



MOVING FORWARD: PARISH STEWARDSHIP RENEWAL

Offertory Restoration and Enhancement Opportunity
A COVID-19 RESPONSE

INTRODUCTION

The Catholic Foundation of Greater Philadelphia (CFGF) is offering the parishes of the Archdiocese of Philadelphia an opportunity to participate in a customized and individualized offertory restoration and enhancement opportunity. The **MOVING FORWARD: PARISH STEWARDSHIP RENEWAL** is an initiative that CFGF offers to parishes, but your parishioners will only see the custom approach that we develop for your specific parish community.

ADDRESSING THE NEED

To address both the short and long-term effects of COVID-19 on our parish offertories, CFGF will provide multiple phase opportunities and tailored options to address the individual needs of each parish community.

Your parish can choose to participate in **one** or **both** of the following time periods:

- **FALL 2020:** Preparation and solicitation will take place between September and November
- **SPRING 2021:** Preparation and solicitation will take place between March and May

Your parish can choose to participate in **one** or **both** of the following options:

- **RESTORATION:** CFGF will seek to recover lost offertory by assisting in conducting an enhanced annual appeal (block collection) This might be a completely new effort for your parish community, or it might expand on your parish's normal fundraising effort to make up offertory loss or prepare for increased expenses.
 - **ENHANCEMENT:** CFGF will assist in raising the sights of your current offertory through an offertory enhancement program.
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ANNUAL APPEAL VS. OFFERTORY ENHANCEMENT

Annual Appeal

- Results in immediate funds raised
- Online giving is promoted to make a one-time gift, but can encourage future giving through an online platform for weekly offertory
- A strengthened annual appeal can raise the sights of appeals in future years

Offertory Enhancement

- Results are not fully realized until 12 - 18 months later and are dependent on weekly/monthly giving during Mass
- Online giving to weekly offertory is promoted
- Not recommended for year-after-year use, but can keep the door open for future campaigns or appeals

OUR APPROACH



CUSTOMIZATION

Materials unique to the parish, including letterhead and mailing envelope



DIRECT MAIL

Utilization of direct mail: custom letter with tailored request amounts



MULTI-CHANNEL MESSAGING

Continuation of messaging via email, social media and in-person during or after Mass



TRANSPARENCY

Provides details regarding the state of parish finances



ONLINE GIVING

Promotion of online giving



SHARING THE OPPORTUNITY TO GIVE

Providing the opportunity to give to all registered households, with letter messaging customized to participation-level (regular contributor, non-contributor, etc.)



WIDESPREAD AVOCACY

Messaging will be provided for Pastor AND lay leader, such as Stewardship or Finance Council member

OUR SERVICES

- Administrative support and consultation by a CFGP Project Coordinator during preparation and active 8-week phase
- Creation and preparation of promotional materials, which include:
 - Customized request letters (messaging varies depending on appeal vs. offertory)
 - Parish finance update
 - Acknowledgment
 - Response cards / Response envelopes
- Creation of a Program Guide for parish use, including week by week pulpit/bulletin announcements, action items and email content
- Segmentation of registered households into applicable groups (i.e., contributors, non-contributors, etc.)
- Preparation and mailing of two customized and targeted letters to all registered households
- Preparation and mailing of acknowledgment sent to all who respond to the Program
- Provide regular progress updates to parish
- Creation and presentation of a Final Report

PREPARATION

Preparation will take approximately 4-8 weeks. Once an agreement is decided upon, parishes will need to provide:

- Electronic Version of parish stationery
- Pastor's Electronic Signature
- Parish Database for mailing - an overview of required fields will be provided
- Any additional materials or information that CFGP should consider when creating Increased Offertory Program materials

With those items, CFGP will draft all materials and will create recommended custom request amounts. **All elements will be sent to the pastor/parish for review, edits and approval.** Edits might be made to letter drafts, request amounts or the mailing list. CFGP wants to offer you the flexibility and customization necessary for a successful fundraising effort.

SAMPLE TIMETABLE

TIMELINE	ACTION STEP
Week 1	<ul style="list-style-type: none">Letter #1 mails to all parishionersKickoff Weekend: Pastor introduces the Appeal or Program during Mass, making mention of the letter parishioners received
Week 2	Lay Leader Presentation Weekend: A lay leader can share why they give to the Parish and the importance of stewardship in their lives.
Week 3	Electronic Giving Info Weekend: Bulletin information/electronic giving info table at Mass
Week 4	Follow Up Weekend: Celebrant reiterates the thoughts from the lay leader presentation and previous pulpit announcements
Week 5	Update Weekend: Update provided from the pulpit and in the bulletin. Thank all of those who have reflected on and shared their charitable intentions.
Week 6	Follow Up Weekend: Celebrant makes one last appeal for Parishioners to respond
Week 7	<ul style="list-style-type: none">Letter #2 mails to Parishioners who have not responded yetAnother Electronic Giving Info Weekend
Week 8	Thank You Weekend: Along with an acknowledgment sent to all parishioners who respond, Pastor expresses his appreciation and shares the success of the initiative

ASSOCIATED COST

Given the importance of this initiative, CFGP will provide all staff time at no cost to your parish. This includes all research, preparation, coordination and follow up.

Waived staff time total cost: ~~-\$3,085~~

Printing and postage costs: Approximately \$4.00 per mailed household

CFGP has available opportunities to grant all or partial (50%) printing and postage costs based on ability pay. The ability to pay has been assessed in conjunction with the Office for Parish Services. Upon submission of the **MOVING FORWARD: PARISH STEWARDSHIP RENEWAL** participation request, CFGP can inform you of actual printing and postage costs, including any defrayed costs for which your parish is eligible. Please note, the participation request is not a binding agreement. An agreement will be set in place only after you have received information about printing and postage costs.

NEXT STEPS

You can complete the participation request on the following page to move towards an agreement. If you have questions, please contact Emily Gambino at 215.587.5650 or parish@thecfgp.org.

Deadline for fall phase: August 10, 2020 | Deadline for spring phase: February 1, 2021