

## ***Love One Another Campaign Memo #8***

**TO:** Pilot Parish Leaders  
**FROM:** Campaign Team  
**DATE:** September 3, 2021

**Pilot Wave Goal:** \$11,523,286  
**Pilot Wave Pledges:** \$4,642,670  
**% Wave Goal:** 40%

### **Campaign Updates and Highlights**

- ♥ Pilot parishes received new pledges totaling \$173,350 this week.
- ♥ The wave has surpassed \$4.6 million to date from the first 235 families to pledge.
- ♥ The average pledge in the pilot parishes to date is \$19,596.
- ♥ Congratulations this week to:
  - Fr. Ricardo Martin and his team for securing \$76,500 in pledges at Sacred Heart, Racine making for an 11% of goal increase. The parish has achieved 83% of its goal from 37 pledges to date!

### **Activity is the Key to Success**

- There are 1,604 families in the Cornerstone, Leadership, Major and Advance phases of which so far 925 have been assigned to be visited and 359 have been visited resulting in 234 pledges.
- The large majority of pilot wave families who are visited in the current phases of activity make a pledge.
- Pledges in pilot parishes currently average nearly \$19,600. Our parish families respond generously when asked to prayerfully consider specific pledges with 60% for parish needs and 40% to fund worthy Catholic ministries.
- When evaluating your pilot parish campaigns, ask yourselves and your director these questions:
  - How many families in these phases have we visited personally?
  - From how many families in these phases have we received a decision?
  - How can we invite these families to finalize their gifts in the next few weeks?
- Speak with your parish campaign director about strategies to personally invite every family in these phases to consider supporting Love One Another with a pledge and volunteer to invite other families to do so.

### **Tips of the Week**

There are currently 125 families who have been visited and are praying about their pledges. Please remember these tips for encouraging families to come to decisions about their pledges.

- The parish will be going public with the campaign in a matter of weeks, and we want to make sure we show strong support up front.
- We would be grateful to be able to include your gift in our total pledged to date.
- Your pledge will help build momentum for the campaign, which is key to our ultimate success.
- We should always request specific pledges and allow families to decide for themselves what to pledge.

### **Upcoming Key Dates**

Please note these campaign dates:

- Volunteer Meeting #7, Report Meeting; week of September 6
- Volunteer Meeting #8, Report Meeting; week of September 13
- Special & General Pledge Request Mailing: week of September 13
- Campaign Kick Off Weekend: September 18-19

Please attend all volunteer check-ins/report meetings even if you have no new pledges to report for the week. They are an opportunity to learn of the campaign progress in your parish and other pilot parishes, get questions answered, and learn which approaches other volunteers are using successfully to schedule and conduct their visits with other families.

### **Parish Campaign Directors**

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](mailto:loveoneanother@archmil.org), or you may directly contact your parish campaign director.



Fr. Paul Hartmann at St. Monica, Whitefish Bay addresses his team of campaign volunteers.

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