

**EFFECTIVE STRATEGIES  
TO  
ACHIEVE YOUR GOAL**

**A Guide for Pastors**



**2011 Catholic Charity Appeal**

**Diocese of Providence**

*Celebrating our 86<sup>th</sup> Anniversary*

1925 – 2011

## **INTRODUCTION**

In a memorandum dated August 2, 2010, pastors who achieved their 2010 goal were asked to complete a brief questionnaire detailing the various methods and strategies utilized in conducting a successful Catholic Charity Appeal at the parish level.

Pastors who participated in this questionnaire shared their strategy for their parish's primary and follow-up methods of solicitation. Pastors also shared their secrets to success in achieving their parish's Catholic Charity goal. Responses from the questionnaires were compiled by the Office of Stewardship & Development into a guide, *Effective Strategies to Achieve Your Goal*, for distribution to pastors and Catholic Charity chairpersons.

We invite pastors and chairpersons to take a few moments to read the various strategies and helpful hints documented within this guide. It is our hope that these "effective strategies" will be an invaluable resource for parish leadership teams in conducting a successful 2011 Catholic Charity Appeal.

Please be assured that our office is available to provide whatever assistance and guidance is necessary. If you have any questions about this year's Catholic Charity Appeal, please call Robert Spirito in the Office of Stewardship & Development at (401) 277-2121.

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**Monsignor Gerard O. Sabourin**  
**Blessed Kateri Tekakwitha Parish**  
**Exeter**  
**724-9190**

2010 Goal: \$7,000  
2010 Raised: \$9,988

Secret to Success: *“We follow your good advice”*

**Father Joseph D. Creedon**  
**Christ the King Parish**  
**Kingston**  
**783-7459**

2010 Goal: \$217,000  
2010 Raised: \$234,734

Strategy for Primary Method: *“Involve the maximum number of families. We set a goal of getting a donation from at least 50% of our registered members. This is as you know very challenging but we keep aiming for it. We keep getting closer and closer.*

*We mail a letter to every household at the beginning of our parish appeal. BPC get a different letter but everyone gets a letter. This year we included with the letter two inserts – the family donation card with past history of giving and a stamped self-addressed envelope.”*

Strategy for Follow-up Method: *“We had two forms of follow up. We presently have email address for about 1,200 of our 1,700 households. We have been sending out our bulletin electronically for about a year and the response has been very favorable so we decided to send out several email reminders during the campaign. The reminder was generic “Thank you if you have already given and please step up if you have not yet given. I the past we had sent out post cards but the email reminders, though technically reaching fewer households, seem to be more effective. After the parish phase is a month old the priests give a little pep talk about giving to the Charity Drive at the end of all Masses. These little announcements are always focused on getting a greater % of people to give than on a dollar amount. BPC who do not respond get a gentle call from me unless I am aware of some personal issues they are dealing with that might prevent them from participating.”*

Secret to Success: *“Have a positive attitude. Stress that the Appeal is not a plebiscite on the popularity of the bishop but an opportunity to support the diocesan response to those in need. We are fortunate because the Catholic Center at URI is supported by the Appeal and the people know of the great work done at the Catholic Center and by the chaplain both at the Center and in the parish. When the need has a face and a name the response is always better. Since our parish has been a Stewardship parish for more than 21 years the people are well aware of the challenge of sharing our gifts lovingly with others. In general our philosophy is ‘do the best you can and then some.’”*

**Monsignor Richard D. Sheahan**  
**Holy Apostles Parish**  
**Cranston**  
**946-5586**

2010 Goal: \$179,000  
2010 Raised: \$182,868

Secret to Success: *“I would say that the successful parish is one that the Pastor is both enthusiastic and supportive of the programs and services funded with monies raised through the annual Catholic Charity Appeal. His personal outreach to those parishioners who are part of the Bishop’s Partnership in Charity is also a key element of a successful parish appeal.”*

**Father Robert P. Perron**  
**Holy Family Parish**  
**Pawtucket**  
**724-9190**

2010 Goal: \$36,000  
2010 Raised: \$43,090

Strategy for Primary Method: *“In-pew”*

Strategy for Follow-up Method: *“Letters”*

Secret to Success: *“Continuing to accomplish positive things in parish – lead, follow or get out of the way”*

**Father Edward G. St. Godard**  
**Holy Family Parish**  
**Woonsocket**  
**762-0830**

2010 Goal: \$18,000  
2010 Raised: \$18,351

Strategy for Primary Method: *“Lay person from the parish spoke – said he realizes everyone is having financial difficulties this year – had two in-pew weekend collections”*

