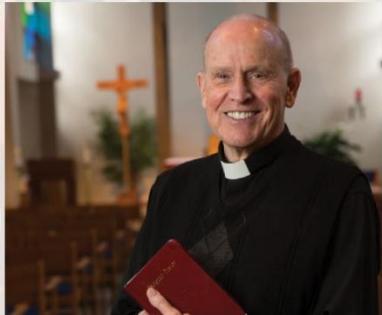




CALLED TO SERVE *as* CHRIST

A campaign for our
PRIESTS, SISTERS & FAMILY OF FAITH

WAVE 2020 VOLUNTEER TRAINING GUIDE



Archdiocese of Seattle



CALLED TO SERVE *as* CHRIST

A campaign for our
PRIESTS, SISTERS & FAMILY OF FAITH

TABLE OF CONTENTS

Welcome and Contact Info	3
Wave 2020 Overview	4
Instructions for Delivery of Volunteer Assignments.....	5
Appeal Letter	6
Making the Call	7-8
The Follow-Up Outline	9-10
Questions About the Follow-Up	11-12
Common Questions and Responses	13
Receiving the Decision/Pledge Card	14
Helpful Suggestions	15
Potential Questions and Answers.....	17-18
Resources.....	19

WELCOME

Thank you for generously volunteering to help us with this important effort!

Volunteers have four primary responsibilities:

- Share excitement about the campaign and its goals
- Answer questions about the campaign
- Encourage parishioners to participate by making a pledge.
- Provide pastoral outreach

The *Called to Serve as Christ* Campaign is a significant effort focused on four goals:

- Be in a stronger position to provide a consistent, appropriate retirement for our priests by moving from a pay-as-you-go system to a fully funded model for our priest pension and medical plans
- Increase the ability of women religious orders to care for their senior members
- Give parishes more resources for their local ministries, services, works and programs
- Reinforce a dynamic faith for the next generation of Catholics in Western Washington

Each volunteer is important! Every dollar raised makes a difference! Every time someone hears our message, it is an achievement!

Always remember, our main goal is to invite fellow parishioners *to consider* supporting our needs.

This is our archdiocese, these are our priests, our sisters and our parishes. Together, we will answer the ***Call to Serve as Christ***.

Contact Information

Deacon Pierce Murphy

Archdiocese of Seattle
Executive Director
Office of Stewardship and Development
(206) 382-4563 | Pierce.murphy@seattlearch.org

Brenna Healy

Archdiocese of Seattle
Campaign Coordinator
(206) 903-4620 | campaign@seattlearch.org

Christopher Beaudet

Steier Group
Executive Vice President
612-239-4659 | cbeaudet@steiergroup.com

Ryan Holmgren

Steier Group
Senior Campaign Manager
(763) 370-8744 | rholmrgren@steiergroup.com

Bridget Klosterman

Steier Group
Associate Vice President
(612) 850-5011 | bklosterman@steiergroup.com

Alejandro Morales

Steier Group
Campaign Manager
(402) 802-5930 | amorales@steiergroup.com

Jane Rutter

Steier Group
Associate Vice President
(573) 864-2503 | jrutter@steiergroup.com

Beth Schantzen

Steier Group
Associate Vice President
(971) 344-8170 | bschantzen@steiergroup.com

WAVE 2020 OVERVIEW

The *Called to Serve as Christ* campaign is in its final wave, Wave 2020, with 71 parishes participating this fall. Together the parishes comprise approximately 51,000 households across the archdiocese and share a collective goal of over \$42 million.

In light of the COVID-19 (coronavirus) pandemic, the Office of Stewardship and Development, in partnership with the Steier Group, has developed a new implementation plan for volunteers in Wave 2020, which will be outlined in this guide.

The pandemic has directly impacted the liturgical, ministerial, social, operational and financial life of parishes. Governmental orders have arrested the normal course of social interaction.

In the face of these challenges, however, the ordinary needs of the Church remain, along with the responsibility to meet them. Archbishop Etienne has expressed the importance of inviting all the faithful throughout the archdiocese to participate in the *Called to Serve as Christ* campaign and support our priests and women religious. Wave 2020 will be implemented in deference to the new reality we are together facing.

