

LEADERSHIP RESOURCE MANUAL

2010 Catholic Charity Appeal

Diocese of Providence

Celebrating our 85th Anniversary

1925 – 2010

“Works of mercy need a hand.”

Table of Contents

	<u>Page</u>
A. Prayer for the Success of the Catholic Charity Appeal.....	A 3
B. Impact Statement for the Catholic Charity Appeal	B 4
Social Ministry	B 4-5
Catholic Education and Evangelization	B 5-6
C. Catholic Charity Appeal Ministry Subsidies	C 7
D. Summary of the Past Five Appeals	D 8
E. Catholic Charity Appeal Components	E 9
The Bishop’s Partnership in Charity	E 9
The General Phase	E 9
Some Secrets to Success	E 9
F. Bishop’s Partnership in Charity.....	F 10
Background	F 10
Recruitment of BPC Chairperson(s)	F 10
Cultivation and Solicitation of BPC Prospects	F 10
G. In-pew Solicitation	G 11
Background	G 11
The Ten Steps to Success	G 11
In-pew Solicitation Points and Background Information	G 12
Why have a lay witness?	G 13
Who should be asked to make a lay witness presentation?	G 13
What are you asked to do as a lay witness presenter?	G 13
Basic Hints for Developing Your Presentation	G 14
Suggestions to Consider in Preparing Your Presentation	G 14-15
Reminders for Ushers	G 15
Sample Script of Specific Instructions for the In-pew Solicitation	G 16-17
Suggested Lay Witness Remarks for the In-pew Solicitation	G 18
Sample Bulletin Insert	G 19
H. 2009 Catholic Charity Appeal - Parish Average Gift Amounts.....	H 20-23
I. Door-to-Door Solicitation	I 24
Background	I 24
Process	I 24
Things to Remember	I 25

Table of Contents

	<u>Page</u>
J. Follow-up Phonathon Solicitation	J 26
Background	J 26
Process	J 26
Suggested Dialogue	J 27
K. Leadership Responsibilities	K 28
The Pastor	K 28
The Parish Appeal Chairperson(s)	K 28-29
The Bishop’s Partnership in Charity Chairperson(s)	K 29-30
The Parish Appeal Secretary	K 30
The Parish Appeal Volunteer	K 31
L. Reporting Requirements	L 32
Guidelines for Submitting Returns for Processing	L 32-33
Contact Information for the Office of Stewardship & Development	L 33
M. Prayers of the Faithful	M 34
N. Bulletin Announcements	N 35
Second Weekend of Appeal	N 35
Third Weekend of Appeal	N 35
Fourth Weekend of Appeal	N 35
Fifth Weekend of Appeal	N 36
Sixth Weekend of Appeal	N 36
Seventh Weekend of Appeal	N 36
O. Pulpit Announcements	O 37
Two Sundays Prior to the Appeal	O 37
Sunday Prior to the Appeal	O 37
Appeal Sunday	O 37
Sunday After the Appeal	O 37
Pulpit Announcement if Your Parish Has Not Reached its Goal	O 37
P. Parish Share Announcements.....	P 38
Weekend Announcing Parish Goal	P 38
First Weekend After Announcing Parish Goal	P 38
Second Weekend After Announcing Parish Goal	P 38
For the Remaining Weekends of the Catholic Charity Appeal	P 38
Q. Elements for a Successful Appeal.....	Q 39
R. Sample Letters.....	R 40
A Sample “Follow-up to Non In-pew Respondents” Letter	R 40
A Sample “Follow-up” Letter	R 41
A Sample “Pastor Thank You” Letter	R 42

A. Prayer for the Success of the Catholic Charity Appeal

Dear Mary, Our Lady of Providence, we turn to you in prayer, and we seek your assistance as we begin our Annual Catholic Charity Appeal.

Inspired by your own example of service, we ask that you guide our works of love; help us to offer generous assistance to all who turn to the Church in their time of need.

Through your intercession, may we grow in faith, hope and love; inspire us to be generous in supporting the Catholic Charity Appeal, and allow us to see the face of Jesus in all those we serve.

Fill our hearts with a compassionate spirit, so that the Church in Providence may always fulfill your Son's command to, "Love one another as I have loved you."

Now filled with hope and confidence we pray:
"Hail Mary, full of grace..."

B. Impact Statement for the Catholic Charity Appeal

It is the goal of every Catholic Charity Appeal ministry to continue the redemptive work of Christ in our world.

What we Do:

1. We teach God's truth
2. We love our neighbor
3. We serve with grateful hearts

Why We Do It:

1. To promote peace and justice
2. To proclaim the dignity of each person
3. To share our values

How We Do It:

1. Through 39 ministries and programs
2. Through dedicated clergy, staff, and volunteers
3. Through living what we believe

Social Ministry:

Life and Family Ministry:

This ministry provides support, education and encouragement to assist both healthy families and families in crisis. Programs and support are based on Catholic social teaching and are done in workshops, support groups and parish outreach. All programs are offered for English and Spanish speaking communities.

- Over 400 women and families have been served in a 12 month period
- Parenting workshops with approximately 100 participants
- Through the post-abortion ministry programs 75 women have participated in retreats/support group sessions or have called to inquire about services

AIDS Ministry:

This ministry provides comfort and care to those suffering from HIV/AIDS and their families. Services include spiritual counseling, medical assistance, rent and utilities support, family counseling, and burial assistance.

- Over 1,000 individuals and families served

Family Child Care Assistance Program: The Cabrini Fund

This program is designed to assist families with licensed child care. Families who qualify for assistance will be able to secure a safe and nurturing environment for their children.

- 218 families assisted

Prison and MHRH Ministry:

This ministry provides spiritual and counseling support to inmates in RI state prisons, the Wyatt Federal Detention Center and the RI State Training School. In addition, the ministry serves the several state institutions serving the Department of Mental Health, Retardation and Hospitals.

- The entire prison community at the ACI, Wyatt Federal Detention Center and the Rhode Island Training School

Immigration and Refugee Services:

This program provides immigration services, accredited representation, NCP/ETS citizenship test, refugee resettlement service, and refugee adjustment of status. This ministry is one of only three in Rhode Island accredited by the US Department of Justice.

- 2,940 walk-ins for assistance
- 7,350 telephone contacts and referrals

Saint Martin de Porres Center:

Saint Martin de Porres Center provides advocacy, education and social outlets for minority seniors through a variety of programs. Health care advocacy and referrals, senior services, social events, intergenerational programs and other activities occur at this nationally recognized center.

- 8,245 elders and low income families served
- 8,923 telephone referrals for assistance

Catholic Education and Evangelization:

Apostolate for the Handicapped:

The Diocesan Apostolate for the Handicapped is comprised of five areas which include services for those in our Church who are physically handicapped, blind, and deaf. Special Religious Education (SPRED) is also provided for persons with developmental disabilities ages six to adulthood. This office coordinates the activities of all services for the handicapped with the goal of integrating them more fully into the life of the Church.

- 500 persons who are deaf or hard-of-hearing and 300 persons who are blind are served
- 600 persons with developmental disabilities and 2,500 persons who are physically challenged are served

Campus Ministry:

Affiliated with the Division of Higher Education of the National Conference of Catholic Bishops, this ministry provides pastoral care to all Catholic students attending colleges not directly associated with the Church, and provides leadership training, faith, and life formation, as well as pastoral support in times of need.

- Tens of thousands of students, faculty and staff receive services each year

Diocesan and Private Schools:

There are eight Catholic high schools throughout the state in addition to the 37 diocesan elementary schools. Funds are used for scholarships, financial aid and limited operational subsidies.

- Over 14,000 students and their families, 37 pastors, 49 principals/presidents and hundreds of faculty and staff are served

Office of Hispanic Ministry:

This office assists parishes in Hispanic communities. It provides formation, leadership, and training for the 14 Hispanic parish pastoral assistants. The pastoral assistants help to minister and evangelize the Hispanic community. They also ensure the appropriate catechists and liturgical celebrations in their own language. This office cooperates with other diocesan agencies in ministering to the growing Hispanic community in the diocese.

- Tens of thousands of parishioners received pastoral, social and spiritual assistance from this office and its staff

Office of Religious Education:

This ministry provides training for parish religious education teachers and staff, as well as providing support for adult religious education programs. This office provides an annual certification program for teachers and Directors of Religious Education.

- 31,100 children and youth from grades 1 to 10 enrolled in religious education
- 3,804 catechists and aides trained in religious education
- 238 parish directors, coordinators and facilitators trained in religious education

Office for Comprehensive Youth Ministry:

This office sponsors and develops programs on the diocesan level for youth and adults working with youths. It oversees the ministry of the regional youth centers, Catholic scouting activities, Mother of Hope Camp and the Catholic Athletic League. The office also serves as a resource to parishes.