Strategy for Follow-up Method: *“Called everyone in the parish who had given \$25.00 or more in past years – had an extra collection at all Masses to give everyone an opportunity to give if they were not able to earlier, or to give an additional amount to help us reach our goal”*

Secret to Success: *“Every week it was printed in the bulletin the amount collected, the amount needed to reach the goal, and the percentage of the goal that had been attained.”*

**Father Ronald E. Brassard**  
**Immaculate Conception Parish**  
**Cranston**  
**942-1854**

2010 Goal: \$114,000  
2010 Raised: \$120,322

Strategy for Primary Method: *“Have person responsible for larger gifts begin working before general appeal - Announcement in bulletin the week before I preach - one homily followed by in-pew solicitation - first class mailing to all those who did not give to in-pew solicitation and includes a card and envelope to return to parish”*

Strategy for Follow-up Method: *“Follow up announcement in bulletin every week till we accomplish goal - constant follow up for major gifts”*

Secret to Success: *“I don’t do anything special. I just pray my way to the goal.”*

**Father Francis A. O’Loughlin**  
**Jesus Saviour Parish**  
**Newport**  
**847-1267**

2010 Goal: \$32,000  
2010 Raised: \$35,618

Strategy for Primary Method: *“Announced the upcoming Appeal in the parish bulletin a few weeks before the weekend of the Appeal and also inserted a flyer in the bulletin – chose a good motivational speaker – did the Appeal in-pew solicitation on one weekend”*

Strategy for Follow-up Method: *“Everyone who did not contribute to the Appeal received a letter and an appeal envelope in the mail.”*

Secret to Success: *“Generosity of the people”*

**Father Marek S. Kupka**  
**Saint Adalbert Parish**  
**Providence**  
**351-9306**

2010 Goal: \$18,000  
2010 Raised: \$28,463

Secret to Success: *“I find that it is very important to stay in touch with the donors not only during the time of the Appeal but throughout the entire year. I strongly believe that their continued relationship with the parish is a foundation of their generosity.”*

**Father Joseph Protano**  
**Saint Andrew Parish**  
**Block Island**  
**466-5519**

2010 Goal: \$15,000  
2010 Raised: \$18,584

Strategy for Primary Method: *“I pick four highly respected and well known parishioners for chairpersons – two for general and two for BPC. We send a letter signed by the five of us to our best prospects in each category. A separate letter is sent to all other registered parishioners. Everyone is asked.”*

Strategy for Follow-up Method: *“Personalized letters are sent to those who usually give but, as yet, have not. We include a stamped, return envelope. It works 99% of the time. We do not follow-up the general population.”*

Secret to success: *“Name recognition of the leadership who are themselves good givers. The Holy Spirit is also a good solicitor!”*

**Father Fernando A. Cabral**  
**Saint Anthony Parish**  
**West Warwick**  
**821-8342**

2010 Goal: \$15,000  
2010 Raised: \$17,207

Strategy for Primary Method: *“Committee members are invited to speak at each Mass for a few weeks during the appeal. Inserts are stuffed into weekly bulletins with information regarding the many ministries that receive the donations. Human interest stories are provided to the parish. The yearly goal is presented as an achievement the parish had made in past years and the benefits are endless.”*

Strategy for Follow-up Method: *“Letters are mailed to individuals who had not had the opportunity to donate. Continued effort at each Mass to generate conversation on how much the donations assist our local communities. Bulletin has running balance of how much is needed to reach our goal.”*

Secret to Success: *“There is no secret to our success. Parishioners of Saint Anthony’s have an unconditional acceptance of life and what it brings. The parishioners are very aware of their blessings and how their assistance to others continues the work of God. Keeping a reasonable goal helps encourage the parish to keep the donations coming no matter how minimal.”*

**Father John T. McNulty**  
**Saint Augustin Parish**  
**Newport**  
**847-0518**

2010 Goal: \$46,000

2010 Raised: \$52,500

Strategy for Primary Method: *“Here at Saint Augustin Church we have been using the in-pew method for the past few years and find that the best way to engage the parishioners. This year we had a strong leader who was very enthusiastic about his preparation and was passionate in his delivery.”*

Strategy for Follow-up Method: *“We kept the parishioners informed each week and encouraged participation. We had two goals: the \$ goal and 100% participation. We tried to make this a priority. The leadership team did make follow-up calls also.”*

Secret to Success: *“There were bulletin announcements each week. We made announcements from the pulpit each Sunday, and included a petition in the Prayers of the Faithful.”*

