



**CALLED TO
SERVE *as* CHRIST**

There are many ways for a parish to reach its goal in an archdiocesan campaign effort. However, common themes arise from successful parishes and those that struggle. Parishes that focus on consistent communication with all parishioners (and the archdiocese), give full effort on its duties, and do so with positive energy and enthusiasm will always find a level of measurable success.

Below are two parish examples broken down by a variety of key tasks and aspects along the campaign timeline. One parish put forth a concerted effort for the campaign and used it as an opportunity to build the parish body and accomplish its own projects. This parish exceeded its participation and dollar goals. The other parish had leaders who saw the campaign as a burden. This mindset actually caused more campaign tasks being undertaken by a leadership team already stretched too thin. The subsequent plan and activities led to the campaign not being well received by the parish at large.

WHAT PARISH WILL YOU CHOOSE TO BE?

| CATEGORY | PARISH A | PARISH B | LESSON/RECOMMENDATION |
|------------------------------|---|--|--|
| ROSTER | <p>Turned in roster ahead of schedule.</p> <p>Communicated discrepancies before mailings were scheduled.</p> | <p>Provided approval with no changes after the deadline.</p> <p>In the middle of the campaign, parish staff indicated numbers were off and deceased families were still on there.</p> <p>Did not work with the archdiocese directly.</p> | <p>Review on time and work with the archdiocese to ensure updates are accurate.</p> <p>Focus on getting the roster right moving forward, not on why some records may have been wrong in the past.</p> |
| VOLUNTEER RECRUITMENT | <p>Recruited two co-chairs and then a pair of 'secondary' chairs.</p> <p>Chairs phone calls to put together a full team.</p> <p>Pastor helped make calls.</p> <p>Calls followed in-pew ask for volunteers.</p> | <p>Pastor and deacon said they alone would make calls. Did not happen because of already busy schedules.</p> <p>Thought they could get 10 volunteers by asking on Facebook.</p> | <p>Pastor should personally recruit the core leadership.</p> <p>The core leadership should fill out a broader team with guidance and assistance from the pastor.</p> <p>Be active, not passive in recruitment.</p> |
| VOLUNTEER TEAM | <p>Had 25 total volunteers with a team approach.</p> <p>Met separately to match volunteers with assigned families that made the most sense.</p> | <p>Five people (two of which were staff) Led to "bosses" and "workers" approach.</p> | <p>The more, the better.</p> <p>Allow the teams to do what they are comfortable with.</p> <p>Find a role for everyone.</p> |
| BISHOP'S DINNER | <p>Had the team make calls for that "extra, extended" invitation.</p> <p>Communicated RSVP'ing on the website.</p> <p>Over 60 attendees (30% of invited group)</p> | <p>Parish team did not start to make calls until less than a week before the dinner.</p> <p>20 people attended (less than 10% of invited group).</p> | <p>Be active in following up on the invitation;</p> <p>The earlier, the better.</p> <p>Large contingent from your parish at the dinner creates excitement and awareness.</p> |
| TRAINING | <p>Chose to do a separate training at the parish after the regional trainings.</p> <p>Had 100% of their team attend a training.</p> | <p>Did not have 100% of team show up to a training.</p> <p>Steier Group offered separate training if they could get additional volunteers on board, but they never continued recruiting.</p> | <p>Ensure the vast majority of the team is trained and comfortable with their assignment.</p> <p>Hold "refresher" trainings to discuss any lingering questions.</p> |
| CAMPAIGN KICK-OFF | <p>Showed the video at Mass and then donuts and coffee after the Sunday Masses.</p> <p>Shared brief introductory schedule of the campaign to the parish.</p> <p>Put video in regular email to parishioners.</p> | <p>Showed video at Masses.</p> | <p>Couple the campaign video with other activities to "announce" the campaign's arrival at the parish for the next couple of months.</p> |

