

**A
GUIDE
FOR THE NEW
CATHOLIC CHARITY APPEAL
CHAIRPERSON**



2017 Catholic Charity Appeal

Diocese of Providence

Celebrating our 92nd Anniversary

1925 – 2017



CATHOLIC CHARITY APPEAL

Supporting the work of the Church

February, 2017

Dear Friend,

Thank you for accepting a leadership role for the 2017 Catholic Charity Appeal. The Office of Stewardship & Development has prepared this useful resource guide to assist you as chairperson.

The *Guide for the New Catholic Charity Appeal Chairperson* explains your responsibilities while detailing some basic tools that you will utilize such as the pledge card and in-pew envelope. In addition to summarizing the ten steps to success for in-pew solicitation, this guide also includes a description of the materials that are provided in your parish tool kit.

Because of your hard work and dedication, our numerous diocesan ministries and programs will be able to provide comfort and support to countless Rhode Islanders who benefit from the annual Appeal. Thank you for sharing your gifts of time and talent for this most worthy charity. If you have any questions regarding this year's Appeal, please contact me at 277-2121.

May God continue to bless you for your kindness.

Sincerely,

Robert Spirito
Associate Director, Parish Services
Office of Stewardship & Development

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PRAYER FOR THE SUCCESS OF THE CATHOLIC CHARITY APPEAL

Dear Mary, Our Lady of Providence, we turn to you in prayer, and we seek your assistance as we begin our annual Catholic Charity Appeal.

Inspired by your own example of service, we ask that you guide our works of love; help us to offer generous assistance to all who turn to the Church in their time of need.

Through your intercession, may we grow in faith, hope and love; inspire us to be generous in supporting the Catholic Charity Appeal, and allow us to see the face of Jesus in all those we serve.

Fill our hearts with a compassionate spirit, so that the Church in Providence may always fulfill your Son's command to, "Love one another as I have loved you."

Now filled with hope and confidence we pray: "Hail Mary, full of grace..."

CATHOLIC CHARITY APPEAL IMPACT STATEMENT

It is the goal of every Catholic Charity Appeal ministry to continue the redemptive work of Christ in our world.

What We Do

We teach God's truth
We love our neighbor
We serve with grateful hearts

Why We Do It

To promote peace & justice
To proclaim the dignity of each person
To share our values

How We Do It

Through numerous ministries and programs
Through dedicated clergy, staff and volunteers
Through living what we believe

PARISH APPEAL CHAIRPERSON RESPONSIBILITIES

As a parish leader, you have the important role of communicating to the parishioners that they are an integral part of the Catholic Charity Appeal mission. It is important that you express your own commitment as well as financial support of the Appeal.

You are the link between the Appeal and the people of your parish. Together with your pastor, your responsibility is to see that the overall Appeal plan is appropriate for your parish and that the steps of the plan are carried out within the time frame established for the Catholic Charity Appeal.

Communication between Appeal volunteers in your parish is essential. As chairperson, you are the primary coordinator of this communication. You must ensure that volunteers meet and that they thoroughly understand the plan. Each individual should know his or her responsibilities.

Responsibilities of the Parish Appeal Chairperson Include...

- ... supervising every phase of the parish campaign under the guidance of the pastor.
- ... enlisting as many volunteer workers as necessary to effectively carry out the primary solicitation and follow-up efforts.
- ... familiarizing yourself with all Catholic Charity Appeal printed materials, especially the list of ministries and programs funded by the Catholic Charity Appeal.
- ... overseeing the distribution of all operative materials necessary for the recruitment and training of all volunteers.
- ... coordinating the follow-up phase in your parish through either personal contact, telephone contact or direct mail.
- ... supporting the Catholic Charity Appeal by making your own pledge. Motivate and guide volunteers in considering their own financial commitments to the annual Appeal.
- ... recognizing the time, talent and treasure of volunteer workers and Catholic Charity Appeal donors.