**Father Randolph G. Chew**  
**Saint Barnabas Parish**  
**Portsmouth**  
**683-1343**

2010 Goal: \$78,000

2010 Raised: \$83,136

Strategy for Primary Method: *“Chairpersons give personal address to people the week before we begin campaign – pastor follows it up on week of appeal especially mentioning that ‘you have supported me for 16 years while I was in campus ministry’ – it gets them every time! It also helps to talk about other agencies and how they benefit from the appeal – and don’t forget it is all part of stewardship – sharing our blessings with others.”*

Strategy for Follow-up Method: *“Mentioning each week how much has been collected – goal and especially ‘thank you for your kindness and generosity toward others in need.’ – positive ‘thanks’ is a very gentle reminder that if you haven’t given yet to CCFA, you still have the opportunity to share your gift and blessings with those in need”*

Secret to Success: *“Personal witness and continued ‘thanks’ for their generosity”*

**Father Gerald W. Hussey**  
**Saint Catherine Parish**  
**Little Compton**  
**635-4420**

2010 Goal: \$50,000  
2010 Raised: \$58,972

Strategy for Primary Method: *“I send a personal letter signed by me explaining needs, goal and a suggested donation/pledge per family.”*

Strategy for Follow-up Method: *“Pulpit announcements each week as to where we stand”*

Secret to Success: *“Don’t harass the people – they respond with gentle prodding”*

**Father Richard M. Friedrichs**  
**Saint Catherine Parish**  
**Warwick**  
**737-4455**

2010 Goal: \$50,000  
2010 Raised: \$50,491

Strategy for Primary Method: *“Bulletin notice two weeks before BPC begins – BPC phone calls by same volunteers over several years (helps feeling of consistency – almost familiarity) – bulletin notice three weeks before in-pew – comments from pastor at Mass – speaker two weeks before in-pew – comment from pastor at Mass – in-pew for two weeks”*

Strategy for Follow-up Method: *“Bi/tri weekly bulletin update regarding parish returns – thank you notices and reminders in bulletin until goal is met”*

Secret to Success: *“Parish’s generous spirit – speaker presentation – parish notices that acknowledge the struggle of these economic times for donors as well as beneficiaries”*

**Father Kenneth J. Suibielski**  
**Saint Clare Parish**  
**Misquamicut**  
**348-8765**

2010 Goal: \$64,000  
2010 Raised: \$65,697

Secret to Success: *“I personally hand wrote letters to my BPC people.”*

**Father T.J. Varghese**  
**Saint Eugene Parish**  
**Chepachet**  
**568-5102**

2010 Goal: \$27,000  
2010 Raised: \$35,254

Strategy for Primary Method: *“Hard working teams, deeply rooted in faith, concerned about the well being of the church and diocese. Energetic coordinator who appoints subcommittees meeting periodically, constant touch with the families – very passionate about CCFA – the pastor promotes and makes constant appeal to the people through phone calls, during homilies, announcements”*

Strategy for Follow-up Method: *“Coordinator calls for subcommittee meeting – follow-up phone calls, gentle reminder after the Mass by the subcommittee or dispatch follow-up mail – The pastor is passionate to achieve the goal and promote the values of the Gospel and the good works in the diocese – this all will give a boost to the people.”*

Secret to Success: *“Hard work, passionate, commitment, dedication – keep in touch with the faithful – powerful homilies – convince how CCFA helps people in different ways”*

**Monsignor Victor M. Vieira**  
**Saint Francis Xavier Parish**  
**East Providence**  
**434-1878**

2010 Goal: \$68,000  
2010 Raised: \$72,241

Strategy for Primary Method: *“Letters sent out to all parishioners signed by the Pastor with amount of donation requested – envelopes were sent out along with the letters and the names of parishioners from the mailing labels – pasted to the Charity Drive envelopes to be returned to the church – notifying parishioners of Charity Drive letter from Pastor being sent by mail – all organizations of the church were told in advance about expected donation – parishioners were told about Charity Drive and the good that it does for people in RI at all Masses”*

Strategy for Follow-up Method: *“Some people were contacted in person who had not returned their gift and again the Fund was mentioned at all Masses because of the good it does and to help the less fortunate.”*

Secret to Success: *“The constant persistence of staying with the program and talking to the parishioners and organizations about the sacrifices that need to be made for the love of our Christian brothers and sisters in need”*

