must occasionally make a specific request for additional financial contributions so the parish can realize its full potential.

Achieve your objective with the Increased Offertory program from Our Sunday Visitor. We provide a complete program to help you implement your plan, with the appropriate focus for the culture and ongoing mission of your parish.

### Distinctions:

- We provide a complete portfolio of electronic and printed solutions for churches, schools and dioceses from a company with a deep understanding of Catholic operations.
- The OSV Increased Offertory Program has proven to increase financial gifts. This program coupled with our Online Giving program and our envelope mail service work together to sustain offertory over time. Our materials foster parishioner engagement while increasing offertory.
- We make it easy for you by managing the entire process. Our Sunday Visitor Offertory Solutions provides solutions for communication, offertory, parish and diocesan operations, stewardship and the Catholic community.

*In our second year...OSV has helped us establish a more substantial financial base to support our mission and operations. The combination of OSV's Increased Offertory Program and the use of OSV envelopes and Online Giving has helped us to identify our members, ensure their commitment to the parish and provide us with another means of communicating with them.*

—Reverend Norm Tanck, CSB, pastor,  
Blessed Kateri Tekakwitha Parish,  
Rochester, NY

### Uses:

- Renew parishioner awareness of parish programs and mission
- Refresh levels of financial commitment
- Reinforce the relationship between financial commitments and parish mission
- Gauge the spiritual health and engagement of the parish community

### Features:

- All-inclusive service
- Color program brochure announcing the program
- Customizable request letters which are designed to support your parish message
- Materials for in-pew request
- Contribution recording service, and status reporting
- Thank you letters
- Color summary report



**Our Sunday Visitor**

Enriching Parishes...Enhancing Community

[www.osvoffertory.com](http://www.osvoffertory.com)



### Balanced Message

Strike the right balance with your request for increased contributions. Parishioners need to understand what is expected and required, and the parish must make the connection to mission through transparent reporting and tangible results. The Increased Offertory program from Our Sunday Visitor provides the tools so you can focus on the message for your church. Leave the rest to us to carry out the program and deliver results.

You may wish to focus on engagement and prayerful giving. You may select from letters that focus on the basics of stewardship and giving, or letters that more expressly request an increased financial commitment.

### Total Service

The Increased Offertory program provides your parish with complete service including consulting, printing, mail services, list management and recorded results. You can count on our expertise with offertory and with communication services.

We work with you to coordinate the message so you can reinforce the program through your web site, offering envelopes, and Online Giving. The consistent information, reinforced in multiple ways, can help you sustain your results over time.

### Get started today

To learn more about Increased Offertory from Our Sunday Visitor, call us now, 800-348-2886, and let us help you put the power of an online presence to work for you.

### Increased Offertory Process

Our consultants will work with your parish staff so that you are comfortable selecting the list of parishioner mailing addresses and the appropriate parishioner letter groups. We will also help you set the timing of your program. Once the initial list is provided and schedule is in place, Our Sunday Visitor will create your materials and letters and manage the process.

Your parishioners will receive a program brochure outlining your program and your request. This is typically followed within the next week by a request at Mass. Our Sunday Visitor provides you the materials for this 'Commitment Sunday'. In addition, we can work with you on the attributes and selection for your lay witness. We print and mail two follow up letters to those parishioners who have not responded to the request. During this time we also send Thank You letters to all parishioners who submit a Commitment Card.

The final communication is a summary report which highlights the results of the program for all parishioners.

### Proven Results

The Increased Offertory program typically results in a 25 to 30% increase in contributions. Our Sunday Visitor will support your parish so you

can be confident that your base costs are covered. With our full range of products and services we can help you sustain contributions plus build a connected and engaged community of parishioners.

### Guarantee

Most parishes recover their initial costs before they have completed all the mailings for the program. OSV recognizes that this program is critical to your parish, so we offer the following:

Your parish should more than recover the base cost of the program in four months or fewer from funds generated as a result of Increased Offertory Program. If the program returns deliver less than the program fee over the four month period, then OSV will reduce the invoiced amount to a total no more than the new revenue generated over the four month period. The difference will be credited back to the parish.



Learn more about our Increased Offertory Program

Our Sunday Visitor serves millions of Catholics worldwide through its publishing, offertory and communication services. Established in 1912 by a local parish priest, Our Sunday Visitor has grown into the nation's largest supplier of offering envelopes, parish and diocesan mailings, books, periodicals, address management, online giving, websites, and stewardship services. Our Sunday Visitor is a not-for-profit organization, donating a portion of net earnings back to the Catholic community through the OSV Institute.

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