

Are your parishes and diocese 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 opportunity to address more than today's offertory shortfalls.



**GUIDANCE IN GIVING, INC.**

*Catholics successfully helping Catholics for over 25 years.*

WE INVITE YOU TO JOIN US ON:

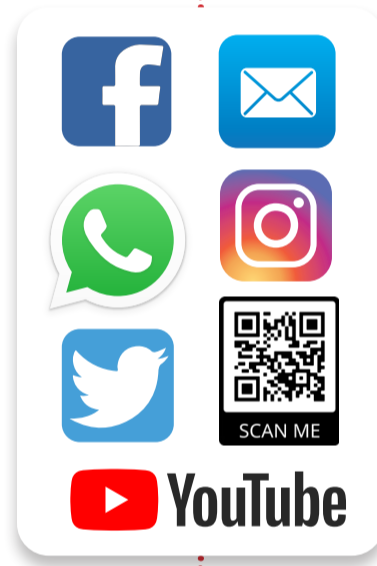
## The Path Forward



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, parishes with either recent shortfalls and/or historic debt can realize an immediate replenishment of offertory and a predictable and sustained income in the future.



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Replenishment of COVID related monetary loss

Increased Engagement

Increased Long-Term Offertory

For additional information email [info@guidanceingiving.com](mailto:info@guidanceingiving.com) or call 888.757.5444.

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We know that an added expense is the last thing a parish or diocese needs during this time of uncertainty; however, **The Path Forward** will address your short-term needs in a manner that effectively propels your parishes towards financial well-being:

- ✓ No strain to existing budgets. No fees until services are completed.
- ✓ Fixed fees and expenses that are a fraction of the amount raised.
- ✓ Long-term returns to the Finance Department.

Traditional increased offertory plans typically focus on the immediate shortfalls.

**The Path Forward** will do just that *and more!*

Parish Outcomes	Increased Offertory Appeal	The Path Forward
<b>SHORT-TERM EFFECTS</b>		
Increase Ongoing Parish Offertory	✓	✓
Replenish Lost Parish Offertory	✓	✓
Establish or Replenish Emergency Reserves	✓	✓
Immediate Impact on Parish's Operational Budget	✓	✓
<b>LONG-TERM EFFECTS</b>		
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)		✓

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