



# Memo

**Date:** May 6, 2024

**To:** Pastors, parish administrators and business officers

**From:** Deacon Rick Medina, chief advancement officer, Office of Mission Advancement

**Re:** Parish Offertory Program 2024

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The Office of Mission Advancement (OMA) invites all parishes to participate in the Our Sunday Visitor's Parish Offertory Program (POP) this year. The POP program offers a personalized approach to engaging parishioners in our Church's mission. This approach also allows each parish the opportunity to reflect on other communications that we may already be using to strengthen your message and provide a better understanding of how offertory is used to meet your parish's needs.

Last year's program was a huge success for the 13 parishes participating. These parishes ranged in size from 167 to 3,141 households, and the average participation by these households was 38 percent. Over \$2.4 million was newly committed to offertory, of which over \$662,000 was collected in the first 22 weeks. Almost \$130,000 was also received as one-time gifts.

The participating parishes used some of these monies to subsidize professional Catholic counseling for parishioners unable to cover the cost, replace air conditioning units in the church sanctuary and other special projects.

A packet with more details about the program has been mailed to you. I encourage you to look at it in detail to learn more about how the POP program encourages your parishioners to be collaborative financial partners and how their giving can support your ministries, programs and facilities. Additionally, I invite you and your staff to join us for a webinar on either Tuesday, May 14, at 10 a.m. or Wednesday, May 15, at 2 p.m. to hear more about the program.

Please register at

<https://attendee.gotowebinar.com/rt/4811736000503347547>

I hope that you will strongly consider participating in the 2024 POP program.

Please direct any questions to Suzanne Fusco, parish and donor relations officer, at [sfusco@archatl.com](mailto:sfusco@archatl.com) or 404-920-7614.