**Father Alfred V. Ricci**  
**Saint Gregory the Great Parish**  
**Warwick**  
**884-1666**

2010 Goal: \$119,000

2010 Raised: \$138,225

Strategy for Primary Method: *“This is approximately our fifth year of having the Charity Appeal during the season of Lent. Throughout this season we have always emphasized prayer, fasting, and almsgiving. This concept ties into the appeal. In addition, both Father Richard and I speak to the appeal as part of our regular homilies. There are no ‘special’ speakers for the Charity Appeal. The whole concept of the appeal is related to the gospel message. In my case, I also speak of my previous experience as the Director of Campus Ministry, which was funded by the Appeal. These concepts are especially emphasized during the week prior to our first in-pew solicitation. This solicitation is also referred to in our parish bulletin the week prior to its inception. Time is given during Mass on each of two weekends for parishioners to complete their envelopes, checks, etc. In addition, our parishioner that handles the Bishop Partnership donors has been doing it for years and has built a personal relationship with those donors.*

*At the start of the in-pew solicitation weekly reports are given as to our goal, total given to date, and the amount needed to reach our goal. I believe that parishioners, by seeing the amount needed to reach our goal in print, are willing to give what they can to see that number get smaller. We emphasize the giving, not the amount given per parish household. As our total grows, we continue to congratulate the parish on doing so well.”*

Strategy for Follow-up Method: *“For this, we continue with our weekly bulletin announcements, up through the end of June. We also send out personal letters from me to those who we know might have given in previous years but have not yet sent in their cash gift/pledge. The personal letter from the pastor seems to be more successful than letters from others.”*

Secret to Success: *“We are lucky here at St. Gregory’s to have very giving parishioners. I believe they realize that in many cases they have a lot more than others. Since we are a Stewardship Parish we emphasize giving back to God for what we have. This is not just a one-time event. It is an ongoing practice throughout the year. Parishioners give of their time, talent, and, for the Charity Appeal and other collections, of their treasure.”*

**Father Richard P. Desaulniers**  
**Saint James Parish**  
**Manville**  
**766-1558**

2010 Goal: \$40,000  
2010 Raised: \$44,099

Strategy for Primary Method: *“In-pew solicitation for two weeks – BPC calls made by pastor”*

Strategy for Follow-up Method: *“Mail reminders – calls to major contributors”*

Secret to Success: *“Always express appreciation for their generosity. Personal thank you notes to BPC contributors (they remember!).”*

**Father Raymond A. Tetreault**  
**Saint John the Evangelist Parish**  
**Slatersville**  
**762-0946**

2010 Goal: \$52,000  
2010 Raised: \$54,623

Strategy for Primary Method: *“In February we mail all our parishioners an envelope they can use for CCF. Then we have the in-pew solicitation and leave those envelopes you provide in the church for the next several weeks - people contribute from February through June this way.”*

Strategy for Follow-up Method: *“We just keep it in our parish bulletins and make announcements every so often. If I see someone who just came back from snow birding in Florida, I ask them to contribute.”*

Secret to Success: *“Been here for 18 years – know the people – they know me – a certain amount of trustworthiness is in play here.”*

**Father Raymond C. Theroux**  
**Saint John Vianney Parish**  
**Cumberland**  
**333-6060**

2010 Goal: \$132,000

2010 Raised: \$137,721

Strategy for Primary Method: *“Follow in-pew solicitation – two weeks pulpit announcements and encouragement – two weeks stress importance in diocese – point out that it helps our neighbor.”*

Strategy for Follow-up Method: *“We contact and make a personal call or letter to all those who gave in previous years and remind them and encourage them to respond to our call or letter by making a pledge.”*

Secret to Success: *“This has always been a generous parish in all collections but especially Catholic Charity Appeal. Not a tough sell.”*

**Father Bernard C. Lavin**  
**Saint Jude Parish**  
**Lincoln**  
**725-8140**

2010 Goal: \$86,000

2010 Raised: \$101,424

Strategy for Primary Method: *“This year we followed the in-pew method once again. Instead of a lay person giving the witness talk, I did it myself. I used the statistics provided by the diocese to point out that although generous, our level of giving fell short of the norm.”*

Strategy for Follow-up Method: *“I relied on the diocesan follow-up letters. However, for Bishop’s Partners in Charity, we make some phone calls.”*

Secret to Success: *“I think just pointing out that our level of giving needed to increase just to meet the norm of other parishes.”*

**Father John W. O'Brien**  
**Saint Lucy Parish**  
**Middletown**  
**847-6153**

2010 Goal: \$65,000

2010 Raised: \$65,565

Strategy for Primary Method: *“Assign qualified staff to the campaign – advertise well – follow the manual – maintain communication with the congregation – try to present information in a positive manner/light”*

