For all who have contracted coronavirus,  
   We pray for care and healing.
For those who are particularly vulnerable,  
   We pray for safety and protection.
For all who experience fear or anxiety,  
   We pray for peace of mind and spirit.
For affected families who are facing difficult decisions between food on the table or public safety,  
   We pray for policies that recognize their plight.
For those who do not have adequate health insurance,  
   We pray that no family will face financial burdens alone.
For those who are afraid to access care due to immigration status,  
   We pray for recognition of the God-given dignity of all.
For our brothers and sisters around the world,  
   We pray for shared solidarity.
For public officials and decisionmakers,  
   We pray for wisdom and guidance.
Father, during this time may your Church be a sign of hope, comfort and love to all.  
   Grant peace.  
   Grant comfort.  
   Grant healing.  
   Be with us, Lord.
Amen.
We Are Here to Help!

Brian C. Doyle
Mission Advancement Officer
Diocese of Toledo
bdoyle@toledodiocese.org
Mobile: 419.250.0082
Office: 419.214.4951

https://toledodiocese.org/page/parish-giving-resources-covid-19
Offertory Recovery & Stabilization Program
Fund-raising Reminders

TO SERVE THE CHURCH

TO SERVE THE CHURCH
Henri Nouwen

*The Spirituality of Fundraising*

“As a form of ministry, fundraising is as spiritual as giving a sermon, entering a time of prayer, visiting the sick, or feeding the hungry.”

Fundraising is:

1. “Not a response to a crisis!”
2. “A way of announcing a vision!”
3. “An invitation to other people to join us in our mission.”

“Fund-raising is proclaiming what we believe in such a way that we offer other people an opportunity to participate with us in our vision and mission. Fund-raising is precisely the opposite of begging. When we seek to raise funds we are not saying, “Please, could you help us out because lately it’s been hard.” Rather, we are declaring, “We have a vision that is amazing and exciting. We are inviting you to invest yourself through the resources that God has given you—your energy, your prayers, and your money—in this work to which God has called us.” Our invitation is clear and confident because we trust that our vision and mission are like “trees planted by streams of water, which yield their fruit in its season, and their leaves do not wither” (Ps. 1:3).
$6 billion annually is estimated to be given by US Catholics to the Sunday Offertory 1.5% of all US philanthropic giving
COVID Donor Support Thoughts

How will COVID-19 impact your giving level?

- 25% plan on increasing giving level
- 54% plan on maintaining giving level

Source: COVID-19 and Philanthropy by Fidelity Charitable
Impact on Fundraising

Fundraising Impact of COVID-19 Survey
by CCS April 20 – May 1, 2020

Religious sector the only sector not expecting an increase in fundraising
What will you do first?

• Dining out 81%
• Going to church 75%
• Working out at the gym 67%
• Going to the beach or lake 62%
• Going to the movies 59%

https://www.linkedin.com/pulse/new-research-shows-top-3-activities-post-covid-world-lisa-w-miller
27%: Faith is Stronger

Americans far more likely to say coronavirus crisis has strengthened their faith, rather than weakened it

% of U.S. adults who say that, as a result of the coronavirus outbreak, their own religious faith has become ...

<table>
<thead>
<tr>
<th></th>
<th>Stronger</th>
<th>Weaker</th>
<th>Hasn’t changed much</th>
<th>Not applicable — I am not a religious person and this hasn’t changed</th>
</tr>
</thead>
<tbody>
<tr>
<td>All U.S. adults</td>
<td>24%</td>
<td>2%</td>
<td>47%</td>
<td>26%</td>
</tr>
<tr>
<td>Christian</td>
<td>35%</td>
<td>2%</td>
<td>58%</td>
<td>5%</td>
</tr>
<tr>
<td>Protestant</td>
<td>38%</td>
<td>2%</td>
<td>56%</td>
<td>4%</td>
</tr>
<tr>
<td>Evangelical</td>
<td>42%</td>
<td>2%</td>
<td>54%</td>
<td>2%</td>
</tr>
<tr>
<td>Mainline</td>
<td>22%</td>
<td></td>
<td>70%</td>
<td>6%</td>
</tr>
<tr>
<td>Historically black</td>
<td>56%</td>
<td>2%</td>
<td>35%</td>
<td>5%</td>
</tr>
<tr>
<td>Catholic</td>
<td>27%</td>
<td>2%</td>
<td>63%</td>
<td>7%</td>
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</table>

