



# OUR CATHOLIC APPEAL

The Catholic Foundation of Central Florida

## Annual Appeal Success Strategies Checklist

<b>Pre-Campaign Strategies</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> It is part of our parish culture to promote the spirituality of stewardship and educate the people in the pews about the partnership between the local Church (parish) and the larger Church (diocesan ministries) as part of the fabric of our communications all year.</li><li><input type="checkbox"/> We believe to whom much is given, much is to be expected; therefore, we thoughtfully identify lead-giving families and invite them to be part of the <b>Corpus Christi Society</b>, <b>Spes Christi Society</b> or <b>Lumen Christi Society</b> each year. We set annual goals surrounding the number of families we will invite as well as execute an annual plan of engagement and gratitude at the parish level (receptions, notes, phone calls, personal visits) to support the good work of The Catholic Foundation – who facilitates the engagement and gratitude of the Bishop, at the larger Church level.</li><li><input type="checkbox"/> Representative leaders from our parish enjoy attending the annual <b>Deanery Kick-Off Luncheon</b> to hear from the Bishop, learn what's new with the appeal and exchange ideas &amp; best practices with our neighboring parish leaders.</li><li><input type="checkbox"/> We recognize the <b>Appeal Announcement Weekend</b> as an important moment in time to prepare our families in advance for <b>Appeal Commitment Weekend</b> - by offering a brief overview of the life-changing impact their gifts make and asking them to use the week ahead to pray about the level of generosity that God is calling them to – so their hearts are prepared to gratefully offer their gift the next weekend.</li><li><input type="checkbox"/> At our parish, our ushers and ministers of hospitality, organize their teams, review suggested procedures and in-pew guidelines that are provided &amp; meet with the pastor to discuss - to ensure successful execution of the in-pew solicitation at every mass on <b>Appeal Commitment Weekend</b>.</li></ul>
<b>Appeal Commitment Weekend In-Pew Solicitation</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> We value bringing the voice of the Bishop to the people at every mass on <b>Appeal Commitment Weekend</b> and make the necessary arrangements to show the Bishop's homily on DVD in both English (and Spanish).</li><li><input type="checkbox"/> Each celebrant prepares his talking points to include a spirit filled, motivational message on how the Appeal changes lives – and gives real-life examples to make it personal to our parish family.</li><li><input type="checkbox"/> Each year, we recruit and train lay witnesses, particularly someone whose life has been directly affected by one of the programs or ministries supported by the appeal - to share their witness.</li><li><input type="checkbox"/> Our Ushers and Ministers of Hospitality recruit additional help and have all the envelopes &amp; pencils/pens ready to distribute in each pew, immediately following the appeal's inspirational invitation to give.</li></ul> <p>While the pledge requests are being distributed &amp; families are making their gift... the celebrant, allowing enough time for the families to complete their pledge:</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Emphasizes that the gifts may be spread out with payments over ten months.</li><li><input type="checkbox"/> Underscores the ease of credit/debit cards as a safe &amp; efficient tool of gifting.</li><li><input type="checkbox"/> Talks about the <b>Fidelis Society</b> – that was established by the Bishop to celebrate and honor those families, who give faithfully, for 5 consecutive years or longer, at <u>any</u> giving level.</li></ul>

<p><b>Appeal Commitment Weekend In-Pew Solicitation (cont.)</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Mentions the <b><i>Corpus Christi Society</i></b> – that celebrates those whose life-circumstances would allow for them to make a gift of \$10,000 or more.</li> <li><input type="checkbox"/> Mentions the <b><i>Spes Christi Society</i></b> – that celebrates those whose life-circumstances would allow for them to make a gift of \$5,000 or more.</li> <li><input type="checkbox"/> Mentions the <b><i>Lumen Christi Society</i></b> – that celebrates those whose life-circumstances would allow for them to make a gift of \$2,500 or more.</li> <li><input type="checkbox"/> Asks the ushers and Ministers of Hospitality joyfully collect the generous pledges that have been made and gratefully present those gifts with the offertory gifts.</li> <li><input type="checkbox"/> At each mass, the pastor/celebrant fills out his own pledge and shares it with an usher to be presented at offertory with the others – as an important witness to the people in the pew.</li> </ul>
<p><b>Follow-Up Strategies</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> We recognize that today's family-schedules call people away from their home parish on any given week – therefore, we establish the discipline to conduct a <b><i>second weekend of solicitation</i></b> to invite those families, who may not have been present the previous weekend – to make their gift.</li> <li><input type="checkbox"/> The week following the 2<sup>nd</sup> appeal weekend, we write to all registered families who have not yet made a gift. The letter they receive is from the Pastor. It has a strong, spirit-filled message about how <b><i>Our Catholic Appeal</i></b> changes lives in the parish, throughout the nine-counties of our diocese and beyond. We include a pledge envelope and a self-addressed response envelope – to make it easy for them to respond positively.</li> <li><input type="checkbox"/> For families who have made a gift in previous years, the pastor's letter thanks them for their past support and mentions the size of their last gift, in the body of the letter.</li> <li><input type="checkbox"/> We are grateful to the Catholic Foundation who facilitates the continued letters of gratitude as well as the important follow up invitation, from the Bishop on our behalf, asking for each family to support <b><i>Our Catholic Appeal</i></b> at a level of generosity that is right for their individual life circumstance.</li> </ul>
<p><b>Gratitude and Impact</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> We send thank-you letters to all our appeal donors.</li> <li><input type="checkbox"/> We have a special mass and reception to honor and thank our appeal donors.</li> <li><input type="checkbox"/> We call our top 10/20/50 donors on Christmas or on their birthday to thank them for their support.</li> <li><input type="checkbox"/> We provide monthly or quarterly updates in our bulletin explaining how much our parish has raised and collected to date for <b><i>Our Catholic Appeal</i></b>.</li> <li><input type="checkbox"/> We have created a special section in our parish bulletin to share diocesan news, and we use the diocesan logo to draw attention to this area.</li> <li><input type="checkbox"/> We frequently speak from the pulpit on appropriate weekends about programs and ministries that are made possible through <b><i>Our Catholic Appeal</i></b>. One example of this is each year on Catechetical Weekend we discuss the ways the diocesan Office of Religious Education helps to certify and train our catechists. We then announce that the diocesan Office of Religious Education is funded through <b><i>Our Catholic Appeal</i></b>.</li> <li><input type="checkbox"/> We encourage our parishioners to get involved in parish ministries and we use this opportunity to raise awareness of the valuable role the diocese plays in making these ministries possible.</li> </ul>