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| REPORT & STRATEGY MEETINGS | <p>Held two between campaign kick-off and Commitment Weekend.</p> <p>Traded intention cards amongst team.</p> <p>Team discussed what is working and what is not.</p> | <p>Held two between campaign kick-off and Commitment Weekend, but only the pastor and staff showed up.</p> <p>Initial tasks were not complete, so no discussion on what worked and what did not.</p> <p>Tried to refocus on only top-level prospects.</p> | <p>Ensure volunteers know these “Report and Strategy” meetings are as valuable as the initial volunteer trainings.</p> <p>Plan the campaign volunteer meetings around other meetings happening at the parish.</p> <p>Have completed some tasks, so team can identify what may need to be done differently.</p> |
| PASTOR ENDORSEMENT | <p>Gave a homily talk at the back-end of the campaign (prior to Commitment Weekend)</p> <p>Provided message in bulletin and pastor’s quarterly letter about the campaign.</p> | <p>Never did.</p> | <p>Pastor endorsements can be done in a variety of ways, including:</p> <ul style="list-style-type: none"> • at the beginning, the middle, or end • in a way that doesn’t talk about it in terms of “Asking for money” • via letter, bulletin, pulpit, email, or all <p>**But it must be done**</p> |
| SENIOR PRIEST FEATURE | <p>Had an older priest give a talk who had a tie at the parish even though this priest is not “retired”, he is near senior status.</p> | <p>Had a special guest for event after Spanish Masses. However, confusion on whether the event cost money kept some people from attending.</p> | <p>These speakers and stories will become the face of the campaign at your parish. These must be planned ahead of time and cannot be an afterthought.</p> <p>Work to introduce the speaker to the parish should be done as well as an appropriate ask afterwards.</p> |
| WOMEN RELIGIOUS FEATURE | <p>Had a WRC member.</p> <p>Contacted week after volunteer training.</p> <p>WRC member said they “could tell the parishioners in the pews knew what she was there to speak about”.</p> | <p>Tried to reach out a month before the campaign was scheduled to end and schedule a time, but could not coordinate a workable date/time between WRC member and the parish schedule.</p> | <p>These speakers and stories will become the face of the campaign at your parish.</p> <p>Must be planned ahead of time and cannot be an afterthought.</p> <p>Work to introduce the speaker to the parish should be done as well as an appropriate ask afterwards.</p> |
| LAY TESTIMONIALS | <p>One of the co-chairs gave a testimonial week before Commitment Weekend.</p> | <p>Came from the deacon who was acting as chair who already provided most campaign pulpit announcements.</p> | <p>These speakers and stories will become the face of the campaign at your parish.</p> <p>Must be planned ahead of time and not an afterthought.</p> <p>Work to introduce the speaker to the parish should be done as well as an appropriate ask afterwards.</p> <p>Vary the lay speakers.</p> |
| PARISH SHARE PLANS | <p>Had plans and pictures in before deadline and focused plans on both brick and mortar needs and larger community initiatives.</p> | <p>Materials were late which caused the mailing to push back a week, affecting the planned kick-off.</p> <p>Project was well-received.</p> | <p>Submit materials in a timely manner.</p> <p>Help ensure parishioners understand the need.</p> <p>Allow the project to become a key focal point of the campaign for the parish.</p> |
| PERSONAL ENGAGEMENT | <p>Tried to visit with 200 families (15% of total families at the parish).</p> <p>Completed 75% of the engagement visits.</p> <p>Every volunteer did at least some work.</p> | <p>Tried to visit the top 5% of total parish families (45).</p> <p>Due to low volunteer numbers and energy, were not able to reach out to more.</p> <p>Pastor and deacon did respectable job in getting in front of most families but the amount of work wore them down and affected quality of visits.</p> <p>60% completed.</p> | <p>In order to get through the “noise” of other solicitations families may receive and answer questions they may have, the best approach is the personal conversation.</p> <p>Have the team set concrete, attainable goals on what they want to have happen.</p> <p>Ensure the entire team knows it is working together.</p> <p>If the parish chooses another approach and it fails to reach those they hoped it would, ensure volunteers understand the back-up plan to personally engage families.</p> |

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| “CREATING THE CRAZE” | Transparent about how the archdiocese is getting in front of questions about how the funds will be used and why they are needed. | Tried to create an event for the Spanish-speaking Mass community, but late in the process. | Inform parishioners that they will be hearing about the campaign for the coming months as the parish works to ensure all questions are answered and all are invited to give. |
| COMMUNICATIONS | Published names of givers in the bulletin as insert midway through and at the end as a way to thank them. Listed volunteers and asked people to answer their calls and be kind to them. Set their own dollar goal. | Used bulletin and Facebook. Pulpit announcements came from same individual (deacon). | Be active in communication. Explain how the volunteer team will work to ensure the campaign has maximum participation from everyone. |
| PARISH-WIDE EVENTS | Donut Sunday on kick-off weekend was themed to the campaign. | Event after Spanish-speaking Mass. Nothing for other Masses. | Plan events early on in the process instead of reacting after one or two options go wrong. Combine campaign themed events with invitations to give and around other events already happening at the parish. |
| PARTICIPATION GOAL | Set 25% of the parish and kept one eye on this goal and one eye on the dollar goal. Wanted to hit participation goal before any major gifts were communicated to parish. | Discussed internally for 20%, but nothing communicated to the parish at-large. | Set specific goal(s) early in the process and celebrate every milestone along the way to reaching it. The parish needs to know what the objective is. |
| “COMMITMENT WEEKEND” | As the parish got closer to Commitment, the focus was on both on last minute push to participation goal (not visits) and giving the parish update focusing on participation and 85% share. | Ran a Commitment Weekend but did not turn them in a timely manner. Plan on running second collection for Spanish-masses at the end of each month for three years but did not project what “pledge” that would total and use it to create momentum for the parish early on. | Build up to the in-pew appeal. Do not expect in-pew appeal to provide a boost if other communication has been lacking. Do expect to need to do more outreach to key families before or after in pew appeal. Provide positive communication on the parish’s progress towards its goals and parish share. Execute the in-pew appeal as designed and instructed. |
| “THANK YOU” EVENT | Volunteers set-up their own pizza party. Parish celebrated through bulletin and pulpit announcements but continued to push for additional support as they receive 85% of each gift. | Because they did not definitely end the campaign, there has not been “an exclamation point” to celebrate. | By setting concrete goals, communications, events, and engagement plans early-on, the end of the campaign can be defined. With a definitive end, there will always be something to celebrate. By not doing the initial work, it is hard to end something that never really started in the minds of parish families. |
| PARISH STEWARDSHIP | Pastor executed its unique stewardship plan in early October after kick-off, but after most visits were complete and well before Commitment Weekend. | Ran in the early Fall, but never communicated with Steier Group to coordinate that the campaign and stewardship were not in conflict. | Communicate with the Steier Group and archdiocese on your plan and any changes you feel need to be made to the campaign timeline to accommodate your parish stewardship renewal. |
| RESULT | 30% participation | 12% participation | 25 – 33% participation is achievable. |

Communicating the campaign to parishioners in a positive manner will ensure a positive response (whether or not goal is reached). It will mean greater satisfaction for your volunteers, better education of the campaign needs for your parishioners, and more fun for pastors and parish staff.

Remember: You can CEE your campaigns’ success from the very beginning to the end!
COMMUNICATION. EFFORT. ENTHUSIASM.