



Love One Another Campaign Memo #13

TO: Pilot Parish Leaders
FROM: Campaign Team
DATE: October 8, 2021

Pilot Wave Pledge Total: \$6,045,344
% Wave Goal: 60%

Campaign Updates and Highlights

- ♥ Pilot parishes received new pledges totaling more than \$350,000.
- ♥ Nearly 730 families have been visited by pilot parish teams.
- ♥ The wave has surpassed \$6 million to date from the first 435 families to pledge.
- ♥ The average pledge in the pilot parishes to date is nearly \$13,900.
- ♥ Two pilot parishes have achieved 97% of their goals, all are making progress toward their goals each week!

Pathway to and Beyond the Goal

- Why do we place so much focus on those identified as capable of pledging \$12,000 or more?
- We know 80% of the campaign funds will come from 20% of those who pledge to the parish campaign.
- These families are in general the same folks who provide the greatest percentage of the parish offertory and are generous to the Church in many other ways.
- Keep sights high. While every pledge is important and appreciated, one pledge of \$18,000 is the equivalent of six \$3,000 pledges.
- Take a close look at those families in the parish who have been identified as capable of considering pledges of \$12,000 or more (\$200 per month or more for 60 months). Focus your efforts on those who:
 - **Are most likely to pledge**—please use your time as effectively as you are able by focusing first with folks who are responsive and interested in the campaign at the parish.
 - **You visited and are still discerning their pledge (pending)**—how long has it been since they were invited to participate? Reach out to them and encourage their decision to make their best pledges.
 - **Have not yet been invited to pledge**--how can you help ensure they receive their packet of materials and invitation to pledge in as personal way as possible? If they have not been responsive to your outreach, would a call from the pastor or parish director help open the door for you? Can you arrange to give them their packet after Mass? Drop it off at their door and follow up with a text, call, and email?

Upcoming Key Dates and Activities

Please note these campaign dates and activities for most pilot parishes for the week of October 11 :

- Volunteer Meeting #12, Report Meeting
- **Pre-Love One Another Weekend—October 23 & 24**
 - Parish Communications Guide, Scripts & Speaking Notes #8
 - Parish Communications Guide, Bulletin item #5
- Campaign Prayer and Prayers of the Faithful at all Masses
- Optional parish reception

‘Truly, I say to you, as you did it to one of the least of these my brethren, you did it to me.’

Matthew 25:40

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