Here is what will be asked of you during the campaign at your parish:

Make your own gift first

- This provides you with confidence, demonstrates your credibility and allows you to invite the parishioner to “join you” in support of the campaign.

Familiarize yourself with the campaign goals and procedures in this guide

- Take some time to learn about each goal. Keep in mind that you don't need to be an expert, but just have an overall understanding. Don't worry about not knowing the answer to a question – questions can open the door for follow-up and ongoing conversations with your fellow parishioners. Keep in mind that if someone is asking questions, it's a good sign that they are taking an interest in the campaign.
- Organize your thoughts ahead of time. Consider rehearsing or role-playing exercises to get comfortable.
- Make time in your schedule for calls (and video conferences or in-person visits, if applicable).

Visit with assigned parishioners - See the “Follow-Up” Outline (pages 8-9)

- They have already received campaign materials and have been invited to consider a specific gift in a packet they were mailed. Your job is to simply follow up, answer any questions they may have, share why the campaign is important to you and ask if they have any pastoral needs or concerns that you can bring to the attention of your pastor and parish leadership.

INSTRUCTIONS FOR DELIVERY OF VOLUNTEER ASSIGNMENTS

The Archdiocese of Seattle has established a security protocol for delivering contact information for the families with whom you'll conduct follow-up outreach. The protocol involves sending by email a password protected list of your selected parish families but texting to your cell phone the required password to access the list.

While perhaps a bit cumbersome, it is nonetheless important that proper security measures be taken when conveying contact information electronically. Below is an overview of the process:

1. You will receive an encrypted email requiring you to click a **“Read the message”** button that appears in the body of the email.
2. The following options will appear: **“sign in to view the message”** or **“sign in with one-time passcode”**. Select the option to **sign in with a one-time passcode**.
3. You will be brought to a screen with a code prompt box. NOTE: this is NOT the password you received in the text but rather a passcode that you'll receive in a new autogenerated email.
4. Check your inbox for the email that includes the one-time passcode. Copy that code and paste it into the code prompt box.
5. Upon successful entry of the one-time passcode, the email will now be viewable. The email includes an Excel file attachment that is password protected.
6. You must download the Excel file first, then double-click to open the file.
7. When it opens, you will be prompted for a password to open the spreadsheet. Use the password that was sent to you via text to open the Excel spreadsheet.
8. Retain the password as you will need it every time you need to access the spreadsheet. Alternatively, you can print the spreadsheet.

Please begin your follow-up outreach on September 15 and be diligent in making contact with your assigned families as soon as possible after the appeal packets arrive in parishioners' homes. As a reminder, all follow up outreach must be complete by October 9.

If you have any questions, please contact your Steier Group manager. Contact information is available on Page 3 of this training guide.

Having trouble opening the encrypted email? Review this document: [How to Open an Encrypted Email](#).

APPEAL LETTER

Archbishop Etienne mails campaign packet to all parish households

- The mailing includes an appeal letter from Archbishop Etienne, a campaign case statement and information regarding parish-specific goals. Archbishop Etienne's appeal letter will include a request amount for each household. Parishioners will also receive a pledge card and return envelope as part of the mailing.

Dear SALUTATION,

We are called to serve as Christ. As Catholics, it will always be our charge!

As your new archbishop, I am inspired by the faith and generosity of our Catholic community here in Western Washington, which continually answers God's call to act as Christ taught us. Your support of your parish and our archdiocese demonstrates your commitment to making a difference in the lives of others. This is all the more evident in these challenging days of a health pandemic that has disrupted so much of our life together as parish communities. Thank you for your ongoing support.

I am writing today to ask for your support as well for the Called to Serve as Christ campaign. This significant undertaking will have a dramatic, long-term impact, allowing us to take greater care of our priests, sisters and parishes for generations. As I've invited nearly 100 parishes of the archdiocese in the previous waves, so I want to extend that invitation to you and your fellow parishioners in this, the largest and final wave of the campaign.

Enclosed is our campaign case statement. In it, you will find information regarding the goals of the campaign. You will see that 15 percent of the funds raised will be used to support specific initiatives at your parish, with a chance to earn even more.

