

*Sharing our Blessings*

THE INCREASED OFFERTORY INITIATIVE FOR  
THE PARISHES OF THE DIOCESE OF WORCESTER

## Flights I & II Kickoff Meeting



Prayer  
Reverend Monsignor Thomas Sullivan  
Chancellor of the Diocese of Worcester



Welcome & Introduction  
Reverend Monsignor Thomas Sullivan  
Chancellor, Diocese of Worcester



## Welcome & Introductions

### Introduction to the Program

- *What is Sharing Our Blessings?*
- **Genesis of the Program**
- **Why Now?**

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## Program Overview



### Purpose

- **Addresses the Financial Needs of our Parishes**
  - **Common Financial Challenges Parishes Face**
- **Helps Parishes Now and in the Future**
- **Helps the Diocese of Worcester**



Comparing Increased Offertory and Campaigns  
Erik Kiernan  
Program Director: CCS Fundraising



## Increased Offertory vs. Campaigns



### Major Differences

- Life-Long Giving Change vs. Fixed-Term Pledge
- Many parishioners participating vs. 80/20 rule
- Seven-week active phase vs. 3 to 4 months
- Announcements, Mailings & Phone Calls vs. Personal Visits
- Soft Sell vs. Getting Decisions
- Costs of *Sharing Our Blessings* can be recouped in 5-6 weeks



Progress to Date  
Rev. James Houston  
Co-Chair, Diocesan Steering Committee



## Progress to Date

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### Pilot Phase Results

- **15 Parishes**
  - 5,024 Recordable Givers
  - FY09 Offertory: \$2,932,703 (Average: \$56,105)
  
- **Volunteer Participation in Program**
  - # of Team Captains: 110
  - # of Program Advocates: 304
  
- **Commitments Received**
  - # of Responses Received: 2,727
  - # of Commitments to Increase: 2,202 (1,824 active)
  - Average Suggested Increase by Committed: 42%
  - % of Recordable Givers Increasing: 51%
  - # of Automatic Payment Requests: 320
  
- **Ten-Week Average Offertory (Feb-Apr): \$74,459 (34%)**

## Pilot Parish Example

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### St. Rose of Lima, Northborough – Fr. Houston

- **St. Rose Statistics**
  - 899 Recordable Givers
  - FY09 Offertory: \$450,000 (Average: \$7,800)
  
- **Volunteer Participation in Program**
  - # of Team Captains: 11
  - # of Program Advocates: 55
  
- **Commitments Received**
  - # of Responses Received: 383
  - # of Commitments to Increase: 318 (253 active)
  - Average Suggested Increase by Committed: 40%
  - % of Recordable Givers Increasing: 35%
  - # of Automatic Payment Requests: 80
  
- **Ten-Week Average Offertory (3/7 – 5/9): \$11,246 (44%)**

## Pilot Parish Example



Our Lady Immaculate, Athol – Fr. Jakubauskas

- **Our Lady Immaculate Statistics**
  - 218 Recordable Givers
  - FY09 Offertory: \$120,000 (Average: \$2,400)
  
- **Volunteer Participation in Program**
  - # of Team Captains: 5
  - # of Program Advocates: 21
  
- **Commitments Received**
  - # of Responses Received: 174
  - # of Commitments to Increase: 150 (126 active)
  - Average Suggested Increase by Committed: 40%
  - % of Recordable Givers Increasing: 69%
  - # of Automatic Payment Requests: 5
  
- **Ten-Week Average Offertory (3/7 – 5/9): \$3,180 (33%)**



What we Learned From the Pilot Parishes  
Mr. Gerry Gates  
Co-Chair, Diocesan Steering Committee



## Learning from the Pilot Parishes



### Applying Lessons Learned to the Fall Flights

- Involve Parish Secretaries / Bookkeepers early on
- A good database will save lots of time upfront
- Allow more time for writing and recruiting
- Set-up electronic giving before launching program
- Parishes can budget \$5 to \$6 per person for program
  - \$2.00 to \$2.50 per person for mailings
  - 1% of FY09 offertory for cost-sharing
  - Costs of the program can be recouped in 4-6 weeks
- Prepare for lots of phone # and address corrections



Program Timeline & Methodology  
Erik Kiernan  
Program Director: CCS Fundraising



## Program Timeline & Methodology

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### Planning for a Successful Program

#### ▪ Sample Parish Program Timetable

<u>Weeks #</u>	<u>Phase</u>
Summer:	Writing, Segmenting and Recruitment
1 & 2:	Announcements and Bulletins Team Captain Recruitment
3 & 4:	Announcement Mailing Announcements and Bulletins Team Captains Recruit Advocates
5 & 6:	Request Mailing Announcements and Bulletins Advocates Call all Households Lay Witness Stewardship Homily
7 & 8:	Commitment Weekends Announcements and Bulletins
8, 9, 10 & 11:	Follow-up and Acknowledgement Letters Announcements and Bulletins Tracking and Reporting

## Program Timeline & Methodology

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### Planning for a Successful Program

#### ▪ Program Methodology

- Targeted, Personalized Mailings
- Courtesy Phone Calls to all Households
- Weekly Announcements and Bulletins
- Electronic Giving
- Commitment Weekend
- Annual Renewals
- Prayer

What Worked Well  
Pilot Parish Representative  
Parish, Town



## Why Parishioners Responded

### Applying Our Parish's Success to Your Program

- You want this to be a success; tell people
- A compelling case for support will rally the parish
  - Give them the facts
  - Develop a vision for what could be done
- Team Captains will help you recruit volunteers
  - Volunteers will say 'yes'
  - The time commitment by all involved is minimal
- Follow the plan; it works

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## Increasing the Offertory



### The Keys to Success

- **Develop a campaign atmosphere**
  - **Use announcements and bulletins every week**
  - **Get lots of volunteers – they'll help spread the word**
  - **Make sure everyone gets a phone call or message**
  - **Lay Witness and Stewardship Homily make a difference**
  - **Commitment Weekend should be a celebration**
- **Electronic giving can increase collections 5-10% by itself.**
- **Don't make it a one-time thing; Annual Renewals are key**



Next Steps  
Mr. Gerry Gates  
Co-Chair, Diocesan Steering Committee



## Immediate Next Steps



### This Summer

- Clean up your mailing and phone lists
- Develop a compelling local case for support
- Create letters and brochure text
- Recruit Chairs and Program Secretaries
- Create list of potential volunteers. Key roles include:
  - Team Captains (5-15 depending on parish size)
  - Program Advocates (1 Advocate for every 20-30 parishioners)
- Segment your parishioner list by regular giving levels:
  - Non-donors
  - \$1 - \$7
  - \$8 - \$15
  - \$16 - \$24
  - \$25+



Questions, Comments, Discussion



Closing Comments and Prayer  
Rev. James Houston  
Co-Chair, Diocesan Steering Committee



Thank You

