

You Know Why OSV is How



TO CHAMPION THE CATHOLIC CHURCH




OSV *Challenge*

Let's Innovate Together
FOR THE LOVE OF THE WORLD!



**TO CHAMPION
THE CATHOLIC
CHURCH**

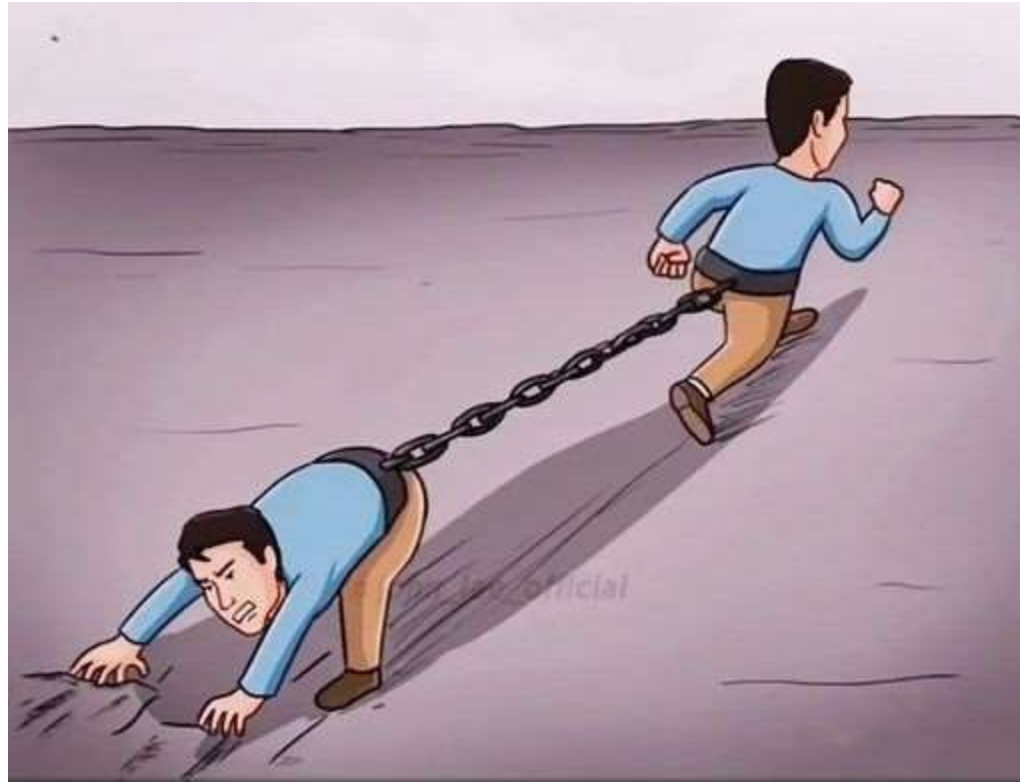


*"INNOVATION AND THE CREATIVE PROCESS
WILL GO ON WITH OR WITHOUT US.
WE NEED TO BE THERE TO CATCH IT AND
GROW THE CHURCH BECAUSE OF IT."*



OSV *Talks*

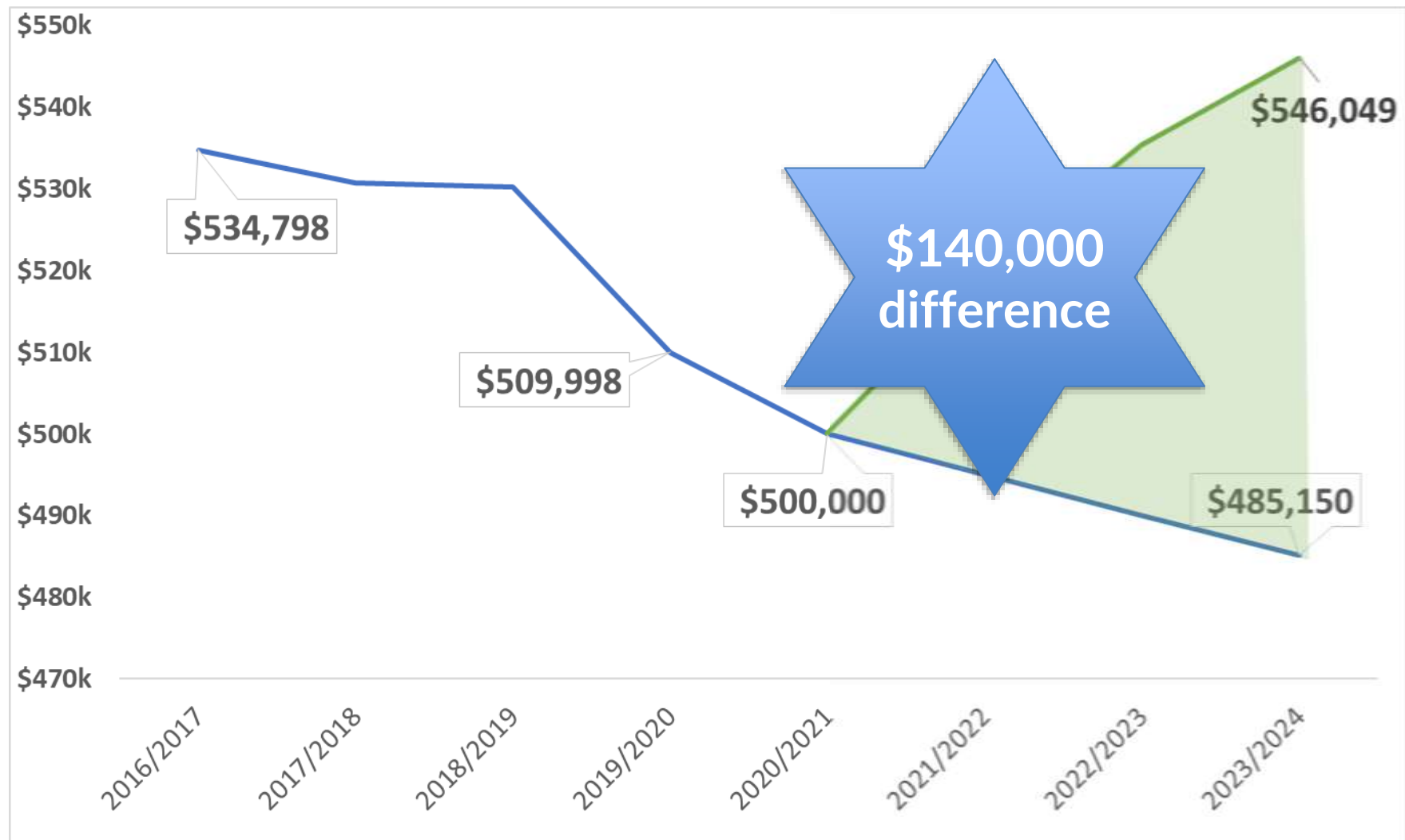
ARCHBISHOP NOLL: A MODEL FOR INNOVATION
KYLE HAMILTON



**YOU CANNOT BECOME WHAT
YOU WANT TO BE BECAUSE
YOU ARE TOO ATTACHED TO
WHAT YOU HAVE BEEN.**



Typical Parish Trend





2022 Giving USA

Individual generosity is
at historic highs...but
the church is falling
behind.

