



Love One Another Campaign Memo #12

TO: Pilot Parish Leaders
FROM: Campaign Team
DATE: October 1, 2021

Pilot Wave Pledge Total: \$5,707,809
% Wave Goal: 57%

Campaign Updates and Highlights

- ♥ Pilot parishes received new pledges totaling nearly \$400,000.
- ♥ More than 630 families have been visited by pilot parish teams.
- ♥ The wave has surpassed \$5.7 million to date from the first 377 families to pledge.
- ♥ The average pledge in the pilot parishes to date is \$15,100.

Pilot Parish Receptions to Encourage Pledges

- Parish Love One Another Campaign receptions can help in sharing the campaign story to parishioners.
- Receptions can be set up to distribute campaign materials to families who have not yet received their packets.
- They can be an opportunity to reinforce the importance of meeting the needs of the campaign case for support at the parish and throughout the Archdiocese. Your parish campaign director can help with messaging and speaking points,
- When planning a reception, consider making it easily accessible and enjoyable for parishioners.
- One of the best times to hold a reception is in-between Sunday Masses with donuts and coffee!

Continue 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 and Activities

Please note these campaign dates and activities for most pilot parishes for the week of October 4 :

- **Volunteer Meeting #11, Report Meeting**
- **Pulpit Update #1 (please refer to the Parish Communications Guide)**
- **Campaign prayer and Prayers of the Faithful at all Masses**

- Optional parish reception

“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!