



Love One Another Campaign Memo #19

TO: Pilot Parish Leaders
FROM: Campaign Team
DATE: November 19, 2021

Pilot Wave Pledge Total: \$9,736,669
% Wave Goal: 97%

Campaign Updates and Highlights

- ♥ Pilot parishes received new pledges this week totaling nearly \$600,000.
- ♥ Two parishes received pledges totaling more than \$200,000 each this week.
- ♥ More than 1,360 families and individuals have been visited by pilot parish teams.
- ♥ The wave has exceeded \$9.7 million to date from the 1,120 pledges—14% of households in the pilot parishes to participate so far.
- ♥ The average pledge in the pilot parishes to date is still nearly \$8,700. That equates to \$145 per month for 60 months—on average.

What parishes should be doing now...

Pulpit announcements reporting parish progress to date will help encourage volunteers, donors and those who are still praying about making their best campaign pledges. Be sure to highlight:

- Percent goal achieved. E.g. “Thanks be to God; already our parish has achieved 80% of its goal for the Love One Another Campaign.”
- Average pledge—it helps to put the average pledge in terms of 60 months as in the fifth highlight bullet above. E.g. “to date (___#___) of our generous parishioners have made their best pledges to the Love One Another Campaign. Their pledges average \$75/month for the five years; an average total pledge of \$4,500!
- Thank those generous parishioners who have pledged, the campaign volunteers, and thank those praying about making their own best pledges. Remind all there is still time to participate, and their pledges will make a difference to the future of the parish and the local Church.

Pilot parishes should be working on helping their members finalize 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.

For parishes conducting Pre-In-Pew Weekends

- 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

**“Give thanks to the LORD, who is good,
whose love endures forever.” 1 Chronicles 16:34**

Please note the next weekly memo will be the week following Thanksgiving.

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