Giving to religion, 1981–2021

(in billions of dollars)



\$484.85 billion

In 2021, Americans gave \$484.85 billion to charity, a 4.0% increase over 2020. Adjusted for inflation, total giving remained relatively flat, with -0.7% growth.

Where did the generosity come from?

Contributions by source

By percentage of the total

67% \$326.87 billion
Giving by Individuals

↑ increased 4.9% over 2020

19% \$90.88 billion
Giving by Foundations

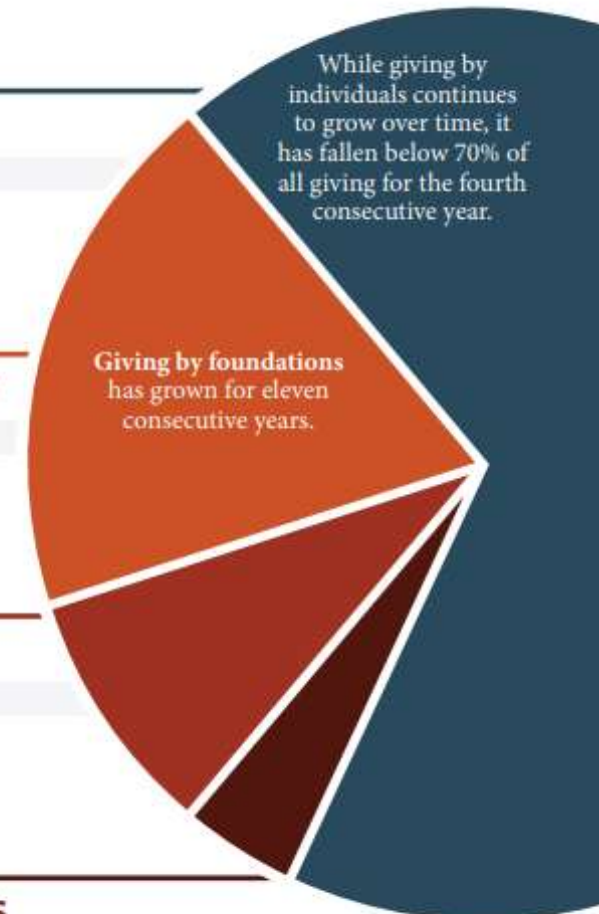
↑ increased 3.4% over 2020

9% \$46.01 billion
Giving by Bequest

↓ decreased 7.3% over 2020

4% \$21.08 billion
Giving by Corporations

↑ increased 23.8% over 2020





2022 Giving USA

Giving to religion, 1981–2021

(in billions of dollars)



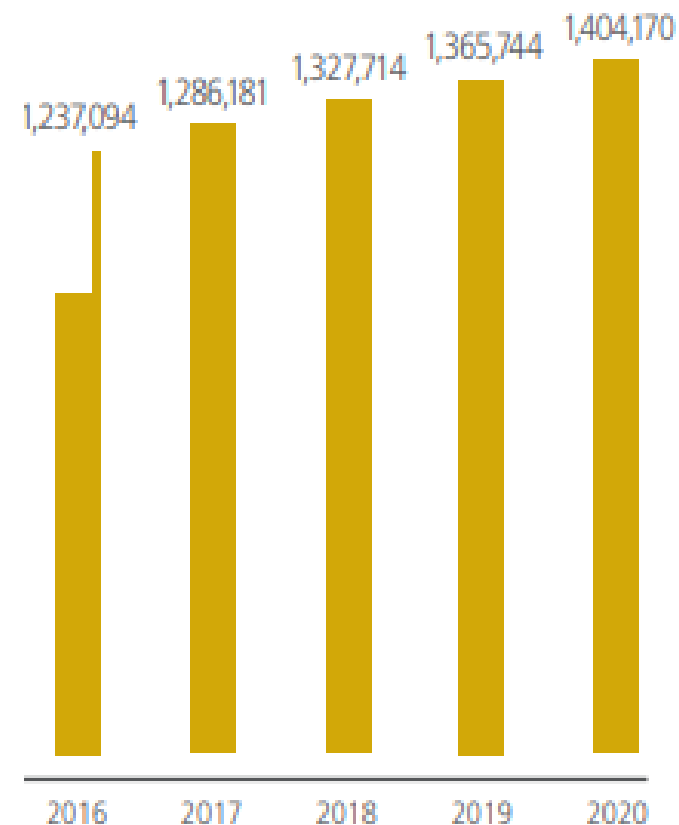


If you don't invite....

THEY WILL...and are

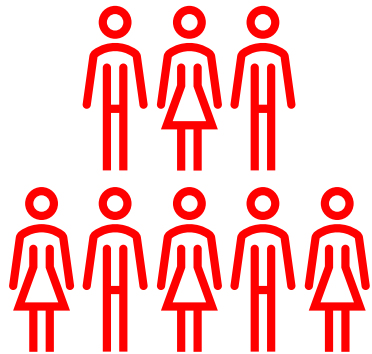
- Environment & animals
- Arts, culture, & humanities
- International affairs
- Health
- Public-society benefit
- Foundations
- Human services
- Education

**RECORD number of 501 (c)(3)
organizations in the US**



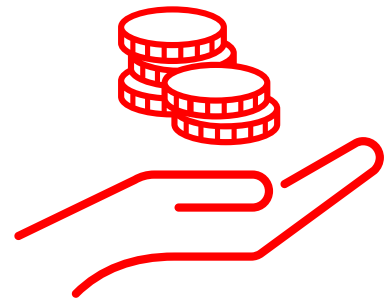


2022 OSV Offertory Strategy Recap



44%
**AVG Donor
Response
Rate**

**One-Time
Gifts**



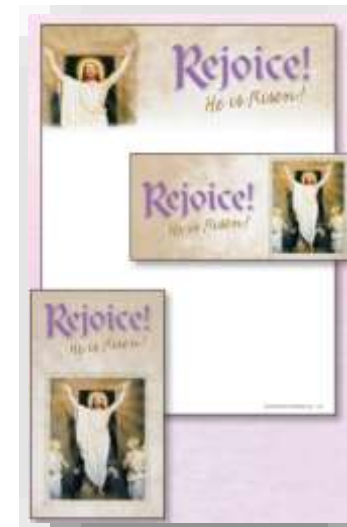
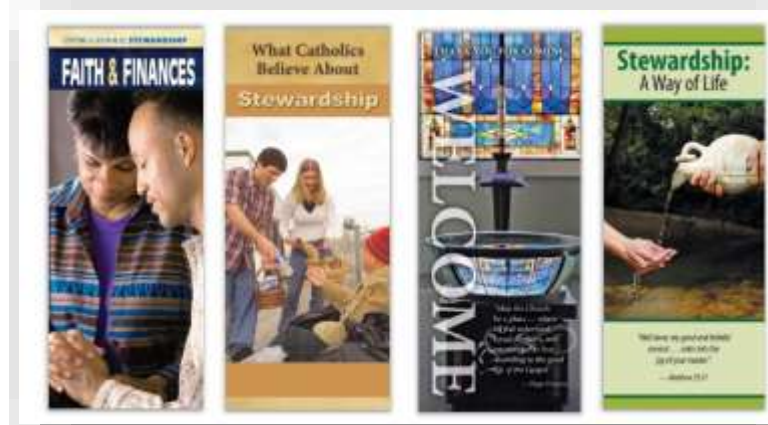
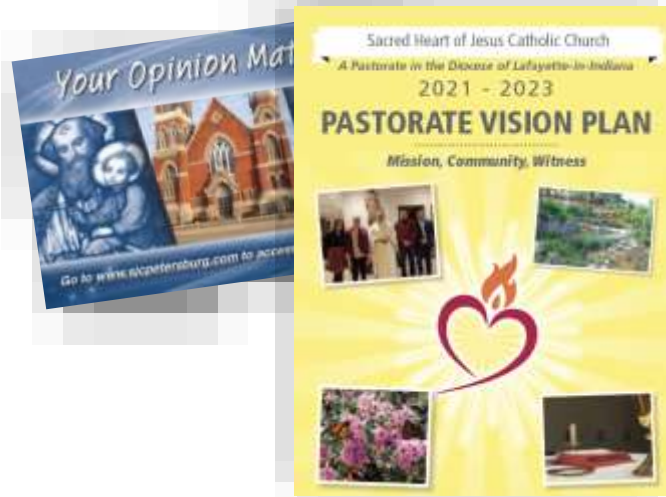
\$2.8 million+

