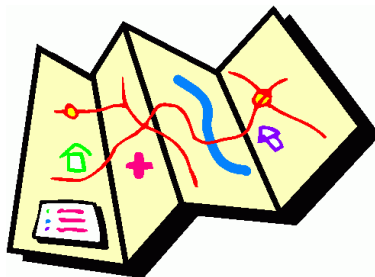


Best Practices for the Catholic Charity Appeal

The Lay Witness Presentation

“Your Roadmap to a Successful Parish Appeal”



Why does the Appeal need witnesses?

There are many people who do not understand what the Appeal supports and who benefits from the generosity of our donors. Sitting in the pews, people hear about individuals who get help and assistance through specific diocesan ministries and programs. Also, people give to people. Through a witness, the Appeal takes on a “human face” where parishioners see how their own parish benefits.

The Role of the Witness

The lay witness should meet with the pastor/administrator to discuss his/her presentation. Your talk should be three to five minutes in duration. Sample scripts are available within our Leadership Resource Manual. Deliver your talk immediately after the celebrant’s homily on your parish’s in-pew weekend.

Tips for the Witness

Outline your talk using double spacing and large print. Actual stories and experiences work better than statistics. Speak from the heart and strive to deliver your talk in a sincere, enthusiastic and friendly manner. 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.

What resources are available for my parish’s leadership team?

Please visit our website at www.providencediocese.org and click on Parish Resources in order to download numerous informational guides to help in planning your parish’s Appeal effort. In particular, be sure to review our “*Guide for the Lay Witness Presenter*” as well as our “*Lay Witness Resource Guide*.” Looking for someone to speak at Masses on your parish’s in-pew weekend, please refer to our Speaker Directory.