- 4,400 youth attended retreats
- 1,646 attended Mother of Hope Day Camp
- 5,152 youth participated on CAL teams
- 1,176 youth attended the Catholic Middle School Youth Conference

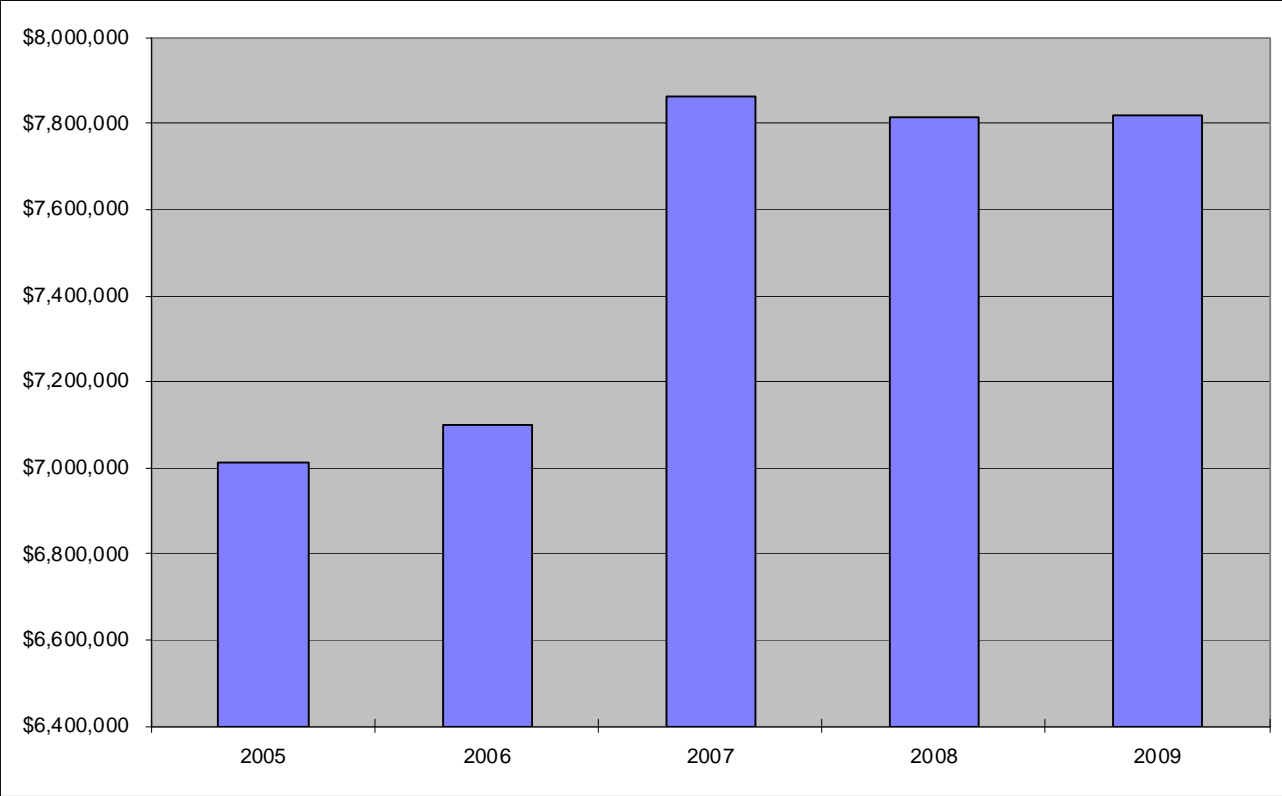
C. Catholic Charity Appeal Ministry**2010 Subsidy**

Apostolate Handicapped - Special Religious Education (SPRED)	\$ 67,531
Diocesan Apostolate Handicapped	\$ 55,772
Diocesan Apostolate - Deaf	\$ 28,386
Secretariat for Catholic Education and Evangelization	\$ 265,084
Office of Religious Education	\$ 236,438
Catholic School Office	\$ 605,000
Hispanic Ministry	\$ 127,800
Campus Ministry	\$ 282,516
Ministry to Black Catholics	\$ 41,310
Office for Comprehensive Youth Ministry	\$ 200,070
Father Marot CYO Center - Grant	\$ 27,450
All Saints Academy	\$ 60,000
Inner City Schools	\$ 187,550
High School Tuition Assistance Grants	\$ 284,500
Mother of Hope Camp	\$ 79,850
Marriage Preparation and Enrichment	\$ 18,000
Saint John Bosco Chapel	\$ 1,800
Rejoice in Hope Youth Center	\$ 123,750
Emmaus Youth Center	\$ 71,550
Office of Health Care Ministries	\$ 224,300
Ongoing Formation of Priests	\$ 15,503
Office for Religious	\$ 61,731
Office of Vocations	\$ 119,755
Office of Permanent Diaconate	\$ 79,006
Permanent Diaconate Formation	\$ 171,042
Major Seminarian Education Program - Grant	\$ 95,500
Seminary of Our Lady of Providence - Grant	\$ 45,000
Community Services and Advocacy Programs (Includes AIDS Ministry, Immigration and Refugee Services, Dire Emergency Fund)	\$ 687,011
Saint Antoine Residence - Grant	\$ 75,000
Human Development Grants	\$ 45,000
Saint Martin de Porres Center	\$ 209,411
Secretariat for Catholic Charities and Social Ministry	\$ 276,900
Project Hope / Proyecto Esperanza	\$ 131,050
Life and Family Ministry	\$ 260,996
Saint Clare Home - Grant	\$ 50,000
Catholic Charity Appeal Administration (65% Salary / 35% Program Expenses)	\$ 858,189
Diocesan Grants	\$ 600,000
Parish Grants	\$ 199,656
Non Catholic Charity Appeal Ministries – Grants	\$ 97,000
Property Management and Capital	\$ 112,500
Parish Campaign Share Distribution	\$ 200,000
	<hr/>
	\$ 7,378,907

D. Summary of the Catholic Charity Appeal (2005-2009)

APPEAL CATEGORY	2005	2006	2007	2008	2009
Catholic Charity Appeal Goal	\$7,000,000	\$7,200,000	\$7,850,000	\$8,200,000	\$7,800,000
Total Raised	\$7,014,078	\$7,100,320	\$7,865,066	\$7,813,958	\$7,816,930
Number of Parishes Over Goal	127	119	83	75	71
Number of Parishes Under Goal	24	31	67	75	78
Percentage of Goal Raised	100%	98%	100%	95%	100%
Total Number of Gifts	49,680	47,219	48,369	45,803	46,930
Overall Average Gift	\$141.20	\$150.20	\$171.96	\$170.60	\$166.56

Catholic Charity Appeal Growth:



E. Catholic Charity Appeal Components

The Bishop's Partnership in Charity:

This phase consists of donors who are capable of giving a gift of \$1,000 or more. The Bishop's Partnership in Charity plan overview is outlined in detail on the following pages. This phase of the Appeal will begin prior to the general phase. Funds raised in the Bishop's Partnership in Charity phase will be credited towards the goal of the donor's parish.

The General Phase:

This phase is designed to solicit gifts at the parish level. Special emphasis will be placed on the designated in-pew weekends. The entire effort will run from the Lenten season through June 25th. The parish phase is the largest component of the Catholic Charity Appeal.

Please Note: No solicitation in either phase of the Catholic Charity Appeal should occur during Holy Week. This should be a time during the liturgical year reserved for prayer and reflection.

Some Secrets to Success:

1. Conduct your in-pew solicitation on the two designated weekends – there is no need to have a lay witness presentation on the second weekend. Simply leave the in-pew envelopes and pens in the pews on the second weekend, and have the celebrant make an announcement that this is an opportunity for those parishioners who were unable to make a gift on the first in-pew weekend.
2. During the lay witness presentation, be sure to ask parishioners for a specific ask amount. For example, ask parishioners to consider making a gift equal to that of the price of a medium pizza per month. Another idea would be to state that for the price of a small Dunkin Donuts coffee and a Providence Journal newspaper one day per week, you could help over 200,000 Rhode Islanders annually. Please refer to pages 20 to 23 of this manual for parish average gift amounts.
3. As a reminder for parishioner who have yet to make a gift, send a postcard stating, *"TOGETHER WE SUCCEED FOR THE CATHOLIC CHARITY APPEAL."* Indicate on the card that, *"We are waiting to hear from you. If your donation and this postcard have crossed paths in the mail, THANK YOU! If you have not yet made a pledge to this year's Charity Drive, please do so as soon as possible."*
4. Utilize a series of eight bulletin announcements four weeks before and four weeks after your parish's first in-pew weekend. In the announcements, be sure to continually remind parishioners when the two in-pew weekends will take place. As the first in-pew weekend approaches, be sure to mention the theme of this year's Appeal, your parish goal and most importantly, the countless number of people who will benefit from their generosity. In describing the various ways to give, encourage parishioners to make a pledge over a period of time rather than a one-time gift. And finally, in your bulletin announcement, remember to include a follow-up request to those who have yet to make a gift to this year's Appeal. Also, remind parishioners that they can make their gift by logging onto www.providencediocese.org.

F. Bishop's Partnership in Charity

Background:

In order to motivate donors to increase their sacrificial giving to the annual Catholic Charity Appeal, the Bishop's Partnership in Charity was established in 1992. The Bishop's Partnership in Charity recognizes those individuals who truly possess hearts touched by compassion and a sincere concern for the mission and work of the Church.

Recruitment of the BPC Chairperson(s):

Each pastor and/or administrator is asked to choose one of the following two options regarding the appointment of a parish BPC chairperson:

1. The pastor appoints a Bishop's Partnership in Charity chairperson and recruits a committee to visit and solicit each prospect personally.
2. The pastor does not appoint a Bishop's Partnership in Charity chairperson and approves the use of the Diocesan Leadership Committee in providing assistance in the recruitment and training of BPC chairperson(s) from within their own parish.