To make our vision a reality, we must rely on the dedication and generosity of everyone in the archdiocese responding as one. Recognizing the profound impact of the pandemic in so many people's lives, I am humbly inviting you to prayerfully consider a gift of <insert amount per month> each month, for three years, for a total gift of <insert total amount> to the campaign. Should such a gift be possible, I assure you it will encourage additional parishioners to participate in this campaign.

Please complete the enclosed intention card and return it using the envelope provided.

Lastly, I ask you to reflect on the many blessings you have received and join me in praying for the success of the campaign. With profound gratitude and the assurance of my prayers, I am

In the Heart of Christ,



Most Reverend Paul D. Etienne, DD, STL
Archbishop of Seattle

PS: You can make your pledge today by visiting www.calledtoserveaschrist.org/donate.

Enclosures

MAKING THE CALL

Call the Parishioner

- Call to discuss the campaign, asking if the parishioner has 10-15 minutes to talk.
- Be prepared to suggest an alternative date and time for a phone call or video conference.

Call Script

This script is not meant to be read word-for-word, but is designed to be a guide. At times you will be speaking with people you know, and to be successful you should just be yourself.

Introduction

- Hello <Name >, this is _____, calling on behalf of <insert your parish> and the *Called to Serve as Christ* Campaign.

Setting the Appointment

- I'm following up on a letter Archbishop Etienne recently sent you in regard to a major fundraising effort. It's focused on urgent needs at our parish such as <insert your parish needs> and funding important archdiocesan objectives such as priest retirement and helping our religious sisters.
- I wanted to call and see if you have received the letter and packet from Archbishop Etienne about the campaign.
- I'd like to answer any questions you have about the effort and tell you why it's so important to me. Do you have a few minutes to talk right now?
 - o If the parishioner is available at that moment, proceed with the follow-up. (Skip down to the "Follow-Up" Outline section of this training guide.) If not, suggest a time to follow up by phone or video conference.
- My schedule is free <offer two days or times>. Do any of those dates or times work for you?
 - o Optional: You are welcome to offer a phone call or video conference if you're familiar with Zoom, Microsoft Teams, Google Meetings, etc.

Always recommend a specific time when setting an appointment. Avoid saying "when are you free?" Research shows that when you recommend a specific time, such as, "Tuesday evening" or "Sunday after Mass," you are much more likely to secure the appointment.

Confirm Appointment and Close the Conversation

- When the appointment is set, confirm the date and time.
- Invite them to review their request letter and pray about their decision before your visit.
- Thank them for their time.

Leaving Voicemails

- Leaving a voicemail for your parishioner(s) is a positive. However, do **NOT** leave it up to the parishioner(s) to get back in touch with you. Leave a specific time and date that you will follow-up with a phone call.

Notes:

- Plan 30 minutes for the phone call or video conference to avoid a rushed presentation.
- Consider sending a confirmation email or text to the potential donor.

POTENTIAL APPOINTMENT RESPONSE

Response: “I’m really busy – I don’t think I have time to meet.”

Talking Point 1

“I appreciate your busy schedule – this is certainly a busy time of year for all of us. I promised the Archbishop/Father/Parish Chair that I would personally follow up with you, but it doesn’t have to take up much of your time – perhaps we can find 15 minutes next Thursday morning, or after the live stream of Mass this weekend?”

Talking Point 2 (last resort - if they still choose not to meet)

“I understand. I think this campaign is important, so I just want to make sure you had every opportunity to talk about the campaign goals and ask any questions you may have. Included in your packet from Archbishop Etienne is a pledge card and a return envelope. When you’ve had an opportunity to discern your gift to the campaign, you can mail that in or return it to the parish office. You can also make your gift on the campaign website: www.calledtoserveaschrist.org/donate.”

Response: “I’d rather not give to priests/sisters/etc.”

Talking Point

“I understand, but when I learned more about the campaign, I realized our parish is actually getting far more out of this campaign than what I previously thought. Beyond the parish, there are campaign funds that will benefit our future priests/sisters. If you have 10-15 minutes on Tuesday evening, I can explain more about how the funds are being divided and used to help our archdiocese and our parish.”

THE FOLLOW-UP OUTLINE

This outline is not meant to be read word-for-word, but is designed to be a guide. At times you will be speaking with people you know, and to be successful you should be yourself! Above all, listen to them.

