

Increase Offertory Giving By Working Together



Cathedral[®]
CORPORATION

Increased Offertory Program

Cathedral is committed to helping parishes make the best possible use of their gifts of time, talent and treasure. By utilizing our expertise in data management, envelope, e-giving, printing and mailing resources, we provide a unique approach to offertory enhancement that has extraordinary results. Our personalized letters, pulpit and bulletin announcements and educational materials are designed for parishes who are embracing stewardship as a way of life.

Our Understanding

For over 100 years, Cathedral Corporation has developed and implemented a wide array of offertory, stewardship, and communication programs for parishes throughout the United States. Through strategic acquisitions, such as Cunneen, a leading provider of fundraising solutions, we have been able to enhance these programs and provide them to over five thousand parishes:

- *Parishioners have significant spiritual and temporal needs.*
- *Your ability to meet the spiritual needs of your parishioners depends upon your availability (time) and programs that are appropriately funded (treasure).*
- *Your time is limited and your parishioners can contribute more each week to ensure the vitality of those programs upon which they rely.*

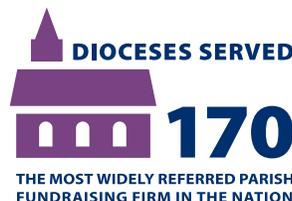
Our Innovative Approach

Cathedral's Increased Offertory Program uses proven direct mail methodology to increase your weekly collections by 10 - 30% allowing your parish to achieve its goals and succeed in its mission.

Cathedral can translate your critical communication needs into high-valued documents and communication services. With our experience and absolute guarantee for accuracy and timeliness, you can count on us to deliver essential communications solutions that are as innovative as they are effective in positioning you for a vital future.



PARISH APPEALS



A person wearing a dark sweater and a white knit hat stands with their back to the camera, arms raised in a gesture of joy or prayer. They are in a field of tall, golden-brown grasses. The background shows a vast landscape of rolling hills and mountains under a bright, hazy sky at sunset or sunrise, with the sun low on the horizon creating a warm, golden glow.

Key Benefits

- *Increased parishioner engagement and financial participation.*
- **10 – 30% increase** in giving over previous year.
- *Customized program based on your parish needs with ongoing mentorship/guidance.*
- *Partnership in your fundraising initiatives and benefit of the Cathedral Corporation guarantee.*

62%

of all parishioners **give less than 10 times a year** or not at all. Our concept is to increase giving incrementally. We involve the entire parish through a 6 week multi-touch direct mail campaign that allows parishioners to read and embrace the parish's mission, reflect on their giving and prayerfully respond.



Personalized to Your Needs

While each campaign can be tailored to your parish's needs, all of our collaborative approaches contain fundamental keys for success. Our In-Pew program gives your parish added guidance with the tools to engage your parishioners in a more personal setting. Core elements include:

- *Personalized full color letters, targeted to the following parishioner segments:*
 - *Givers*
 - *Non-Givers*
 - *Electronic Givers*
 - *Excused Parishioners*
- *In-Pew components*
 - *Carefully Scripted In-Pew Presentations*
 - *Commitment Packets*
 - *Commitment Weekend Collateral*
- *Prayer card*
- *Giving guideline chart*
- *Response envelope with each letter*
- *Fully customized parish specific brochure*

For those parish's that do not wish to include the In-Pew components, Cathedral has tailored a letter only option to meet their needs. This program contains all the customized benefits listed above, excluding only the In-Pew components.

Annual Renewal

On the anniversary of the original Stewardship Appeal, we recommend an Annual Renewal. The program is designed to reinforce the concepts established with the initial effort and lead the parish into a regular, cyclical, conversation about Stewardship. An Annual Renewal is composed of:

- *Two personalized full color letters*
- *One thank you letter*



Cathedral Guarantee

Cathedral Corporation is a partner in your fundraising initiatives and guarantees your campaign performance. Once completed, should your campaign return less than the fee, we will adjust your cost based on the pledge commitments.

How it works

Increased Offertory Programs are intricate and can seem complicated, by becoming your partner Cathedral simplifies the process. We break it down to four phases:



Phase 1

Planning, strategizing and organizing to make sure all the pieces are in place.