It is imperative that each pastor and/or administrator understand the importance of recruiting a separate and distinct member of their parish family (i.e., not the general Appeal chairperson) to chair the Bishop's Partnership in Charity phase of the annual Appeal. Regardless of whether it is the Pastor/Administrator or the Diocesan Leadership Committee, it is vital for the success of the annual Appeal that each parish have, in place, a BPC chairperson.

Cultivation and Solicitation of BPC Prospects:

Bishop's Partnership in Charity prospects must be solicited personally by the parish. A solicitation letter from Bishop Tobin will be mailed to all Bishop's Partnership in Charity prospects. In this letter, the Bishop will ask each prospect for a specific gift amount.

When following up with their prospects, solicitors will be encouraged to solicit the same gift amount that was requested by Bishop Tobin. Solicitation may be accomplished through either personal or telephone contact.

It is recommended that solicitation at the leadership level be accomplished through a more personal face-to-face contact. If the pastor does not wish to contact the BPC prospects within their parish, then the pastor appoints a lay BPC chairperson. If the pastor does not appoint a lay BPC chairperson, then the Diocesan Lay Leadership Committee will solicit the BPC prospects.

All Bishop's Partnership in Charity prospects will be invited to attend a reception. Receptions will give Bishop Tobin an opportunity to share with the donors some of the good work made possible by their outstanding generosity. These receptions will also provide Bishop Tobin with an opportunity to meet the guests and commend them for their past generosity in support of the Catholic Charity Appeal.

G. In-pew Solicitation

Background:

This is the recommended method for obtaining donations from a large segment of your parish at one time. This method of soliciting gifts requests a response by parishioners in church following an informational and motivating lay witness presentation. If carried out thoroughly and properly, this method increases both the number of donors and the dollars contributed with minimal amount of volunteer time. This method strongly encourages the concept of pledging which generally results in larger gifts and also condenses the length of time for solicitation.

The Ten Steps to Success:

- 1.) Be sure that parishioners have at least two weeks advance notice before they are asked for their gifts. This way they will come to church prepared to make a pledge or cash donation.
- 2.) Posters should be displayed in appropriate locations. Utilize special bulletin announcements, pulpit announcements and Prayers of the Faithful to inform people of the upcoming Appeal and its benefits to those in need.
- 3.) Recruit a lay witness. The use of a lay witness is an effective means of increasing participation. Select those among your parishioners who are energetic and enthusiastic speakers. Remember that people give to people.
- 4.) One week prior to your in-pew weekends, remind and encourage parishioners to read the Catholic Charity Appeal Brochure that was mailed to them.
- 5.) On in-pew weekends, place in-pew envelopes and pens at the ends of the pews (be sure to replenish the supply before each Mass).
- 6.) After the celebrant gives a brief homily, a lay witness shares briefly his/her experience regarding the Catholic Charity Appeal.
- 7.) Either the celebrant or the lay witness should then give step-by-step instructions on how to fill out the in-pew envelope, with emphasis on promoting the pledge system. **Be sure that a specific gift request (please refer to pages 20 to 23 of this manual for a listing of individual parish average gift amounts) is made as part of the instructions.** Encourage the parishioners to complete the envelopes in church. Do not encourage them to take the envelopes home.
- 8.) At this point, the parishioners are now prepared to make their donations. Allow two to three minutes for the parishioners to make their contributions.
- 9.) The ushers or special collectors should now collect the completed envelopes.
- 10.) As with all methods of solicitation, the follow-up is an essential and integral part of the Appeal campaign. In some cases, personal circumstances may prevent someone from making a gift; however, it is important that every parishioner has the opportunity to give. Therefore, it is recommended that a follow-up method of solicitation be utilized.

In-pew Solicitation Points and Background Information:

All donors should be alerted in advance that the parish will utilize this method of solicitation, as well as specific dates and times. Parishioners should be notified of in-pew donation opportunities through specific announcements in their parish bulletin as well as at the end of Mass prior to those weekends. Posters should be strategically placed in the church vestibule and/or church hall or school. The announcement in church enables parishioners to reflect about their gift during the coming week and be able to make a decision the week of the in-pew solicitation.

In-pew solicitation can be easily included in the weekly Mass without causing any disruption to the celebration of the liturgy. After the celebrant gives a brief homily, a lay witness shares his/her experience regarding the Catholic Charity Appeal.

In preparing for in-pew solicitation, be sure to have the following:

1. Four or five lay volunteers are needed at each Mass to distribute envelopes and pens in each pew and to replenish them at the end of each solicitation.
2. Lay witness volunteers, the parish Appeal chairperson(s), a person who has had first hand knowledge of the work of a specific ministry or some other parishioner who is moved by the Spirit to witness to the importance of charity must be recruited to speak at the weekend Masses. (The lay witness does not have to be the same person at each Mass, however, there is some benefit to the continuity of the message, especially if it is done well.)
3. Be sure to thank parishioners for sharing their time, talent and treasure through their volunteer efforts and financial contributions.
4. **The pastor or lay volunteer should indicate a suggested amount (e.g., the average gift amount from your parish to last year's Appeal – please refer to pages 20 to 23 of this manual) and begin instructing parishioners on how to fill out the envelope.** Remember to provide an explanation on methods of giving, i.e., pledge gifts, pledge gifts with a payment, or one-time gifts. Remind donors that pledging will allow them to increase their gifts without hurting their pocketbooks too much and it provides an easy payment system.
5. Parishioners should fill out their names, gift amount (pledge system or one-time contribution), or if they are still thinking about their gifts.
6. Those making a payment should enclose it and seal the envelope. Make check payable to Catholic Charity Fund.
7. Envelopes are gathered by passing them to the end of the pew where the ushers collect them by hand.
8. Simply locate the parishioner label (sorted in alphabetical order) and affix it to the in-pew envelope in the space indicated. By doing this, there will be no need for you to remit the pledge card, which you can use for your follow-up effort, since the label contains all necessary information on the bar code.

Why Have a Lay Witness?

The in-pew method of solicitation can be very effective in soliciting a large percentage of the congregation on a single weekend. It is likely that most of the people who attend Mass on the in-pew weekend will contribute to the Catholic Charity Appeal. It is also likely, in spite of your best efforts to communicate through written appeals, letters, brochures and newsletters that many have either not read the material or have not decided on making their pledge. Inviting a lay witness to speak to the congregation provides unparalleled motivation to participate in the Appeal at that particular moment.

The use of a lay witness is an effective means of increasing participation. Remember that people give to people. The lay witness presentation provides parishioners with a peer to peer example of why the Catholic Charity Appeal is an important responsibility shared by all members of the diocese. A witness brings into focus, through the sharing of personal examples, how and why support for the Appeal is vital to continue the work of the diocese.

The focus of the Catholic Charity Appeal is serving Christ by serving others. As caretakers of God's gifts, we have been entrusted with what the Lord has provided each of us. As part of that responsibility, it is up to us to provide the means by which the Gospel message of Jesus Christ can be witnessed through the ministries of social justice, Catholic education, religious ministries and spiritual development. The goal of the lay witness should be to share with peers why support of the Appeal is important to you and others.

Who Should Be Asked To Make The Lay Witness Presentation?

- An energetic and enthusiastic speaker
- A long-standing active parishioner
- A contributor to the Catholic Charity Appeal
- A member of the Parish Council, Finance Committee or a parish commission
- A lector, Eucharistic Minister or catechist

What Are You Asked To Do As A Lay Witness Presenter?

- 1.) Meet with your pastor and parish chairperson to review your role as a lay presenter and ask what suggestions they have for your comments.
- 2.) Ensure that the pastor will introduce you at each Mass during the designated weekend.
- 3.) Determine the best way to coordinate the in-pew collection with the ushers at each Mass.
- 4.) Arrange with the pastor for an opportunity to practice from the pulpit in the church before your actual presentation.
- 5.) Your talk should augment the pastor's thoughts, not serve as a replacement.

Basic Hints For Developing Your Presentation:

- 1.) Jot down and outline your thoughts.
- 2.) Write out the outline using double spacing and large print.
- 3.) Actual stories and experiences work better than statistics.
- 4.) Mention that 92 cents out of every dollar raised directly funds over 39 diocesan ministries. Be sure to make a request for a specific monthly sacrifice based on the ability of the average person to give (\$10, \$15, \$20).
- 5.) Try to keep your talk less than five minutes in duration.
- 6.) Speak from the heart - Strive to deliver the talk in a sincere, enthusiastic, and friendly manner.
- 7.) Conclude with a brief word mentioning how stewardship enables us to return, with deep and sincere appreciation, a portion of these gifts of time, talent, and treasure to God.
- 8.) Emphasize the opportunity donors have to give out of gratitude for their own blessings.
- 9.) Heartfelt and personal remarks by the witness are the most effective way of conveying the importance of the Appeal. Remember that your words will make a difference.

Suggestions To Consider In Preparing Your Presentation:

- 1.) Be conscious of your appearance.
- 2.) Practice, practice, practice! Rehearse your talk aloud in front of a mirror. Deliver it to your spouse, family or friend and ask for their critique.
- 3.) Remember that you need to speak very clearly and much more slowly than usual to give your listeners time to follow the process with you.
- 4.) In your talk, tell the parishioners that you have pledged your support to the annual Appeal. This sign of leadership is an important way to provide an example of your personal Christian stewardship.
- 5.) Be confident, enthusiastic and emotional while speaking from your heart.
- 6.) Include a "Thank You" in your talk.
- 7.) Your job isn't so much to teach or to explain – it's to move people to act.
- 8.) Enjoy the experience.

