

SUSTAINABLE OFFERTORY PROGRAM

Building Your Vibrant Parish
Through Fiscal Discipleship



BECAUSE VIBRANT
CHURCHES MATTER

THE SUSTAINABLE OFFERTORY PROGRAM

SO HOW DO YOU MOVE PEOPLE INTO MORE ACTIVE GIVING? *You connect their giving to your parish vision.*

Many parishes run increased offertory programs only to find that the increase is temporary. All too often parishioners fall back to old habits, leaving the parish with no real giving increase. Discover the Sustainable Offertory difference:



YOUR PARISH IS UNIQUE

We design a program planned around your parishioners' current giving habits. Why does this work better than ordinary increased offertory programs? Our program recognizes that your parishioners are in different places in their faith journey and that this significantly impacts the way they currently give.



MAKE YOUR VISION CLEAR

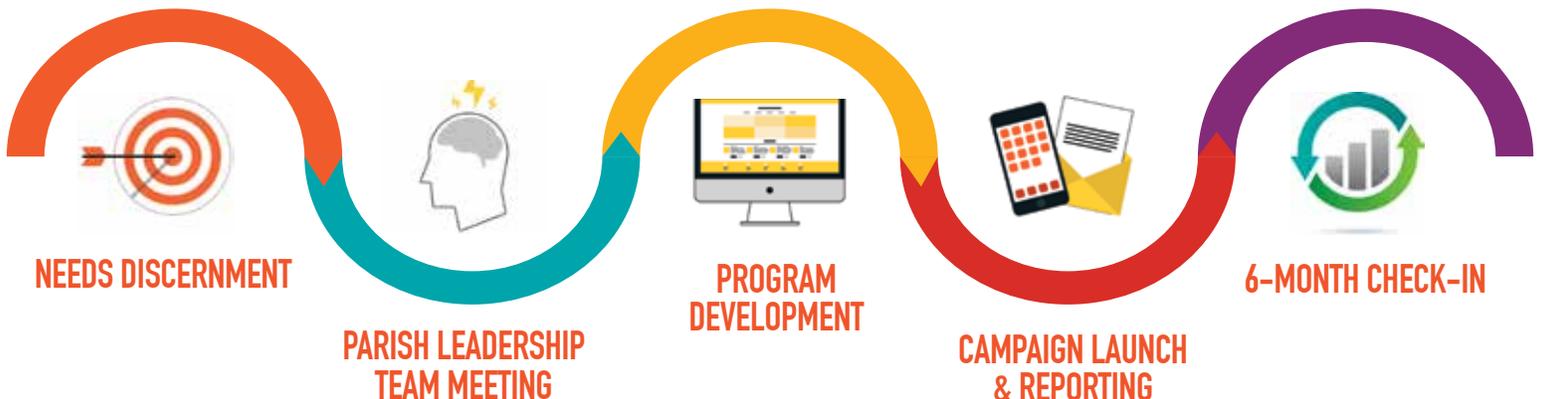
You can increase the effectiveness of your campaign by defining a clear message that creates awareness of your parish vision and tells people why they should care. Once parishioners understand how their gifts will be used, they are more likely to want to participate and give back what God has given to them.



ENGAGE MORE ACTIVE GIVERS

This campaign moves your parish away from a standard "transactional" approach for making a gift to one in which your parishioners are encouraged to respond prayerfully as an extension of their faith journey. With more engaged givers you will experience an increase in regular, recurring giving up to 30%.

THE PROVEN PROCESS



SIX WAYS THE PROGRAM SUSTAINS GENEROSITY

- 1 IDENTIFIES EXISTING GIVING HABITS—**
Assesses current giving patterns to determine active and inactive donor baselines for every parishioner in order to set recommended giving levels that are obtainable and specific to giving history.
- 2 DESIGNED AROUND YOUR UNIQUE PARISH NEEDS AND MEMBERS—**
Delivers a message that speaks to each member about how they matter uniquely to your parish, changing the way people think about giving.
- 3 CREATES AWARENESS FOR PARISH VISION AND EDUCATES DONORS—**
Communicates where your parish is going, how members can join you in this important work, helps them understand how their gifts will be used, and engages more people to give.
- 4 INVITES AND ENCOURAGES ALL PARISHIONERS TO THE TABLE—**
Connects everyone to your vision no matter where they are financially in order to build a community that reflects the work and participation of your entire parish family.
- 5 CREATES NEW DONATION PATTERNS—**
Engages people in something bigger than themselves, asking them not to simply give more, but encouraging them to respond prayerfully and intentionally as an extension of their faith journey.
- 6 GROWS MINISTRIES, EVANGELIZATION, AND PARISH OUTREACH—**
Exceeds parish goals so that your parish can depend on the recurring giving you need to fund more opportunities for parishioners to serve, grow in their faith, and share the Gospel.

