

Love One Another Campaign Memo #10

TO: Pilot Parish Leaders
FROM: Campaign Team
DATE: September 17, 2021

Pilot Wave Pledge Total: \$5,122,310
% Wave Goal: 44%

Campaign Updates and Highlights

- ♥ Pilot parishes received new pledges totaling \$295,500 this week.
- ♥ The wave has surpassed \$5.1 million to date from the first 308 families to pledge.
- ♥ The average pledge in the pilot parishes to date is \$16,631.

Recruit Additional Volunteers

Without exception each pilot parish campaign will benefit from additional volunteers. “Many hands make light work,” is a truism especially appropriate to the Love One Another Campaign. Let’s explore best practices for volunteer recruitment:

- Each member of a parish volunteer team can bring one or two newly recruited volunteers to the next parish campaign meeting.
- Campaign donors are the best candidates to recruit new volunteers. They are invested in the case for support and passionate about sharing the opportunity to pledge to fellow parishioners.
- Hold an in-pew volunteer sign-up. Many parishes include a parish ministry appeal in their annual stewardship appeals. A similar appeal for volunteers to help this extraordinary campaign effort succeed should be included in each pilot parish campaign. Be sure to distribute and collect volunteer sign-up cards and make a special appeal at every Mass on a weekend.
- Staff tables with volunteers or ushers to sign up additional campaign volunteers in the vestibule of church.
- Use social media to broaden the base of the appeal for additional volunteers.

Tips of the Week

Remember the 5 Ps of a successful parish campaign:

- ♥ **Prayer:** everything begins with prayer in the Love One Another Campaign; **pray the campaign prayer often** and before every campaign meeting.
- ♥ **Personal:** the strongest approach to parish fundraising is to provide families with **personal invitations to make specific pledge amounts.**

- ♥ Proportionate: recognizing everyone is blessed with different financial resources the campaign seeks **larger pledges from those with capability** to pledge more.
- ♥ Pledges: most **families can give more over 60 months** than all-at-once.
- ♥ Phases: the campaign takes **a step-by-step approach** beginning with asking for pledges for highly engaged and supportive families first, then opening up the campaign to regular offertory contributors, and finally every family.

Campaign Kick-Off Weekend Review

This weekend, September 18-19 is scheduled as Campaign Kick-Off Weekend.

Most pilot parishes will kick off their public phases of the campaign at Masses this weekend, September 18-19. Please coordinate the timing of the kick-off weekend with your parish campaign director.

- Please refer to your Parish Communications Guide for speaking points, announcements, and bulletin items.
- Your parish campaign director will provide additional guidance and support for conducting the kick-off at Masses.
- The campaign prayer cards, and prayers of the faithful should be in use as of the kick-off.
- Campaign Kick-Off marks the beginning of the public phase of the campaign. Please use the weekly campaign bulletin items, announcements, and social media suggestions in the Parish Communications Guide.
- Please make good use of the time between now and the Campaign Kick-Off to secure decisions from those families who have been asked to make a pledge and are discerning their response. The more pledges you are able to announce at Mass, the more excitement and momentum you can generate for the campaign going forward.
- Emphasize in announcements, social media, and bulletin items these points:
 - ❑ The pledges received to date at your parish is from the first few families invited to participate in the campaign.
 - ❑ A letter explaining the campaign at your parish should be received soon. If a family has not received a letter, they may contact the parish office for more information.
 - ❑ Every family will be given the opportunity to make a prayerful decision about their pledge. Families are being contacted week by week through the end of the campaign.

Upcoming Key Dates

Please note these campaign dates for most pilot parishes:

- **Campaign Kick Off Weekend: September 18-19**
- **Volunteer Meeting #9, Report Meeting; week of September 20**

- Special & General Pledge Request Mailing: week of September 13 & 20

“Behold, I stand at the door and knock. If anyone hears my voice and opens the door, I will come in to him and eat with him, and he with me.”

Revelations 3:20:

Thank you for all you do for your parish community, the Church, and the success of the Love One Another Campaign!