- 9.) We recommend that the lay witness presentation be conducted immediately after the celebrant's homily.
- 10.) Begin the in-pew instructions immediately after you complete your comments. Close with a strong finish. Consider a prayer, scripture reference, or a personal experience.
- 11.) Be sure to explain the three options of making a gift (i.e., pledge, pledge with a payment, or one-time cash gift) to the Catholic Charity Appeal. In order to ensure success, please remember to stress the concept of pledging by asking for pledges rather than one-time cash gifts.
- 12.) Be sure to encourage everyone to complete the envelope in church. Do not encourage them to take the envelopes home.
- 13.) Comment on the importance of the Appeal as a statement of how we can come together to meet the needs of the people of the Diocese of Providence. What you do with your talk can have a direct impact on how people will respond to this year's Appeal.

Reminders For Ushers:

- 1.) Your individual parish will select the weekend(s) for the in-pew solicitation. Each parish is asked to have a lay witness presenter share his or her experience regarding the Catholic Charity Appeal mentioning specifically how the funds are used. The lay witness will speak immediately after the celebrant's homily.
- 2.) On these weekends, ushers serve the Appeal in a very special way. The usher's attention to detail can be the critical element in making the in-pew solicitation go smoothly and successfully. Therefore, it is important that the parish chairperson and the lay presenters meet with the ushers to ensure that all signals are coordinated.
- 3.) After the lay witness presentation, the in-pew solicitation will follow immediately. Time is then set aside for parishioners to complete the in-pew envelopes. At a signal from the lay presenter, the ushers should collect the in-pew envelopes using the collection basket.
- 4.) Please keep this collection separate from the offertory collection or any second collection.
- 5.) Please make a note of any difficulties and point them out both to the lay presenter and celebrant before the next Mass.
- 6.) When the church has emptied, please see that all pews are restocked making sure that there is an ample supply of envelopes and pens for the next Mass.

Sample Script Of Specific Instructions For The In-pew Solicitation:

With your help, we will now implement the in-pew solicitation for the Catholic Charity Appeal. I am going to proceed slowly and I ask for your patience as we do this together as a parish family.

This year, even more parishes have opted to use this method of solicitation. Our giving together as a parish is a sign of our commitment as a member of the Holy Catholic family in Christ.

I won't presume to ask you how much to give. We only ask that we attain 100% parish participation. For some of you, participation may only be filling out the envelope indicating that you are unable to give to the Catholic Charity Appeal this year. Please be as generous as you can when you decide on your gift.

(Use only during second in-pew weekend)

Some of you may have already made your contribution last week or through the Bishop's Partnership in Charity. If this is the case, we ask that you now pray for the success of the Catholic Charity Appeal.

Having said this, let us now begin.

In each pew, you will find a supply of in-pew envelopes along with pens. If you are sitting at the ends of the pew, please make sure that every parishioner sitting in your pew has what he or she needs.

Please start by completing **Box A**. Clearly print your name, address and telephone number and e-mail address, if you have one, in the appropriate spaces.

Pause 20 seconds

Next, please consider the amount of your gift.

Slow down

Please note that you can make a gift by choosing one of three options.

The first option is to make a pledge with some portion of this amount paid today with the balance billed in accordance with the terms you specify. If this is your choice, please complete **Box B** now.

Pause 20 seconds

The second option is to make a pledge with no deposit today and spread the payments across the terms you specify. If this is your choice, please complete **Box B** now.

Pause 20 seconds

We ask that you consider making a pledge versus making a one-time cash gift. If you make a pledge, the Stewardship & Development Office will send you a reminder of the balance due based upon the payment schedule you have selected. If you would prefer to make a gift by using a credit card or through direct debit, indicate this by following the directions on the form attached to the in-pew envelope. To ensure confidentiality, simply insert the completed form into the in-pew envelope and seal. Please remember to check the box in the lower right corner on the front of the in-pew envelope to indicate a credit card or direct debit gift inside. If making a direct debit gift from a checking account, a voided check is needed. If making a direct debit gift from a savings account, a savings deposit slip is needed.

Pause 20 seconds

The third option is to make a one-time cash gift that will be paid today by either cash, credit card, direct debit or check. Make check payable to Catholic Charity Fund. Please complete **Box C** now.

Pause 20 seconds

We now ask that you enclose your cash or check and seal the envelope.

Pause 20 seconds

The ushers will now collect your envelopes. On behalf of the thousands of Rhode Islanders in our diocese who benefit from your generosity, I thank you for your patience and for sharing the many blessings bestowed upon you.

Suggested Lay Witness Remarks for the In-pew Solicitation:

Good evening / good morning! I have been asked by (Pastor Name) to speak to you briefly today about the 2010 Catholic Charity Appeal. For the past 84 years since the annual Catholic Charity Appeal was established, the Catholic Community of Rhode Island, through its parishes, schools, ministries, and special ministries has enjoyed a long history of service and support for the many needs of the people of Rhode Island. It is very important to reach out beyond our individual parish boundaries and realize that a donation to the 2010 Catholic Charity Appeal will help address the needs of our entire diocesan family. The funds raised through our annual Appeal help to support the 39 diocesan ministries that provide physical, educational, and the spiritual needs of over 200,000 Rhode Islanders every year.

Our theme for the 2010 Appeal is "*Works of mercy need a hand.*" As Christians, we are called upon to be stewards or managers of the many gifts we have received from a gracious and loving God. We are reminded that we are accountable to God for the use of all things. Therefore, we must share our God given gifts of time, talent, and treasure. As Disciples of Christ, we have been called to stewardship and have responded to Jesus' invitation to "Come follow me."

As you consider your contribution to this year's Catholic Charity Appeal, I ask you to clearly focus on your many gifts and blessings...not just the material ones...but your most important ones...like your health, your family, your freedom and the promise of redemption...all of which come from God. As you consider your response, make a gift in gratitude to the Lord for all He has shared with you and for all He continues to share each day. Don't respond just to these many real needs our Church serves, but respond with a grateful and glad heart for all God has done for you!

As a result of your unwavering support to the Catholic Charity Appeal, more than 31,000 children and young adults are able to participate in a number of religious education programs. Your continued support and generosity provides financial assistance to 37 diocesan elementary schools and eight high schools. Through the Family Child Care Assistance Program, families who qualify will be able to secure a safe and nurturing environment for their children. The Social Ministry programs of the Diocese of Providence serve tens of thousands of people each year including the elderly who may need special assistance in their daily lives.

As you reflect on your contribution to the 2010 Catholic Charity Appeal, please consider increasing your gift by taking advantage of a pledge plan. By making a pledge, it becomes a convenient way to spread smaller payments over a period of time, which will enable you to share more with those in need. **In last year's Appeal, the average diocesan gift was \$167, while the average gift from our parish was (please refer to pages 20 to 23 of this manual for a listing of individual parish average gift amounts).** Please join me and my family in making a pledge, and consider increasing your gift just a little this year.

In closing, please accept my heartfelt appreciation for your continued generosity that will provide hope to those who sometimes view their lives as hopeless. If I may quote the New Testament, Matthew Chapter 25, Verse 40, "I tell you solemnly, in so far as you did this to one of the least of these brothers of mine, you did it for me."

2010 Catholic Charity Appeal

“Works of mercy need a hand.”

Parish support is critical in order to ensure the success of the 2010 Catholic Charity Appeal.

Let’s all pitch in as one parish family to make our goal and help the thousands of needy Rhode Islanders whose lives are touched by the ministries and services provided by our diocese.

Education, elderly services and youth programs all receive funding as a result of your generous contributions to the Catholic Charity Appeal.

Determined to be a fair share of our diocesan responsibility, our parish goal for the 2010 Catholic Charity Appeal is \$_____.

Giving generously to this year’s Appeal enables us to grow in our understanding of what it means to be good Christian Stewards.

Envelopes will be placed in the pews at all Masses on the weekends of _____ and _____ in order to receive your donation to the 2010 Catholic Charity Appeal.

