

Love One Another Campaign Memo #9

TO: Pilot Parish Leaders
FROM: Campaign Team
DATE: September 10, 2021

Pilot Wave Goal: \$11,523,286
Pilot Wave Pledges: \$4,824,010
% Wave Goal: 42%

Campaign Updates and Highlights

- ♥ Pilot parishes received new pledges totaling \$187,000 this week.
- ♥ The wave has surpassed \$4.8 million to date from the first 256 families to pledge.
- ♥ The average pledge in the pilot parishes to date is \$18,845.
- ♥ Congratulations to:
 - Fr. Jim Volkert and the volunteers at St. Joseph, Lyons for a **5% of goal increase!**
 - Fr. Ricardo Martin and his team **once again** this week for securing \$64,700 in pledges at Sacred Heart, Racine making for **an 9% of goal increase**. The parish has achieved **92% of its goal** from 43 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 985 have been assigned to be visited and 408 have been visited resulting in 256 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 \$19,000. 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.

Campaign Kick-Off Weekend

The weekend of September 18-19 is scheduled as Campaign Kick-Off Weekend.

Most pilot parishes will kick off their public phases of the campaign at Masses the weekend of September 18-19. Please coordinate the timing of the kick-off weekend with your parish campaign director.

- Please refer to your Parish Communications Guide for speaking points, announcements, and bulletin items.
- Your parish campaign director will provide additional guidance and support for conducting the kick-off at Masses.
- The campaign prayer cards, and prayers of the faithful should be in use as of the kick-off.
- Campaign Kick-Off marks the beginning of the public phase of the campaign. Please use the weekly campaign bulletin items, announcements, and social media suggestions in the Parish Communications Guide.
- Please make good use of the time between now and the Campaign Kick-Off to secure decisions from those families who have been asked to make a pledge and are discerning their response. The more pledges you are able to announce at Mass, the more excitement and momentum you can generate for the campaign going forward.
- Emphasize in announcements, social media, and bulletin items these points:
 - The pledges received to date at your parish is from the first few families invited to participate in the campaign.
 - A letter explaining the campaign at your parish should be received soon. If a family has not received a letter, they may contact the parish office for more information.
 - Every family will be given the opportunity to make a prayerful decision about their pledge. Families are being contacted week by week through the end of the campaign.

Tips of the Week

- Celebrate small successes (and big successes too!) If the volunteers have a great week setting appointments to visit fellow parish families or have asked a good number of families to prayerfully consider their pledges, celebrate!
- 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.

Upcoming Key Dates

Please note these campaign dates for most pilot parishes:

- **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

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, or you may directly contact your parish campaign director.

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