Introduction

- Thank the parishioner(s) for visiting with you. Start with general conversation.

Show Your Passion

- Explain why you decided to volunteer and why you made a pledge to the *Called to Serve as Christ* Campaign. Talk about your passion for the Church and the goals of the campaign.

Share the Case

- Using your campaign case statement as a guide, give a brief overview of each campaign goal. Start with your parish's needs and elaborate, if necessary, on the priest pension and medical plans or one of the women religious communities.
- Engage them – “Which goals do you feel are the highest priorities?” OR “Do you know some retired priests and/or do you know what the *<insert order>* does?”

Ask for Support

- *“As you know from archbishop’s letter, we have a great opportunity to address the needs of our parishes and the archdiocese. The archdiocesan and parish initiatives supported through the Called to Serve as Christ Campaign are important to me, and I hope your family feels the same way. **With that in mind, were you able to review the request the archbishop invited you to consider in his letter?”***
 - o *If preferred, you may share that the amounts are confidential and have not been shared with campaign volunteers.*

Encourage Gift Consideration

- Listen to their response. We want their feedback!
- Be prepared to answer any questions that they might have.
- If they respond “Yes”, thank them for their support and invite the parishioner to fill out the pledge card.
 - o Request that they return the pledge card by mail or to the parish as soon as possible. This will ensure that a thank-you letter will be sent in a timely manner.
 - o Alternatively, donors can complete the online pledge card at www.calledtoserveaschrist.org/donate.
- If they respond “No”, ask if they would consider a gift that is meaningful to them.
 - o *Please request that their pledge card be returned to the parish office or completed online with \$0 as the pledge total. This will ensure additional appeal letters are not mailed.*
- If the parishioner(s) do not give you an answer, which will occur in some instances, invite them to prayerfully discern their gift and complete the pledge card at their convenience.

Pastoral Outreach

- Inquire about how the parishioner(s) are doing in light of the ongoing pandemic.
- Ask the parishioner if they any prayer requests or spiritual needs that the parish can attend to.

Close

- Thank them for taking the time to visit with you (whatever their decision was).
- Offer to send a follow-up email with a link to the online pledge card, which will provide your contact information should they have any additional questions.

FREQUENTLY ASKED QUESTIONS ABOUT THE FOLLOW-UP

Question: How Should I Start the Follow-Up?

- Consider asking your assigned parishioners if they would like to recite the campaign prayer with you.
- We are so grateful for your past generosity. We are hopeful that you continue your strong level of commitment to our archdiocese and your parish.
- In order for us to continue to flourish as a parish and archdiocese, we need parishioners like you to lead the way.
- *"I'm here to talk to you about the present and the future"*
 - o The *Called to Serve as Christ* Campaign is a significant investment in the future. The funds raised through this campaign will go to make strategic investments to improve our priest retirement plans, help our sisters and strengthen our parishes. We have completed our studies, we have created our plan, we know where we have to go and this campaign will get us there.

Question: How Should I Present the Campaign?

- Talk about the big-picture challenges
 - o Lots of retiring priests; we need to fortify these plans so we know it will take care of the priests we have and will have.
 - o Lots of challenges facing parishes – especially of late, due to COVID-19; we need a major investment (not just Band-Aids) to help us meet the challenges of the 21st century.
 - o Lots of challenges to women religious communities; need to give our sisters the proper thank you for their service and relieve their retirement worries
- Talk about what will be different after this campaign
 - o Parishes – strategic investments that help meet the “call to serve”, not just new decorations.
 - o Priests – take care of those we have now and in perpetuity, relieve parishes of growing billings.
 - o Sisters – free each order to focus on their dynamic ministries that serve communities.
- Share why you are supporting the campaign
 - o *"The reason I support the campaign is because it is making the hard decisions. We're not just kicking the can down the road. We have a very deliberate approach – we studied the issue, got lots of smart people involved, and now are doing our best to solve it before it becomes a festering problem."*
 - o *"I can recall when Father/Sister _____ helped my family in our time of need. I will never forget that he/she became a vital part of our family at that moment."*
- Emphasize the success and progress of the campaign to date – state the amount raised and the number of gifts received. (As of Aug. 5, 2020, we've raised \$53 million from over 17,000 families.)

