

EXCEED YOUR FUNDING GOALS, TRANSFORM YOUR CAMPUS MINISTRY



ANNUAL
FUND

As fundraising continues to **become more competitive** and people and technology continue to change, relying on what you've done in the past and gut-feelings will no longer successfully increase donor participation.

Our **Annual Fund** will expand philanthropic efforts and connect **donors to the mission of your campus ministry program**. During the eight week process, OSV consultants will work with you to determine how best to **adapt materials to your needs**. We have made the process simple, so only a minimal amount of work is necessary to host an Annual Fund or improve your current annual fund efforts. Along with the program customizations, OSV will review the supplied mailing lists including your **alumni, families and parish families** for accuracy. **We will guide you through the process** and assist you with your customizations. OSV will assist your leadership and communication efforts, as these are critical in influencing donor participation.

- Significantly grow revenue
- Increase financial participation of parents, friends and alumni
- Improve donor engagement
- Cultivate major giving
- Identify possible bequests



Call OSV today for more information, or set up your first consultation: **800.348.2886 ext. 3000**

A CATHOLIC COMPANY HONORING CATHOLIC VALUES.

MEANINGFUL INSIGHTS

A strong Annual Fund is critical in today's climate. Parishes and dioceses often have reduced resources and are not able to subsidize campus ministry with as much funding as in the past.

An Annual Fund will improve the **financial stability of the school while engaging donors** and families further into the mission of the campus ministry. Because of this connection to your ministry's mission, a strong annual fund will also help connect your contributors during other giving requests throughout the year. Our best practices in development will not only help your campus ministry improve the funds you need, but share more information about how students' lives and faith are being changed by your campus ministry.



Scan with the camera
on your smart device.

MAILING

A full color program brochure outlining the goals of the program is mailed to all supporters one week prior to Commitment Sunday.

LETTER 1

A follow up letter requesting commitment is mailed to all supporters who did not return a commitment card on Commitment Sunday.

CONSULTATION

Consultants will review results with you during the process and after the completion of the last mailing.

LETTER 3

Thank you letters

CONSULTATION

Virtual or on site meetings as necessary to understand the dynamics of the school and any particular changes to the program.

IN PEW

The request is made during Mass on Commitment Sunday.

LETTER 2

A second letter requesting support is mailed to all contributors who have not yet responded.

SUMMARY

A final report outlining the results is mailed to all the donors at the conclusion of the program

OSV

TO CHAMPION
THE CATHOLIC CHURCH

osv.com