Many parishes find it difficult asking parishioners to increase their contributions given in the offertory; yet, in most churches, expenses are quickly exceeding their income! In response to this challenge, Our Sunday Visitor partnered with Reverend Daniel Mahan, Executive Director of the Marian College Center for Catholic Stewardship, to develop Loaves + Fishes: A Process for Offertory Enhancement™.

**USES:**
- Increases offertory contributions and advances the ministries of the parish
- Enhances the vibrancy of parish life by securing commitments from parishioners as well as increases their involvement
- Implements principles and practices of stewardship beginning with the inherent need parishioners have to give back
- Assists parish staff with balancing the budget
- Demonstrates prudent use of and accountability for all parishioner gifts to the church
- Helps the parish identify actively involved parishioners as well as those only registered
- Communicates to parishioners the mission and vision of their parish and where they fit into the big picture

**FEATURES:**
- A “State of the Parish” report detailing parishioners’ gifts of time, talent and treasure given to the Parish and how those gifts were used in service to others
- Homily assistance for priests to use during the process
- Bulletin announcements continue the message of offertory enhancement and update parishioners on the status of the process
- Intentions to be read during the Prayers of the Faithful
- Sample messages to print on offering envelopes reinforcing the concepts
- Customizable letters asking parishioners to consider increasing their weekly offertory gift in response to the blessings they’ve received from God
- “Next Steps” instructions helping parishes to continue teaching stewardship and the responsibilities of a disciple

“Collaborating with the OSV team was a blessing as they helped us in the step-by-step program to bring the message of Stewardship to our parishioners. The program was very effective as our offerings increased by 18%!

Our Loaves + Fishes™ experience inspired our parish to begin a focused process of becoming a Stewardship Parish and has led to a Stewardship Council and a more consistent Stewardship message in our parish. The fruits of this experience are even more significant in these difficult economic times as our most recent financial reports show our weekly offerings exceeding our offertory budget for the first seven months of the year at 101.1%!”

Christine Whitten
Church of the Resurrection
Escondido, CA
**BENEFITS:**

**Assessment**

Parishes are encouraged to examine the status of parish life including finances, Sacramental data, and activities of key ministries and share this information with all parishioners in an annual report format. This step demonstrates accountability and builds trust, in addition to communicating the mission and vision of the Parish for the upcoming year. If parishioners do not know or trust how their current gifts are used, they are not likely to increase those gifts. Revealing the mission of the parish and how gifts are shared in the community invites parishioners to invest in their faith for the benefit of all. The personal witness of the pastor, staff and all parish leadership is critical to the success of any effort, especially an offertory enhancement process.

**Implementation**

The importance of how this effort is implemented cannot be understated. Our Sunday Visitor’s staff and experience with the process are critical to ensuring success. Our team is prepared to work alongside the parish staff walking them through every step in order to yield both an increase in the offertory and teach a greater sense of responsible stewardship. Parishes using Our Sunday Visitor’s Loaves + Fishes: A Process for Offertory Enhancement™ experience a spike in giving of 35% or more for the first several months, with a sustained rate increase of over 10% after one year.

**Support**

Our Sunday Visitor’s over 95 years of experience working with parishes to maximize their offertory tells us support for staff members during the effort is essential, as we understand this concept and course of action are new for nearly every parish office we work with. To answer this need, we built project management and consulting services into this initiative. Our trained consultants are prepared to answer any question that may arise. These letters, and all supporting materials and services, were created to teach parishioners how giving in response to their blessings satisfies their inherent need to give while giving generously to the needs of their parish.

**Follow Up**

As with any program, the physical Loaves + Fishes: A Process for Offertory Enhancement™ has an end date, but it does not mean that the parishioners can discontinue giving, or that the parish must finish teaching stewardship. In fact, quite the contrary! Following the suggestions provided in the Next Steps portion of the Process ensures continued greater giving to all areas of parish life with each new fiscal year.

**Supplementary Products and Services**

Our Sunday Visitor offers many additional products and services designed to encourage and support the messages of our Loaves + Fishes: A Process for Offertory Enhancement™. From our offering envelopes, newsletters, pamphlets, consulting services, and communication strategies to our Loaves + Fishes: A Process for Stewardship Renewal™, all areas of enriching the church community are covered prolonging the growth in vibrancy your parish will experience.

**Get started today**

To learn more about Our Sunday Visitor’s Loaves + Fishes: A Process for Offertory Enhancement™, call us now at 800-348-2886 to start an increase in giving today!

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, donating a portion of net earnings back to the Catholic community through the OSV Institute.

**DISTINCTIONS:**

- An instruction guide, project management and consulting services are all included, ensuring the effectiveness and timeliness of the process
- Our State of the Parish Report as the first step is a critical component to launching any successful increased offertory effort
- With 95 years of experience to back us up, Our Sunday Visitor knows the joys and struggles of parish life - We stand ready to help the parish through any situation or concern that develops