\$4.7 million



**ACTUAL increases
tracked
95 parishes**

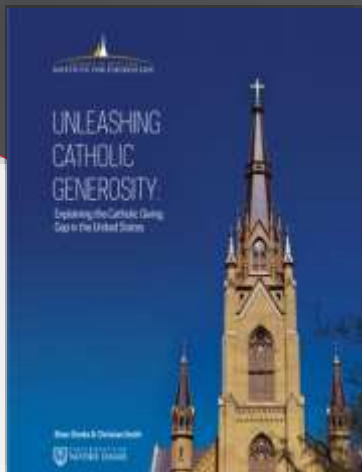
Plan for Fostering Generosity



Researched & Proven over the last decade

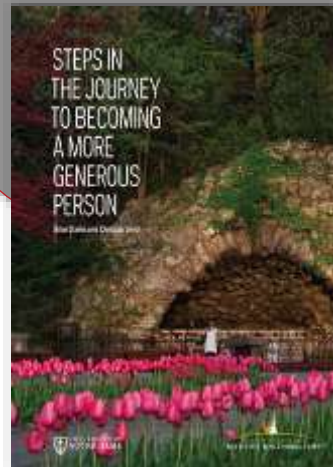
UNLEASHING CATHOLIC GENEROSITY

“To encourage generosity...parish discussions of money should not center on “paying the bills” but, rather, should be brought up within the larger context of a parish’s mission and vision.”



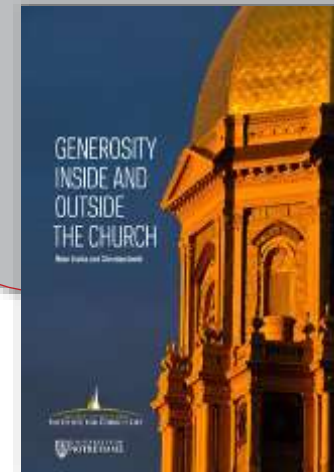
STEPS IN THE JOURNEY TO BECOMING A MORE GENEROUS PERSON

“Our study finds two decisive factors that promote financial generosity among American Catholics: *purposely deciding* to give away more money and *adopting habitual, systematic practices* of giving.”



GENEROSITY INSIDE AND OUTSIDE THE CHURCH

“Moreover, most U.S. households, especially Catholic ones, have significant potential for greater financial generosity.”





Leadership Reminder

“Leadership is about taking people where they would not normally go.”

-Jim Kelley, Diocese of Charlotte

Remember:

- ❖ 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

Multiple Impressions

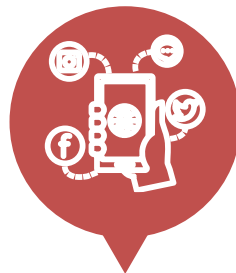
Leverage word-of-mouth communication through volunteers and ministry leaders to those in their faith and personal network



Consider texting, if available, to create a sense of urgency



Utilize social media, primarily Instagram, Facebook, and Twitter



Think beyond just typical static posts on social media

- **Stories and Reels**
- **Podcasts**
- **YouTube Channel**



Ensure your communications, website, and giving page are all mobile-friendly



Micro Impact Stories

Rather than just explaining what your organization does, an impact story uses a **real narrative**, featuring actual people and events, to **make an emotional connection** between **your parishioners** and the **valuable work that you do**.

Focus on the:

Who: Homebound Ministry

What: How shut-in's and those in nursing homes receive Jesus

How: Visits from Extraordinary Ministers, Deacons, Sisters & Priests

Thank You: This work is because of you!

Next: So many people still need Jesus in their lives!
Here's how we continue to bring them Our Lord



“All The Feels” Stories

- 4th Sunday of the month
- Tell the parish story
- WHO. WHAT. WHERE. HOW. THANK. FUTURE VISION
- It all happens because of YOU!



2021 Annual State of the Parish Report

ST. JOHN NEUMANN CATHOLIC CHURCH
801 TOM SMITH ROAD SW | LILBURN, GA 30047

From the Pastor's Desk

Dear SJN Parishioners,

With a grateful heart, I present to you our Parish Financial report for the fiscal year 2020-2021. In spite of the many difficulties we faced due to the pandemic, our parish has been so blessed with another great year of love and service. Through the generous sharing of your time, talent and treasure we have been able to accomplish so many things both spiritually and materially. Thank you, for your sacrificial giving through the offertory and for other donations to the works of charity.

My sincere appreciation and gratitude to our parish business manager Paul Hayes for all his selfless work and relentless effort in carefully limiting the expenses within the budget. His proposal to set aside funds for the long-term maintenance of our campus facilities through the 2nd collection is very vital for the future of our parish. I thank Mitzi Richardson and Kathy Laskodi for providing great assistance to Paul Hayes at the finance department.

My heartfelt gratitude to our present Finance Council Co-Chair persons David Grosch and Marge Pope and the members of the council for their dedicated service in monitoring our monthly cash flow and expenses and for providing valuable advice in preparing the annual budget.

Dear parishioners, thank you for your commitment to our parish, your second home! While thanking all those who are sharing your blessings of time, talent and treasure with our parish, I appeal also to those who haven't started sharing to please begin to do so. May the Lord continue to bless your families.

