

Is your parish offertory suffering as a result of Mass suspension?

Your path forward should include so much more than just Parish Stabilization or Increased Offertory!

We see these unique times as an ideal opportunity to not only address today's offertory shortfalls, but to **also** cultivate and foster a **long-lasting** and **loyal relationship** with your **entire parish community**.



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Catholics successfully helping Catholics for over 25 years.

WE INVITE YOU TO JOIN US ON:

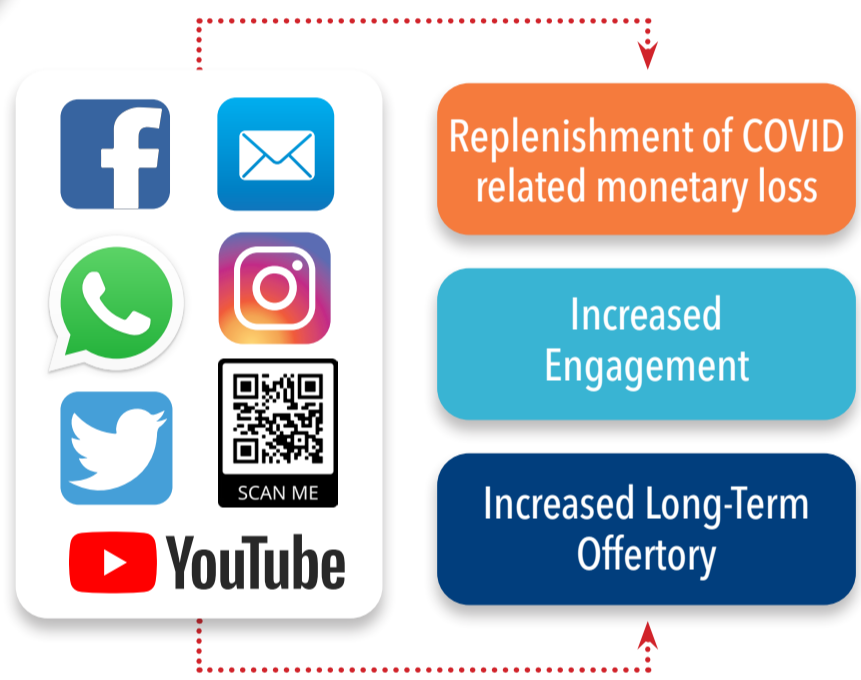
The Path Forward



Parishes have been thrust into the digital age: streaming Mass online, utilizing social media to relay the Word of God, and relying on digital platforms to collect offertory. **The Path Forward** uses both traditional and modern messaging to capture **all** parishioners' attention. By establishing and implementing modern and tailored engagement practices, we will help solidify and build on your parish's digital foundation. As a result, parishes will realize an **immediate replenishment** of offertory, a **predictable and sustained** income, and **increased** engagement.



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For additional information email info@guidanceingiving.com or call 888.757.5444.

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We know that an added expense is the last thing your parish needs during this time of uncertainty; and we have structured **The Path Forward** with that as a priority.

- ✓ No strain to existing budgets. No fees until services are completed.
- ✓ Fixed fees and expenses that are a fraction of the amount raised.
- ✓ A customizable plan based on parish size, demographics, resources, current situation, etc.

Parish Outcomes	Increased Offertory Appeal	The Path Forward
SHORT-TERM EFFECTS		
Increase Ongoing Parish Offertory	✓	✓
Replenish Lost Parish Offertory	✓	✓
Establish or Replenish Emergency Reserves	✓	✓
Immediate Impact on Parish's Operational Budget	✓	✓
LONG-TERM EFFECTS		
Predictable and Sustained Income		✓
Increased Enrollment of Digital Giving Users		✓
User-Friendly and Relevant Website		✓
Increased Digital Engagement Across Multiple Platforms		✓
> Email		✓
> Social Media (Facebook, Twitter, YouTube, etc.)		✓
> Text Messaging		✓
> App Utilization		✓
Comprehensive and Consistent Communication Efforts (jointly utilizing both traditional and social mediums)		✓

Traditional increased offertory plans typically focus on the immediate shortfalls. **The Path Forward** will help address your current short-term needs in a focused way that effectively propels your parish forward by bridging foundational engagement and the digital world.

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