New Givers have no education on giving or a strong shared value of the mission

Middle Givers stagnate with no offertory growth

10% are Major Givers

90% of the money

5% of money

5% of money
Fund-raising Reminders

➢ Catholics are responsive and generous

➢ We cannot assume anyone’s capacity to give

➢ Let’s not take the decision making process out of the hands of the donors
It’s All About Mindset

Poor Church
- Stewardship once a year (or less)
- Want to Please
- Fear of Rejection
- Money
- Low Expectation
- Survival
- Facility
- Finished
- Church
- Obligated
- Paying the Bills

Rich Church
- Have a Choice
- Want to Succeed
- Passion for Ministry
- Lives
- Mission
- Service
- Frequent in Worship
- Jesus
- High Expectation
- Changing Lives
- Getting Started

Rich Church, Poor Church: Keys to Effective Financial Ministry, J. Clif Christopher
How Will the Crisis Affect Charitable Giving?

- if GDP declines by 5% this year
- and if charitable giving dips to 1.9% of GDP as it did in the aftermath of the Great Recession
- then we would be looking at a $43 billion drop in giving—in other words, a decrease of 10%

In summary, a drop of 5% in GDP in 2020 should equal a drop of 10% in charitable giving. For most nonprofits, that would be a survivable, if painful, decrease.

Source: Philanthropy Daily April 13, 2020

*Note GDP declined in Q1 2020 alone by 4.8%
Why Offertory Recovery AND Stabilization

• All parishes are working through today’s challenges differently
• Many parishes already have an established annual renewal process in place
• Longer term approach with a recovery option and ongoing offertory growth
Features

- All-inclusive service
- Six week initiative
- Homily Weekend with a mailed, full color program newsletter
- In-Pew Commitment Sunday
- One follow-up encouragement letter
- Recording of outright gifts/commitments and status reporting
- Mailed Thank You letters
- All mailings mailed First Class by the parish so the postmark is local
Week 1 - Homily Weekend and Brochure Mailing

The Senior Pastor will deliver a Homily at all Masses celebrating all the work the parish does and focusing on stories of impact and ministry.

Program Newsletter & Commitment Card Mailing

• Mailed to all parishioners the Friday before the Homily Weekend kicks off
• Serves as a reinforcement to Father’s Homily on Homily Weekend
• Parishioners receive the Commitment Card and are instructed to bring it to Mass on Commitment Weekend.
• A return envelope pre-printed with the parish address is included for those who are unable to be at Mass
CUSTOMIZED NEWSLETTER: FAITH, HOPE & HEALING

H ave Faith

Faith, hope, and healing are essential elements of a vibrant spiritual life. They are the foundation upon which we build our relationship with God and each other. As we navigate through life's challenges, it is important to remain steadfast in our faith. Here are some tips to help you live a life of faith:

- **Faith:**
  - Read the Bible daily.
  - Pray regularly, both privately and with others.
  - Attend church services regularly.
- **Hope:**
  - Focus on the positive aspects of life.
  - Surround yourself with positive influences.
  - Practice gratitude for the blessings in your life.
- **Healing:**
  - Seek professional help when needed.
  - Surround yourself with supportive friends and family.
  - Take care of your body and mind.

ST ay Hopeful

We encourage you to invest time in the Lord's work through prayer, service, and participation in church activities. Your support helps us continue to provide a safe and welcoming environment for everyone.

A id Healing

Our pastoral care team is here to assist you in times of need. We offer confidential counseling, prayer, and other spiritual support. If you are experiencing emotional or physical challenges, please do not hesitate to reach out.

