

The Loop

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The Loop is back! Yes, after a long absence, our newsletter returns. The Loop Newsletter is published by the Office of Stewardship & Development to keep you informed about the annual Catholic Charity Appeal. We will "keep you in the loop" regarding news and events which we hope you will find helpful and informative.

Credit Card Donations

The Stewardship & Development Office has received numerous calls from parishes, as well as donors, who have experienced some confusion regarding the new credit card donation requirements. In the February edition of The Loop, we indicated to you that the major credit card providers have now implemented new rules called PCI (Payment Card Industry) Compliance. Therefore, the Catholic Charity Appeal can no longer accept a person's credit card number over the phone, in writing, or store those records if they wish to be a vendor using these cards. The new rules are designed to protect credit card users from fraud, identity theft and credit card fraud. In order to help parish secretaries answer any questions that parishioners may have, **we have attached an instruction page to this newsletter.** The instructions explain how to make a recurring gift using a credit card, how to make a one-time gift using a credit card and how to make a payment on your existing pledge. We hope these instructions will be of some help to you and your parishioners.

Effective Strategies to Achieve Your Goal

When asked what their "secret to success" is in achieving the Catholic Charity Appeal goal, our pastors responded:

Father Robert F. Hawkins states, "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 James R. Collins states, "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."

Free Follow-up Postcards

Your parish recently concluded your second weekend of in-pew solicitation. Your parish's follow-up phase is now underway and will continue from March 28th through April 22nd. It is very important to follow-up with those parishioners not responding to your primary method of solicitation (which will be in-pew for all but a few parishes). Therefore, it is recommended that a follow-up method of solicitation be utilized. You may decide to send a letter from the pastor along with the parishioner's pre-printed pledge card (please refer to pages 40, 41 and 42 in our Leadership Resource Manual for sample follow-up letters), or you may decide to employ a phone-a-thon. You may be interested in mailing a postcard to those parishioners who have yet to make a gift to the 2011 Appeal. If so, please contact our office and we will send you whatever quantity you need at no cost to your parish.

Important Dates

April 24th

Easter -Parish Involvement Concludes

April 29th

All in-pew gifts to Letter Concepts

June 13th and 14th

Diocesan Bishop's Partnership in Charity Phone-a-thon

July 15th

Deadline for returns to be credited to the 2011 Catholic Charity Appeal

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