

FEBRUARY 2020

Building a Better Newsletter



Dear Brothers and Sisters in Christ;

We have a quandary that hopefully you can help us with. For over a year, we have been using this newsletter to keep people better informed about OCCIF's ministry. Our goal is to share the work that we do in help in the physical expansion of Orthodoxy in America. Yet we would like to do better to reach more of our brothers and sisters. While many have commented that our newsletter is a great tool and enjoy receiving it monthly, there is one statistic that we are puzzled by.

Fully half of the emails we send out are never opened.

Now we have a 45% open rate, which is much higher than the national average. Yet we'd like to do better.

So what do you recommend? At this point your feedback is critical to help spread the message of our ministry.

We've considered calling all of the people on the non-open list, which would entail hundreds of calls. Also, the non-open rate makes us wonder if we are reaching the right people. Should we address our newsletter to your parish council or other members of your parish?

Our ministry is designed to help the Church, so anything you can think of to improve how we get our message out would be much appreciated.

One idea that we are going to soon implement. We will store each monthly newsletter as a PDF file on our website so that anyone can download and print

these newsletters use in their social hall.

As always, thank you for participating in our ministry with your support!

John Della Monica
President, OCCIF



Matushka Theodora Blom joins OCCIF Board

We are excited to announce that Matushka Theodora Blom has joined the OCCIF Board of Directors. Matushka Theodora brings a wealth of experience in her work in Orthodoxy, having worked in the non-profit sector both in and out of the Church in various capacities. She currently also serves as Treasurer of the Diocese of the West, OCA. We appreciate Matushka Theodora's family sharing her with us, and look forward to adding Theodora's expertise as we move forward to expand our ministry!

St. Seraphim of Sarov completes their Church remodel!

In our November newsletter we had shared a video of Father David Moser and the construction of the church of St. Seraphim of Sarov in Boise, Idaho. OCCIF provided funding for this extensive project, and we are delighted to report the Church is complete and beautiful!





OCCIF on "Stories that Work" live video stream for the Antiochian Department of Missions and Evangelism



OCCIF's John Della Monica was invited to speak on the Antiochian live streaming video show "Stories That Work." Amazingly, all the technology worked the way it was supposed to, and John had a great talk with Father Matthew Howell and Deacon Adam Roberts.

[Click here to watch](#)



We are continuing to expand OCCIF with new programs and ways to support the growth of our ministry. To help us toward that goal we are looking for someone to provide specialized perspectives for our Advisors Council:



Non-Profit Law

We are looking for an individual who can help coordinate and refine the work of our legal counsel by providing a non-profit perspective and best practices.

Securities Law Attorney

We are looking for an individual for consultation to help us by providing a non-profit perspective and best practices in Securities law.

If you know of any individuals who would be interested in working to expand OCCIF and become a part of our Advisory Council, [please click here to reach out to John Della Monica.](#)

*Looking for a Capital Improvement
Loan for Your Church?*

Get Started Today!

How we can help your community

OCCIF supports the growth of the Orthodox Church through capital improvement financing to parishes, missions, and monastic communities in the United States. At OCCIF, we bring together decades of professional expertise in the areas of real estate, financing, banking and construction related services to provide the best counsel and oversight for all loan applications.



**Growing
the Mission**



**Investing In
OCCIF**



**Expanding
the Church**

**View Other OCCIF
Projects**

How you can help us

We have several ways for you to get involved with supporting OCCIF:

DONATE

As a 501(c)3 non-profit entity, all donations are tax deductible and are exclusively focused on serving all jurisdictions of the Orthodox Church.

[Learn More](#)

INVEST

OCCIF offers several programs for institutions and individuals with investments that provide a rate of return while providing critical funds for church growth.

[Contact OCCIF for more information](#)

P.S. Please share this newsletter with your Parish email list!

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