SOME PROGRAM FEATURES

- Expert consulting and project management beyond the initial mailing campaign.
- Program goals identified to build fiscal discipleship as a component of a Vibrant Parish.
- Full-color campaign theme, design, and impact mailer to heighten awareness and drive response rates.
- Web- and mobile-response platforms created for you and connected to your existing website.
- Personalized content delivered across print, web, and social channels that reaches beyond the pew.
- Customized request letters allow parishioners to easily read, reflect, and respond to campaign.
- Proven Process with **guaranteed** performance results.
- Responses recorded in a PCI-compliant online portal—your data is secure and never shared with others outside your parish or the LPi support team.
- Six-month ongoing performance reviews and recommendations to sustain generosity and enhance parish life.

WHAT YOUR CAMPAIGN INCLUDES

We work with you to assess and identify your parish mission, then identify a campaign that fits your needs. Our program is more than the traditional, one-size-fits-all increased offertory program; it is a Sustainable Offertory program. Each campaign consists of 10 letters, a website banner, a mail envelope, and a return envelope. Here's an example of the "Our Call to Stewardship" campaign:

The first letter a parishioner receives is an impact piece, with beautiful artwork that conveys your parish message.

4 mailings, comprised of nine donor-specific letters and a "Thank You" letter.



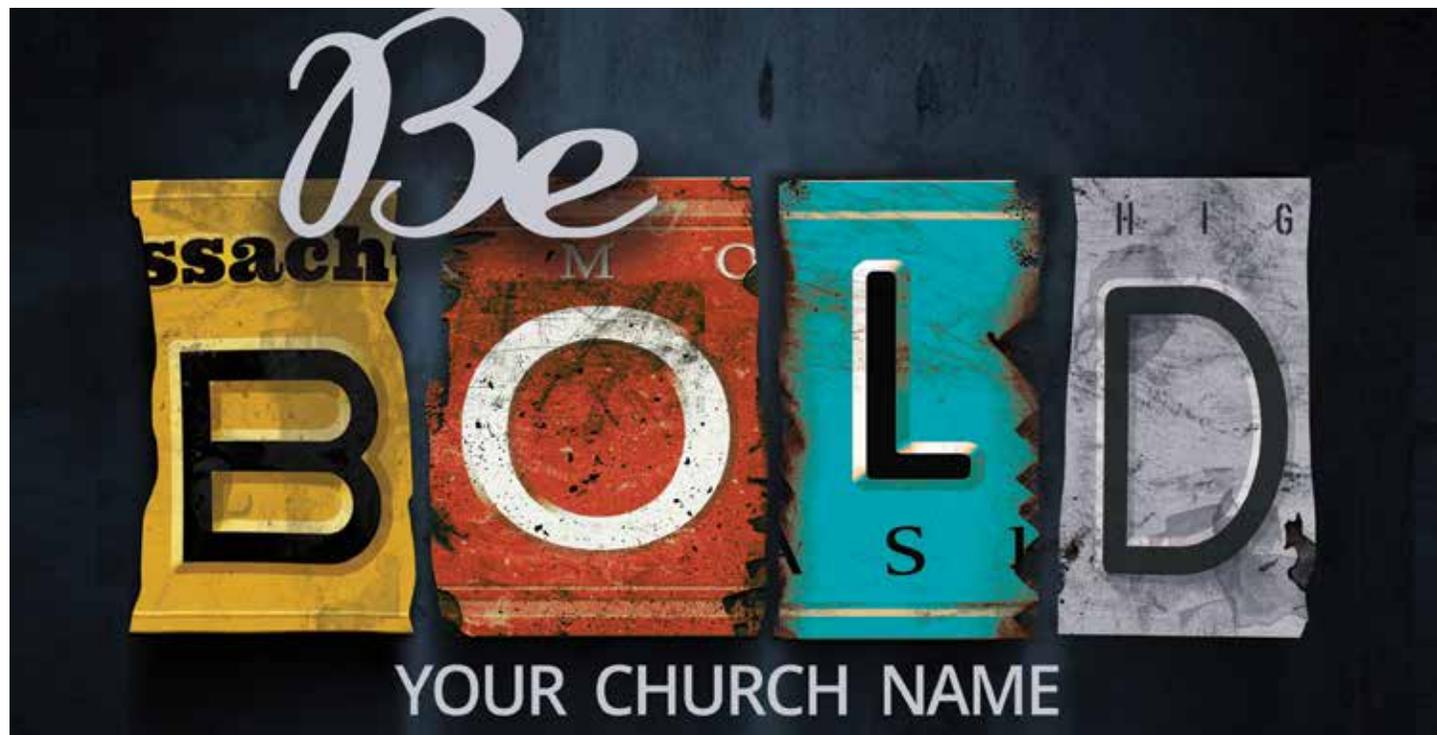
Each letter is written with 4 types of donors in mind. Different givers get customized messages.

