

STRENGTHEN ENROLLMENT AND BOLSTER FINANCES



Educating children is the primary goal for any school, and Catholic Schools understand that is more than just a basic defined curriculum. **Influencing the lives of the next generation and instilling Catholic principles is paramount.**

Communicating the true value of a Catholic education is critical to the success of the School, the Parish and the Diocese. It is important to highlight all the advantages of a Catholic education without downgrading other options, but it is also as important to **promote all the good things Catholic Schools can do for our youth.** Tested, proven and turn-key **fundraising solutions are vital to support the financial health of schools** who are looking to replace or augment current fundraising activities.

OSV has been working with schools and parishes for decades. Our expertise in communicating and marketing to Catholics across the country is immense and our experience with fundraising for parishes and dioceses gives us a **unique perspective on the needs of Catholic schools.** As a Catholic not-for-profit company, OSV is sensitive to the needs of our Catholic customers as well as Catholic parents and can work to provide you with a full set of School Solutions.

- Increase awareness in your community
- Bolster enrollment
- Significantly grow School revenue
- Increase financial participation of parents, friends, and alumni
- Improve donor engagement & cultivate major giving



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

INCREASE AWARENESS, DEVELOP LEADS AND GROW ENROLLMENT

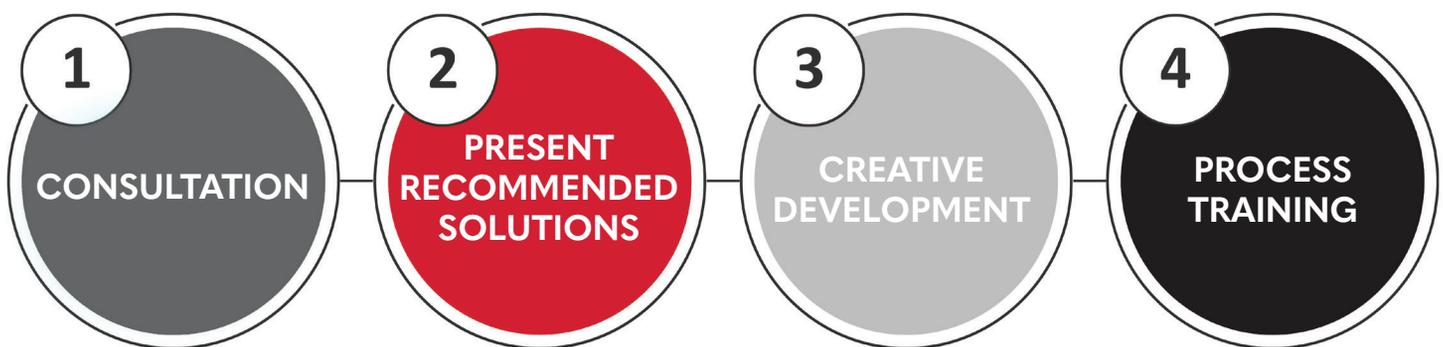
Catholic schools today can be faced with many challenges. The educational environment is competitive and parents are presented with many options and choices for their children's education. At the same time, increased demand for remote learning options and demand for technology is increasing, which adds even more factors for a family to consider. Now more than ever, Catholic schools need to **promote all the advantages they provide to children and their families in education and developing the character of a new generation.** Sensitivity to diversity, care for one another and belief in the hope of a brighter future are necessary leadership skills in today's culture.. Catholic schools have a unique opportunity to help families today.

The benefits that a Catholic school can provide are immense and OSV is committed to helping communicate that value and emphasizing the advantages that Catholic schools have over other educational options.

OSV offers a complete array of enrollment marketing services that can augment assets and other promotional materials including:

- Video virtual tour
- Video testimonials from parents, teachers and students
- Post cards
- Full size recruitment brochures
- Tri-fold brochures
- Sales process follow-up
- Follow-up email templates and phone call scripts for prospects

ENROLLMENT SERVICES PROCESS STEPS



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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 intuitions 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.

OSV

osv.com

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.

STATE OF THE SCHOOL REPORT

A full color, four page report detailing important statistics of your school and setting the tone for an upcoming Annual Fund.

IN PEW

The request is made during Mass on Day of Giving.

LETTER 2

A second letter requesting support is mailed to all contributors encouraging participation and summarizing the results of the Annual Fund.

LETTER 3

Thank you letters are sent each week throughout the program.

CONSULTANT

Meetings via phone or on site as necessary to understand the dynamics of the school and any particular changes to the program.

MAILING

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

LETTER 1

A follow up letter requesting commitment is mailed to all supporters who did not return a commitment card on Day of Giving.

CONSULT

Consultants will review the results with you during the process and offer a full program analysis after the completion of the last mailing.



**TO SERVE
THE CHURCH**

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for more information
or visit osv.com