Strategy for Follow-up Method: *“Rely on diocesan mailings – monitor and publish progress, results regularly”*

Secret to Success: *“Be sure the parish goal is realistic!”*

**Father Robert F. Hawkins**  
**Saint Luke Parish**  
**Barrington**  
**246-1212**

2010 Goal: \$205,000

2010 Raised: \$285,371

Strategy for Primary Method: *“Making sure the cards are accurate (weeding out former parishioners, correcting addresses for those who have moved) – witness talk as part of the in-pew weekend to put a face to the campaign”*

Strategy for Follow-up Method: *“Be in touch with those with a history of giving that we haven't yet heard from – I as pastor make between 30-40 calls to generous givers – I meet on a weekly basis with my leader couple”*

Secret to Success: *“Convincing parishioners that no gift is too small. Saint Luke's Parish is a parish of means and I always tell the people, ‘to whom much is given, much is expected.’”*

**Father Gerald W. Hussey**  
**Saint Madeleine Sophie Parish**  
**Tiverton**  
**724-9190**

2010 Goal: \$7,000  
2010 Raised: \$9,052

Strategy for Primary Method: *“I send a personal letter signed by me explaining needs, goal and a suggested donation/pledge per family.”*

Strategy for Follow-up Method: *“Pulpit announcements each week as to where we stand”*

Secret to Success: *“Don’t harass the people – they respond with gentle prodding”*

**Father James J. Verdelotti**  
**Saint Mary Parish**  
**Cranston**  
**942-1492**

2010 Goal: \$79,000  
2010 Raised: \$85,361

Strategy for Primary Method: *“Two weeks of in-pew solicitation”*

Strategy for Follow-up Method: *“Our chairperson speaks briefly after four weeks in to the drive to personally update the parishioners as well as continuous updates in the church bulletins.”*

Secret to Success: *“A young parishioner - in-pew solicitation works well here – the informative blurbs given to place in our bulletin seem to inform the parishioners of who and where the money is needed more effectively - and most important, the generosity of our parishioners.”*

**Father George B. McCarthy**  
**Saint Mary Parish**  
**Newport**  
**847-0475**

2010 Goal: \$105,000  
2010 Raised: \$113,588

Strategy for Primary Method: *“We carry out the plan suggested to us by the diocesan stewardship staff.”*

Strategy for Follow-up Method: *“Our follow-up method ties in to the diocesan follow-up method which seems to be very successful. We mail a letter to all parishioners beforehand.”*

Secret to Success: *“We do not have any secret. The chairpersons speak at all Masses on one weekend, notices in the bulletin and Prayer of the Faithful.”*

**Father William J. Ledoux**  
**Saint Mary Parish**  
**Pawtucket**  
**722-5425**

2010 Goal: \$28,000  
2010 Raised: \$32,242

Strategy for Primary Method: *“Review last year’s list of givers/donors – identify any parishioner who had a large increase for possible Bishop’s Partner in Charity – invite a member of the Finance Council to give a talk about Catholic Charity Fund – help him/her to develop a good talk about the benefits of the programs that are funded by Catholic Charity Fund”*

Strategy for Follow-up Method: *“Personal letter or call from pastor for big gifts – a personal letter from pastor to all parishioners”*

Secret to Success: *“Pray – need to know your parish/parishioners – present a good message about Catholic Charity Fund – be positive”*

**Father Francis P. Kayatta**  
**Saint Mary, Star of the Sea Parish**  
**Narragansett**  
**783-4449**

2010 Goal: \$79,000  
2010 Raised: \$84,059

Secret to Success: *“I basically followed the existing recommendations of the Catholic Charity manual/guide.”*

**Father James R. Collins**  
**Saint Matthew Parish**  
**Cranston**  
**461-7172**

2010 Goal: \$90,000  
2010 Raised: \$93,893

Strategy for Primary Method: *“The appeal begins with contact of Bishop’s Partnership in Charity people. We move into in-pew solicitation for the two weeks - first week with a talk by chairperson, pastor or guest speaker from the diocese.”*

Strategy for Follow-up Method: *“Letters go out to those whom we have not heard from but have given in the past.”*

Secret to Success: *“Keeping the parishioners aware of how we are doing with the goal. We have been successful in this area. They are proud of their accomplishments.”*

