



2021

Catholic Ministries Appeal

Share the Light of Hope.

## Parish Communication Strategies

You play an important role in your parish's goal achievement and in the overall success of the Catholic Ministries Appeal. Thank you for your dedication and commitment to the Appeal.

In this section, you will find recommendations for promoting the Appeal on a weekly basis in your parish. All promotional materials are available online at <https://catholicfsmn.org/parish-resources>.

These include the following:

1. Timeline
2. Prayers of the Faithful
3. Bulletin Announcements
4. Mini-stories
5. Audio/Video Clips
6. Follow-up Letter

**NOTE:** It is important to continually reassure Catholics about how their 2021 Appeal gift will be used. Please use the following language from the Appeal pledge card:

*All gifts will be used solely for the restricted purposes of the 2021 Catholic Ministries Appeal. The Appeal supports specific ministries and programs of the Diocese of Winona-Rochester.*

## Catholic Ministries Appeal Timeline

### **Mid-February-April 1<sup>st</sup>:**

- 1) Speak to your parish council and stewardship committee about the Appeal. Provide an overview of the Appeal-funded ministries, particularly noting the direct effect of such ministries on your parish and communicate the parish goal.
- 2) Go online to <https://catholicfsmn.org/parish-resources> to familiarize yourself with the online stewardship resources available to you.
- 3) When you receive your parish kit via UPS, verify that you have received the following:
  - Goal Posters
  - In Pew Envelopes (English/Spanish)
  - Additional Ministries Brochures
  - Transmittal Form and return envelopes
  - Bulletin Inserts (English/Spanish)
  - Bookmarks



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- 4) One week prior to Kick-Off Weekend,
  - Display your Appeal posters in prominent places in the parish.
  - Post a link to the <https://catholicfsmn.org/catholic-ministries-appeal> website on your parish website.
  - If you have a Facebook page, post an Appeal video to your wall.
  - Include a Mini Story in the February 13-14 bulletin, or on the following weekend. These Witness Testimonials emphasize the Appeal's broad reach and impact.
  - Include a Bulletin Insert in the February 13-14 bulletin.
- 5) Review the *Gift Processing Procedures* so you will know how to handle contributions that may come to your parish office.

#### **February 13-14 – Kick-Off Weekend:**

- 1) Highlight this year's Appeal theme, *Share the Light of Hope*.
- 2) Make a brief pulpit announcement about the Appeal.
- 3) Ensure that the parish bulletin contains a Mini Story about the Appeal, or use the Bulletin Insert.
- 4) Include an intercession regarding the success of the Appeal in the Prayers of the Faithful.
- 5) Play an audio/video message from a diocese parishioner on your website or social media. At Mass, share a few words about the importance of the Appeal from you, the presider, or another testimonial speaker. This brief talk should emphasize the impact the Appeal has and motivate those present to financially give to the Appeal. A sample pulpit announcement is online for your consideration.
- 6) Encourage parishioners to peruse their Ministries Brochure (mailed to every registered/active Catholic in Diocese of Winona-Rochester) and visit the Appeal website, <https://catholicfsmn.org/catholic-ministries-appeal> to learn more about the Appeal-funded ministries and read/hear compelling testimonials from Catholics throughout southern Minnesota who have renewed faith, extended mercy and inspired hope by participating in these ministries.

#### **February – April:**

We recommend incorporating any of the following materials into a weekly action plan for optimal Appeal results. Swapping out messaging and materials from week to week keeps your Appeal promotion fresh and exciting among your parishioners. Check out the library of materials available to you online at <https://catholicfsmn.org/parish-resources> and design a marketing plan that works best for your parish.

- 1) Mini Stories for Bulletins – Insert the new Witness Testimonials (1-2 stories) into your weekly bulletins. These stories emphasize the Appeal's broad reach and impact.
- 2) Prayers of the Faithful – Include intercessions in the Prayers of the Faithful on weekend Masses.



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- 3) Parish Newsletter – Include Witness Testimonials as well as personal notes encouraging generosity from your parish. Direct readers to the Appeal’s website, <https://catholicfsmn.org/parish-resources> to learn more about the Appeal-funded ministries.
- 4) Update Reports – Use the financial information provided in your update report available on Giving Trend.
- 5) Communication with Staff – Communicate frequently with your parish administrator or business manager. They are often on the front line for fielding questions about the Appeal. Ensure that they are knowledgeable about the Appeal and feel supported in their work. We recommend that open dialogue about the Appeal occur in weekly staff meetings. Share personal stories with your staff about how the parish has benefitted from the Appeal and invite them to share their Appeal-funded ministries experiences with the group as well.