H. Parish Average Gift Amounts

PARISH	LOCATION	2009 Catholic Charity Appeal PARISH AVERAGE GIFT AMOUNT
Saint Adalbert	Providence	\$250.78
Saint Agatha	Woonsocket	\$173.17
Saint Agnes	Providence	\$106.93
Saint Aidan	Cumberland	\$208.20
Saint Alexander	Warren	\$148.82
Saint Ambrose	Albion	\$217.73
Saint Andrew	Block Island	\$357.51
Saint Ann	Cranston	\$65.57
Saint Ann	Providence	\$97.31
All Saints	Woonsocket	\$181.01
Saint Anthony	North Providence	\$154.50
Saint Anthony	Pawtucket	\$38.68
Saint Anthony	Portsmouth	\$172.49
Saint Anthony	Providence	\$133.99
Saint Anthony	West Warwick	\$74.61
Saint Anthony	Woonsocket	\$96.13
Assumption of BVM	Providence	\$91.57
Saint Augustin	Newport	\$131.12
Saint Augustine	Providence	\$249.25
Saint Barnabas	Portsmouth	\$154.13
Saint Bartholomew	Providence	\$126.39
Saint Benedict	Warwick	\$123.27
Saint Bernard	North Kingstown	\$211.05
Blessed Sacrament	Providence	\$140.37
Saint Brendan	Riverside	\$150.62
Saint Brigid	Johnston	\$91.81
Saint Casimir	Providence	\$74.00
Cathedral of Saints Peter & Paul	Providence	\$285.52
Saint Catherine	Warwick	\$177.74
Saint Catherine	Little Compton	\$260.59
Saint Cecilia	Pawtucket	\$116.96
Saint Charles Borromeo	Providence	\$67.56
Saint Charles Borromeo	Woonsocket	\$288.27
Christ the King	West Warwick	\$91.98
Christ the King	Kingston	\$285.87
Saint Christopher	Tiverton	\$146.18
Saint Clare	Misquamicut	\$192.99
Saint Edward	Pawtucket	\$87.54
Saint Edward	Providence	\$143.72
Saint Elizabeth	Bristol	\$78.32
Saint Eugene	Chepachet	\$112.47

Saint Francis de Sales	North Kingstown	\$212.79
PARISH	LOCATION	2009 Catholic Charity Appeal PARISH AVERAGE GIFT AMOUNT
Saint Francis of Assisi	Wakefield	\$161.49
Saint Francis of Assisi	Warwick	\$165.45
Saint Francis Xavier	East Providence	\$99.68
Holy Apostles	Cranston	\$380.20
Saint Gregory the Great	Warwick	\$214.05
Holy Angels	Barrington	\$118.71
Holy Cross	Providence	\$95.63
Holy Family	Woonsocket	\$115.06
Holy Ghost	Tiverton	\$105.53
Holy Ghost	Providence	\$77.77
Holy Name of Jesus	Providence	\$165.24
Holy Spirit	Central Falls	\$120.41
Immaculate Conception	Cranston	\$120.81
Immaculate Conception	Westerly	\$140.58
Saint James	Manville	\$175.31
Saint Jean Baptiste	Warren	\$100.61
Jesus Saviour	Newport	\$104.19
Saint Joan	Cumberland	\$213.31
Saints John and James	West Warwick	\$207.38
Saint John the Baptist	Pawtucket	\$121.67
Saint John the Evangelist	Slatersville	\$148.23
Saint John Vianney	Cumberland	\$202.51
Saints John and Paul	Coventry	\$157.97
Saint Joseph	Ashton	\$164.94
Saint Joseph	Central Falls	\$87.39
Saint Joseph	Hope Valley	\$184.02
Saint Joseph	Newport	\$160.46
Saint Joseph	North Scituate	\$154.75
Saint Joseph	Pascoag	\$126.78
Saint Joseph	Providence	\$502.90
Saint Joseph	West Warwick	\$85.16
Saint Joseph	Woonsocket	\$140.71
Saint Jude	Lincoln	\$111.81
Saint Kevin	Warwick	\$112.83
Saint Lawrence	Centerdale	\$128.79
Saint Leo	Pawtucket	\$130.94
Saint Lucy	Middletown	\$163.99
Saint Luke	Barrington	\$458.29
Saint Madeleine	Tiverton	\$133.75
Saint Margaret	Rumford	\$213.63
Saint Maria Goretti	Pawtucket	\$129.13
Saint Mark	Cranston	\$137.50
Saint Mark	Jamestown	\$213.72
Saint Martha	East Providence	\$89.34

Mary, Mother of Mankind	North Providence	\$121.34
PARISH	LOCATION	2009 Catholic Charity Appeal PARISH AVERAGE GIFT AMOUNT
Saint Mary	Bristol	\$198.61
Saint Mary	Carolina	\$168.54
Saint Mary	Cranston	\$123.58
Saint Mary	West Warwick	\$117.77
Saint Mary	Newport	\$255.07
Saint Mary	Pawtucket	\$174.28
Saint Mary	Providence	\$190.99
Saint Mary Star of the Sea	Narragansett	\$179.11
Saint Mary of the Bay	Warren	\$127.48
Saint Matthew	Cranston	\$184.18
Saint Michael	Esmond	\$135.65
Saint Michael	Providence	\$225.70
Our Lady of Czenstochowa	Coventry	\$118.82
Our Lady of Fatima	Cumberland	\$66.53
Our Lady of Good Counsel	West Warwick	\$122.72
Our Lady of Good Help	Mapleville	\$148.47
Our Lady of Grace	Johnston	\$110.94
Our Lady of Loreto	East Providence	\$156.25
Our Lady of Lourdes	Providence	\$295.07
Our Lady of Mercy	East Greenwich	\$361.55
Our Lady of Mount Carmel	Bristol	\$128.91
Our Lady of Mount Carmel	Providence	\$83.93
Our Lady Queen of Martyrs	Woonsocket	\$129.46
Our Lady of the Rosary	Providence	\$103.55
Our Lady of Victory	Ashaway	\$115.05
Saint Patrick	Burrillville	\$102.78
Saint Patrick	Providence	\$124.75
Saint Patrick	Cumberland	\$94.54
Saint Paul	Cranston	\$211.20
Saint Paul the Apostle	Foster	\$188.23
Saint Peter	Warwick	\$168.48
Saints Peter and Paul	West Warwick	\$119.21
Saint Philip	Greenville	\$144.42
Saint Pius V	Providence	\$104.68
Saint Pius X	Westerly	\$162.70
Precious Blood	Woonsocket	\$153.22
Presentation of BVM	North Providence	\$122.38
Saint Raymond	Providence	\$136.02
Saint Rita	Warwick	\$152.15
Saint Robert Bellarmine	Johnston	\$122.21
Saint Rocco	Johnston	\$79.76
Saints Rose and Clement	Warwick	\$162.32
Sacred Heart	East Providence	\$78.18
Sacred Heart	West Warwick	\$91.09

Sacred Heart	Woonsocket	\$117.96
PARISH	LOCATION	2009 Catholic Charity Appeal PARISH AVERAGE GIFT AMOUNT
Saint Sebastian	Providence	\$582.14
Saint Stanislaus Kostka	Woonsocket	\$92.07
Saint Theresa of the Child Jesus	Harrisville	\$164.51
Saint Teresa of the Child Jesus	Pawtucket	\$149.27
Saint Theresa	Tiverton	\$130.15
Saint Thomas More	Narragansett	\$278.56
Saint Thomas	Providence	\$126.21
Saint Thomas the Apostle	Warren	\$114.17
Saint Timothy	Warwick	\$172.12
Saint Vincent de Paul	Bradford	\$109.29
Saint Vincent de Paul	Coventry	\$139.22
Saint William	Warwick	\$96.16
Immaculate Heart of Mary	Central Falls	\$911.00
Kateri Tekakwitha	Exeter	\$136.20
Holy Family	Pawtucket	NA

I. Door-to-Door Solicitation

Background:

Door-to-door solicitation is simply defined as a trained volunteer visiting donors in their own homes and requesting a renewed gift. This method is effective, especially in densely populated areas, due to the personal method of solicitation. A donor is able to connect a name and face of a volunteer to the organization which the donor supports. As opposed to receiving a letter in the mail, it is more difficult to say no to a volunteer when the volunteer is looking a donor in the eye. Additionally, a face-to-face visit allows the volunteer to easily ask for an increased gift as part of the flow of normal conversation.

Be sure to thank your volunteers for supporting your parish as a member of the door-to-door solicitation team. Remind them that the money raised with their support provides services to thousands of needy families and individuals throughout Rhode Island.

Some of these services include:

- family counseling
- emergency utility support
- summer recreation programs for children
- materials and programs for teacher training for religious education
- emergency shelter for homeless people

Explain to your prospect that the goal of the Catholic Charity Appeal is to continue to provide quality services to those who are less fortunate or in need of our assistance. The goal is not about money, but about what can be accomplished with the gifts.

Process:

Each parish needs one (1) volunteer for every ten (10) solicitation prospects. Therefore, a parish needs a core volunteer team of twenty-five (25) individuals to ask 250 fellow parishioners who have previously donated to make a gift to the annual Appeal.

Each household should be visited until face-to-face contact has been made and the family has been asked in person for the gift. Additionally, they should be asked to consider increasing their gifts and using a pledge payment plan instead of a one-time payment.

Things to Remember:

1. If conducting a door-to-door solicitation, we recommend requesting that pledge cards be printed in alphabetical order by street name.
2. It is helpful to know your donor before knocking on the door so you are aware of vital information such as the name and the amount previously given.
3. Once a pledge has been secured, be sure that all the information is filled out on the card. Any corrections should be printed in the box provided (do not attach extra paper with changes.)
4. When completed, return pledge cards with gifts to the chairperson or parish office.
5. Be sure to provide each donor with a brochure describing the Appeal.
6. Before soliciting, give the prospect an opportunity to glance at the brochure.
7. As the volunteer requesting the gift, be sure that you have already made your gift to the Catholic Charity Appeal. People are more apt to support an organization if the person who is asking them for a gift has already given financially.
8. Remember that you are not asking for yourself; you are asking for those who cannot ask for themselves – people who need our help. In a gentle way, remind the donor that the money is not to meet a financial goal, but to meet a need for important ministries.
9. Be sure that you visit each and every prospect until you have met with them personally – not over the phone or in a letter.
10. When you are visiting, be sure to **listen** carefully to your fellow parishioner. **Respect** their wishes (come back at a more convenient time; they are unable to donate; they prefer a one-time gift; they prefer a pledge payment system, etc.)
11. Remember: Note anything that will help in future solicitations, e.g., ministries to which they have an affinity; their financial circumstances (in order to determine the amount of an increase you will ask for this year or next); and, as they apply, the donor's likes and dislikes, etc.
12. Do not take donor responses in a negative way. If they should say no, it is not because of you; donors say no for other reasons. Keep your chin up, smile graciously and thank them for their time and consideration.
13. Pray for guidance. We are the hands, the mouth and the feet of Christ. We are here to help others. We are here to spread the Word of the Lord.