In-pew Solicitation - The Ten Steps to Success

- 1.) Be sure that parishioners have at least two weeks advance notice before they are asked for their gifts. This way they will come to church prepared to make a pledge or cash donation.
- 2.) Utilize posters, bulletin announcements, pulpit announcements and Prayers of the Faithful to inform people of the upcoming Appeal and its benefits to those in need.
- 3.) Recruit a lay witness. The use of a lay witness is an effective means of increasing participation. Select those among your parishioners who are energetic and enthusiastic speakers. Remember that people give to people.
- 4.) Conduct two consecutive in-pew weekends. The first weekend you should have a lay witness presentation. The second weekend you do not need a lay witness presentation but simply have the celebrant provide two minutes after his homily for those who were unable to give the previous weekend.
- 5.) On in-pew weekends, place in-pew envelopes and pencils/pens at the ends of the pews (be sure to replenish the supply before each Mass).
- 6.) After the celebrant gives a brief homily, a lay witness shares briefly his/her experience regarding the Catholic Charity Appeal.
- 7.) Either the celebrant or the lay witness should then give step-by-step instructions on how to fill out the in-pew envelope, with emphasis on promoting the pledge system. Be sure that a specific gift request is made as part of the instructions. Encourage the parishioners to complete the envelopes in church. Do not encourage them to take the envelopes home.
- 8.) At this point, the parishioners are now prepared to make their donations. Allow two to three minutes for the parishioners to make their contributions.
- 9.) The ushers or special collectors should now collect the completed envelopes.
- 10.) As with all methods of solicitation, the follow-up is an essential and integral part of the Appeal campaign. In some cases, personal circumstances may prevent someone from making a gift; however, it is important that every parishioner has the opportunity to give.

2017 Catholic Charity Appeal

Parish Tool Kit Contents Checklist

<u>Description of Item</u>	<u>Quantity</u>
€ Memorandum from Director.....	1
€ 2016 Membership Roster.....	1
€ Poster.....	3
€ Parish Goal Thermometer Poster and Red Marker.....	1
€ Catholic Charity Appeal Ministry Allocation Map.....	1
€ “New Parishioner” In-pew Labels	5 Sheets (70 Labels)
€ United States Postal Service Priority Envelopes.....	12
€ Return Labels.....	12
€ Bishop’s Partnership in Charity Pledge Cards.....	Specific to Parish
€ In-pew Envelopes.....	Specific to Parish
€ In-pew Labels.....	Specific to Parish
€ Golf Pencils.....	Specific to Parish

Please note: To download our numerous Leadership Resource Manuals, please visit our website at www.providencediocese.org and click on the Charity Appeal tab and then the link for Parish Resources. If you are missing Tool Kit materials or if you need additional supplies, please contact Robert Spirito in the Office of Stewardship & Development at 277-2121.

Key Dates for the 2017 Catholic Charity Appeal

 Indicates Diocesan Involvement

 Indicates Parish Involvement

Week of November 7	The database file for the first diocesan direct mail letters to prospects will be submitted to mail house
Week of December 26	The first diocesan direct mail letter, signed by Bishop Tobin with a pledge card enclosed, will be mailed to prospects
January 9 – January 27	All parish tool kits will be delivered to parishes
Weekend of January 14/15	Pastors are asked to mention the arrival of Bishop’s letter and that parishioners can respond directly to the mail or through in-pew
Wednesday, January 18	Catholic Charity Appeal Workshop - this workshop will begin at 6:00pm and end at 7:00pm
Monday, January 23	Catholic Charity Appeal Workshop - this workshop will begin at 4:00pm and end at 5:00pm
Week of January 23	Reminder letter, signed by the Bishop with a pledge card enclosed, will be mailed to all prospects
Friday, February 3	This is the deadline to submit a parish goal review request
Weekends of February 4/5, February 11/12, February 18/19	Parishes are asked to promote responses to the first diocesan direct mail letter as well as the upcoming In-pew weekends through bulletin and pulpit announcements
Friday, February 10	Sign up deadline for the 2017 Catholic Charity Appeal Parish Share Program
Wednesday, March 1	Ash Wednesday - this date marks the unofficial start of the 2017 Catholic Charity Appeal
Weekend of March 11/12	This is the first recommended In-pew Weekend (with a lay witness presentation) for soliciting gifts at your parish
Weekend of March 18/19	This is the second recommended In-pew Weekend for soliciting gifts at your parish
March 20 – April 17	During this time frame, your parish should concentrate on following up with those parishioners who have not responded to your primary method of solicitation
Sunday, April 16	Easter Sunday
Monday, April 17	All in-pew gifts should be submitted for processing
Week of May 1	Reminder letter, signed by the pastor with a pledge card enclosed, will be mailed to all prospects
Monday May 14 - Friday, June 2	Professional Telemarketing Campaign
Week of May 29	LYBUNT (Last Year But Not This Year) mailing sent to all prospects
Friday, June 30	Close of the 2017 Catholic Charity Appeal

**If you would like more information about the Catholic Charity Appeal,
please call the Office of Stewardship & Development at 277-2121.**