United in Christ,

Sunny Pope

Father Sunny Punnakuziyil MSFS
Pastor



MY PARISH AT A GLANCE

2,181

Registered Families

7,744

Individual Parishioners
(Children included)

487

Parishioners participating
in Online Giving

607

Students in Religious
Education classes

Ways to Support:



ONLINE

Visit our website to give electronically
at secure.myvanco.com/YPAC/home



MAIL

801 Tom Smith Rd.
Lilburn, GA 30047

Sacramental Ministry

• Baptisms.....	104
• First Reconciliations.....	119
• First Communions.....	119
• Confirmations.....	77
• Adults Welcomed (through RCIA).....	14
• Weddings.....	20
• Funerals.....	29

Projects Completed this Year

- Parking lot repaired, sealed, and striped
- New cloud-based phone system installed
- Livestreaming equipment installed
- Flooring replaced in the parish office
- Church stone wall engineering study & repairs made
- Water proofing of lower level completed
- New on-line giving platform introduced
- Admin building attic insulated with spray foam
- All church building windows professionally caulked
- Projection walls painted in the Sanctuary
- New monument sign installed on Tom Smith Road
- Modern website platform introduced
- Church professionally power washed
- Mass Intentions on-line platform introduced
- New parish scheduling calendar installed
- Angels added to columbarium



1252 Families show no record of any donation to our parish (57%)
172 Families gave between \$1.00 and \$100.00 this year (8%)
228 Families gave between \$101.00 and \$500.00 this year (10%)
133 Families gave between \$501.00 and \$1000.00 this year (6%)
337 Families gave between \$1001 and \$5000 to the parish this year (16%)
59 Families gave \$5000.00 or more to the parish this year (3%)

Connect with Us

770-923-6633
www.sjnlilburn.com



- 124 kids attended Vacation Bible School
- 607 Children registered for Faith Formation classes
- 22 Teens attended Summer Camp and Leadership Training

818

818 Hours were spent in Adoration
by over 233 Eucharistic Guardians

United in Prayer & Faith

20

Men from the Hispanic Ministry
did Improvement Projects on
our campus

20

Served on our Audio-Visual and
Live Streaming ministries

- 9 Volunteered on our Grounds Beautification ministry
- 82 Volunteers served as catechists and core team members to teach our children



United in Service



- The Knights of Columbus donated \$6,100 to different parish ministries
- The SVdP Food Pantry distributed 8,265 pounds of meat and 16,581 pounds of non-perishables

97

Families (339 individuals) were
assisted by SVdP during the 2020
Holiday Programs

\$195,865

Was given for Evangelization/Outreach
(2nd Collection) ministries by our parishioners

- \$24,419 was given by SJN to MOP, Missionaries of Charity, Haiti, and other Missions

United in Generosity

OSV Strategy for Parish Offertory

✓ Existing Relationships nearby ✓ Proven results ✓ Easy on parish to execute ✓ Library of templates & content

Current State

Collections

- Declining offertory
- Limited programming available

Engagement

- Mass attendance decline / no growth
- Same volunteers burning out

Resources

- Deferred maintenance
- Outdated facility for community needs



OSV Coaching Strategy Implementation Analysis

New Reality

Financial

- Meeting **(Exceeding?)** budget
- Working from abundance

Engagement Growth

- Bringing families back to church activity
- Encouraging new volunteer base

Resources Management

- Working smarter, not harder
- Growing ministry impact & resources

Measures of Success

Impact collections
immediately

10% Increase in collections

40%+ donor response rate

5% Electronic Giving increase



TO CHAMPION THE CATHOLIC CHURCH

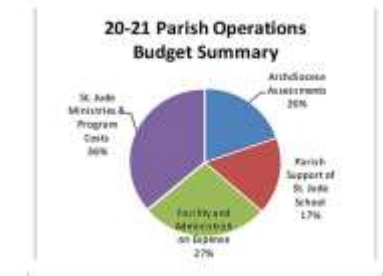


OSV's Offertory Strategies

How do we dive deeper for your parish?

Best Practice Parish Start of the Year

1% better is all it takes



Jan

Feb

Mar

Apr

May

Kick Off

Leverage New Year
New You moment
Thank all for the
Advent blessings.
How good is your
database?

Diocese Appeal

Let your Diocese have
some space and
attention to help
support all the great
efforts they deliver

Lent Ministry Support

Send out Lent
Newsletter/Postcard to
make sure all feel
invited

Offer space for
invitation to commit
personal resources to
ministries

Lent/Budget

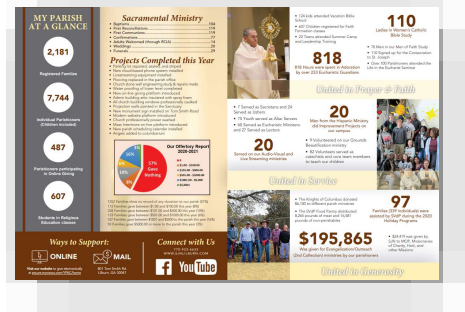
Celebrate Lent
Impact checkpoint on
1st quarter personal
giving
Draft Budget Town
Hall to gather
ownership in parish
impact

Budget/Celebrate

1st Communion
Confirmation
Graduation
CELEBRATE with the
community

Parish End of Year Guide

Leverage a story in every communication



Jun/Jul

Summer Fun/ Personal Update

Monthly activities to enhance the value of the parish to the community

Great mid-year check on personal contribution status

Aug

Parish Impact Report

Inform your community about all the great work their commitment has made possible

Thank them for continued resources

Sept

Offertory Strategy Impact Invitation

Leverage OSV strategy to tell the parish story, thank all who made it possible and invite them to form the upcoming year

Oct

Follow Up

Finish the invitation to create a strong parish mission and ministry.

Leverage Postcards, Call Campaigns and personal contribution updates to create momentum for Advent

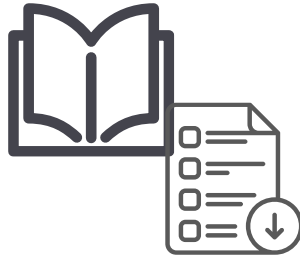
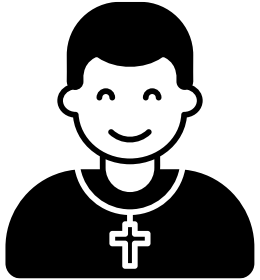
Nov/Dec

Celebration Advent Prep

The most generous time of year. Nearly 40% of all individual philanthropy happens.

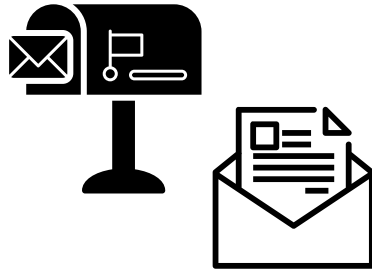
Send out a Christmas Newsletter/Postcard/Invitation.

How do we invite to create impact?



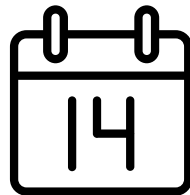
Invitation

- ✓ Homily Weekend (Pastor)
- ✓ Auto Call from Father
- ✓ Brochure Mailing with Commitment Card (Physical & Electronic versions)
- ✓ Commitment Sunday In Pew Weekend (Lay Witness speaker)



Thank You & Follow Up

- ✓ Thank You Mailings
- ✓ Media for enhanced support in bulletin, website & social media
- ✓ Follow Up Letter outreach for non respondent
- ✓ Stewardship Video to encourage participation



Celebrate & What's Next

- ✓ Produce Wrap Up Information to share
- ✓ Review Impact Reports for future use
- ✓ Meet with OSV team to review success and expectations
- ✓ Discuss Ministry strategy for continued engagement



Process Snapshot



COMMITMENT CARD

Yes, I 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.
My current gift \$ _____ My new gift \$ _____
☐ Weekly ☐ Monthly ☐ Annually ☐ Weekly ☐ Monthly ☐ Annually

☐ I want to help my parish by offering a one-time gift of \$ _____

Church Name _____
City, State _____

Name _____
Street Address _____
City, State, Zip _____
Envelope # (if known) _____
E-Mail: _____ Cell Phone: _____

We appreciate you completing this information so we can keep in touch with you!