J. Follow-up Phonathon Solicitation

Background:

The phonathon is a method employing a telephone campaign. Sometimes, however, phonathons are seen as intrusive – the donor did not invite the volunteer to call so it is important that calling be announced before it occurs. Moreover, while it is personal, it is easier to say no to someone over the telephone rather than in person. We recommend that the pastor announce the Sunday prior to calling that this method will be used. This should help minimize the feelings of intrusion.

A group of volunteers gather and make calls to members of their parish requesting support. This method does not provide personal contact, requires a limited number of volunteers and volunteer hours, enables the volunteer caller to request an increased gift through pledging and allows the caller to talk to the donor about its importance. If a parish does not have the volunteers to make door-to-door visits, this is a valuable alternative.

The purpose of conducting a phonathon is to reach out to all those parishioners who have thus far not made a commitment to the annual Catholic Charity Appeal. Phone solicitation has been successfully used as a way of increasing gifts, winning new donors, etc. It is an especially effective way of reaching every member of the parish in this follow-up phase.

Process:

1. Enlist volunteers. About 10-15 calls can be made by each person on weekends or in the evening between 6:30pm and 8:30pm.
2. Prepare a prospect list from the pledge cards that remain. Callers will work from these lists (make sure telephone numbers are added to the list.)
3. Have blank cards available on which to indicate name, address and amount of pledge.
4. Prior to calling, the pastor and/or Appeal chairperson(s) should discuss the various services of the Catholic Charity Appeal with phonathon volunteers and sufficiently prepare them for questions.
5. Volunteers call and ask for the support of the annual Appeal. Be friendly and considerate when calling. Let the phone ring at least five times before hanging up. Unless volunteers have been unable to reach a prospect by telephone within three attempts, do not leave messages on answering machines.

Suggested Dialogue:

“Hello, (Prospects Name), this is (Your Name). I am a parishioner and volunteer from (Name of your parish). Father (Pastor Name) has asked us to contact those parishioners who have not yet responded to this year’s Catholic Charity Appeal. Our parish goal is (\$ Parish Goal) and we are hoping to reach this goal, and perhaps more, so we can ensure that the valuable services of the Catholic Charity Appeal ministries and programs reach even more people this year.”

If parishioner has given before to the Catholic Charity Appeal:

“I have your pledge card in front of me now and would be happy to record your pledge for this year. I hope you will consider making an increased pledge or a pledge for the amount you contributed last year. You can make your pledge over ten months. The Catholic Charity Appeal Office will send you reminder notices. I would be happy to record your pledge for you over the phone.”

If parishioner has not given before to the Catholic Charity Appeal:

“I have your pledge card in front of me now and would be happy to record your pledge for this year. I hope you will consider making a pledge, and if you will, we can handle the details over the phone. You can make your pledge over ten months. The Catholic Charity Appeal Office will send you reminder notices.”

If the prospect is busy:

“When is a good time to call back?” (Make a note on the call sheet and call back when indicated.)

If the prospect responds yes:

“That’s great! I will record your pledge of (Restate pledge amount). On behalf of (Pastor Name), Bishop Tobin and the Catholic Charity Appeal, thank you for your support. (*Write dollar amount, pledge by phone, and date.*)

If the prospect responds no:

“Thank you for your time. Perhaps you will consider supporting the Appeal in the future. Please pray for the success of the Appeal and those who will benefit from the various ministries.” (*Write no Pledge beside name.*)

If the prospect has questions:

(Answer questions only if you know the answers, otherwise...) “Let me send you a Catholic Charity Appeal Brochure and pledge card that will answer your questions. There are telephone numbers provided as well in case you have further questions.” (If the prospect agrees, add the following.) “On behalf of the Catholic Charity Appeal, thank you for your consideration.” (*Write sent Brochure and pledge card beside name - a second call, one week later, is advised.*)

At the end of each calling shift, be sure to return all materials to the Phonathon Captain. The captain will then do the preliminary processing of the materials and turn over all pledges, with the appropriate information, to the Appeal secretary.

K. Leadership Responsibilities

The Pastor:

The role of the pastor is paramount to the success of the annual Catholic Charity Appeal. Your leadership starts the campaign on time and follows the progress of the Appeal to its conclusion. The necessary ingredients for a successful campaign are **enthusiasm and a conscious decision to succeed.**

There is no replacement for you, a man of faith, who witnesses to God's call for His people to be givers. Your support of the Catholic Charity Appeal and its ministries is vital to the fulfillment of the Appeal and ministries' mission. It is you who must personally ask your parishioners to support the Appeal.

The Pastor ...

- ... is responsible for guiding the parish Catholic Charity Appeal.
- ... selects the parish leadership to act as the Appeal chairperson(s), Secretary and volunteers in his parish according to the prescribed plan.
- ... speaks supportively of the Appeal from the pulpit. **Your personal endorsement is the single most important part of a successful parish campaign.**
- ... utilizes prepared campaign materials – homilies, Prayers of the Faithful, Appeal bulletin announcements, periodic bulletin inserts, posters, brochures – when appropriate during the Appeal, as outlined in the Appeal plan.
- ... provides enough opportunities for all parishioners to make a gift to the annual Appeal and encourages the utilization of the pledge program.
- ... pursues follow-up activities until the campaign concludes and **all** parishioners have been contacted, using door-to-door solicitation, phonathon campaign, or direct mail.
- ... should recognize the time, talent, and treasure of all volunteer workers and donors.

The Parish Appeal Chairperson(s):

As a parish leader, you have the important role of communicating to the parishioners that they are an integral part of the Catholic Charity Appeal mission. It is important that you express your own commitment as well as financial support of the Appeal.

You are the link between the Appeal and the people of your parish. Together with your pastor, your responsibility is to see that the overall Appeal plan is appropriate for your parish and that the steps of the plan are carried out within the time frame established for the Catholic Charity Appeal.

Communication between Appeal volunteers in your parish is essential. As chairperson(s), you are the primary coordinator of this communication. You must ensure that volunteers meet and that they thoroughly understand the plan. You must make certain that each individual knows his or her responsibilities and carries them out.

The Parish Appeal Chairperson(s) must...

- ... organize the structure of the parish Appeal.
- ... supervise every phase of the parish campaign under the guidance of the pastor.
- ... enlist as many volunteer workers as necessary to effectively carry out the primary solicitation and follow-up efforts.
- ... familiarize yourself with all Appeal printed materials, especially the list of ministries and programs funded by the Catholic Charity Appeal.
- ... oversee the distribution of all operative materials necessary for the recruitment and training of all volunteers.
- ... coordinate the follow-up phase in your parish through either personal contact, telephone contact, or direct mail.
- ... support the Catholic Charity Appeal by making your own pledge. Motivate and guide volunteers in considering their own financial commitments to the annual Appeal.
- ... recognize the time, talent, and treasure of volunteer workers and Catholic Charity Appeal donors.

The Bishop's Partnership in Charity Chairperson(s):

Assisting the pastors, BPC chairperson(s) must ensure that all BPC prospects have an opportunity to make a gift. It is the parish Bishop's Partnership in Charity chairperson(s) who must keep this phase of the Appeal moving forward, making sure that all BPC prospects have been solicited before the general phase of the 2010 Catholic Charity Appeal officially commences.

When conducting this solicitation, it is imperative that all parish BPC chairpersons are cognizant of the importance of making sure that all BPC prospects within their respective parishes are approached on a personal level, preferably via a face-to-face encounter.

The Bishop's Partnership in Charity Chairperson(s) must...

- ... support the Catholic Charity Appeal by making your own pledge. Motivate and guide volunteers in considering their own financial commitments to the annual Appeal.
- ... familiarize yourself with all Catholic Charity Appeal printed material, especially the list of ministries and programs funded by the Catholic Charity Appeal.
- ... assist the pastor in identifying, cultivating and conducting the most effective method of soliciting all Bishop's Partnership in Charity prospects.

- ... recruit and train as many volunteer workers as necessary to carry out the most effective method of solicitation.
- ... supervise the equitable distribution of all BPC pledge cards. The recommended ratio of volunteer worker to BPC prospects is 1:10.
- ... oversee the efforts of Appeal volunteers and maintain periodic control of all solicitors to ensure that each prospect is contacted.
- ... ensure that the Bishop's Partnership in Charity phase of the Appeal is well promoted in the parish bulletin and in pulpit announcements. Be sure that brochures and posters are prominently displayed.
- ... encourage workers to explain the various levels of leadership giving available to them. Emphasis should be placed on encouraging donors to make a pledge versus a one-time cash gift.
- ... coordinate the follow-up phase of the solicitation through either personal or telephone contact.
- ... recognize the time, talent, and treasure of volunteer workers and Bishop's Partnership in Charity donors.

The Parish Appeal Secretary:

As Appeal secretary, you are the person who makes the parish campaign run smoothly. You are the one whose presence is often unseen but whose efficiency, care and helpfulness has an impact on every aspect of the campaign. You also serve as the main communication link between your parish and the Catholic Charity Appeal Office.

