Conducting a Successful In Pew Process to Support the Catholic Services Appeal

Blueprint

Presented by:
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Our Sunday Visitor
A Little About Me

Joanie Lewis
Appeals & Campaigns Account Executive / Product Leader for IOP
20 years experience of:

- Annual Appeal Consulting for Dioceses
- Significantly Increasing Parish Offertory
- Creating Parish Vision Plans
- National Speaker on:
  - Stewardship
  - Raising Money in The Church
  - Branding Your Mission-Driven Message
  - Conducting an In Pew Effort

“Until the needy are clothed, the hungry are fed, and the Gospel is spread to the end’s of the earth, we will need resources to do God’s work”
Why OSV?

- Annual Appeal Consulting for Dioceses
- Increased Offertory Program
- Parish Capital Campaign Services
- Parish Vision Planning
- Offering Envelopes
- Online Giving

“To serve the Church”
An Opportunity to **CHANGE**

Bishop Hying and Diocesan Leadership are enhancing the CSA appeal for 2019!

- Centralized appeal approach
- Centralized gift processing
- Ease of the solicitation and commitment pledge process – all parishes are doing the same thing
- Remove administration and workload from the parishes

Einstein’s Definition of Insanity: “Doing the same thing over and over again and expecting different results”
Why Support the Appeal?

We have a responsibility to build up God’s kingdom at every level. In our parish community, in our diocese, nationally and internationally.”

- Support for the appeal benefits every parish and parishioner in many different ways.
- The appeal should never be referred to as a ”tax”
Prepare!

- People give to people
- COMMIT to conducting the In Pew
- Conduct the In Pew on the designated commitment weekend (if possible)
- One-half or more of all pledges/gifts happen on In Pew weekend
- Donors need to hear the same message across the Diocese
Support Materials-Parish Kits

Parish Readiness:
✓ Review your parish kit and materials enclosed

✓ Review your Parish In Pew Instruction Sheet

✓ Bishop Hying is seeking support from Pastors to embrace the appeal
In Pew Solicitation

- Walk through the In Pew script/steps

- Prepare your talking points and practice with staff, ushers, parish leadership

- Ask for parishioner’s support and remind them of last year’s parish participation rate and any refunds the parish may have received

- Set a goal of 100% participation!
In Pew Process for CSA

1) Planning Commitment Weekend: April 27th & 28th

2) Catholic Services Appeal (CSA) Presentation at Mass

3) In-Pew Gift Reflection and Pledge

4) Filling Out and Completing the Commitment Card
   ✓ Children or Ushers begin passing out the In-Pew Envelopes and pens.

5) Presentation of Pledge Cards
   ✓ Ushers direct pews and procession to present Commitment Card Envelopes.
Best Practices for
SUCCESSFUL IN-PEW APPEALS

✓ Be sure to hand out the Commitment Card envelopes, do not just leave them in the pews
✓ Provide coffee and donuts/hospitality on Commitment Weekend at all masses
✓ Consider enlisting children to pass out and collect the cards; this must be coordinated in advance with children and parents
✓ Do not collect the Commitment Cards with the general offertory
✓ Have a coordinator at the back of the church facilitating the Commitment Card collection process
✓ Remind people it is important to participate – participation, no matter how small the gift, is critical to responding to and meeting the needs of ministries and programs
✓ Remain positive and treat the entire process as a celebration
✓ Be prepared! Plan and rehearse this process in advance with facilitators and the organist
✓ Thank the parishioners before and after you make the request
✓ Please ask that everyone pray for the appeal and the parish
Ongoing Support

• Continue to encourage participation. Set a goal for 100% participation!

• Employ a CSA Lay Leader/s to help with ongoing messaging for support

• Post updates in the bulletin and celebrate milestones with the parish community

• Continue to share stories how diocesan ministries are changing lives

• If struggling to meet goal employ additional mailings from OSV for additional pledges

• Say THANK YOU!
Contact Information

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“Dearest lord, teach me to be generous; teach me to serve you as you deserve; to give and not to count the cost.” — INGATIUS OF LOYOLA (1491-1556)
THANK YOU!