Phase 2

Creating, supporting and approving all campaign messaging.

Phase 3

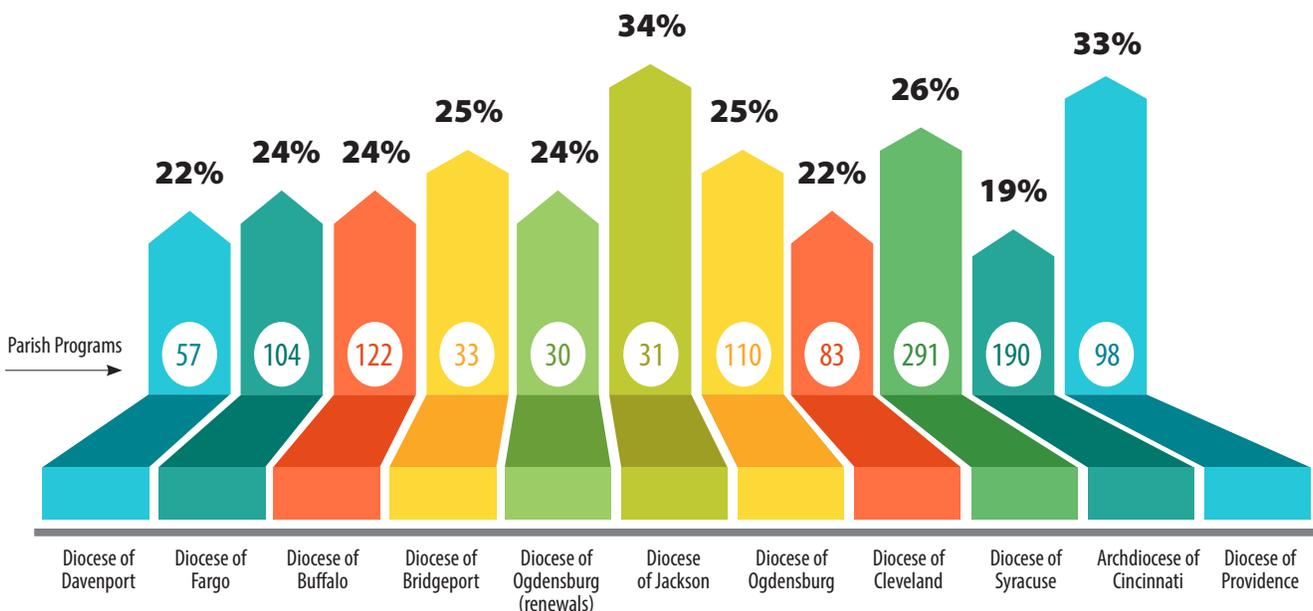
Commitment Weekend! (Presentations and Mailings)

