

I. Small Group Gathering

For those who select the small group gathering, a call will be made to confirm the logistics of the gathering. Also, it is a very good idea to make reminder calls the day before the event. Here is an idea of how the gathering might flow:

1. Meet and greet with food and drinks.
2. The Pastor opens with prayer, thanks everyone for coming and expresses the importance of the gathering. He shares why we are doing the campaign, the ways in which we are making it as personal as possible, and his own personal desire for it to be successful.
3. The Pastor will ask each person to introduce him or herself and to share what he or she celebrates most about the parish.
4. The Pastor will show the DVD and discuss the synod and parish priorities.
5. The Pastor reviews the “Decision of Faith” questions and explains that he wants to spend a few minutes personally with each guest to discuss how they might participate in the campaign.

Decision of Faith Questions

- Is your pledge motivated by love and gratitude to God – a way to acknowledge all the ways that God has blessed you?
 - Does your pledge stretch your faith by lifting you beyond your comfort zone, causing a new selflessness on your part and requiring you to place your trust first in God?
 - Do you feel a sense of purpose and a spirit of joy in making your pledge rather than responding from your sense of obligation or guilt?
6. A Lay leader offers her or his brief witness as to why they are on board with the campaign. Telling or selling isn’t needed. Just brief, simple, sincere and humble sharing.
 7. A Committee member is assigned to usher one guest/couple at a time to the Pastor. That Committee member pulls the personal packet for that guest and hands it to the Pastor. Or the Pastor distributes packets to all attendees and asks them to keep their information personal as the request has been prepared especially for them
 8. The Pastor then shares the content of the packet and asks if it is possible for the guest to consider a pledge over five years at the \$X level. He states that he would like to follow-up with each of them personally, but that it is not always possible for him to do so.
 9. Presuming that a commitment isn’t made immediately, the Pastor asks them to see the Campaign Director, Manager or Administrator who is scheduling 10 to 15 minute meetings in the parish office for the Pastor, Parochial Vicar, Deacons and Major Gifts Committee members to receive commitments in person. (3 minutes per guest)
 10. A Committee member is available to accompany the guest to the scheduling table.
 11. While not with the Pastor, guests can mingle, with Major Gifts Committee Members facilitating introductions to each other as much as possible.
 12. After the Pastor sees everyone and they are scheduled for a follow-up visit, he thanks everyone again and closes with a prayer and blessing.
 13. A reminder call is made the day before the follow-up visit and the visit is held. (See page 23 for tips on conducting the follow-up visit)



SAMPLE SMALL GROUP GATHERING INVITATION

(DATE)

(NAME)

(ADDRESS)

(CITY, STATE, ZIP)

(SALUTATION)

I am most grateful to you for your generosity and your support of PARISH NAME and our diocese. As you may already know, our Diocesan Synod, which involved 18 months of prayer and planning, identified nine major projects that will change lives and transform communities throughout our entire diocese. Now we, the faithful of PARISH NAME, have been asked to prayerfully consider how we might further the great work of the Synod in our own local community.

The *Alive in Christ* Campaign – the first ever capital campaign for the Diocese of Orlando - is designed to meet the immediate and long-term capital needs of our diocese and our parish. Through *Alive in Christ* we can help to fulfill the great promise of our Synod while we nourish the growth and development of our own parish community. Here at PARISH NAME, we plan to:

CASE ELEMENT 1

CASE ELEMENT 2

CASE ELEMENT 3

We are not alone on this journey. By saying “Yes” to *Alive in Christ*, we are standing in solidarity with our Bishop and our many brothers and sisters who make up the Body of Christ in Central Florida. Every parish in the Diocese is participating in *Alive in Christ*, and through the grace of the Lord and the generosity of His people, the campaign is already yielding tremendous fruit – changing lives and transforming communities throughout our nine counties.

As a people joined together in the love of God, we know that the path of discipleship is grounded in self-giving. The campaign has received tremendous support thus far from dedicated, faithful Catholics like you, and I am confident that by working together with God’s people, our parish effort will be a success.

Will you say “Yes” and join me for a special, intimate Gathering on (DATE) at (LOCATION) at (TIME)? At that time, we will share our plans and success stories with a small group of parishioners from the parish. I hope you will be able to join us. Together we will ensure that the Catholic presence throughout Central Florida remains confident and strong.

Enclosed is a self-addressed R.S.V.P. card that I ask you to return by (DATE). I look forward to seeing you on (DATE).

Sincerely yours in Christ,

(PASTOR’S NAME)



SAMPLE RSVP CARD

Parish Name

- I/we are pleased to accept PASTOR'S invitation to join him at a Gathering on DATE at TIME at LOCATION
- I/we are unable to attend.

Name(s) _____

Phone _____

E-mail _____

Address _____

Please RSVP by DATE to NAME at the Parish Office – INSERT PHONE NUMBER AND E-MAIL

Grow. Lead. Share.



