



Catholic Foundation

1988 - 2016

Four Fundraising Trends in Catholic Fundraising

Trend #1

Envelope users are the key to a successful Increased Offertory Program. Creating a tone that speaks to consistent givers ensures the most successful campaigns.

Trend #2

Increased Offertory Programs are the best tool in moving non-registered parishioners to register and commit financially to the parish. Typically, Increased Offertory programs yield 2% in new envelope users and on average, new parishioners will commit to giving \$22 per parish per week.

Trend #3

Regardless of economic factors, average weekly increases per parish have held steady at more than 20%. Parishes that continue to move boldly towards fundraising goals regardless of economic circumstances have seen strong results. This is most significantly evidenced through the results of robust Increased Offertory Programs.

Trend #4

Outright gifts are an unexpected and highly impactful outcome of running an Increased Offertory Program. We have found that on average, 17 parishioners will give an outright gift during a campaign.

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