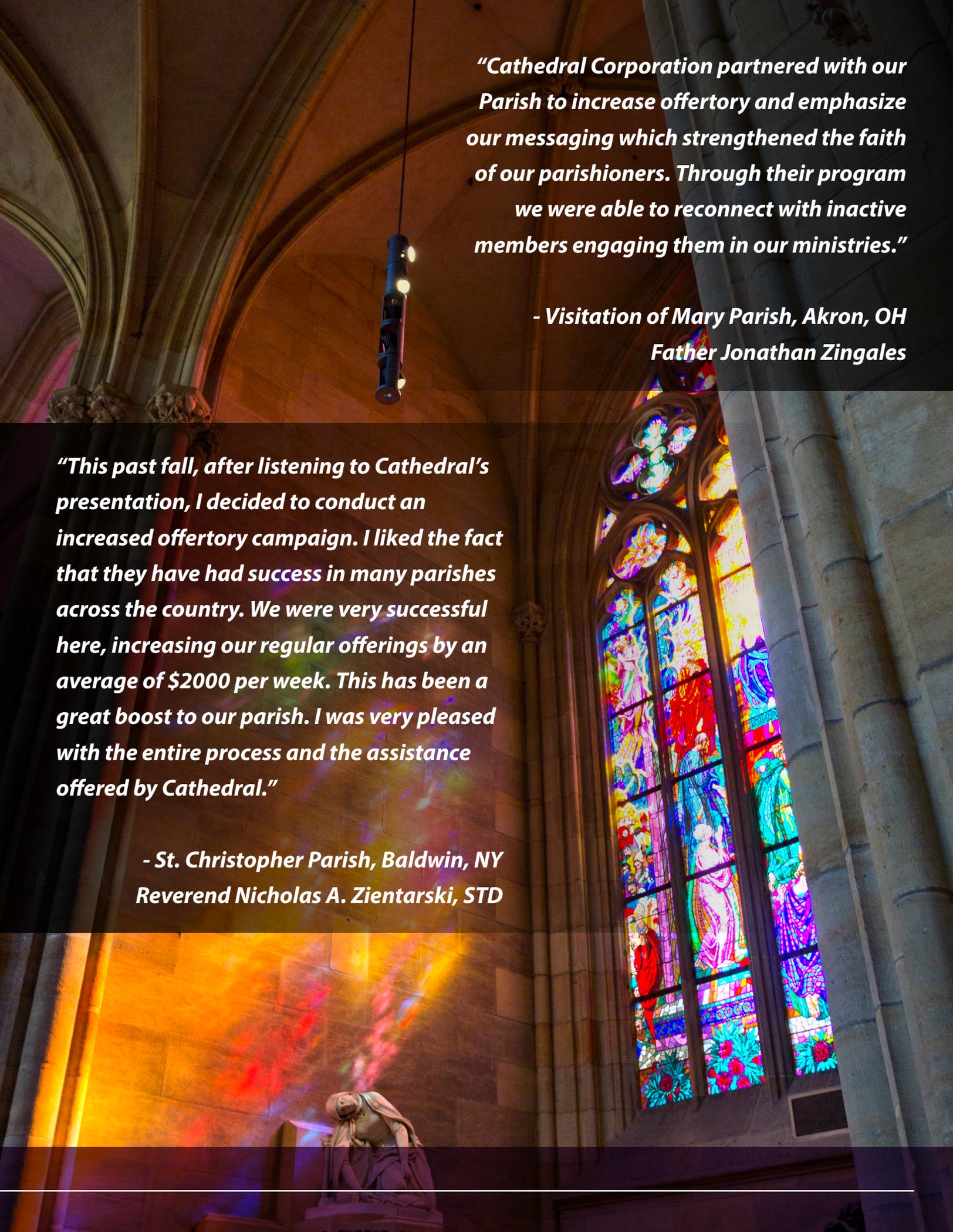
Phase 4

Campaign offertory intention letters, thank you's and reporting.

By the Numbers

Cathedral's Diocesan-wide program experience includes raising over \$2.6 billion in 170 of the 185 U.S. Dioceses across the U.S. Our personalized letters, mass and bulletin announcements and educational materials are designed for parishes who are embracing stewardship as a way of life.



The background of the entire page is a photograph of the interior of a cathedral. It features high, vaulted ceilings with intricate stone carvings. A large, multi-paned stained glass window is visible on the right side, depicting various religious figures in vibrant colors. In the lower-left foreground, there is a statue of a person, possibly a saint or religious figure, seated on a pedestal. The lighting is warm and dramatic, highlighting the architectural details and the colors of the stained glass.

“Cathedral Corporation partnered with our Parish to increase offertory and emphasize our messaging which strengthened the faith of our parishioners. Through their program we were able to reconnect with inactive members engaging them in our ministries.”

***- Visitation of Mary Parish, Akron, OH
Father Jonathan Zingales***

“This past fall, after listening to Cathedral’s presentation, I decided to conduct an increased offertory campaign. I liked the fact that they have had success in many parishes across the country. We were very successful here, increasing our regular offerings by an average of \$2000 per week. This has been a great boost to our parish. I was very pleased with the entire process and the assistance offered by Cathedral.”

***- St. Christopher Parish, Baldwin, NY
Reverend Nicholas A. Zientarski, STD***



New York | California | Rhode Island | Florida
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