**Late May:**

- 1) If you have met your goal, congratulations! Any gifts that are made beyond your parish goal are rebated back to the parish, pending your parish fulfill rebate requirements. We recommend that the pastor use the parish donor list to send a personal thank-you card or letter to those parishioners who contributed to the Appeal.
- 2) If your parish has not yet reached its goal, we recommend that you organize a follow-up mailing to those names on the parish donor list who have not yet given to the 2021 Appeal. The follow-up mailing should be sent in early May.

Even if your parish has reached its goal at this point, you may still want to plan a follow-up letter to those who did not give explaining to them your Parish Project (i.e. the intent of funds collected to be used in the parish). The follow-up mailing should be sent in late June or early July.

Pieces to be included in the mailing:

- Personalized letter from pastor with pastor’s signature
  - Appeal Return Envelopes (available from Appeal staff upon request)
  - Addressed Mailing Envelopes
  - Postage
- 3) Continue to update your parish on progress to-date by using your update report. We recommend you update parishioners via announcements made at all Masses, in the bulletin, and on your website/social media.

**July:**

- 1) Send your follow-up mailing in early July. This is an extremely important and critical strategy for parishes that have not yet reached their goals.
- 2) Contact the Appeal staff if there is anything we can help you with during your follow-up process.
- 3) We also recommend sending personalized thank-you cards or letters to your parishioners who have contributed to the Appeal. Each donor will receive an Acknowledgement Letter from the Catholic Foundation of Southern Minnesota, but it is also a nice gesture to receive a card or letter in the mail from the donors’ pastor.
- 4) Continue to update your parish on progress to-date by logging into the CFSM website and checking your parish updates. We recommend you update parishioners via announcements made at all Masses, in the bulletin, and on your website/social media.



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### August – September:

- 1) If you have not yet met your parish goal, don't lose hope! Continue to promote the Appeal using creative strategies such as:
  - Phone calls
  - Home Visits to selected donors
  - Small Group Socials
  - Personal Notes
  - Other ideas you may have
- 2) Contact Appeal staff to access additional follow-up resources or to request an update report or donor list at any time.
- 3) Review the Appeal process with your parish staff, complete the Evaluation forms that will be mailed to you, and return it to the Catholic Foundation of Southern Minnesota in the provided return envelope. Your input matters for future Appeal planning – *help us to better serve you!*

## Prayers of the Faithful

The Catholic Ministries Appeal, in addition to meeting the financial needs of programs and services across southern Minnesota, calls on others to actively practice their faith. Prayer, therefore, plays a key role in conversion of heart that leads people to give generously in service to others.

The following petitions are suggested to be used either for Announcement Weekend, the weekend before your In-Pew or spread out one a week starting Announcement Weekend (February 13-14) – as an opportunity to reflect on the case elements of the appeal and the breadth of the diocesan family and the services they depend upon.

- ❖ Week 1 (Kick-Off Weekend) – We pray for the success of the Catholic Ministries Appeal in our parish and diocese this year, that the Holy Spirit may move us in faith to unite our prayers with our financial support to do the good works of Christ to feed the hungry, educate the young, welcome the stranger and increase vocations to the priesthood so that the Eucharist may always be celebrated for God's people, **we pray to the Lord.**
- ❖ Week 2 – For our faith community, that God's love inspire us to grow in faith and do the good works of our Father throughout the Diocese, as we support the ministries and services funded by the 2021 Catholic Ministries Appeal, **we pray to the Lord.**
- ❖ Week 3 – That as we participate in the 2021 Catholic Ministries Appeal to *Share the Light of Hope*, we give thanks to our God for His gifts and many promises, **we pray to the Lord.**
- ❖ Week 4 – That we will see the 2021 Catholic Ministries Appeal as an opportunity to join with our brothers and sisters in the parish and throughout our Diocese as Christian stewards to build communities of faith and good works, **we pray to the Lord.**
- ❖ Week 5 – For those without a home, the hungry, and individuals and families in need around our Diocese, that their needs may continue to be met through our support of the Catholic Ministries Appeal programs and services, **we pray to the Lord.**