

Campaign Memo #6

TO: Pilot Parish Leaders
FROM: Campaign Team
DATE: August 20, 2021

Pilot Wave Goal: \$11,523,286
Pilot Wave Pledges: \$4,130,320
% Wave Goal: 36%

Campaign Updates and Highlights

- ♥ The pilot wave of parishes has surpassed \$4.1 million pledged to date.
- ♥ A total of 115 new pledge request visits with parish families have been made in the past few weeks.
- ♥ Pilot parishes have received new gifts of \$100,000, \$50,000 and two at \$25,000.
- ♥ Congratulations to Fr. Patrick Burns and the volunteer team at St. Francis Borgia, Cedarburg. The parish has achieved a 9% of goal increase since the pilot wave relaunch!
- ♥ Fr. Michael Merkt and the team at St. John the Evangelist, Greenfield received new pledges totaling \$45,000, including a \$25,000 pledge from The Knights of Columbus Greenfield Council!

Tips to help the Love One Another Campaign succeed

- ***Make your own gift first.*** Prayerfully consider your own pledge to the campaign before asking others to do the same. It is always easier to ask others for their pledges when you have made your own. If you have not yet met with your pastor or campaign leader to hand in your pledge, please do so as soon as possible.
- ***Visit first with families you are confident will pledge their support to the campaign.*** Receiving your first pledge is a great feeling and a confidence booster!
- ***Emphasize pledges.*** Most of us can give more over time than all at once. Pledges to Love One Another are payable over five years (60 months). It is better to have one campaign seeking five-year pledges than five annual fundraising campaigns.
- ***You are asking on behalf of the Church.*** There is nothing to fear about asking fellow parishioners to give to the Church. This is an opportunity to share your passion about the campaign and what it will accomplish now and for many future generations of Catholics.
- ***You are following up on the Pastor's/Parish Director's request.*** By the end of the campaign every family will have been asked to consider a campaign pledge. Although your pastor cannot ask every individual family in person, he is the one asking families to make a gift. He has asked you to assist him in receiving responses to his request in as personal way as possible.
- ***Ask donors to come to the next parish volunteer committee meeting.*** Please be sure to ask people you visit to join you and other parish volunteers at the next weekly campaign meeting at the parish. If they have made a gift in line with the amount of their gift request, they could be great visitors. Many hands make light work.

- *Please continue to attend all parish campaign meetings.* Share in the campaign’s success to date, learn how to respond to questions about the campaign, and join in fellowship. *Thank you for helping to build God’s kingdom!*

Your Love One Another Campaign Role

The simple graphic below summarizes what you are asked to do to support your pastor or parish director and the other volunteers working together on the Love One Another Campaign in your parish. Of course, we always begin with prayer. Then make your own best pledge, share your passion about the campaign case for support with five(5) to fifteen (15) fellow parish families, verbally invite them to prayerfully consider the pledge indicated in their request letters, and follow up with the families to secure their decisions in 3 to 7 days. Finally, attend the parish volunteer meetings to report on your progress, get tips and ideas, get your questions answered, and enjoy fellowship of the other volunteers.

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



Upcoming Key Dates

Please note these campaign dates:

- Volunteer Meeting #5, Report Meeting; week of August 23
- Volunteer Meeting #6, Report Meeting; week of August 30

Pilot Parishes

The campaign team is ready to assist you in every way possible to achieve your goals. Please contact us at 414-769-3459 or loveoneanother@archmil.org, or you may directly contact your parish campaign director at the following:

- Mark Berlyn: 314-750-5606 cell; berlynm@archmil.org
- Austin Fanburg: 207-272-7276 cell; fanburga@archmil.org
- Avi Madala: 202-706-3700 cell; madalas@archmil.org
- Liza Ziegler: 312-286-4277 cell; zieglerl@archmil.org