As a member of the parish leadership team, you will help your pastor and Appeal chairperson(s) to promote and implement the Appeal. This may entail assisting with scheduling meetings, handling pre-solicitation paperwork, follow-up mailings, etc.

The Appeal Secretary must ...

- ... assist the pastor and chairperson(s) with all preparations of the Appeal plan.
- ... assist with preparation of bulletin announcements, pulpit announcements, bulletin inserts and facilitating all other material needs.
- ... pay special attention to the Leadership Resource Manual which describes how to transmit information and gifts to the Catholic Charity Appeal Office.
- ... keep accurate records of parish Appeal results.

The Parish Appeal Volunteer:

There are many unsung heroes in any successful parish Appeal. These individuals are the volunteers who so generously give of their time and effort behind the scenes to see that the Appeal is a success.

A volunteer...

- ... helps to enlist other volunteers as necessary to effectively carry out the parish Appeal plan.
- ... assists the pastor and/or chairperson(s) in carrying out the solicitation of parish members.
- ... works with the pastor and secretary to complete all follow-up procedures to make sure all parishioners have had the opportunity to participate.

L. Reporting Requirements

Guidelines for Submitting Returns for Processing:

Each year the Office of Stewardship & Development processes tens of thousands of gifts to the Catholic Charity Appeal. Processing these gifts in a timely manner is critical in order for our office to provide the most up-to-date donor reports to parishes. Our goal is to dramatically reduce the amount of time expended in processing gifts, especially during the high volume months of March, April and May. Pastors, chairpersons, and Catholic Charity Appeal committees rely heavily on these donor reports when conducting their follow-up efforts to ensure that every parishioner has the opportunity to make a gift.

The Office of Stewardship & Development is committed to ensure a successful Catholic Charity Appeal both at the parish and diocesan levels. Our direct mail approach in soliciting donors will include an initial mailing consisting of a letter from Bishop Tobin enclosed with the Catholic Charity Appeal Brochure. A second letter signed by the bishop will be sent along with a response card and a return envelope. The third mailing will be a letter from the bishop along with a response card and return envelope to all those who have yet to respond to the Appeal. Please note that in keeping with tradition from past Appeals, our office will continue to use direct mail for soliciting members of the Bishop's Partnership in Charity with parish based follow-up.

Our office has contracted the services of Letter Concepts, Inc. to assist us with these mailings directed to those active donors within our diocese. In addition, this company will also provide a secure lock-box service. A lock-box means that all Appeal gifts received will be processed within 48 hours of receipt and will be deposited directly into a Catholic Charity Appeal bank account. For those donors responding to our direct mail solicitation, all gifts will be directly forwarded to this third party processor using a return envelope provided.

Please note that since this third party processing company's headquarters is located in nearby Berlin, Connecticut, the return envelope enclosed in the second and third direct mailing will reflect a Kensington, Connecticut post office box. **In addition, this Kensington, Connecticut post office box will also appear on the return labels provided in your parish material kit. We ask that you use these return labels when submitting your returns within the United States Postal Service Priority Envelope provided in your parish material kit. Please discard all return envelopes from previous years.**

We ask that each parish send regular, timely returns for processing. Do not hold returns as this will delay processing. The returns will include all in-pew envelopes or pledge cards. When submitting returns for processing, your parish will not need to complete a Transmittal Form or enclose a parish check. We ask that you instruct parishioners through bulletin announcements, pulpit announcements and lay witness presentations not to make checks payable to the parish. Rather, all individual donor checks should be made payable to Catholic Charity Fund and should remain in the in-pew envelopes. You may use a Parish Report Record (included in your parish material kit) as a summary of returns submitted to Letter Concepts. This is intended for parish record-keeping purposes only – there is no need to submit this record to Letter Concepts or the Office of Stewardship & Development.

When forwarding your returns for processing, be sure to separate your in-pew envelopes or pledge cards into groups: namely, pledges, one-time gifts, credit card gifts, direct debit gifts, matching gifts, United Way gifts, SECA gifts and payroll deduction forms.

All Easter checks are to be made payable to Diocesan Service Corporation and mailed along with your parish Easter Pledge Card to: Fiscal Office, Diocese of Providence, One Cathedral Square, Providence, RI 02903.

Due to changes in the national auditing standards, our diocesan auditors have informed us that parish Appeal expenses should not be deducted directly from Catholic Charity Appeal receipts. Therefore, we request that you contact the Stewardship & Development Office by either telephone or in person to obtain an Expense Reimbursement Form. Please complete this form specifying the expenses incurred with a copy of the expense receipts and mail to the address above. The Catholic Charity Appeal will then reimburse you for your Appeal expenses under separate cover.

If you have any questions about the Catholic Charity Appeal, please contact the Office of Stewardship & Development at:

**Office of Stewardship & Development
Roman Catholic Diocese of Providence
One Cathedral Square
Providence, RI 02903**

Telephone: (401) 277-2121

Fax: (401) 277-2120

E-mail: stewardship@dioceseofprovidence.org

Web Site: www.providencediocese.org

M. Prayers of the Faithful

The Catholic Charity Appeal, in addition to meeting the financial needs of the diocese, calls one another to actively practice our faith. Prayer, therefore, has a key role in the conversion of heart that leads people to give generously to serve the needs of others.

The following are some sample Prayers of the Faithful that you may choose to use during your parish liturgies.

- ❖ That as we are called to support the ministries of our church through the Catholic Charity Appeal, we resolve to practice our faith in this very practical, meaningful way...We pray to the Lord.
- ❖ That through our participation in the Annual Catholic Charity Appeal, we continue to be channels of the living and loving presence of Christ in our world...We pray to the Lord.
- ❖ That the Holy Spirit may continue to guide the work of the church in our diocese and that Christ's message of love may be realized by all...We pray to the Lord.
- ❖ That as we make our commitment to the Catholic Charity Appeal, we may remember God's generosity to us...We pray to the Lord.
- ❖ As we proclaim Jesus as our crucified and risen Lord and savior, may we be inspired to share our gifts out of gratitude with those who benefit from the Catholic Charity Appeal...We pray to the Lord.
- ❖ That as we participate in the 2010 Catholic Charity Appeal to help others, we give thanks to our God for the gifts and blessings we have received...We pray to the Lord.
- ❖ That God's blessings are upon all those in our parish family and in every parish throughout the diocese for their part in supporting the many ministries and services funded through the Diocesan annual Appeal...We pray to the Lord.
- ❖ That as we share the benefits of our blessings with the 2010 Catholic Charity Appeal, we may better know Jesus by following his example of caring and sharing...We pray to the Lord.
- ❖ That we may respond generously to the 2010 Annual Appeal as faithful stewards of the gifts God has entrusted to us...We pray to the Lord.
- ❖ That as we make our commitment to the 85th Annual Catholic Charity Appeal, we may remember God's loving generosity to us...We pray to the Lord.
- ❖ That each one of us will seriously consider how we can join in reaching out to the needs of others through our support of the Catholic Charity Appeal...We pray to the Lord.
- ❖ That those who have not taken the opportunity to support the 85th Catholic Charity Appeal will find it in their hearts to respond in gratitude to those who need our outreach and support... We pray to the Lord.

N. Bulletin Announcements

Second Weekend of Appeal:

Your gift to the 2010 Catholic Charity Appeal reaches out to countless people in need throughout our diocese. No matter where you turn, you find someone who will benefit from your kindness. Please consider pledging your support to this worthwhile endeavor.

Parish Goal: \$ _____	Number of Families: _____
Actual to Date: \$ _____	Number of Cash Gifts: _____
Amount Needed for Goal: \$ _____	Number of Pledge Gifts: _____

Third Weekend of Appeal:

Have you given prayerful consideration to your gift for the 2010 Catholic Charity Appeal? We need each of you to help us be the “Hands of Christ” in supporting the people and the work of the Diocese of Providence.

Parish Goal: \$ _____	Number of Families: _____
Actual to Date: \$ _____	Number of Cash Gifts: _____
Amount Needed for Goal: \$ _____	Number of Pledge Gifts: _____

Fourth Weekend of Appeal:

The 2010 Catholic Charity Appeal is more than just another collection. It is the way by which every Catholic shares in the work of our diocese and the mission of the Church.

Parish Goal: \$ _____	Number of Families: _____
Actual to Date: \$ _____	Number of Cash Gifts: _____
Amount Needed for Goal: \$ _____	Number of Pledge Gifts: _____

Fifth Weekend of Appeal:

I would like to express my gratitude to those of you who have made a gift to the 2010 Catholic Charity Appeal. If you have not already contributed, please make your pledge today.

Parish Goal: \$ _____	Number of Families: _____
Actual to Date: \$ _____	Number of Cash Gifts: _____
Amount Needed for Goal: \$ _____	Number of Pledge Gifts: _____

Sixth Weekend of Appeal:

If you have never needed to use one of the countless services provided by the Catholic Charity Appeal, consider yourself fortunate! Each year thousands of people in need utilize services provided by the Catholic Charity Appeal.

Parish Goal: \$ _____	Number of Families: _____
Actual to Date: \$ _____	Number of Cash Gifts: _____
Amount Needed for Goal: \$ _____	Number of Pledge Gifts: _____

Seventh Weekend of Appeal:

Christ has no body now on Earth but yours; no hands but yours; no feet but yours. Yours is the body through which He is to go about doing good; yours are the hands with which He is to bless people now. The Catholic Charity Appeal is a very practical means of “doing good”.

