

# Sustainable Offertory Program

## CHANGE THE WAY YOUR PARISH GIVES

Introducing a new kind of Increased Offertory Program from LPi. Our Sustainable Offertory Program will encourage your parishioners to prayerfully consider their personal giving habits. Most Increased Offertory Programs take a one time “transactional” approach to asking for support. A Sustainable Offertory Program gives parishioners the time to reflect on the needs of the parish so they can be more intentional when giving back to God and supporting the work of your parish.

### ■ WHY IS A SUSTAINABLE OFFERTORY PROGRAM MORE EFFECTIVE?

- Creates awareness for your vision and educates your donors.
- Designed around your parishes unique needs and increases regular recurring offertory by 15%-30%.
- Identifies existing giving habits and creates new donation patterns.
- Supports your local ministries, evangelization and community outreach programs.

### ■ WHAT MAKES THE PROGRAM SUSTAINABLE?

- Increased offertory is a component of a Vibrant Parish, not a transactional event.
- Data from your parish is used to segment donors and customize a message that they're likely to respond to.
- Contributions are monitored for up to 3 years to ensure donor's intentions are matched to their actions.
- Parishioners learn to give as an extension of a faith journey.

### ■ WHAT DOES THE PROGRAM PROCESS LOOK LIKE?

- The program begins with a process of evangelization and fiscal discipleship, followed by a formal assessment of your parish and is conducted and shared with your entire faith community.
- A branded 9-week campaign is conducted to introduce your new program to parishioners.
- A follow-up process continues from 24 to 36 months after the end of the 9-week campaign.
- LPi maintains your parish program website and mobile technology platform to keep your parishioners informed of the continued progress made.

## The Sustainable Offertory Program – A New Kind of Increased Giving Program

To learn more, contact **Jim Messa**, Director of Campaign Programs: [jmessa@4lpi.com](mailto:jmessa@4lpi.com) or 315-749-8740