WAYS TO GIVE

We invite you to consider supporting our mission through donations. Your gifts help us continue to minister to those in need and strengthen our community.

FINANCIAL SNAPSHOT

St. Joseph Church
123 South St., Anytown, USA | 555-555-5555 | stjosephchurch.org

2019/2020 Fiscal Year

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Operating Income</td>
<td>$1,359,471</td>
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<tr>
<td>Offertory</td>
<td>$1,359,471</td>
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<tr>
<td>Ministry &amp; Program Income</td>
<td>217,334</td>
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<td>Other Operating Income</td>
<td>112,865</td>
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<td>Total Operating Income</td>
<td>$1,344,830</td>
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<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Operating Expenses</td>
<td>$1,344,830</td>
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<tr>
<td>Salary &amp; Benefits</td>
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<td>General Operating Expenses</td>
<td>249,672</td>
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<td>Ministry &amp; Program Expenses</td>
<td>342,118</td>
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<td>Facility Expenses</td>
<td>225,131</td>
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<tr>
<td>Total Operating Surplus/Deficit</td>
<td>$5,000</td>
</tr>
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</table>

ELECTRONIC GIVING

Electronic giving is a convenient, safe, and secure way to give to our parish directly from your bank account or credit card. Visit our website at stjosephchurch.org to set up or modify your electronic giving plan.

OFFERING ENVELOPES

Offering envelopes continue to be a traditional way to support our parish. Simply drop them into the collection plate or mail to the parish office.

STOCK OPTIONS

Donation of stocks or stock options is another easy way to make a contribution, with tax advantages for donors. Contact the parish office for more information.

"Use of our resources and our strength, an ever-present help in distress." — Psalm 46:1
Sample Commitment Card - Option 1

COMMITMENT CARD

Yes, I/We prayerfully intend to support my parish as follows: (please complete all check boxes below that apply)

1. I want to help my parish recover by offering a one-time gift of $__________
   - AND -

2. I want to renew my *Sunday Offertory* commitment to my parish by giving $__________ *Please choose one:* □ Weekly □ Monthly □ Annually

Church Name
City, State

Name__________________________________________

Street Address__________________________________

City, State, Zip_________________________ Date__________

Envelope # (if known) ___________________________ Date__________

E-Mail:_________________________________________ Phone:__________________________

□ I want to give electronically. Please send instructions via email.

□ Contact me about including the parish in my estate planning.

□ I need assistance, please contact me.

□ I/We are new to the parish. Please send registration information.

□ I will be praying for my parish.

Thank you for your generous support!
Your new commitment should begin with next Sunday's Offertory.
Sample Commitment Card - Option 2

COMMITMENT CARD

Yes, I/We prayerfully intend to support my parish as follows: (please complete all check boxes below that apply)

I want to renew my **Sunday Offertory** commitment to my parish by giving

$ ___________ Please choose one: □ Weekly □ Monthly □ Annually

Church Name
City, State

Name

Street Address

City, State, Zip

Envelope # (if known) Date

E-Mail: Phone:

☐ I want to give electronically. Please send instructions via email.

☐ Contact me about including the parish in my estate planning.

☐ I need assistance, please contact me.

☐ I/We are new to the parish. Please send registration information.

☐ I will be praying for my parish.

Thank you for your generous support!
Your new commitment should begin with next Sunday’s Offertory.
Sample Commitment Card - Back

PRAYER INTENTIONS

All Prayer
Intentions
submitted will be
included during
the Prayer of the
Faithful at Mass
on Sunday.
Electronic Commitment Card

Envelope #

Title

First Name

Last Name

Street Address

City

State

Zip

Email

Phone

I/We prayerfully intend to support my parish as follows:

I want to help my parish recover by offering a one-time gift of:

$ Amount

-AND-

I want to renew my Sunday Offertory commitment to my parish by giving:

Gift Frequency

Select your option

$ Amount

Thank you for your generous support!

Your new commitment should begin with next Sunday’s Offertory.

What’s next?

