

# UNDERSTAND YOUR CAPABILITIES AND **GET READY** FOR YOUR NEXT BIG PROJECT



CAPITAL  
CAMPAIGN  
PREP

Raising the monies necessary to fund new buildings, remodeling, renovations, endowment funds and other projects is an important part of every parish's life and mission. Getting the timing right is critical, but so is **understanding your parishioners' and donors' thoughts** on the needs of your parish and how willing they are to support such an effort. And in times when a community can be stressed due to economic or social conditions, preparing for the next big project is as important – perhaps even more important – than the campaign itself. You may have deferred projects this year, and a **feasibility study or planning study is a great way to “ease into” your capital campaign.**

OSV Capital Campaign Prep can help a parish scope the community's understanding of the effort, estimate a realistic goal, outline a plan, and predict success. While the process provides parishioners an opportunity to **gain a deeper understanding of the project**, the parish can gauge if the capital campaign goal is realistic and achievable. This is an opportunity for parishioners to share their thoughts and opinions on the project and proposed plans. OSV has two consulting products that are options for preparation and while related, each is unique in its own way. Both are **vital to starting a campaign effort and critical to its success.**

**92%**  
**SUCCESS**  
**RATE**

for campaigns  
preceded  
by a feasibility or  
planning study

- Ideal way to begin your Capital Campaign process
- Approach your community with sensitivity
- Understand your goal opportunity more clearly
- Prepare your campaign for the next step in the process
- Ensure success with your execution



**OSV**



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

# OSV PLANNING STUDY

An OSV Planning Study is ideal for defining your goals when you are clear on what you need and already have an idea for your goal. It is perfect for helping a parish clarify what they can do and the right way to plan for and execute their campaign.

OSV consultants will work with your team to **understand how your parish community feels about a larger fundraising effort** and how best they would support a program. The OSV Planning Study helps you be ready for the next step in your campaign.

# OSV FEASIBILITY STUDY

An OSV Feasibility Study is right when a parish is faced with many questions regarding a new building project, renovations, or large fundraising endeavors. Through a series of qualitative and quantitative mechanisms, the OSV Feasibility Study will give you a **full understanding of the level of support your community has for**

**the project**, evaluates all factors to determine potential goals, financial attainment and the best way to achieve successful results. Your OSV Consulting team will speak with your key donors and collect feedback from your entire community to prepare you for fundraising.

# OSV'S TURNKEY PROCESS MAKES IT EASY



Depending on your specific need, both programs are turn-key and include a complete team that works with you along the way. We do all the work for you and with you. **We consult, design, print and mail all in one place. No additional outsourcing is necessary.** You get a team – not

just one person. We are a full-service model. OSV has complete design, printing, and mailing capabilities in-house so a single provider makes your program even more flexible.

# OSV ADDED BENEFITS

OSV has experience cleansing data, critical to the advancement of any successful campaign. OSV is a Catholic organization with immense fund-raising experience, helping over 1000 parishes with Increased Offertory Programs, dozens of Capital Campaigns, and dozens of Dioceses with Annual Appeal programs. Our services are more affordable. We work on site as needed, but virtually, to allow you to have some space as you continue to do your regular work.

OSV can even bundle the study with your Capital Campaign **saving you money** should you decide to take that next step. And we have experience understanding the Hispanic community.

Call **800.348.2886 ext. 3000** today  
or visit **OSV.com/CCPrep**



**osv.com**