

Our Sunday Visitor

Enriching Parishes...Enhancing Community

www.osvenvelopes.com

FOR IMMEDIATE RELEASE

May, 2009

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INCREASE CHURCH OFFERTORY WITH OSV LOAVES + FISHES: A PROCESS FOR OFFERTORY ENHANCEMENT

HUNTINGTON, IN – Many parishes find it difficult asking parishioners to increase their offertory contributions. This is especially true during tough economic times; yet, in most churches expenses quickly exceed their income. In response to this challenge, Our Sunday Visitor partnered with Reverend Daniel Mahan, Executive Director of the Marian College of Catholic Stewardship, to develop *Loaves + Fishes: A Process for Offertory Enhancement* in order to foster greater giving in parishes.

Through the *Process for Offertory Enhancement*, parishes examine all stages of parish life including finances, Sacramental data, and the activities and accomplishments of important parish ministries. This information is then provided in a “State of the Parish” report and shared with all parishioners. The Report demonstrates accountability and builds trust in addition to communicating the mission and vision of the Parish for the upcoming year.

Churches using the *Process for Offertory Enhancement* will learn valuable information about their parish, especially while compiling the data for the State of the Parish Report. This is a vital starting point for an increased offertory effort, and the piece is unique to OSV’s offertory enhancement process. Discover the truth that parishioners who don’t know or trust how their current gifts are used are unlikely to increase those gifts. This step invites all to invest in their faith while fulfilling their inherent need to give.

Other supporting components to this 10-week process include custom letters segmented for parishioner participation, homily assistance, a pamphlet personalized with the parish name and contact information, prayer intentions, announcements and bulletin notices, project management, consulting services, prayer cards, and a guide assisting the parish about the essential steps that must take place once the initiative is complete in order to sustain the increase in offertory.

Parishes implementing *A Process for Offertory Enhancement* initially experience offertory growth of 15% to 20%, with the increase leveling off a little over 10% after one year. The churches also realize a surge in new offertory donors.

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OSV's over 95 years of offertory expertise and dedication to serving the Catholic Church, combined with state-of-the-art manufacturing, printing, and mailing capabilities enables *Loaves + Fishes: A Process for Offertory Enhancement* to act as a complete resource at both parish and diocesan-wide levels.

To learn more about how OSV's *Loaves + Fishes: A Process for Offertory Enhancement* will work to further the mission of a parish or arch/diocese, call 800-348-2886, or visit www.osvenvelopes.com.

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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 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 news from Our Sunday Visitor, visit <http://www.osvenvelopes.com>.