FREQUENTLY ASKED QUESTIONS ABOUT THE FOLLOW-UP (CONTINUED)

Question: How Should I Encourage the Gift?

- **After talking about the campaign goals, share the plan to approach personally every parishioner in the archdiocese to request a sacrificial gift. We are approaching our strongest supporters in the parish personally.**
- *“John/Jane, we know you are very generous throughout the community. We are hopeful that you will consider the needs of the Called to Serve as Christ Campaign toward the top of your charitable giving priorities.”*
- *“Many donors are considering or have made gifts that combine cash gifts with gifts of appreciated stock or life insurance toward the Called to Serve as Christ Campaign.”*

Question: What Does Encouraging the Gift Sound Like?

- *“Mr. and Mrs. Smith, thank you again for letting us talk with you about our plans for the archdiocese and parish. Your family has been among the very strongest supporters of <our parish/priests/sisters> and I know that you care deeply about these priorities. You are a leader in this community and your support would mean a great deal to the archbishop.*

We are asking you to lead our parish with a sacrificial gift to the Called to Serve as Christ Campaign. Your gift will set the pace and serve as motivation for the rest of the parish to follow. In the letter you received from Archbishop Etienne, he invited you to consider a specific request amount.

I hope you'll prayerfully consider the request and return the pledge card as soon as possible.”

POTENTIAL GIFT RESPONSE

The following is a list of possible responses to the gift request. Please note that before we reply to their response, we acknowledge any concerns. Then in a very respectful manner, share an option with parishioners as to how they can make this gift happen.

Response 1 – “I’m surprised we’re fundraising at this time.”

Talking Point

“We realize that these are uncertain times for everyone, but the needs of our priests, sisters and parish haven’t changed. Frankly, the challenges we’re facing aren’t going away unless we boldly seek support from our entire community. I know that some may not be in a position to give at the level they normally would, and some may not be able to give at all. We just feel that it’s really important that everyone is given the opportunity to participate. We’re incredibly grateful for whatever support we receive.”

Response 2 – “The ask amount is too much.”

Talking Point 1

“I know Archbishop Etienne is just hopeful that you will consider a meaningful gift. You’ve supported our parish in the past and your support on this effort will mean a great deal. Is there an alternative amount that you would consider?”

Talking Point 2

“When my spouse and I read the archbishop’s request of us, we were stunned as well. We were flattered he thought so highly of us, but it was not within our means. We wanted very much to still support our Church and these important goals, so we took some time to pray about it, discussed it as a family, visited with our financial advisor and then came to our decision. Have you thought about an amount that would be meaningful and more of an appropriate sacrifice to you and your family?”

Response 3 – “How did you come up with this amount?”

Talking Point

“Your request amount was based, in part, on your generous support for your parish, your past support for archdiocesan causes, a review by the campaign team and Stewardship and Development Office and other information including whether you took part in the planning study. The archdiocese certainly doesn’t know everyone’s financial situation – but the archbishop’s goal is to challenge every family to make a sacrificial gift to this important and extraordinary effort.”

Optional: “What the archbishop and campaign are really asking, is for your family to consider an amount that would be meaningful to you.”

Objection 4 – “Our finances are tight right now.”

Talking Point

“This is certainly a challenging time for many families. With that said, a gift – in any amount – is greatly appreciated. You might consider adjusting the timing of your gift as you see fit. You could start your payments a year, or even two years from now. By making your intention now, it allows the Church to plan for the future.”

CAMPAIGN PLEDGE CARD



CALLED TO SERVE *as* CHRIST
A campaign for our
 PRIESTS, SISTERS & FAMILY OF FAITH

Called to Serve as Christ
 PO Box 14964
 Seattle, WA 98114-9919
 206.903.4620
 campaign@seattlearch.org

Thank you for your prayers and consideration of a meaningful gift to our campaign

DONOR INFORMATION

Phone _____

Email _____

CAMPAIGN COMMITMENT

One Time Gift of \$ _____

OR

Total Pledge of \$ _____

of installments _____

Monthly or Quarterly

PAYMENT METHOD

Check/Cash Enclosed *make checks payable to Called to Serve as Christ Campaign*

Credit/Debit/EFT complete authorization *on the other side*

To Donate Stock please call 800-422-5417

For Office Use Only

Donor ID _____ Parish ID _____

COMPANY MATCH

Don't forget to check with your employer to see if they will match your contribution.

