

The Loop

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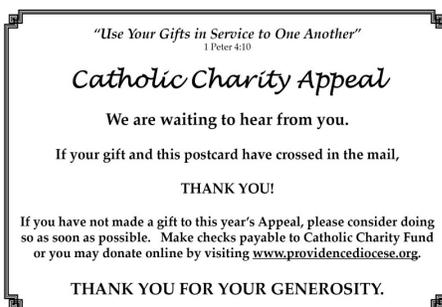
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The Loop Newsletter is published by the Office of Stewardship & Development to keep you informed about the annual Catholic Charity Appeal. We will “keep you in the loop” regarding news and events which we hope you will find helpful and informative.

Take Advantage of Your Parish Follow-up Postcards

Did you locate your parish follow-up postcards in your Catholic Charity Appeal Tool Kit? We recommend utilizing these postcards, which are blank on one side and a reminder note on the reverse side, for your parish’s follow-up solicitation phase (please see a sample of the postcard below). It’s a great way to remind donors about their gift to the 2013 Catholic Charity Appeal. In addition to your monetary goal, we ask that you strive to achieve a participation goal as well. Wouldn’t it be wonderful if every parish in our Diocese increased the number of donors by 10 this year? If you need additional postcards, please call Robert Spirito in the Office of Stewardship & Development at 277-2121. Thank you for your efforts to reach your participation goal!



New Online Portal

We would like to announce the launch of our new and improved online giving portal. Donors to the annual Appeal can now have greater control when making a credit card gift. After setting up a username and password, donors can gain access to their donor record on our database and view their account activity. Helpful instructions have been attached to this newsletter in the event you receive parishioner / donor inquiries.

Effective Strategies to Achieve Your Goal

When asked what their “secret to success” is in achieving the parish’s Catholic Charity Appeal goal, our pastors responded:

Father John T. McNulty stated, “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 parishioners. This year we had a strong leader who was very enthusiastic about his preparation and was passionate in his delivery. 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. 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 Ronald E. Brassard stated, “Follow-up announcement in bulletin every week till we accomplish goal—constant follow-up for major gifts.”

Tracking Returns

The Office of Stewardship & Development has been notified that it is no longer necessary to complete the green Delivery Confirmation Receipt in order to track your Catholic Charity Appeal returns to Letter Concepts. The receipt that you receive from the Post Office will include a tracking number.

Did You Know?

Your gift to the annual Appeal impacts the lives of 32,604 children and youth as well as 4,152 volunteer catechists and aides through the Office of Religious Education.

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