



SCHOOL  
ANNUAL  
FUND

# EXCEED YOUR FUNDING GOALS, TRANSFORM YOUR SCHOOL

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 **School Annual Fund** will expand philanthropic efforts and **connect donors to your school mission**. During the six week process, OSV consultants will work with your school to determine how best to **adapt materials to your school needs**. We have made the process simple, so only a minimal amount of work is necessary to begin a School Annual Fund or improve your current annual fund efforts. Along with the program customizations, OSV will review the supplied mailing lists including your **alumni, school 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 School revenue**
- **Increased financial participation of parents, friends, and alumni**
- **Improve donor engagement**
- **Cultivate major giving**
- **Identify possible bequests**



Call to schedule time to learn  
more about School Annual Funds  
**(800) 348-2440 ext. 3000**

# MEANINGFUL INSIGHTS

A strong School Annual Fund is critical in today's climate. Parishes have often reduced resources and are not able to subsidize their Parish Catholic school, Regional Catholic schools, or Diocesan Catholic schools with as much funding as in the past.

A School Annual fund will improve the financial stability of the school while engaging donors and families further into the mission of the school. Because of this connection to your school'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 school improve the funds you need, but share more information about how students' lives and faith are being changed in your school.

## 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.

## CONSULT

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

## LETTER 3

Thank you letters

## CONSULTANT

Meetings via phone or on site 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



# TO SERVE THE CHURCH