CREDIT/DEBIT/EFT PAYMENT AUTHORIZATION

OPTION 1: EFT (ELECTRONIC FUNDS TRANSFER) FROM BANK ACCOUNT

Routing number _____

Account number _____

Withdraw payments on the 5th or 20th of the month

One time of \$ _____

Withdraw \$ _____ Monthly Quarterly

Starting on ____ / ____ / ____ for 3 years Other _____

OPTION 2: CREDIT OR DEBIT CARD

Card Number _____

Expiration Date ____ / ____ Billing Zip Code _____

Charge a one-time payment of \$ _____

Charge \$ _____ Monthly Quarterly

Starting on ____ / ____ / ____ for 3 years or other _____

CONSIDERING A PLANNED GIFT

Yes! Please contact me to discuss how to leave a planned gift.

I/we wish to make my/our pledge in honor of Fr./Sr. _____

Signature _____ Date _____

HELPFUL SUGGESTIONS

The following suggestions are provided to assist you with making your visit:

- **BE YOURSELF!**
- Plan your visit assuming that parishioners have very limited knowledge regarding the campaign needs and goals.
- Please be aware that each registered family will be asked to consider a specific gift amount; the amount will be in a letter given to them prior to your follow-up.
- Your main objective is three-fold: explain the goals of the campaign and why you are supporting them, answer any questions, and invite them to complete the pledge card.
- Payments may begin whenever the donor chooses. Donors may indicate when they'd like to begin payments on their pledge card.

REPORTING PROCESS

- Parish Chairs will work with volunteers regularly to gauge their progress (appointments/calls, intentions, declines), answer any questions or concerns, provide suggestions and offer to assist with calls.
- Volunteers are encouraged to attend a "Report & Strategy" meeting via Zoom with your Steier Group manager to discuss the campaign's progress, share success stories and troubleshoot any challenges.

OVERCOMING ASK-O-PHOBIA

Visiting about money:

Imagine the end of a campaign – a campaign that has helped your parish and the Archdiocese of Seattle ensure future growth. Imagine looking over the lists of donors. Imagine not finding your own name. How would you feel? How would you feel if no one had ever asked you to participate – if someone assumed you didn't want to give, that your support wasn't needed?

Avoid making assumptions about parishioners:

"They won't give because they have three children in college."

"They just gave to another project."

"They didn't give the last time someone asked them."

It's important to realize that you can't know what's in another person's mind or heart. What if you're wrong? Would you be prepared to explain to the unapproached parishioner at campaign's end that you assumed he/she wouldn't want to give? Try to go in with a blank slate, present the goals honestly, answer their questions, and let the parishioner make his/her own personal decision on the amount they have been asked to consider.

What is a lot of money?

Don't dwell on your own comfort level when visiting about a gift. Keep in mind that what's a lot of money to you may not necessarily be a lot of money for your assigned parishioner – and that your parishioner's comfort level figure may be significantly higher or lower than your own. Remember to focus on the campaign goals and the impact of a successful effort on your parish and the Archdiocese of Seattle.

POTENTIAL QUESTIONS & ANSWERS

Why emphasize personal engagement?

Personal, face-to-face contact remains the single, best way to ask for support. In light of COVID-19, the next best option is phone calls and video conference meetings. It still emphasizes the personal nature of giving, allows for a thorough presentation of the campaign case, gives potential donors the opportunity to ask questions and allows volunteers to express their own personal enthusiasm.

Why are we doing a campaign now?

Then-Archbishop Sartain and archdiocesan leaders decided to begin this major fundraising effort after receiving strong support in the planning study from both clergy and lay leaders. The problem will not solve itself. They do not want to “kick-the-can” down the road any longer. Upon becoming the new archbishop of Seattle, Archbishop Etienne has voiced his strong support for the campaign, picking up where Archbishop Sartain left off.

Can I be flexible with payments?

Yes. We understand that some people may need to delay the start of their pledges. Others may want to stretch out their payments over a longer period of time. We are happy to be flexible. By making a pledge now you help your parish and the Archdiocese of Seattle plan for the future.