**Father Richard A. Valentine**  
**Saint Michael Parish**  
**Esmond**  
**231-5119**

2010 Goal: \$58,000

2010 Raised: \$59,157

Strategy for Primary Method: *“We mail a letter from the pastor with a return envelope designed like the in-pew envelope to all families who get budget envelopes. Bulletin messages are published, i.e. ‘where does your CCA donation go’ and we highlight a department explaining its function and the services they provide.”*

Strategy for Follow-up Method: *“Each week, it is reported in the bulletin, how many families donated and what the current total is. We try to encourage people to pledge, however it does not seem to be the way people in the parish want to donate. Nor every year, but we have sent a follow-up letter.”*

Secret to Success: *“Keep them informed. We have done the collection during Lent for many years and feel that the teachings and attitude during that season is beneficial to our success.”*

**Father Stephen P. Amaral**  
**Our Lady of Czenstochowa Parish**  
**Coventry**  
**821-7991**

2010 Goal: \$30,000

2010 Raised: \$38,441

Secret to Success: *“Work like a dog for and with the people. Recognize their dignity and intelligence by treating them with kindness and respect.”*

**Father Paul R. Lemoi**  
**Our Lady of Good Counsel Parish**  
**West Warwick**  
**821-6428**

2010 Goal: \$16,000

2010 Raised: \$17,197

Secret to Success: *“Did it after the March flood, simply pointed out how Catholic Charities was assisting people/families in our area. Just simply stated the facts and encouraged their contribution/pledge each week.”*

**Father Brice Leavins**  
**Our Lady of Lourdes Parish**  
**Providence**  
**272-8127**

2010 Goal: \$11,000  
2010 Raised: \$13,003

Secret to Success: *“I only speak about money in the fall when I present the annual report and budget. Thus when I actually talk in the spring about the campaign and its benefits, people listen and are responsive. Plus they are very generous.”*

**Monsignor John W. Lolio**  
**Our Lady of Mercy Parish**  
**East Greenwich**  
**884-4968**

2010 Goal: \$187,000  
2010 Raised: \$194,274

Strategy for Primary Method: *“All done by direct mail with letter from pastor”*

Strategy for Follow-up Method: *“Bulletin announcements and up to date totals”*

Secret to Success: *“Not ‘bugging’ the people”*

**Father Henry P. Zinno**  
**Our Lady of Mount Carmel Parish**  
**Bristol**  
**253-9449**

2010 Goal: \$54,000  
2010 Raised: \$62,970

Strategy for Primary Method: *“Four week process of reminding people with envelopes in pews”*

Strategy for Follow-up Method: *“Mailing and bulletin announcements”*

Secret to Success: *“The pastor supports the drive enthusiastically.”*

**Father Joseph A. Escobar**  
**Our Lady of the Rosary Parish**  
**Providence**  
**421-5621**

2010 Goal: \$25,000

2010 Raised: \$25,562

Strategy for Primary Method: *“Based on my previous successful experience, I implemented the ‘in-pew’ collection for the CCFA in the parish in 2002. Previous to this, there was no collection for the CCFA in the parish. We announce it in the bulletin two weeks before the collection. The lay witness talk is given one week before the collection.”*

Strategy for Follow-up Method: *“The envelopes remain at the entrance of the church during the appeal. The follow-up letters from the CCFA office also generate additional donations.”*

Secret to Success: *“Be kind to your parishioners.”*

**Father James V. Farley**  
**Our Lady of Victory Parish**  
**Ashaway**  
**377-8830**

2010 Goal: \$16,000

2010 Raised: \$17,783

Strategy for Primary Method: *“The diocesan information from their instruction booklet is the help we use to set up and collect at the in-pew weekends. We use only one person at all Masses to make the solicitation – as well as a simple pastoral presentation”*

Secret to Success: *“Parishioners respond very well to reasonable parish goals.”*

**Father Roger C. Gagne**  
**Saint Peter Parish**  
**Warwick**  
**467-4895**

2010 Goal: \$104,000

2010 Raised: \$104,000

Strategy for Primary Method: *“In-pew for three weeks – follow-up mailing – second follow-up mailing”*

Strategy for Follow-up Method: *“Write to all who did not give – brings in the rest”*

Secret to Success: *“Pastor asks, he gets – credibility”*

**Father Kenneth R. Letoile**  
**Saint Pius V Parish**  
**Providence**  
**751-4871**

2010 Goal: \$61,000

2010 Raised: \$61,540

Strategy for Primary Method: *“Put the form in the bulletin before sign up Sunday so people can think about pledge. Pastor preaches on Catholic Charity and walks people through sign up according to diocesan manual.”*

