

# The Loop

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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.*

## 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 Joseph R. Paquette** stated, "Our chair people take (follow-up method) 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."

## BPC Follow-up Letter

Last year, 1,278 donors made gifts of \$1,000 or more to the Catholic Charity Appeal. The Bishop's Partnership in Charity phase accounts for nearly 45% of total Appeal revenues. Therefore, these leadership gifts are key to achieving and exceeding parish goals and our overall diocesan goal of \$7,800,000. It is very important that each BPC prospect has an opportunity to make a gift. We encourage you to refer to the sample BPC follow-up letter on page 42 of the Leadership Resource Manual which you may use as a guide in drafting your own pastor letter to your parish BPC prospects who have yet to make a gift to the 2013 Appeal.

## Dulcific Announcement if Your Parish Has Not Reached Its Goal

We are still in need of your help to reach our parish goal. Please prayerfully consider making a pledge in support of the Catholic Charity Appeal. A gift in any amount is greatly received and sincerely appreciated. For your convenience, pledge envelopes are available in the vestibule of the Church. Thank you for your generosity and support.

## Follow-up Postcard Testimonials

Still considering whether to utilize the follow-up postcards provided in your parish tool kit? If so, read what others are saying about its effectiveness in reaching out to those who have yet to make a gift.

*"We used the postcards instead of sending a form letter to parishioners that hadn't given by mid-April. They were easy to process and the response was noticeable. We even got donations and pledges from people we hadn't seen for a while! The postcards definitely helped us exceed our goal."*

Louise Barone  
Chairperson, Saint Raymond Parish in Providence

*"My parish used the postcards for the first time and the result was our best charity drive ever. The cards can make a real difference."*

Father John Abreu  
Pastor, Saint Thomas the Apostle Parish in Warren

*"As part of the Catholic Charities solicitation, Saint Joseph's Parish in Cumberland used the postcards supplied by the diocese. In our case, the cards were used as part of the follow-up campaign. We found that the advantage of using the cards was their ease of preparation and processing. It was a perfect extra tool to increase awareness of the drive."*

Ed Cummings  
Chairperson, Saint Joseph Parish in Cumberland

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