☐ I want to give electronically. Please send instructions via email.
☐ I give electronically and will update my gift online.
☐ Contact me about including the parish in my estate planning.
☐ I am 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.

Weeks 1-2

- ✓ Homily Weekend (Pastor)
- ✓ Brochure Mailing with Commitment Card (Physical & Electronic versions)
- ✓ Auto Call from Father
- ✓ Commitment Sunday In Pew Weekend (Lay Witness speaker)
- ✓ Social media, bulletin announcements and website engagement



LIVING A LIFE
OF STEWARDSHIP



Weeks 3-4

- ✓ Thank You Mailings
- ✓ Follow-up Letter #1
- ✓ OSV Stewardship Video
- ✓ Social media, bulletin announcements and website engagement



Weeks 5-6

- ✓ Thank You Mailings
- ✓ Follow-up Letter #2
- ✓ Social media, bulletin announcements and website engagement
- ✓ Electronic "Final Note of Gratitude"



INCREASED OFFERTORY PROGRAM

Dear Brothers and Sisters in Christ,
How blessed are we to be able to walk this earthly pilgrimage with one another as members of St. Joseph Parish! No matter what is happening around us — be it a pandemic, challenges in our culture, or social life — **St. Joseph Parish is our safe haven.** It is the place where we can come together, gathered around the Eucharistic table, to worship and serve our Lord.

It is the place where we serve one another. Here, united in God's love, we are a visible sign of Christ, and together we can accomplish amazing things. Nourished by prayer and the members of our parish community are journeying on the path of discipleship and growing up with Jesus Christ each day. We value formation in the faith and sharing our faith with evangelization. We also know the importance of bringing the love of God to our neighbors through charity and service. Through our many ministries, and our social and service-oriented work, we put into action the truth stated so eloquently by St. John the Apostle: "If God so loves us, we must love one another" (1 Jn 4:11).

I invite you to respond to St. Joseph Parish's new stewardship program: "God's Love Unites Us." Please view the contents of this brochure and prayerfully consider how you and your family in continuing the work of Jesus Christ through our parish community. Our goal is to receive voluntary contributions in order to bring Jesus Christ to as many people as possible. In today's climate, but I am confident that our dedicated parishioners are up to the

task. Our parish will be holding a special Commitment Weekend, inviting members of our parish to come with one another and to make a financial commitment that will allow St. Joseph Parish to continue its work. **We are counting on you!** Please participate in our "God's Love Unites Us" program by responding to God's great gift of love by loving one another with the heart of

prayer, and commitment to St. Joseph.

ST. JOSEPH
CATHOLIC CHURCH



In God's love, we are the body of Christ. We do great things by prayer and the members of our parish are journeying on the path of discipleship and growing up with Jesus Christ as disciples and

As we strive to love one another better, good stewardship plays a key role. Stewardship isn't a code word for financial support. Stewardship is about doing the work of Christ and engaging our many resources to further the ministry and mission of Our Lord. Remembering that everything we have is a gift from our creator,

We know the importance of bringing the love of God to our neighbors. Through our many ministries, and our social and service-oriented outreach programs, we put into action the truth stated so eloquently by St. John the Apostle: "If God so loved us, we also must love one another" (1 Jn 4:11).

1,190

Families in our parish

37
Baptisms

73
First Communion

77
Confirmations

18
Funerals

376
Children in Full-time School

203
Children in Religious Ed

648

Masses said in our church each year

8,760
Hours devoted to Eucharistic Adoration

3,000
Visits by Eucharistic Ministers to the homebound

250
Parishioners serve in Liturgical Ministry

48

\$40,000

Contributed to St. Vincent de Paul

450
Families received Food Assistance

35
Families received Utilities Assistance

47
Funeral Lunches prepared & served

60
Volunteers to keep

Ways to Support
& Give to Our Parish



ONLINE

Visit our website to give electronically at www.ourchurch.org/onlinegiving



MAIL

Mail to:
123 Some St.
Anytown, USA 12345



STOCK OPTIONS

Make a Stock Gift. Call the parish office at 555-555-5555

Scan this QR code with your smartphone to fill out your Commitment Card online.



God's
Love
Unites
Us!



SAINT JOSEPH

2020/2021 Fiscal Year

Operating Income

Offering	\$410,770.00
Ministry & Program Income	\$35,714.00
Other Operating Income	\$124,994.00
Total Operating Income	\$571,478.00



Operating Expenses

Salary & Benefits	\$300,623.00
General Operating Expense	\$20,116.00
Ministry & Program Expense	\$11,428.00
Facilities Expense	\$50,000.00
Total Operating Expense	\$382,167.00

Net Operating Surplus/(Deficit) (\$10,279.00)



ción de y Gastos

2018-2019
Actual

2019-2020
Presupuesto

\$392,451.67

\$399,970.00

53,196.60

24,200.00

28,378.10

11,142.50

1,350.35

1,540.00

50,362.35

1,100.00

115,351.28

79,500.00

\$41,090.35

\$517,452.50

\$83,343.08

\$83,149.85

24,674.25

22,700.00

14,070.18

17,100.00

91,023.79

90,250.00

97,767.25

114,874.00

27,579.00

24,000.00

165,251.46

119,700.00

25,601.80

-

43,000.00

45,000.00

\$72,310.81

\$516,773.85

\$68,779.54

\$678.65



Online Giving

San José ofrece donaciones en línea como una opción segura y conveniente para donaciones a la iglesia.

¡Es Tan Fácil Como 1, 2, 3!

1. Visite nuestro sitio web en www.church.com, ¡y haga clic en Donación en Línea!
2. Haga clic en "Registrarse".
3. ¡Ingrese su información y comience a donar!

¡Beneficios Para USTED!

- No batallará con cheques o efectivo
- Acceso a su cuenta 24/7
- Agende su regalo cuando sea conveniente para usted
- ¡Seguro y libre de preocupaciones!
- Done incluso cuando no puede asistir a misa

Si tiene alguna duda o pregunta, por favor llame a John Smith al (123) 456-7890 o por email a John@church.com.

"Cada uno ponga al servicio de los demás el don que haya recibido, administrando fielmente la gracia de Dios en sus diversas formas".

1 Pedro 4:10

¿Cómo y Cuándo Haremos Nuestro Compromiso?

El fin de semana del compromiso será el **1 y 2 de octubre**. Se anexa una Tarjeta de Compromiso para completar. Tendremos una colecta especial durante la misa para recoger su Tarjeta de Compromiso. ¡Gracias por su generoso apoyo a nuestra parroquia!

ESTAMOS Transformando VIDAS



Iglesia Católica de San José

ANYTOWN, USA

¡Estamos

transformando vidas



Ámalo

as historias, enseñanzas
pensar sobre lo que
el perdón, cada uno,

la fe católica

is personas para vivir

ión para niños desde

ies – Programa de
dades

ción para los católicos

e estudios para
y niños

La relación de Cristo con Dios está arraigada en la oración y de esta relación fluyó toda su vida y ministerio.