Strategy for Follow-up Method: *“We have dedicated volunteers who keep following up on all people who we haven’t heard from. The Bishop’s follow-up letter put us over the top.”*

Secret to Success: *“Teaching stewardship in November raised our offertory 22k and provided a spirituality for reaching our Catholic charity goal.”*

**Father Raymond N. Suriani**  
**Saint Pius X Parish**  
**Westerly**  
**596-2535**

2010 Goal: \$73,000

2010 Raised: \$76,982

Secret to Success: *“The success of the Catholic Charity Appeal at Saint Pius X Church in Westerly is rooted in the selfless dedication of a woman from the parish, Alma Rhodes, who has been a part of this outreach for many years. I speak about the drive from the pulpit a few weeks before it begins, after which we contact families in the parish by letter, but Alma does the majority of the follow-up work through personal contact and phone calls. The old adage, ‘One person can make a big difference’ is verified each year in the amount of money we raise for this most worthy cause.”*

**Father John G. LaPointe**  
**Saint Robert Bellarmine Parish**  
**Johnston**  
**232-5600**

2010 Goal: \$17,000  
2010 Raised: \$64,881

Strategy for Primary Method: *“Preannouncement by pastor and bulletin announcement for two weeks prior to in-pew talks – in-pew talk at all Masses – second week abbreviated talk – focus of talk was unemployment and economic plight of neighbors and friends – our good fortune and blessings and the need to share our bounty”*

Strategy for Follow-up Method: *“Kept envelopes and posters in church entrance – sent letters to parishioners who had not given yet and had contributed at least \$50 in past (snowbirds respond to letters) – pastor announcements not at goal”*

Secret to Success: *“Parishioners respond to pastor because he is very spiritual and is engaging to parish families and as a result the parish family is responsive to his request.”*

**Father Charles Zaroni**  
**Saint Rocco Parish**  
**Johnston**  
**942-5203**

2010 Goal: \$48,000  
2010 Raised: \$48,498

Strategy for Primary Method: *“Because the former chairman of the appeal resigned after three years, I asked a trustee, very respected in the parish, to assume the role. He took his job very seriously and spoke clearly and convincingly at all the weekend Masses on two consecutive weekends. He managed to get double the number of pledges or donations than previous years. Every week after that notices were put in the bulletin and announcements before Mass to pick up pledge cards in the bulletin racks at the church exits. More pledges came in that way.”*

Strategy for Follow-up Method: *“The parish mailing with the pastor’s personal letter and material from Appeal Office showing how much was given last year, etc. Again, every week in church bulletin and announcements before Mass asking people to bring in the pledge card they received in the mail. In the weekly bulletin (besides the thermometer at entrance) we showed how much we reached and how much more was needed to reach our goal.”*

Secret to Success: *“Three months of constantly reminding parishioners of their obligation to pledge or donate to Appeal. Constantly thanking parishioners for responding to the appeal. At Easter, we said that’s enough of bulletin and pulpit announcements. But more pledges continue to trickle in until, lo and behold, we reached our goal.”*

**Father Joseph R. Paquette**  
**Saint Teresa of the Child Jesus Parish**  
**Pawtucket**  
**722-4470**

2010 Goal: \$79,000

2010 Raised: \$86,007

Strategy for Primary Method: *“For 3 weeks prior to the in-pew collection, we try to remind people of the importance of the Catholic Charity Appeal. The first Sunday of the in-pew we usually have a guest speaker from one of the charities who benefit from the Catholic Charity Appeal to speak about the importance of there ministry and for the continued support of all ministries of the Diocese.”*

Strategy for Follow-up Method: *“Our chair people take this responsibility very seriously. They follow up by organizing a team of people who will call each individual who has not responded to the Drive. They faithfully contact the people with kindness, respecting the people and always listening to their questions, doubts, or reasons for not being able to donate to the Catholic Charity Appeal.”*

Secret to Success: *“Choosing the right chair people, clarifying all questions, and explaining properly the importance of the Catholic Charity Appeal and all the many people of the Diocese helps, and following up on all our parish families. We have over 2,500 families and 2,308 donated to the Catholic Charity Appeal. The success story is a lot of hard work, much time, great parishioners! Raising 109% of our parish goal! HARD WORK – MUCH TIME – AND GREAT PARISHIONERS”*

**Father Gerard J. Caron**  
**Saint Theresa of the Child Jesus Parish**  
**Harrisville**  
**568-8280**

2010 Goal: \$19,000

2010 Raised: \$21,504

Secret to Success: *“The basic strategy concerning the CCA begins and continues with prayer. One person is chosen to speak at Masses for two weekends; one prior to the appeal, and one at the beginning of the collection. Prayer for the success of the CCA continues throughout the time of the appeal. I also briefly speak of the great benefits that go to help many in need, during the following weekends.”*

