

# Grateful Giving

*Every diocese and parish should make education and formation for stewardship a major priority. This is vitally important today because (1) it helps individuals, families, and communities better understand what it means to follow Jesus in an affluent, consumer culture, and (2) it establishes an appropriate, scriptural basis for responding to the Church's growing need for human, physical, and financial resources. (USCCB Pastoral Letter on Stewardship, p51)*



## Enhancing Your Offertory

*Are you meeting your budget through regular weekly offerings?*

*Do you have the financial resources to provide for or expand your parish ministries?*

*Is your offertory keeping pace with inflation?*

*Is your offertory enough to secure the future of the parish?*

Answer YES to all these questions  
with **GRATEFUL GIVING!**

# Why GRATEFUL GIVING?

*For gifts to strengthen and build God's Kingdom.*



The Catholic Community Foundation continues to assist parishes in fostering stewardship as a way of life, including the growth and development of financial resources to sustain and grow parish ministries and operations. The GRATEFUL GIVING program, offered in partnership with Cathedral Corporation since 2013, is an offertory enhancement initiative designed to increase annual parish revenue. The program combines critical faith formation with successful techniques for inspiring greater generosity.

The 20 parishes that have experienced the GRATEFUL GIVING program over the past year have averaged an aggregate increase in weekly offering of 24% (ranging between 14% - 47%). In addition, parishes experienced an increased interest in electronic giving, pledges from persons not previously registered, and outright gifts. Continued process improvements, including greater personalization of the parish case statement, invitation letter, and ask amounts, have warranted continued greater results.

To date, over 45 parishes have experienced considerable increased offertory, regardless of the number of years since the Rooted in Faith campaign. Is it your time to learn more? Please contact Terri Preskar, Director of Stewardship, at 216-696-6525 | 800-869-6525, x5090 or [tpreskar@catholiccommunity.org](mailto:tpreskar@catholiccommunity.org) with any questions.

A handwritten signature in black ink that reads "Patrick J. Grace".

Patrick J. Grace  
Executive Director  
Catholic Community Foundation



With 100 years of experience serving Catholic parishes and dioceses nationwide, Cathedral Corporation is a leader in personalized communications and fundraising services—we will assist you in every way possible to achieve your ministry goals. Cathedral serves over 4,000 parishes across the United States—including 60 in the Diocese of Cleveland—providing offertory envelopes and list management services, eGiving options, and the Cunneen Enhanced Giving Programs for offertory enhancement and parish capital campaigns.

Tim Kelly is the dedicated Cathedral representative who will work closely with your parish for Grateful Giving implementation.



# Why GRATEFUL GIVING?

*For all the support you need, at a price that pays for itself.*



*An offertory enhancement program like GRATEFUL GIVING is the best way to build both financial security and parishioner engagement for your parish. With sustained offertory increases, you can ensure a firm foundation for your vital mission and ministry. And engagement in GRATEFUL GIVING helps encourage prayerful stewardship practices that reap an abundance of blessings for both your parishioners and the parish.*

The GRATEFUL GIVING program is a 9-week process that features personalized mailings, lay witness stewardship talks, and an in-pew commitment weekend.

Here is what your GRATEFUL GIVING investment of \$8.50 per household includes:

- **Personalized parish communications** from you to your parishioners
- **Customized ask amounts** based upon current pattern of giving
- **First class pre-sort postage** to reach parishioners where they live
- **Opportunities to increase enrollment** in parish electronic giving and envelope programs
- **Printing and shipping** of all materials
- **Program oversight and administrative support**, including recording of commitment cards to free your parish staff
- **Program updates and reports** so you can monitor results
- **Spring and Fall implementation dates** to fit your parish calendar

The GRATEFUL GIVING Guarantee:

GRATEFUL GIVING requires no money up front. You are not charged until two weeks after the campaign has been completed. And with our guarantee, **the fee will never exceed the actual amount of new money received**, including outright gifts!

# Why GRATEFUL GIVING?

*For results that speak for themselves.*

S14=Spring 2014  
F14=Fall 2014  
S15=Spring 2015  
F15=Fall 2015  
S16=Spring 2016

Pastor testimonial video from Father Michael Lanning, St. Angela Merici, Fairview Park, at [catholiccommunity.org/parishservices/offertory](http://catholiccommunity.org/parishservices/offertory).



