1. **Purpose:**
	1. *The more volunteers you can recruit, the better chance your campaign will have for great success. Recruit families and individuals who are known and respected leaders in the parish. Also consider those who will stick with it and get the job done. Volunteers will be asked to make their best pledge in order to inspire others. They will make personal visits to five parish families and support you in many of the campaign-related activities.*
	2. *Your goal is to recruit \_\_\_\_\_ individuals or couples to attend the Parish Orientation Meeting followed by the Parish Training and Assignment Meeting. The more positive volunteers can be about the campaign, the more successful this effort will be.*
2. **Speaking Points:**
	1. **General greetings**
		* Thank you for your dedication and service to our parish. We are incredibly blessed to have parishioners like yourself who dedicate their time talent and treasure to our community of Faith. Because of your continued service and leadership, I am asking you to participate in an important effort that will help shape the future of our parish. We couldn’t do the work we do without you!
	2. **Introduce the Love One Another Campaign**
		* We are launching our participation in the Love One Another Campaign.
		* This is an opportunity for our faith community to invest in needs of our parish and support important Catholic ministries for the poor and those in need, Saint Francis de Sales Seminary, Catholic schools and other vital ministries throughout the 10 counties of southeastern Wisconsin.
		* [PARISH] will work toward achieving our goal of $\_\_\_\_\_\_l. Of the funds we raise, 60% will be for important needs of our parish—more if we exceed our goal.
	3. **Early stages of the campaign:**
		* We are in the early stages of organizing our parish’s effort.
		* One of the first steps of the campaign is to form a volunteer committee for our parish. I would like your involvement as a volunteer.
		* Please join me and other leaders from the parish next [DAY] [DATE] [TIME] [LOCATION] for a \_\_\_\_\_\_\_\_\_\_ meeting.
		* *(If the answer is “YES”) Great! I look forward to seeing you on \_\_\_\_\_\_\_\_.*
		* *(If the answer is “NO”) Ask if you can know why. Perhaps by calming their fears and answering their questions you can change a “NO” into a “YES”.*

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2. **Possible responses to your request:**
	1. “*I have a conflict that night.*”
	2. I understand, but I hope you can be involved in the campaign. Your help is very important to me, will you join us the following week for a meeting here at the parish to learn more about our local needs? We will meet on [DAY] [DATE] [TIME] [LOCATION].
	3. “*I don’t really have time for this kind of commitment.*”
		* I can understand what you are saying. You are already a leader here at [PARISH] and are incredibly involved. I believe that this campaign is very important to our parish and would love your deeper involvement. But for right now, I ask that you come and learn, even if you are not able to dedicate much of your time. This is a very flexible commitment.
	4. (*If the answer is still “NO”*) Thank you for your consideration. Please keep the campaign in your prayers.
3. **Volunteer Recruitment Tips: (Please note that you may have completed the first few steps)**
	1. Work with your Parish Campaign Director to identify the families you want to invite to volunteer to help with the campaign.
	2. Make the request personal – families will respond when they are personally asked by their pastor or parish director to take on a leadership role.
	3. Recruit the Campaign Tri-Chairs first – The campaign tri-chairs should have lead pledge potential or significant connections/influence throughout the parish. (Please see Roles & Responsibilities.)
	4. Recruit proportionate numbers to the parish size – It lightens the load for everyone, brings more families into positions of leadership, creates a fun volunteer environment, and sets a positive tone for future volunteer recruitment. (Ideally one volunteer or couple per five family visits).
	5. A sample script: *“John and Mary, I would like the two of you to stand with me and (the others already recruited) to make the Love One Another Campaign successful in our parish. I would like both of you to participate, and I am also recruiting another 30 or so couples and individuals because many hands will make light work. I am confident that you have the appropriate knowledge and experience with the parish to help me with this effort, and we will have the support of experienced, professional counsel through each step of the process.* ***Our first meeting will be on [DAY] [DATE] [TIME] [LOCATION]****.”*
	6. Avoid blanket recruiting (such as Finance or Pastoral Council asks as a whole) – This type of recruitment can create a feeling of obligation rather than enthusiastic leadership.