



Love One Another Campaign Memo #18

TO: Pilot Parish Leaders
FROM: Campaign Team
DATE: November 12, 2021

Pilot Wave Pledge Total: \$9,145,943
% Wave Goal: 91%

Campaign Updates and Highlights

- ♥ Pilot parishes received new pledges this week totaling nearly \$665,000.
- ♥ One parish has reached 130% of its goal, another 125% of its goal. Two others have exceeded 110% of their goals.
- ♥ More than 1,230 families and individuals have been visited by pilot parish teams.
- ♥ The wave has exceeded \$9.1 million to date from the first 1,033 families to pledge—the first 13% of households in the pilot parishes to participate.
- ♥ The average pledge in the pilot parishes to date is still more than \$8,850.

What parishes should be doing now...

All pilot parish households should have received their invitations to participate in the campaign via either:

- A personal visit
- A parish reception
- A mailing from the pastor/parish director (sent by the Archdiocese)
- From the pulpit
- Virtually and through social media

Pilot parishes should be working on helping their members make prayerful decisions about their best pledges.

- **Follow up with those whose decisions are pending.** Let them know how well the campaign is proceeding in the parish and throughout the pilot wave.
- Let folks know **their gifts are needed and will have even greater impact** at the parish as the goal is met and exceeded. Please remember:
 - Parishes receive 60% of funds raised up to goal, 80% of funds between 100% and 125% of goal, and 100% of funds raised over 125% of goal.
 - The needs of the parish and the local Church exceed what is stated in the campaign case. Project costs will go up over time, and not every pledge will be fulfilled.
- Announce campaign milestones, achievements, and progress to goal. **People want to be part of a successful effort.**

- **Witness testimonials** can be powerful in helping parish households come to their decisions about their best campaign pledges.

Upcoming Key Dates and Activities

Please note these campaign dates and activities :

- Parishes having achieved **at least 80% of goal and 20% participation** of their parish households should be scheduling and planning their in-pew weekends—**in consultation with their parish campaign directors.**
 - Parish Communications Guide, **Scripts and Speaking Notes #10—Pre-In Pew Weekend (Witness testimonials)**
 - Parish Communications Guide, **Bulletin Article #8—Pre-In Pew Weekend**
- Campaign Prayer and Prayers of the Faithful at all Masses
 - Optional parish reception

"For nothing will be impossible for God."

Luke 1:37

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