**CATHOLIC COMMUNITY  
FOUNDATION**

*Enriching Lives In Northeast Ohio*

For more information, or to schedule Grateful Giving in your parish, please contact:  
**Terri Preskar**  
**Director of Stewardship**  
**Catholic Community Foundation**  
**216-696-6525 or**  
**800-869-6525 x5090**  
[tpreskar@catholiccommunity.org](mailto:tpreskar@catholiccommunity.org)

Results from GRATEFUL GIVING Parishes in the Diocese of Cleveland

Parish	Households	Campaign Conducted	% Response	Beginning Weekly Average	Projected Weekly Increase	Projected Annual Increase	% of Weekly Increase
Blessed Trinity (Cleveland)	947	F15	33%	\$5,415	\$1,946	\$101,192	36%
Assumption (Broadview Heights)	1911	S16	28%	\$15,408	\$3,185	\$165,620	21%
Cathedral of St. John the Evangelist	1013	S16	11%	\$6,131	\$846	\$43,992	14%
Communion of Saints (Cleveland Hts.)	1,711	F14	18%	\$14,500	\$2,071	\$107,705	14%
Holy Family (Parma)	2,672	F14	18%	\$18,740	\$2,650	\$137,800	14%
Holy Family (Stow)	2,990	F14	18%	\$26,590	\$4,140	\$215,290	16%
Holy Martyrs (Medina)	2,000	S14	19%	\$14,629	\$2,369	\$123,188	16%
Immaculate Heart of Mary (Cuyahoga Falls)	2,328	S15	23%	\$17,437	\$2,821	\$146,692	16%
Mary Queen of Peace (Cleveland)	499	F14	29%	\$6,201	\$901	\$46,827	15%
Nativity of the BVM (Lorain)	508	F14	39%	\$4,000	\$1,096	\$57,016	27%
Our Lady Help of Christians (Litchfield)	766	F15	34%	\$6,438	\$1,539	\$80,028	23%
Our Lady of the Lake (Euclid)	1,038	S15	32%	\$6,971	\$2,000	\$104,000	29%
Our Lady of Victory (Tallmadge)	1,310	F15	28%	\$10,500	\$1,923	\$99,996	18%
St. Agnes (Elyria)	351	F15	39%	\$2,928	\$891	\$46,332	30%
St. Angela Merici (Fairview Park)	3,150	S14	16%	\$19,672	\$3,213	\$167,076	16%
St. Anthony of Padua (Parma)	2564	S16	30%	\$12,330	\$3,898	\$202,696	32%
St. Bartholomew (Middleburg Heights)	1,680	F14	22%	\$13,787	\$1,875	\$97,503	14%
St. Basil the Great (Brecksville)	3,669	F14	28%	\$32,412	\$6,531	\$339,597	20%
St. Charles Borromeo (Parma)	3,878	F15	43%	\$22,900	\$6,930	\$360,360	29%
St. Clare (Lyndhurst)	1,496	F15	29%	\$14,000	\$2,257	\$117,364	16%
St. Clement (Lakewood)	772	F14	25%	\$7,371	\$1,017	\$52,859	14%
St. James (Lakewood)	573	F14	28%	\$2,856	\$1,001	\$52,032	35%
St. Joseph (Cuyahoga Falls)	1,069	F14	29%	\$11,870	\$2,096	\$108,968	18%
St. Jude (Elyria)	1,695	S14	16%	\$11,975	\$1,836	\$95,472	15%
St. Justin Martyr (Eastlake)	1,776	F14	20%	\$11,179	\$1,486	\$77,252	13%
St. Luke (Lakewood)	1,549	S15	22%	\$9,600	\$2,259	\$117,468	24%
St. Mary (Chardon)	2,213	S15	27%	\$18,200	\$4,174	\$217,048	23%
St. Mary (Lorain)	415	S16	59%	\$4,250	\$2,023	\$105,196	47%
St. Mary (Painesville)	522	S16	43%	\$7,885	\$1,410	\$73,320	18%
St. Mary of the Falls (Olmsted Falls)	1,652	F14	22%	\$16,298	\$2,320	\$120,645	14%
St. Matthias (Parma)	771	F15	35%	\$8,536	\$2,007	\$104,364	24%
St. Michael (Independence)	2,000	F15	15%	\$12,330	\$1,931	\$100,412	15%
St. Paschal Baylon (Highland Heights)	2,275	F14	14%	\$18,992	\$1,974	\$102,647	10%
St. Patrick (Thompson)	329	S16	34%	\$3,557	\$889	\$46,228	25%
St. Patrick (Westpark)	480	F14	44%	\$5,495	\$904	\$47,000	17%
St. Paul (Akron)	1,509	S15	23%	\$7,960	\$1,920	\$99,840	24%
St. Peter (North Ridgeville)	1,960	S15	23%	\$12,413	\$2,418	\$125,736	19%
St. Richard (North Olmsted)	1,475	F14	19%	\$9,595	\$1,488	\$77,367	16%
St. Rita (Solon)	2,646	F14	20%	\$24,086	\$2,892	\$150,366	12%
St. Stephen (West Salem)	229	F14	45%	\$3,191	\$523	\$27,202	16%
<b>TOTALS:</b>	<b>62,391</b>		<b>28%</b>	<b>\$478,628</b>	<b>\$89,648</b>	<b>\$4,661,584</b>	<b>20%</b>

We have had numerous parishes in all phases/blocks of the RIF Campaign conduct the GRATEFUL GIVING program and have not witnessed an impact or correlation of RIF (i.e. its timing) and the success of the GRATEFUL GIVING program.