Parish Goal: \$ _____	Number of Families: _____
Actual to Date: \$ _____	Number of Cash Gifts: _____
Amount Needed for Goal: \$ _____	Number of Pledge Gifts: _____

O. Pulpit Announcements

Two Sundays Prior to the Appeal (In-pew Weekend):

The annual Catholic Charity Appeal supports the work of the Catholic Church by responding to the abundance of human needs in our diocese. Your gift to the Catholic Charity Appeal provides much needed help to the poor, the sick, the disabled and to troubled families in crisis. This is an opportunity to join a unified effort in our diocese to further the mission and ministry of the Catholic Church in Rhode Island. Please take a moment to consider the many blessings that God has bestowed upon you and prayerfully consider what you are able to share in support of our diocesan Church.

Sunday Prior to the Appeal (In-pew Weekend):

The Catholic Charity Appeal will be conducted in our parish next weekend. A successful Appeal brings God's hope, love and comfort to thousands of men, women and children in the Diocese of Providence. Our parish and our diocese are "One Family, One Heart, One Spirit." Next weekend you will be able to make your gift through our in-pew solicitation. Our parish goal is to attain 100% participation – a goal that can only be reached with your sacrificial help and support. Remember no gift is too large or too small. All gifts, regardless of size, help to make a difference in the lives of so many individuals.

Appeal Sunday (In-pew Weekend):

Today is our parish's Catholic Charity Appeal in-pew weekend. Christian stewards recognize Christ as the giver of all our many gifts. We are grateful for these many gifts and are eager to give back and return some of these gifts in appreciation to show our love for Christ and for one another. All of us share as Christ's disciples in the mission of the Diocese of Providence. Only together can we accomplish God's work. After the homily and lay witness presentation, we will together, as a parish family, have an opportunity to make our pledge in support of those less fortunate. Won't you be a part of your larger family?

Sunday After the Appeal (In-pew Weekend):

Thank you to everyone who made a pledge to the Catholic Charity Appeal last weekend. If you were unable to make a pledge last weekend, please consider doing so today. You will be given an opportunity to make your gift of treasure after today's homily. Your gift to the annual Catholic Charity Appeal makes a real difference in the lives of so many Rhode Islanders. Pledge envelopes are available in each pew. Once completed, please place them in the collection basket.

Pulpit Announcement if Your Parish Has Not Reached its Goal:

We are still in need of your help to reach our parish goal. Please prayerfully consider making a pledge in support of the Catholic Charity Appeal. A gift in any amount is greatly received and sincerely appreciated. For your convenience, pledge envelopes are available in the vestibule of the Church. Thank you for your generosity and support.

P. Parish Share Announcements

Weekend Announcing Parish Goal:

Our parish will soon begin the annual Catholic Charity Appeal. Our goal this year is \$_____. Our parish is participating in the parish share incentive program. Every dollar that we raise over our goal will be returned to the parish for our use. In consultation with parish leaders, we will designate our over goal funds for _____. Please help our parish support the many ministries of our diocese and support the ongoing work of our parish. Thank you!

First Weekend After Announcing Parish Goal:

The Catholic Charity Appeal impacts thousands of lives every year. The 39 ministries and programs supported by the Appeal change lives every day thanks to your generous support. This year, in addition to your gift making an impact in our community, every dollar that we raise over our goal will be returned to our parish to make an impact here at (Parish Name). We have designated our over goal funds to be used for _____. Please consider making a generous pledge to the 2010 Catholic Charity Appeal.

Second Weekend After Announcing Parish Goal:

Thank you for your generous response to our in-pew effort last weekend. Our parish has already received \$_____ towards our goal of \$_____. Remember every dollar raised over the goal will be returned to our parish for _____. If you have not already made your gift, please make a gift to support the 39 ministries and programs funded by the Appeal whose impact in our community truly changes lives and helps our parish as well. Thank you for your prayerful consideration of a gift!

For the Remaining Weekends of the Catholic Charity Appeal:

The Catholic Charity Appeal will be ending on June 30th, and one final mailing will be sent to those who have not yet contributed this week. Your support of this important ministry and the parish share project for our over goal funds would be deeply appreciated. To date our parish has received \$_____ towards our goal of \$_____. Thank you for your support!

(If not yet over goal)

Once again, thank you for your overwhelming response to the Catholic Charity Appeal. We have currently received \$_____ towards our goal of \$_____. This week our parish mailed letters to all parishioners who have not yet made a gift. We hope that we will exceed our goal so that we can receive our parish share to fund _____ here at our parish. If you have not already done so, please consider a gift to the 2010 Appeal.

(If over goal)

Thank you for helping our parish achieve its Catholic Charity Appeal goal. Your gifts will impact the lives of thousands of people in our diocese and community. However, if you have not already made your gift, there is still time. Since we have already reached our goal, your gift will help support our parish as every dollar now will be returned to us for our parish project for _____. When you receive our letter at home please consider supporting this important diocesan effort!

Q. Elements for a Successful Appeal

In addition to having a solid plan for solicitation, it is equally important to implement techniques for the successful solicitation of prospects. Listed below are some helpful tips to ensure a successful parish Appeal.

- Assignment ratio:** Assign no more than ten(10) face-to-face prospects per Appeal volunteer.
- Personal Solicitation:** A visit is far superior to a letter or telephone call.
- Work in Pairs:** If you have enough workers, pair them. It gives a psychological lift to volunteers. S/he has moral support.
- Ask for a Pledge:** Offer each contributor the opportunity to make a pledge to the annual Appeal.
- Visit Best Prospects First:** Get the first gift and tell others. This helps to raise sights on later visits.
- Know the Facts:** Pick out three or four points from the Case Statement representing the need. Avoid asking for the Appeal in general terms. Being specific will help to connect donors to the cause.
- Target a Specific Amount:** Don't merely ask for any gift. Mention the pledge system in order to secure the largest gift.
- Make Your Own Pledge First:** As a volunteer, make your own pledge first, leading others to support the Appeal by your example.
- Keep Your Sights High:** Don't seek the lowest gift first. Start high – you can always scale down.
- Do Not Prejudge:** Seek everybody; ask all to give. Resolve all doubts in favor of the Appeal. Don't pass up anybody because you think s/he can't give.
- Do Not Apologize:** You are not asking for yourself.
- Ask – Ask – Ask:** If you don't ask, donors will not give. Everyone likes to be asked. The prospect doesn't know what you want unless you tell her/him.

R. Sample Letters

A Sample “Follow-up To Non In-pew Respondents” Letter:

Insert Date

Insert Name

Insert Address

Insert City/Town, State, Zip Code

Dear *Insert Name*:

The Catholic Charity Appeal is your annual opportunity to join with other members of our diocesan family to support the religious, educational, and spiritual programs and services of the Diocese of Providence.

To ensure the success of the 2010 Catholic Charity Appeal, our goal is to contact every member of our parish family and invite them to participate. If you have already made a contribution to the 2010 Catholic Charity Appeal, please accept our thanks for your generosity and kindly disregard this letter. At this time, however, our parish records indicate that we have not yet received a response from you to our in-pew appeal.

We ask that you consider a pledge of \$ _____. This pledge may be paid in monthly or quarterly payments. You may also make a one-time gift payment. Please give what you can because no gift is considered too small.

Thank you for your consideration of this request. Please fill out the enclosed pledge card and drop it into our collection basket next weekend.

Sincerely yours,

Your Pastor

A Sample “Follow-up” Letter:

Insert Date

Insert Name

Insert Address

Insert City/Town, State, Zip Code

Dear *Insert Name*:

I am sending you this personal note to ask your help with our parish efforts for a successful 2010 Catholic Charity Appeal. Your gift to the annual Appeal supports programs and services which benefit you, your neighbors and your parish.

Each year, one of our goals is to offer all members of our parish the opportunity to participate. We hope that every family will make a gift to this worthwhile cause. It is only when we combine our gifts of talent and treasure that we can accomplish more to help each other.

I ask that you consider a pledge to the 2010 Catholic Charity Appeal. We have no way of knowing how much you can afford to give. Only you can answer that question. All we ask is that you reflect for a moment and prayerfully consider what your response will be. For your convenience, we have enclosed your pledge card. Please return it by mail to the rectory or simply place it in the collection basket next weekend.

On behalf of all those Rhode Islanders whose lives are made better because of your generosity, I thank you. May God bless you and your loved ones for your generosity.

Sincerely yours in Christ,

Your Pastor

A Sample “Pastor Thank You” Letter:

Insert Date

Insert Name

Insert Address

Insert City/Town, State, Zip Code

Dear *Insert Name*:

Thank you for all you do to help *Insert Parish Name* and the Diocese of Providence.

Your gift to the 2010 Catholic Charity Appeal helps to reflect Christ’s love to many people whose lives are touched by the ministries and services of this diocese. We are called to share ourselves and our resources. We are called to join together to make a difference.

Thank you for your support of this year’s Appeal. The Appeal helps to provide services and resources to people in our community and throughout the diocese. Many people in our parish, such as you, have come together to make a difference.

I am proud to be your pastor. The enthusiastic response of so many parishioners is a wonderful testament to how we reach out to others. Your response gives me confidence that we will continue to journey in faith and grow in our understanding of what it means to “reflect Christ’s love” (John 15:9-17).

Please keep our parish family and our broader community in your prayers, as I keep you in mine. Thank you for your generosity.

Yours in Christ,

Your Pastor