PASTOR'S NAME

PARISH

ADDRESS

CITY, STATE, ZIP

BACK (Consider using Avery product # 3263, 3263, 3377, 3377, 3381, 3381, 5689, 5689, or 8383)

ADDRESS.



SAMPLE SCRIPT FOR FOLLOWING-UP ON A SMALL GROUP GATHERING INVITATION

Visitor: “Hello, this is YOUR NAME. I am a fellow parishioner at PARISH NAME. You recently received an invitation to a small group gathering. PASTOR’S NAME has asked me to follow-up with you and SPOUSE’S NAME, when appropriate to see if you are able to join us. Are you able to attend?”

If the candidate plans to attend:

Candidate: “Yeah, we will be there.”

Visitor: “Great. I’ll let PASTOR’S NAME and know. We’ll see you DAY, DATE at TIME.”

If the candidate cannot attend the event:

Candidate: “We can’t make it that night.”

Visitor: “Perhaps you are able to attend the event on DAY, DATE at TIME. Would that be better?”

If the candidate cannot attend any of the events:

Candidate: “We can’t attend any of the events.”

Visitor: “Since *Alive in Christ* is such an important effort for our parish, PASTOR’S NAME would like you to hear first hand about the project. May I or another tem member come over to visit with you on DAY, DATE at TIME or perhaps DAY, DATE at TIME?”

If the candidate wants to discuss the campaign over the telephone or asks to have the material mailed:

Candidate: “Can’t I just discuss it with you over the phone, or perhaps you could mail me some material?”

Visitor: “*Alive in Christ* is an extraordinary effort of our parish and diocese. There are a number of areas we’d like to review with you. Because of its importance, Father would like for you to hear about the project personally. Maybe you would rather attend the event on DAY, DATE at TIME. Would that be better?”

If the candidate indicates a negative initial response:

Candidate: “I really don’t think that I’ll be interested in supporting this campaign.”

Visitor: “Rather than make a decision about *Alive in Christ* right now, could you please give us the opportunity to discuss it with you in person? This is very important for our Catholic community.”

If the candidate is unwilling to attend or have a personal visit:

Candidate: “We don’t want to attend any of the events and are not interested in having visitors either.”

Visitor: “Information about the campaign will be shared during Mass and will be mailed to you as well. Should you have any questions or decide you would like to visit further about *Alive in Christ*, please feel free to give me a call or contact our parish office. Thank you for your time.”

Sample voicemail message:

“Hello, this is YOUR NAME. I am a fellow parishioner at PARISH NAME. You recently received an invitation to a Small Group Gathering. PASTOR’S NAME asked me to follow-up with you to see if you are able to join us. Please give me a call back at NUMBER and let me know if you are able to attend. Thank you.”





SAMPLE TELEPHONE SCRIPT FOR SMALL GROUP GATHERING REMINDER

Visitor: “Hello, this is YOUR NAME. PASTOR’S NAME has asked me to remind you and SPOUSE’S NAME, *when appropriate* about our gathering tomorrow at TIME. Do you need directions or have any questions?”

If the candidate needs directions:

Offer to E-mail or fax the directions, or provide them to the candidate over the phone.

If the candidate has questions:

Answer any questions about location and logistics (i.e. “Shall I bring a dessert?”), but refrain from answering campaign questions. Try responding to those questions with “We will spend time learning all about *Alive in Christ* tomorrow evening.”

Sample voicemail message:

“Hello, this is YOUR NAME. PASTOR’S NAME asked me to remind you about our gathering tomorrow at TIME at LOCATION. We look forward to seeing you there!”





SAMPLE AGENDA FOR SMALL GROUP GATHERING

I. Welcome

Name

Campaign Chairperson

Meet and greet with food and drinks.

(10 minutes)

II. Opening Prayer

Name

Pastor

Pastor opens with prayer, thanks everyone for coming and expresses the importance of the gathering. He introduces the Cabinet and shares why we are doing the campaign, ways in which we are making it as personal as possible, and his own personal desire for it to be successful. He then asks everyone to introduce themselves and share what they celebrate most about their Church. (10-20 minutes)

III. Campaign Case

Name

Campaign Chairperson

If completed, the Campaign DVD is shown. (10 minutes)

Then, he or she gives a brief review of the parish and synod cases. (5-10 minutes)

VI. Questions and Answers

All

The attendees are given an opportunity to have their questions answered. (10-15 minutes)

VII. Decision of Faith

Name

Pastor

At this time the pastor will review and reflect upon the “decisions of faith” questions, a list of questions for all candidates to truly pray about before they decide upon their pledge commitment.

Decision of Faith Questions:

1. Is your pledge motivated by love and gratitude to God – a way to acknowledge all the ways that God has blessed you?
2. Does your pledge stretch your faith by lifting you beyond your comfort zone, causing a new selflessness on your part and requiring you to place your trust first in God?
3. Do you feel a sense of purpose and a spirit of joy in making your pledge rather than responding from your sense of obligation or guilt?

