

Love One Another Campaign Memo #11

TO: Pilot Parish Leaders
FROM: Campaign Team
DATE: September 24, 2021

Pilot Wave Pledge Total: \$5,333,200
% Wave Goal: 54%

Campaign Updates and Highlights

- ♥ Pilot parishes received new pledges totaling more than \$250,000
- ♥ The wave has surpassed \$5.3 million to date from the first 320 families to pledge.
- ♥ The average pledge in the pilot parishes to date is \$16,700.

Continue to Invite and Secure Pledges of \$12,000+

- The public phase of the campaign has been kicked-off in eight of the pilot parishes (the others have extended their quiet phases).
- While the pledge request letters requesting pledges of \$50, \$100, \$150 and in some cases \$200 a month have been mailed to the majority of parish families, please continue to focus efforts of the volunteer team on asking for and securing pledges of \$12,000 or more.
- Remember the 80/20 rule as it applies to parish campaigns; 80% or more of the pledge total will be contributed by 20% of the households in the parish! Typically the 20% are those families who are identified as \$12,000+ prospective donors.

Begin Telephone Follow-up

Campaign volunteers are asked now to begin making telephone follow-up calls to Advance and Special pledge families yet to make their gift decisions. Your parish campaign director will make the contact lists available and train you how to make the calls.

Sample Volunteer Calling Script:

- Hello, may I speak to (NAME OF PARISHIONER) please?
- Good evening (NAME OF PARISHIONER), this is {YOUR NAME} calling on behalf of {PASTOR/PARISH DIRECTOR}. How are you today?
- {PASTOR/PARISH DIRECTOR} has asked me to give you a call because we are working on the Love One Another Campaign at our parish. I'm following up on the packet of information that you recently received about the campaign. Did you have an opportunity to read the material?
- **(If Yes)** Wonderful! I hope you find this project as exciting as I do. The campaign is making terrific progress! (Describe an update of the campaign provided by your campaign director)

- Do you have any questions about this initiative? (refer to the FAQ sheet for assistance)
- **(If No)** First, I need to make sure the information gets to you, did you receive the mailing? (confirm their address)
- This campaign will help meet the needs of our parish and strengthen important Catholic ministries. (Share why you are excited by this campaign.)
- I hope you will be inspired to join me as we work for a bright future for our parish and the Church in southeastern Wisconsin.
- It is very important that everyone helps as they are able. Already {#GIFTS} families have pledged more than {\$RAISED} towards our parish goal of {\$GOAL}. I want to encourage you to join us and be a part of this historic moment in the life of the Church!
- If you are ready to make your pledge, please complete your pledge card and mail it in the provided envelope or drop it in the offertory this weekend.
- Thank you so much for your time and consideration. God bless you!

Sample Voicemail Message

- Hello. This is {YOUR NAME}. I am a fellow parishioner at {PARISH NAME}. Sorry to have missed you. I am following up on a letter you recently received from {PASTOR/PARISH DIRECTOR} regarding the Love One Another Campaign. Included with the letter is a brochure and pledge form. Please prayerfully consider Father's request, complete the pledge form, and drop it in the offertory basket this weekend or mail it in the envelope provided. We are hoping to have many pledges turned in this weekend and your family's as well! If you have any questions about the campaign and its efforts, please call the parish office at {TELEPHONE #}. Thank you and God bless you!

Please note, if you are unable to reach folks by phone, please send the message via email or social media.

Upcoming Key Dates

Please note these campaign dates for most pilot parishes:

- Volunteer Meeting #10, Report Meeting; week of September 27

"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!