- **Monaguillos** – Los niños en 5to grado y mayores auxilian durante la misa
- **Comisión de Alabanza** – Asegúrese de que se cumplan las necesidades sacramentales y espirituales de los parroquianos y otras experiencias de plegaria
- **Ministerios de Música** – Sirva a dios y a los demás en su nombre a través de la música
- **Lector** – Prepare y proclame la palabra de dios para las liturgias asignadas
- **Ministerio de Comunión** – Administre los sacramentos de la Sagrada Comunión
- **Adoración Eucarística** – Adore y honre la Presencia Eucarística de Cristo

Sírvele

Cristo renuncia al poder y la gloria por una vida de servicio. a través de sus sanaciones, milagros, palabras reconfortantes y una compasión de corazón, él sirvió a las personas y sus más profundos deseos.

- **Despensa de Alimentos** – Empaque comida para entregarla a quienes más la necesitan
- **Ministerio Eucarístico para los Confinados en Casa** – Lleve la comunión a los confinados en casa, a los asilos de ancianos y a los hospitales
- **Ministerio de Almuerzo en Funerales** – Cocine y sirva a las familias en duelo
- **Ministerio de Pérdida** – Ayude a brindar consuelo y apoyo
- **Árbol de Regalos** – Árbol de regalos de la época de navidad para las familias necesitadas
- **Visitantes para Cristo** – Jóvenes, familias y personas visitando y pasando tiempo con los confinados en casa, con quienes están en los asilos de ancianos y los hospitales



Comunidad católica cariñosa y acogedora experimentando a Dios a través del espíritu de la calidez, la alegría y el pertenecer.

UNITED IN THE MISSION OF CHRIST

COMMITMENT CARD



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My current gift \$ _____ My new gift \$ _____
☐ Weekly ☐ Monthly ☐ Annually ☐ Weekly ☐ Monthly ☐ Annually
- 2 ☐ I want to help my parish by offering a one-time gift of \$ _____

Church Name
City, State

Name _____

Street Address _____

City, State, Zip _____

Envelope # (if known) _____

E-Mail: _____ Cell Phone: _____

We appreciate you completing this information so we can keep in touch with you!

- 3 ☐ I want to give electronically. Please send instructions via email.
☐ I give electronically and will update my gift online.
☐ Contact me about including the parish in my estate planning.
☐ I am 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.

21

PRAYER INTENTIONS

Your parish is here for you. How can we serve you?

All Prayer Intentions will be prayed for collectively over the next few weeks.

- ☐ I would like to speak to a priest. Please contact me at:

(Phone)

The best time to reach me is:

(Day/Time)