**Father John P. Soares**  
**Saint Thomas Parish**  
**Providence**  
**272-7118**

2010 Goal: \$45,000  
2010 Raised: \$46,611

Strategy for Primary Method: *“In-pew solicitation with a presentation by the pastor about the importance of CCFA. The pastor spoke of his experience as chaplain of URI and the funding received by the CCFA. Also spoke about the other agencies funded by the CCFA.”*

Strategy for Follow-up Method: *“We sent letters to those who gave the previous year and the year before. Also sent letters to new parishioners.”*

Secret to Success: *“Generosity of parishioners – In the past two years we have been able to get a lot of new donors or those who have given before but not the previous year – possibly new pastor encouraged giving.”*

**Father Marcel L. Taillon**  
**Saint Thomas More Parish**  
**Narragansett**  
**789-7682**

2010 Goal: \$121,000  
2010 Raised: \$127,635

Strategy for Primary Method: *“In-pew solicitation on two consecutive weekends - personal telephone calls to Bishop’s Partnership in Charity prospects”*

Strategy for Follow-up Method: *“Gentle, consistent”*

Secret to Success: *“Prayer, positive witnesses and friendly volunteers”*

**Father John E. Abreu**  
**Saint Thomas the Apostle Parish**  
**Warren**  
**245-4469**

2010 Goal: \$19,000

2010 Raised: \$19,783

Strategy for Primary Method: *“Two to three weeks before the drive begins I send a letter to all registered parishioners, active and inactive (at parish expense), exhorting them to participate in the drive. The letter includes an envelope with their name and address.”*

Strategy for Follow-up Method: *“Status of the drive is reported weekly in the bulletin with verbal Exhortations.”*

Secret to Success: *“Patience and praise”*

**Father Barry M. Meehan**  
**Saint Timothy Parish**  
**Warwick**  
**739-9552**

2010 Goal: \$70,000

2010 Raised: \$73,909

Strategy for Primary Method: *“We begin by publicizing the coming Charity Appeal for two weeks before it actually begins. This is done in the bulletin as well as being announced from the pulpit. The chairperson(s) speaks on two weekends during which we have in-pew solicitation. When these weekends have passed we continue to pray for the success of the Appeal, and show weekly figures in the parish bulletin. Envelopes are placed in the pews every week until the Appeal is complete.”*

Strategy for Follow-up Method: *“As follow-up, I personally call upon some donors who previously contributed but haven’t done so yet. These calls are few since I am aware of the circumstances of each household vis-à-vis ability to contribute. Envelopes continue to arrive by mail into the month of June.”*

Secret to Success: *“In my opinion it is wise to keep donation envelopes available in the pews and at church entrances almost until the conclusion of the Drive. Without any further mention, except in the parish bulletin, parishioners continue to take and then return envelopes.”*

**Father James V. Farley**  
**Saint Vincent de Paul Parish**  
**Bradford**  
**377-2289**

2010 Goal: \$19,000

2010 Raised: \$22,190

Strategy for Primary Method: *“The diocesan information from their instruction booklet is the help we use to set up and collect at the in-pew weekends. We use only one person at all Masses to make the solicitation – as well as a simple pastoral presentation”*

Secret to Success: *“Parishioners respond very well to reasonable parish goals.”*

**Father Michael A. Kelley**  
**Saint Vincent de Paul Parish**  
**Coventry**  
**821-8719**

2010 Goal: \$26,000

2010 Raised: \$26,191

Strategy for Primary Method: *“Having a lay witness presentation at each Mass – including a colored insert in our bulletin showing each ministry that is subsidized and making this brochure/insert available at the church doors for several weeks – plenty of notification for upcoming ‘kick-off’ weekend – posting of ‘thermometer level’ and updating it regularly in the church”*

Strategy for Follow-up Method: *“Sending out a letter ‘from the pastor’ to all those who gave the last several years but had not given this year – regular bulletin updates of totals and progress – once we were close to goal, some particularly generous parishioners offered of their own accord to help put us over our goal”*

Secret to Success: *“Many ‘thank you’ announcements along with other Mass announcements – ‘thank you’ cards individually written to the largest donors – letter from the pastor to those who hadn’t yet given after two or three weeks”*

**If you would like more information about the Catholic Charity Appeal,  
please call the Office of Stewardship & Development at 277-2121.**