(5 minutes)

VIII. Distribution of Packets and Follow-up Visits Scheduled

Name
Pastor

With the assistance of the Foundation staff, the Pastor distributes a personalized packet with a request to each candidate/family. He is careful to mention that the request is personal and should not be shared with others. The Pastor will invite the candidates to prayerfully consider the request. He states that he wishes to receive everyone's decision personally and if they are prepared to make their decision at that time, they can complete their card and return it to him right then. Otherwise, he asks each family to visit with the Campaign Director or Manager to schedule a follow-up appointment within one week to return their commitment card. (5 minutes)

IX. Closing and Prayer

Name
Pastor

Pastor thanks everyone again. He asks everyone to prayerfully consider their gift requests and closes with the campaign prayer and a blessing. (3-5 minutes)



SAMPLE THANK YOU LETTER FOR ATTENDING SMALL GROUP GATHERING (From HOST)

(DATE)

(NAME)

(ADDRESS)

(CITY, STATE, ZIP)

(SALUTATION)

Thank you so much for attending (PARISH NAME) gathering at my home on (DAY). I feel blessed that I was able to spend the time with you. I hope you found the gathering to be both informational and inspirational.

As I am certain you learned from the gathering, *Alive in Christ* is a most exciting project. To be successful in our endeavor, we need leaders like you to join us as we prepare to move forward, allowing us to touch the lives of many in Central Florida.

Please do not hesitate to contact me if you have any questions or concerns about the *Alive in Christ* Campaign.

Sincerely yours in Christ,

(NAME OF HOST)



SAMPLE THANK YOU LETTER FOR ATTENDING SMALL GROUP GATHERING (From CHAIR)

(DATE)

(NAME)

(ADDRESS)

(CITY, STATE, ZIP)

(SALUTATION)

Thank you so much for attending the gathering at the (HOST NAME) home. I am so glad we had the opportunity to share (PARISH NAME) more about the *Alive in Christ* Campaign with you. As Chairs of the *Alive in Christ* Campaign Committee, I am extremely excited about what this campaign means for our parish as well as for the future of the Diocese of Orlando.

Our committee believes that you are among a small group of people in our parish whose gift can make the most beneficial and lasting impact on our efforts to successfully carry out this important campaign. Your willingness to listen has given us great hope as we move forward with the *Alive in Christ* Campaign.

Please review the pertinent information that you received during the gathering. In the coming days, a committee member will be contacting you to discuss and answer questions that you may have regarding the campaign. We ask for your prayers and that you please keep your hearts open to the call to do work of our Lord.

Sincerely,

(NAME OF CHAIR)



SAMPLE THANK YOU LETTER FOR ATTENDING SMALL GROUP GATHERING (From PASTOR)

(DATE)

(NAME)

(ADDRESS)

(CITY, STATE, ZIP)

(SALUTATION)

I am very grateful to you for attending our special gathering yesterday, in honor of *Alive in Christ*. I sincerely hope that you enjoyed the opportunity to learn more about this historic undertaking for our diocese and parish.

As I mentioned, please review the materials you received and prayerfully consider how you and your family will become involved. I have asked (MAJOR GIFTS COMMITTEE MEMBER'S NAME) to follow-up with you to answer any questions you may have. I look forward to receiving your decision before (DATE), so that I can share our overall results with our parish during the parish-wide program.

Alive in Christ will set the pace for (NAME OF PARISH) and the Diocese of Orlando to continue *Growing, Leading and Sharing* now and into the future. May God bless you and your loved ones during this time of reflection.

Sincerely in Christ,

(PASTOR'S NAME)



SUGGESTED PROCEDURES FOR FOLLOW-UP WITH MAJOR GIFTS CANDIDATES

- A. Assign all candidates for follow-up prior to the visits/gatherings. Follow-up consists of a telephone call or personal visit by a volunteer. The goal is to:
 1. Answer questions about the campaign
 2. Answer questions about the parish and diocesan case
 3. Answer questions about completing the pledge card
 4. Seek a decision on the gift request and receive the completed commitment card
- B. Review follow-up procedures with the Pastor, Campaign Cabinet members and other volunteers prior to visits/gatherings.
- C. All candidates should receive a follow-up call or personal visit to close the gift no later than 1 week following the visit/gathering.
- D. Determine a solicitation plan for parishioners who did not attend the gathering:
 - 1) All those who were expected to attend but did not attend should be assigned for personal solicitation; or
 - 2) All those who didn't respond or could not attend should be invited to the next gathering.
- E. Callers should follow a prepared script and have a list of the parishioners with whom they are assigned to follow up. The list will include telephone numbers. A sample of the packet distributed at the visit/gathering should be provided to those volunteers who will be making calls.
- F. The Campaign Director, Campaign Manager and Major Gifts Chair will monitor the progress of the Major Gifts Committee members' follow-up calls by telephone and/or E-mail on a regular basis until the gift has been closed.
- G. Weekly report meetings in the parish should be held to discuss the progress of the members' calls and contacts with solicited parishioners.
- H. For campaign reporting purposes, all visited candidates should be considered solicited and pending until a decision on the gift request is made.