123456

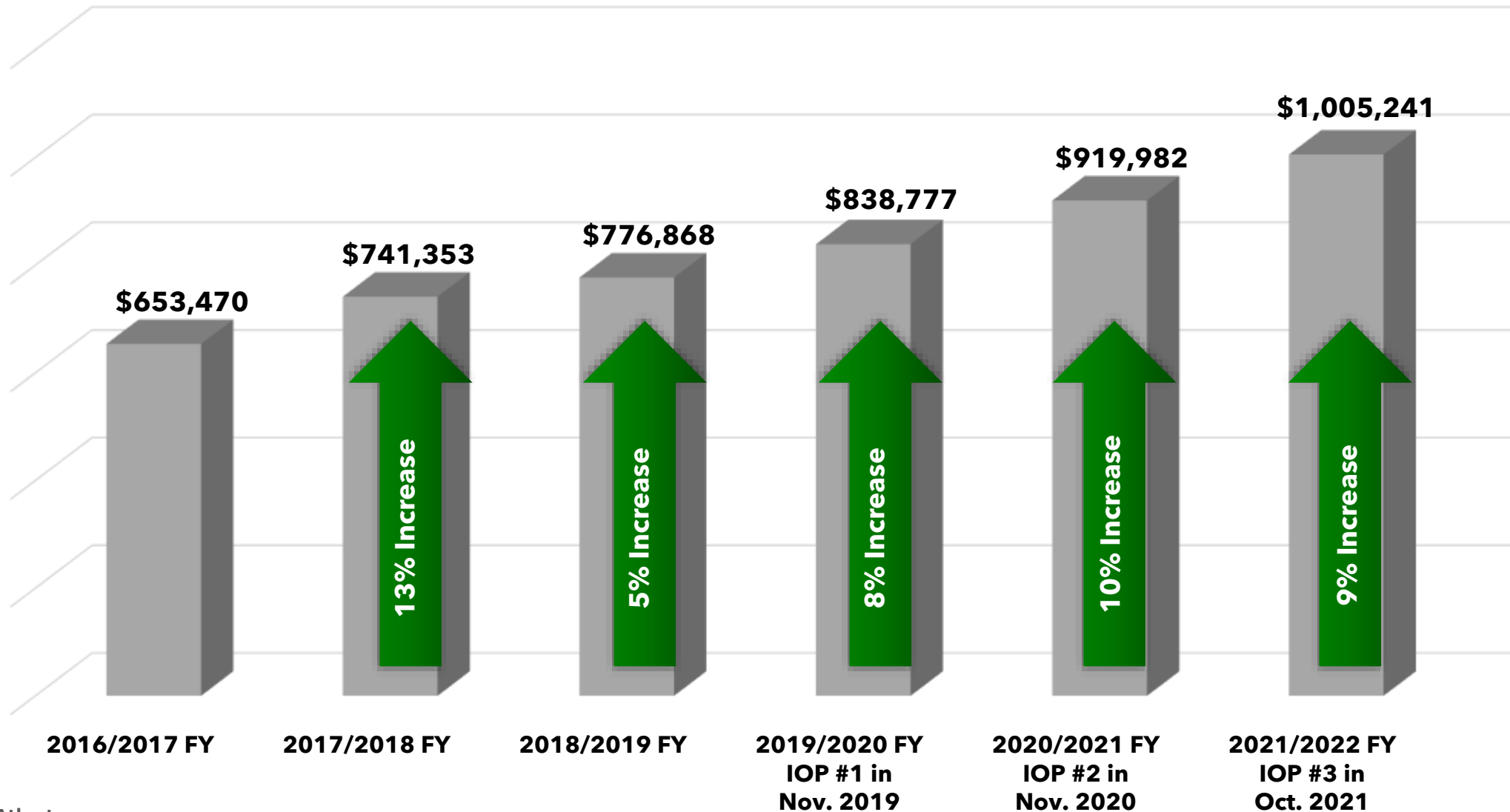


Additional Support to Enhance Response

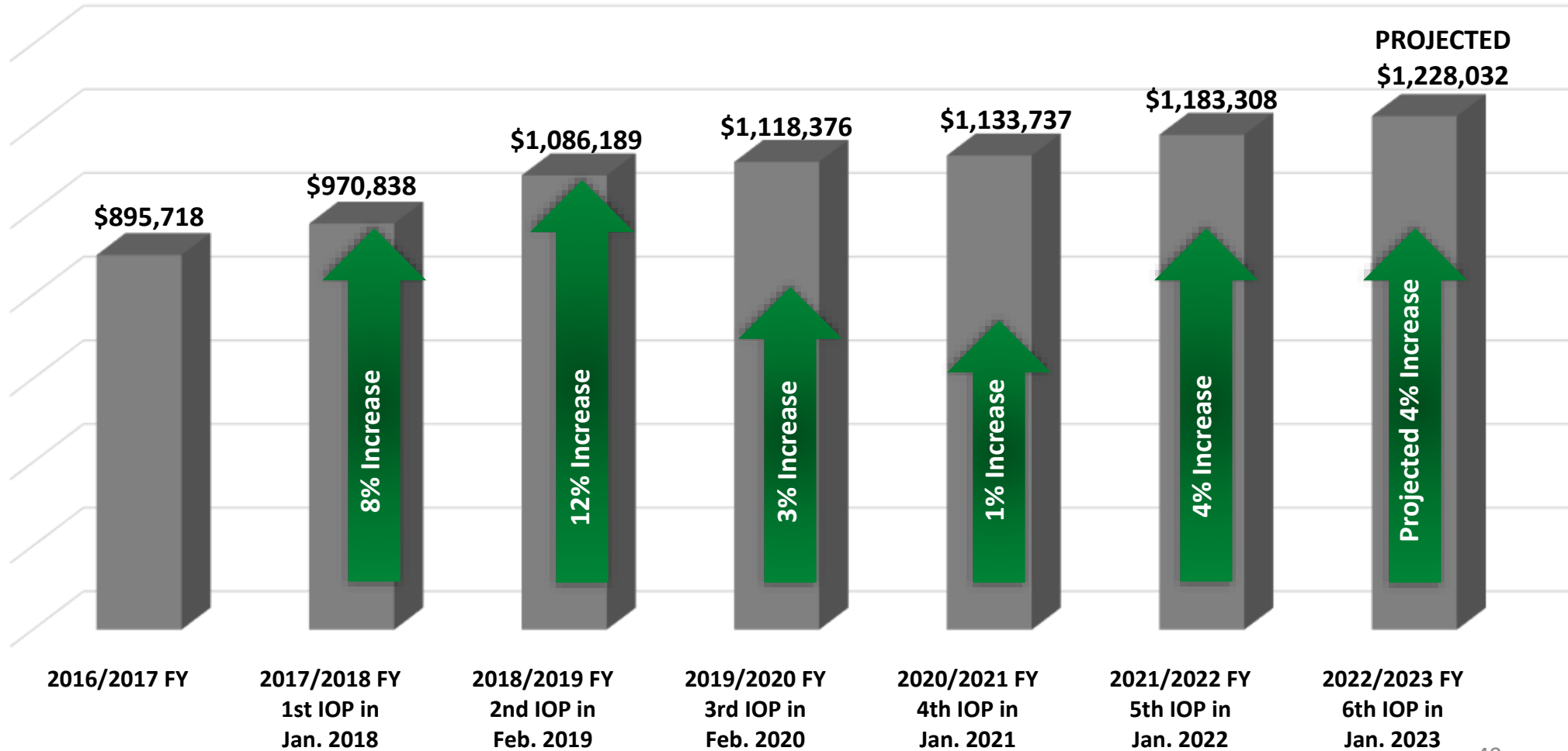
- Stewardship Video
- Online Giving Growth
- Website
- Social Media
- Pastor Updates
- Bulletin
- App
- Auto Messaging
- Texts



3-Year Renewal Effort



6-Year Renewal Effort Results





September 2023 Kick Off

Example Offertory Timeline

Never too early	Parish Planning
Tuesday, August 15, 2023	Finalize Data and Content
Friday, September 15, 2023	Announcement Mailing Sent
Sunday, September 17, 2023	Announcement Weekend
Sunday, September 24, 2023	Commitment Weekend
Friday, October 6, 2023	1st Follow Up & Thank You's Mailed
Friday, October 20, 2023	Final Follow Up Ask Mailed
Monday, October 30, 2023	Note of Gratitude Crafted
Monday, November 13, 2023	Next Steps Strategy Meeting



October 2023 Kick Off

Example Offertory Timeline

Never too early	Parish Planning
Tuesday, September 12, 2023	Finalize Data and Content
Friday, October 13, 2023	Announcement Mailing Sent
Sunday, October 15, 2023	Announcement Weekend
Sunday, October 22, 2023	Commitment Weekend
Friday, November 3, 2023	1st Follow Up & Thank You's Mailed
Friday, November 17, 2023	Final Follow Up Ask Mailed
Monday, November 27, 2023	Note of Gratitude Crafted
Monday, December 11, 2023	Next Steps Strategy Meeting

Want to talk about something?

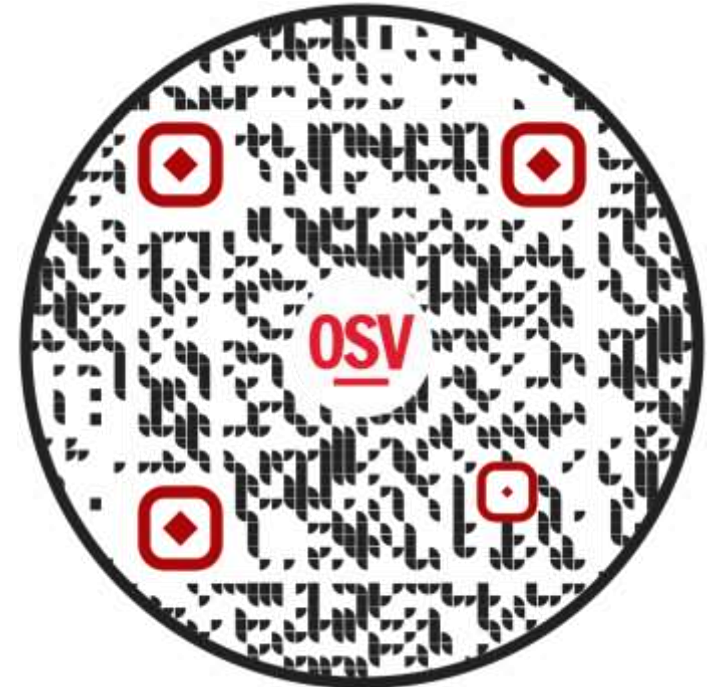
Scan the QR code with your smart device to schedule a call about your needs!

