

Best Practices for the 2019 Catholic Charity Appeal

Follow-up Method of Solicitation

“Your Roadmap to a Successful Parish Appeal”

Why is a follow-up method important?

The in-pew method of solicitation is utilized by the vast majority of parishes within the Diocese of Providence. This method is very effective and efficient in soliciting gifts from parishioners sitting in the pews. However, some of your parishioners may not be able to attend Mass during one or two of your scheduled In-pew Weekends. Therefore, it is very important to reach out to those parishioners who would like to make a gift to the Appeal but were not asked.

What types of follow-up methods can you utilize?

There are several follow-up methods of solicitation that you can utilize during your parish follow-up phase. One particular method is our follow-up postcard (please see sample on page two) that can be ordered from the Stewardship & Development Office. Our office will be happy to generate mailing labels (during the parish follow-up phase) for those parishioners who have yet to make a gift to the Appeal, and we would then provide the corresponding number of postcards. Another method would be to send a follow-up letter from the pastor (sample follow-up letters are included in our Leadership Resource Manual). Also, some parishes utilize volunteers to conduct a phone-a-thon to ensure every parishioner has an opportunity to make a gift.

Tips for Your Parish Follow-up Phase

Don't merely ask for any gift. Mention the pledge system in order to secure the largest gift. 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 him/her. Remember, you are not asking for yourself, but for those less fortunate Rhode Islanders who turn to the Church each year for comfort and support.

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 Leadership Resource Manual which includes step by step instructions for effective follow-up methods of solicitation.

Actual Size