A corresponding website is also part of the campaign to ensure responses are easily gathered.

CAMPAIGN THEMES

We offer a variety of vibrant, impactful campaign themes. Your parish has its own unique culture and feel. Select the theme that best aligns with your mission.

THEME: Be Bold



THEME: Faith Can Move Mountains



THEME: What Faith Can Do



THEME: Encounter & Serve



THEME: Love-Serve-Give



THEME: Beyond Sunday Morning



THEME: Growing, Giving, Serving



THEME: A Journey of Joy



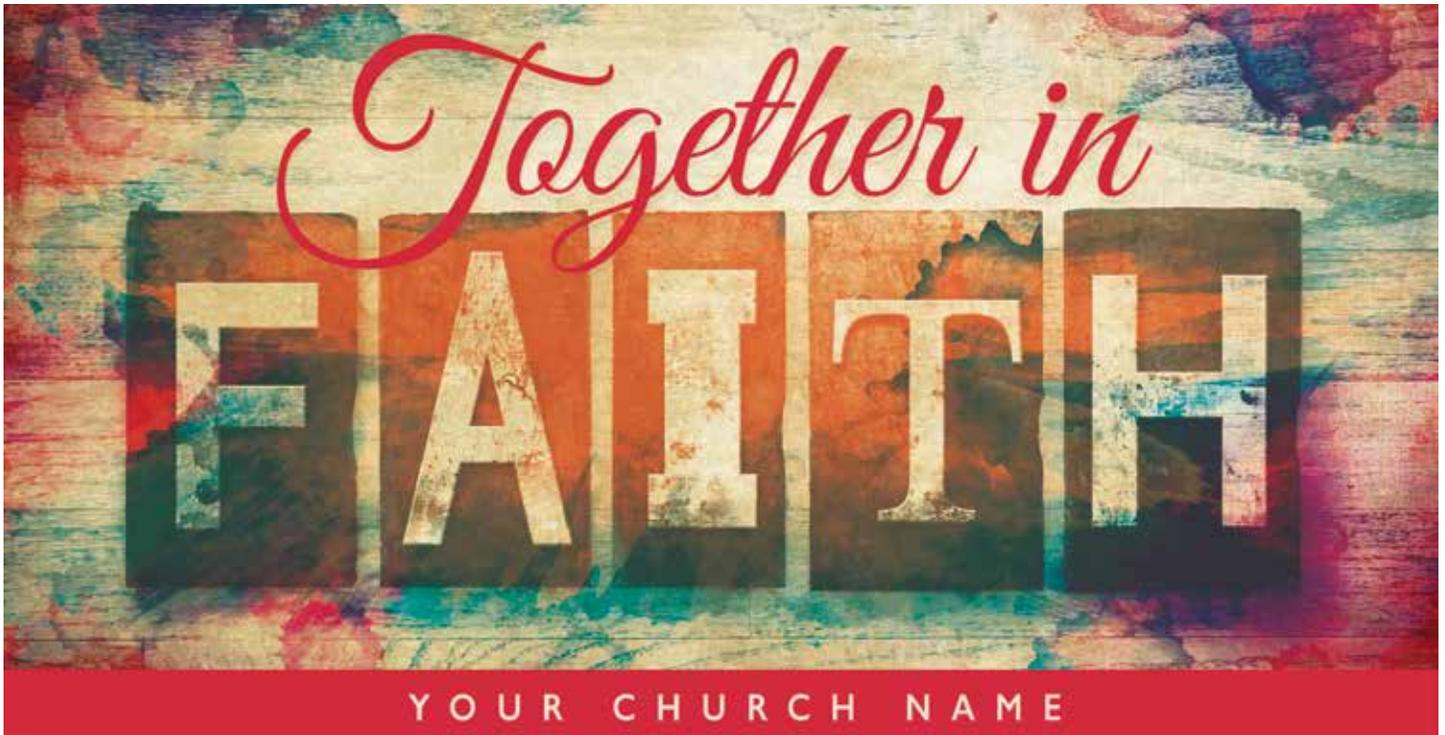
THEME: Love God. Love Others. Serve Both.