Matt Adams
Parish & School Fundraising Strategy

Tim Jacquet
Capital Campaign Strategy

Ben Williams
Technical Strategy

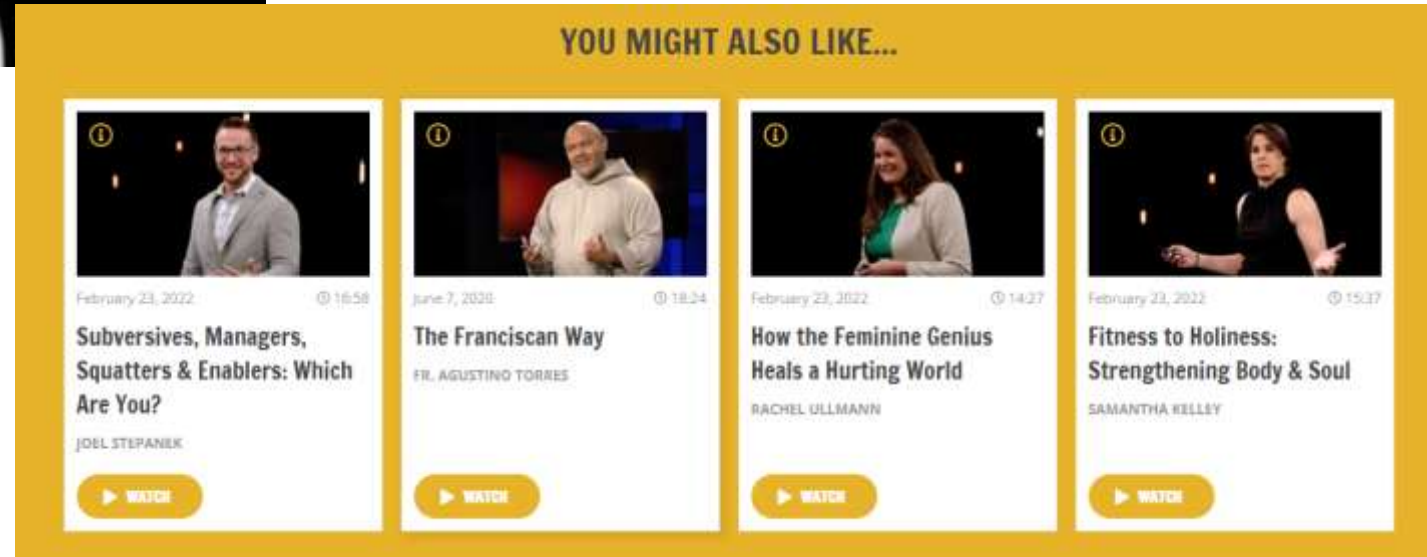
Karen Sfara
Envelope Strategy



TO CHAMPION THE CATHOLIC CHURCH



www.osvtalks.com



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THANK YOU!!!

Matt Adams
Senior Account Executive
OSV

Scan the QR code with your smart device to schedule a call with me!

Text/call me at 937-356-8220
Email me at madams@osv.com



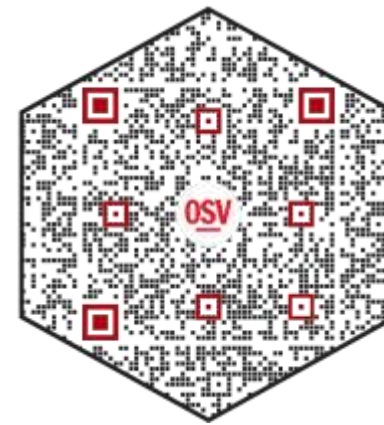
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time

Thank You!

INCREASE YOUR PARISH OFFERTORY BY CONNECTING WITH GENERATIONS DIFFERENTLY



Scan to view the recording

Or visit

<https://attendee.gotowebinar.com/recording/1531958776740806402>

Places of Worship are losing donors

TOP THREE TYPES OF CHARITIES SUPPORTED BY GENERATION				
	2016	2022	Inc/Dec	%
Gen Z Donors				
Places of Worship	N/A	\$239	N/A	N/A
U.S. Health/Medical	N/A	\$107	N/A	N/A
Environmental	N/A	\$85	N/A	N/A
Millennial Donors				
Places of Worship	\$436	\$300	(\$136)	-31%
Faith-based Orgs	\$106	\$243	\$137	+130%
Nonprofit Hospitals	\$31	\$157	\$126	+406%
Gen X Donors				
Places of Worship	\$737	\$432	(\$305)	-41%
Faith-based Orgs	\$105	\$159	\$54	+51%
U.S. Health/Medical	\$94	\$144	\$50	+53%
Boomers Donors				
Places of Worship	\$1,190	\$996	(\$194)	-16%
Education	\$343	\$523	\$180	+52%

AVERAGE NUMBER OF ONLINE GIFTS IN THE LAST 12 MONTHS

Gen Z Millennials Gen X Boomers

“All The Feels” Stories

4th Sunday of the month

Tell the parish story

WHO. WHAT. WHERE. HOW. THANK. FUTURE VISION

It all happens because of YOU!

Nativity Catholic Church
Sep 11, 2022 · 📍

Our Knights of Columbus generously donated 30 bibles to our Faith Formation programs. These bibles are given to our students in formation for First Communion, Confirmation, and even to our adults in RCIA! We're grateful for this donation for the 2nd year in a row!

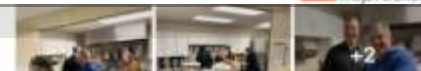
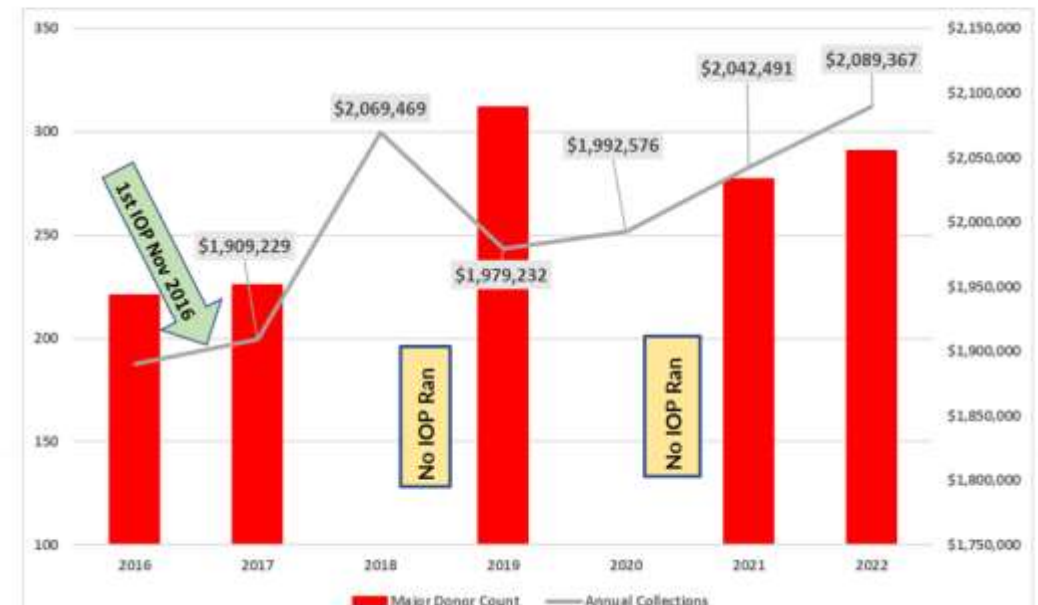


Nativity Catholic Church
Nov 21, 2022 · 📍

Saying a BIG thank you for the co-volunteers who gave so much of 1 to put on #Novemberfest! We are such generous parishioners & frie #ThanksgivingWeek #NativityUnit #courageouslyliving



Plan for Success



EXPLORING THE CHARITABLE GIVING LANDSCAPE

WHAT DOES IT MEAN FOR THE CHURCH?



Scan to view the recording

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THE RISK OF NOT CHANGING

\$1M annual offertory = negative \$60-100k

IMPACT

Essential staff reductions
Inability to fund Alpha/evangelization programs
Reduced outreach funding
Reusing RE curriculum and materials
Dipping into reserves to pay expenses

EMBRACING CHANGE



People give because they have a SHARED VALUE

They believe in the mission of the organization

They have a high regard for leadership of the organization

They believe the organization is going places

They believe the organization is fiscally responsible