Currently enrolled in electronic giving?

Please log in to your account by clicking on the link below and update your recurring gift to reflect your new level of commitment.

Not enrolled in electronic giving yet?

Please click on the link below to create a new account and continue your support of the parish mission.

www.electronicgiving.com
Fe, Esperanza y Sanación

“Dios es nuestro refugio y fortaleza, socorro siempre a mano en momentos de angustia.”

Salmos 46:2

Fecha/Date________________________Sobre/Envelope #________________________
Nombre/Name______________________________
Dirección/Address______________________________
Ciudad/City__________________________Estado/State________________________Código Postal/Zip________________________
Teléfono Móvil/Cell________________________
Correo Electrónico/Email________________________
Cantidad Incluida/Amount Enclosed $________________________
Week 2 - In Pew Commitment Weekend

The Senior Pastor will facilitate the In Pew Process after a short homily is delivered reflecting on that week’s Gospel message.

In-Pew Process
• Father introduces the Lay Witness speaker
• A Lay Witness talk is given as a reflection of the person’s faith journey and love of the parish. They will not discuss how much they give to the church! Their talk will bear witness to the JOY they receive from being able to serve and do God’s work in the parish and community
• Father now asks parishioners to “support our offertory recovery and reflect and renew their sacrificial commitment to support the mission of the church”
• Bulk In-Pew Commitment Cards are distributed/in the pews for parishioners to make their financial commitment to the church (if they did not bring their card from home)
• Cards are collected by either allowing the parishioners to present the cards at the altar or having the ushers go around and collect the cards pew by pew
Follow Up Phase - Direct Mailing

Week 4 – Follow-Up Ask Letter Mailing to Non-respondents

- Mailed to all parishioners who did not return a Commitment Card to date
- Personalized to the parishioner and mailed with a First Class stamp
- Letters are fully prepared and sent to the church to be dropped at the local Post Office
- Mailing contains the letter from Father, another Commitment Card, and a return envelope to the church
Thank You Mailing

Thank You Letters

• Administered by OSV to all parishioners who submit a Commitment Card
• Personalized thank you, signature of the pastor
• Sent at the end of the program after all Commitment Cards are sent to OSV for recording
Poster - Front Side

Faith, Hope & Healing

"God is our refuge and our strength, an ever-present help in distress."
Psalm 46:2
Fe, Esperanza y Sanación

“Dios es nuestro refugio y fortaleza, socorro siempre a mano en momentos de angustia.”
Salmos 46:2
Additional Ways OSV Will Help to Promote the Program

- Online Giving Focus
- Website
- Social Media
- Pastor Updates
- Bulletin
- App
- Auto Messaging
- Texts

Promotion on Social Media

Bulletin Promotion
What Does the Church Have to Do?

1. Provide the Items OSV needs in order to put your program materials together
2. Take mailings (letters) to the Post Office when we ship them to you
3. Send OSV your Commitment Cards as indicated on your Program Timeline in the envelope/label we provide to you
4. Use the Bulletin Announcements and Petitions during Prayers of the Faithful each week of the program
5. Conduct Homily weekend with a BANG!
6. Facilitate the In Pew Commitment Weekend with a HOME RUN mentality!
7. Embrace the process and know that God wants you to be successful and the Holy Spirit is with you and your parish!
Let’s Start a Discussion NOW!

- Pricing—we need to have an individual conversation with each parish
- Your OSV Consultants, are ready to begin working with your parish
- We anticipate we will be very busy with these programs! Lock in your date for this fall before we “sell out” of certain Sundays
- Pick your dates: (two consecutive weekends)
  - Week 1: Homily Weekend
  - Week 2: In Pew Commitment Sunday
Remembering before our God and Father your work of faith and labor of love and steadfastness of hope in our Lord Jesus Christ.

1 Thessalonians 1:3
Thank You!
Contact Information

JOANIE LEWIS
Senior Lead Account Executive
(m) 330.507.2577 | (o) 800.348.2886 ext. 2251 | (e) joanielewis@osv.com