Can I designate my contribution to one or more of the goals?

Yes. The expressed intent of the donor will be honored. If you feel strongly for one or more of the goals, you will have the opportunity to make that designation at the time of your pledge.

If I want my pledge automatically withdrawn from a savings or a checking account, is that possible?

Yes, have them follow the instructions on the pledge card.

Is my campaign gift tax deductible?

Gifts to the campaign are tax deductible to the fullest extent of the law. Donors with specific questions regarding tax deductibility should contact their attorneys or financial planners.

Why is this campaign necessary?

We face real challenges in this Archdiocese. The good news is, we studied the issues and we have a good plan to move forward. But we need the funds to implement the plan. This campaign is necessary because we are taking bold action to meet our challenges head-on. We are harnessing the power of all Catholic families all across the archdiocese; families that are interested in tackling these issues in a smart way.

How is this campaign different from the Annual Catholic Appeal?

The *Annual Catholic Appeal* funds the ongoing needs of our ministries. It supports schools, sacramental preparation, counseling, campus ministry and other vital programs. The Appeal allows us to do our good work, year after year.

The *Called to Serve as Christ* campaign is a significant investment in the future. The funds raised through this campaign will go to make strategic investments to improve our priest pension and medical plans, assist in strengthening the retirement and medical plans of women religious who served the Archdiocese and all of our parishes. We have completed our studies, we have created our plan, we know where we have to go and this campaign will get us there.

POTENTIAL QUESTIONS & ANSWERS (CONTINUED)

How did you determine my request amount?

Gift amounts are based on past giving history both with the Annual Catholic Appeal and regular offertory giving as well. In addition, consideration was given to past giving to the Archdiocese, any gifts identified during the planning study and a confidential review by campaign and archdiocesan leadership.

In order for us to address the needs facing the Archdiocese, we are asking for a sacrificial gift from every parishioner. We are asking for extraordinary gifts from our strongest supporters and those who have been blessed with resources that could make an impact on our priests, sisters and parishes.

How will my gift be used?

Gifts will be used only for the goals listed in the campaign case statement. They will not be used for any other purpose. Additionally, if a donor restricts his or her gift, the campaign will honor that restriction and only use funds as the donor intends.

What is the pledge period?

We are asking parishioners to consider making a gift over three years. However, the donor is free to choose the pledge period they desire.

Who else has given, and how much?

As of Aug. 5, 2020, the campaign has raised \$53 million. This represents 17,000 gifts. We are in the <early/late> stages at our parish which is why we need your help to get us going in the right direction.

Can I give... (land/stock/grain/life insurance/bequest/in-kind, other)?

Yes. The Stewardship and Development Office can answer any questions you have regarding gift vehicles. We understand that we are asking individuals to consider a significant investment in this campaign and we know that gifts of this size are often structure in a variety of ways based on the needs of our donors.

What happens if you don't raise the full \$100 million?

With the generous support from you and others across the entire Archdiocese, I am confident that we will be able to fully fund our priorities. Given our success thus far, I feel very confident that, with your help, we will exceed our goals for this campaign.

If the funds raised do not fulfill the \$100 million goal stated in the campaign case folder, the Archdiocese needs to first account for the campaign costs and the parish share. The other needs will be funded proportionally.

What happens if you raise over the \$100 million?

Gifts will be used only for the goals listed in the campaign case statement. They will not be used for any other purpose. Many of the needs of this campaign would benefit from additional resources.

LINKS TO CAMPAIGN RESOURCES

Click to view any of the below resources:

- [CASE STATEMENT](#)
- [CAMPAIGN IN DETAIL BOOKLET](#)
- [CAMPAIGN PRAYER](#)
- [FAQ 1: General Campaign Questions](#)
- [FAQ 2: Process and Finance](#)
- [FAQ 3: Priest Pension and Retiree Medical Plan](#)
- [FAQ 4: Questions Regarding Clergy Abuse](#)
- [ROLES AND RESPONSIBILITIES](#)
- [STEWARDSHIP OF TREASURE](#)
- [PLEDGE CARD](#)

Additional information is available at calledtoserveaschrist.org.