



**CALLED TO  
SERVE *as* CHRIST**

## *Archdiocese of Seattle*

### **RENEWAL OF PARISH FINANCIAL SUPPORT FOR WAVE 2020 PARISHES**

We want to thank many of the parishes that participated in the last wave (wave 2019) who provided us valuable feedback on the results of their renewal of Parish Financial Support efforts while implementing the *Called to Serve as Christ* campaign. Their responses and insights allowed us to perform extensive analysis of strategies that were successful (or not successful). Please see the information listed below.

#### **OPTION A: ROLLOVER METHOD**

The rollover method is a pledge renewal process that provides a simple yet effective way for the parish to complete their annual renewal for Parish Financial Support. It provides an opportunity for parishioners to simply “rollover” their pledge from last year to the current year without having to submit a pledge card (although pledge cards are encouraged to suggest an increase or new pledge). It has proven to be very successful for parishes over the past year who were also participating in the *Called to Serve as Christ* campaign. The design and abbreviated nature of the rollover method provides space for both endeavors.

Suggested Dates for 'rollover' method (these dates provide room for some flexibility) – See back of this sheet for suggested pastor letter.

- Oct 31/Nov 1 – **ANNOUNCEMENT** of the 'Rollover' for Parish Financial Support renewal at Mass
- Nov 3 – **MAIL** out Pastor letter with a pledge card explaining the 'Rollover' process
- Nov 7/8 – **VERBAL FOLLOW UP** on the letter parishioners received that week during Mass

The above listed dates allow a parish to clear the *Called to Serve as Christ* commitment weekend scheduled for October 11th/12th as well as the World Mission Sunday collection on Oct. 17th/18th.

In summary, the renewal of Parish Financial Support is completed in **two** weekends with only **one** mailing taking place during the middle of week. **Note:** We recommend that you order pledge cards (order site will open in June for Wave 2020 parishes) as you will still need to send a pledge card with the Pastor letter. Doing so provides parishioners the opportunity to adjust their pledge – if they choose not to rollover, or make an actual pledge if they did not do so last year.

#### **OPTION B: STANDARD PARISH FINANCIAL SUPPORT RENEWAL**

In light of the current events that have impacted normal parish operations during this very challenging year, it may be necessary to launch an actual Parish Financial Support renewal campaign even though you are just completing the capital campaign:

- Oct 24/25 – **ANNOUNCEMENT** only of the Treasure campaign
- Oct 27 – Mail **PASTOR LETTER of SUPPORT** (recommend segmented letter)
- Oct 31/Nov 1 – **WITNESS SPEAKER** and **ASK #1** from the ambo
- Nov 7/8 – **ASK #2** from the ambo
- Nov 14/15 – Verbal **FOLLOW UP #1**
- Nov 21/22 – Verbal **FOLLOW UP #2** and 'verbal' **THANK YOU**

**Additional Option:** Nov 30 – Mail a **FOLLOW UP Letter** with Pledge Card to those who did not respond.

In summary, this slightly abbreviated Parish Financial Support renewal campaign is completed with only **one** mailing taking place unless you choose the additional option to send a follow-up letter at the end of November. **Note:** If you choose to run this standard renewal campaign, you will need to order your normal materials (pledge cards, posters, bulletin inserts, etc.) when the site opens in June for Wave 2020 parishes.

**Note:** We **DO NOT** recommend moving your renewal of Parish Financial Support process to January!



## CUSTOMIZABLE LETTER FOR PARISH FINANCIAL SUPPORT RENEWAL USING ROLLOVER METHOD



Dear \_\_\_\_\_,

Every year at this time, I ask you to reflect prayerfully upon your financial support of your parish by returning a Commitment Card out of gratitude for ALL of the gifts we have received.

This year, because of the upcoming Archdiocesan *Called to Serve as Christ* campaign, I, along with the support of the Pastoral/Finance Council, made the decision not to have a formal pledge drive this year. Instead, with your permission, I am asking you to simply rollover your Parish Financial Support pledge from last year to 2021.

If you consent to renew your 2020 pledge for 2021 – you do not have to do anything. If you would like to increase, decrease or cancel your pledge (or you did not make a pledge last year but want to this year), please fill out the enclosed pledge card (or go online to **[Inset URL for parish website]**) and mail it to the parish in the enclosed self-addressed envelope or drop it in the collection basket. It is really that easy.

Thank you for your faithful support of **[insert parish]** and its mission to share the Good News in our community.

Sincerely,

Fr. **[insert last name]**

## CUSTOMIZABLE BULLETIN INSERT FOR PARISH FINANCIAL SUPPORT ROLLOVER



There will not be a formal Parish Financial Support pledge drive this year because of the Archdiocesan *Called to Serve as Christ* Campaign. As described in the letter sent this past week by **[Insert Pastor name]** to all parish households, those who made a pledge to support the parish financially in 2020 will simply be rolled-over to 2021 unless we hear otherwise from you. If you did not make a pledge last year and would like to do so this year, or if you want to increase, decrease, or cancel your 2021 rollover pledge, pledge cards are available in the pew for your use. Please fill one out and drop it in the collection basket or you can go online to **[Insert Parish website here]** to submit a pledge.

