



## Diocese of Fort Worth – St. Francis Circle

Beginning in the fall of 2016, the following messaging was used in the annual appeal brochure, website, on commitment forms and in mailings:

### **Make it Monthly! Make it Constant!**

*Put your support to work continuously by joining the St. Francis Circle Monthly Giving Program.*

Thanks to the dedicated support of loyal contributors who make a continuous monthly gift to the Annual Diocesan Appeal, a steady stream of income helps to serve the poor, families, clergy and children of our Diocese.



### **How to Join**

- Check the **St. Francis Circle** option on your commitment card and return it to us.
- Sign up online at [www.advancementfoundation.org](http://www.advancementfoundation.org).
- Authorize continuous, monthly credit card or automatic bank account withdrawal.
- Gifts will repeat for 12 months and continue from year-to-year.

### **How can continuous monthly giving benefit you?**

- It's easy and automatic. You choose the monthly amount.
- It's flexible and secure. You can increase, decrease, pause or stop your donation at any time.
- It's convenient. You will receive one, consolidated tax receipt for your donations each January.
- It's rewarding. You will grow in faith by sharing lovingly with others.

### **What makes monthly giving so valuable?**

- It's reliable. The program provides a consistent source of funding for our mission as Church.
- It's cost effective. Automatic donations are processed more efficiently and monthly donors receive fewer mailings every year.
- It makes a difference. Your continuous support of the Annual Diocesan Appeal benefits the ministries of the Diocese of Fort Worth, including our clergy, seminarians, parishes, schools and outreach to the least among us.

## Results

- **213** signed up during first year with a total of **\$119,863.80** in commitments, or **\$562.74** average gift. This is over and above those donors who send automated checks from their bank each month
- In its first year St. Francis Circle comprised 3.9 percent of total commitments and 1.9 percent of total donors.
- Provides income to diocese for appeal July-August, in addition to September-June.
- Will reduce gift processing expense and mailing costs over time.

## Plans for 2017-18

- Launch new logo design.
- Begin promotion in June 2017 via email, bulletins and social media to solicit new members beginning in July.
- Make a targeted push to those sending automated bank checks on a monthly basis to enroll in St. Francis Circle.
- Increase St. Francis Circle to 10 percent of dollars and 5 percent of donors.
- Use St. Francis Circle as a vehicle to shift donors to 12 month vs. 10 month pledges.
- Promote St. Francis Circle membership through key online giving days: North Texas Giving Day (9/14/17) and Giving Tuesday (11/28/17).
- Use St. Francis Circle as a way to target young adults.
- Evaluate results by parish, market segment to determine opportunities for the future.
- Include suggested giving levels divided by 12 in promotional materials, when appropriate.

## Example of future messaging:



### **Saint Francis Circle Makes Your Support of the Annual Diocesan Appeal Eco-Friendly**

Saint Francis taught us to serve the least among us and take care of the earth. Donating to the Annual Diocesan Appeal through the St. Francis Circle monthly electronic giving program lets you do both.

Sign up to make a continuous monthly gift through credit card or automatic bank withdrawal. Your gift repeats for 12 months and continues from year-to-year. Less money for mailing and processing means more money for ministry to serve the poor, families, clergy and children throughout the diocese. To join, simply check the St. Francis Circle option on Annual Diocesan Appeal commitment envelopes found in your parish or sign up today at <http://bit.ly/StFrancisCircle>.

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