



FOR IMMEDIATE RELEASE

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Contact: Terry Poplava
Director of Marketing, Sales & Customer Service
Tel: (800) 348-2886 ext. 2254

OUR SUNDAY VISITOR OFFERTORY SOLUTIONS ANNOUNCES PROGRAM TO INCREASE OFFERTORY

Total Solution can incorporate new Record of Contribution Cards

HUNTINGTON, IN – Parish staff members from across the country rely on Our Sunday Visitor Offertory Solutions products and services to help them make it easy for parishioners to contribute financially and spiritually to the parish. The new “Increased Offertory Program” from Our Sunday Visitor Offertory Solutions provides parishes a service that brings focus to financial giving and to the greater purpose of the parish.

The Increased Offertory Program is designed as a complete offering, which minimizes the impact to the parish staff and the pastor. The program is implemented over 4 to 6 weeks and is comprised of consulting, printed and mailed communications, recording and reporting services. Results from parishes have confirmed 25% or more increase in committed contributions.

“It’s critical to be able to sustain the contributions committed during the Increased Offertory Program”, says Joanie Lewis, OSV Parish and Diocesan Consultant, “ We accomplish that by coordinating detailed plans with offering envelopes and Online Giving. We work with the parish to use all these tools to help engage parishioners in the mission of the parish.”

Once a parish expresses interest in the program, the Our Sunday Visitor team works with the parish to set the appropriate use of the program and the total communication plan. The consultants gain a thorough understanding of the good works of the parish and the focus for the future. They help to assess how to get the most impact out of any products or services the parish may already be using, and work as needed with lay witness speakers. Our Sunday Visitor provides all the service to print and mail materials, and to record the commitment amounts and report against history.

Reverend Norm Tanck, CSB, pastor of Blessed Kateri Tekakwitha Parish in Rochester, NY explains: “Blessed Kateri Tekakwitha Parish is in its second year as a new parish created by merging five suburban parishes into one. In our second year, despite all the difficulties encountered in merging parishes, 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.”



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Our Sunday Visitor also is adding a new feature to its envelope periodic mailing service. The Record of Contribution card may be used to report regular contributions. It has also become a valuable added feature to the Increased Offertory Program. The card is inserted in the mailed envelope packet.

“Our new Record of Contribution Card insert for offering envelope packets adds a big impact,” notes Matt Adams, OSV Parish and Diocesan Consultant. “This new feature of our envelope mailing service can be used to report parishioner contributions to their pledge.”

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About Our Sunday Visitor

Our Sunday Visitor serves millions of Catholics worldwide through its publishing, offertory and communication services. Established in 1912 by a local priest, Our Sunday Visitor has grown into the nation’s largest supplier of offering envelopes, parish and diocesan mailings, books, periodicals, curriculum, address management, Online Giving, websites and stewardship services. Our Sunday Visitor is a not-for-profit organization, returning a portion of net earnings back to the Catholic community through the OSV Institute. For more information, visit the Web site, www.osvoffertorysolutions.com.