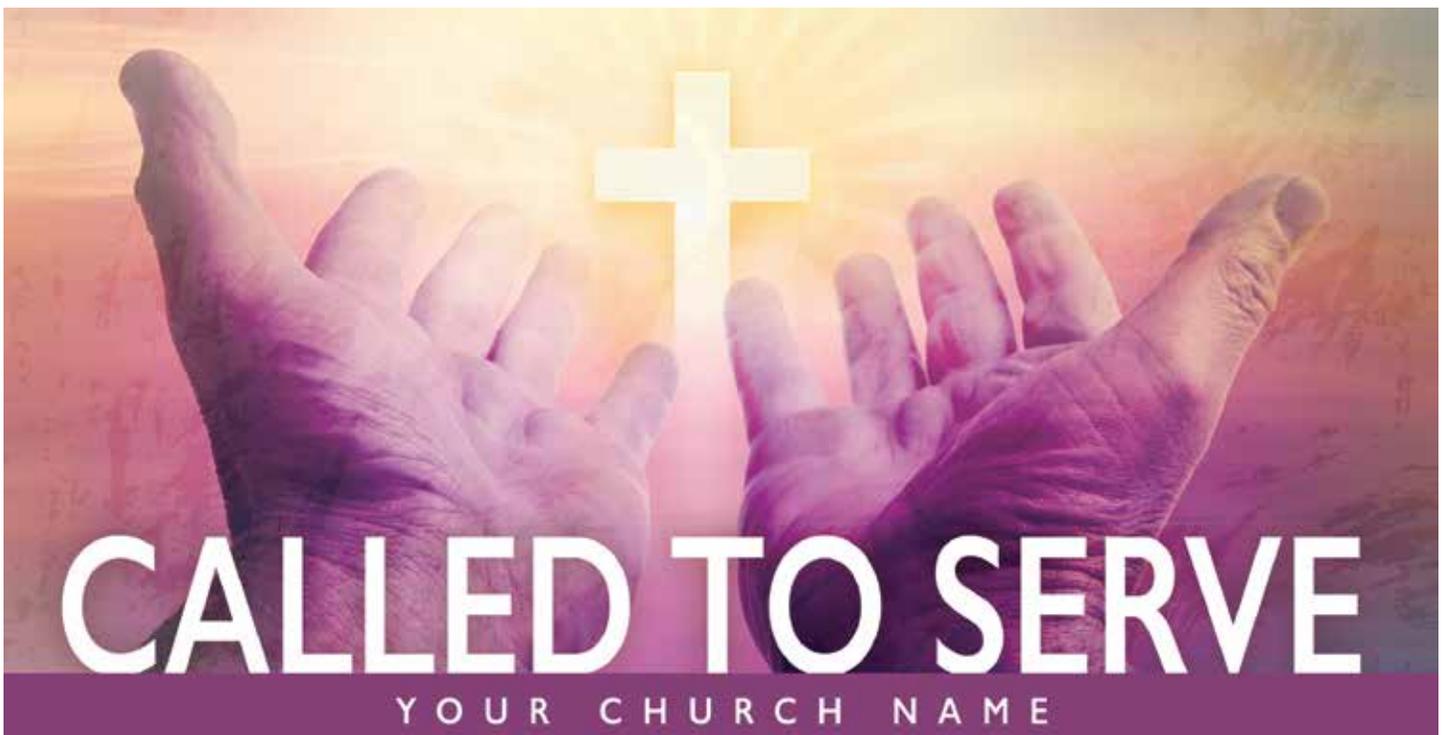
THEME: Our Call to Stewardship



THEME: Together in Faith



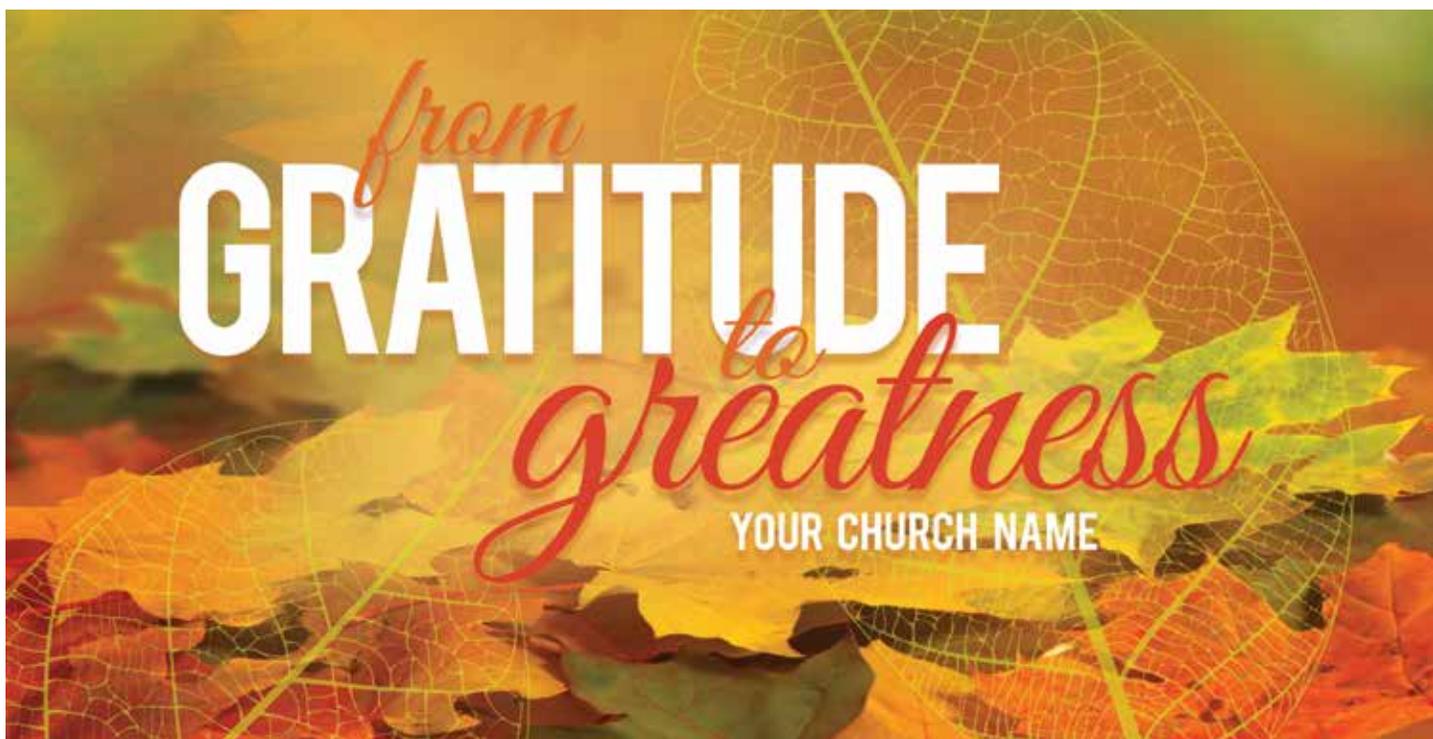
THEME: Called to Serve



THEME: Our Family, Our Faith, Our Future



THEME: From Gratitude to Greatness



GET A FREE ASSESSMENT OF YOUR PARISH GIVING.

Visit our website at:

www.4LPi.com/increased-offertory-program/
and fill out the form at the bottom of the page

READY TO GET STARTED NOW?

Call us to get a proposal for services & establish a start date for your campaign at **(800) 950-9952 x2534** or contact us online at **www.4LPi.com**.



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