



Volunteer Guide Tips & Scripts

All campaign materials should be personally delivered and discussed with each family. Please have a plan and date in mind for follow-up, if needed.

SCHEDULING THE VISIT

CONTACTING YOUR ASSIGNED FAMILIES

- Before calling the family, have two or three specific dates and times available for a visit.
- Introduce yourself and state the reason for the call. Mention you are calling on behalf of [PASTOR] regarding the Love One Another Campaign here at [PARISH].
- Emphasize that the visit should only take 30 or 40 minutes.
- If you are visiting a married couple, both spouses should be present to make an informed decision about making a pledge together.
- Thank the parishioners in advance for their time.
- Call, text, or email a day ahead of time to confirm the visit.

SUGGESTED PHONE CALL SCRIPT

- *Hello, (parishioner's name). This is (your name). I am a fellow parishioner at [PARISH]. How are you today?*
- *[Person responds.]*
- *Great! I'm reaching out on behalf of [PASTOR] and following up on a letter that was recently mailed. [PASTOR] asked that I meet with you to talk about the Love One Another Campaign at [PARISH]. I would like to schedule a time to meet and discuss this initiative with you (and your spouse, if appropriate). Might you be available on [DATE] at [TIME]? Another option can be [TIME] if that works better for your schedule.*

| POSSIBLE RESPONSES | SUGGESTED RESPONSE |
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| <p>Yes, we will meet with you:</p> | <ul style="list-style-type: none"> • Restate visit time/date and location to confirm. • Thank the family and state you are excited to meet them. • Record the time, date, and location of the meeting. • Check in with your Parish Campaign Director with results or questions. |
| <p>We are not interested in a personal visit:</p> | <ul style="list-style-type: none"> • You might say, <i>"Father/Parish Director would be appreciative if I could have a few minutes of your time to discuss our plans and the campaign."</i> • If the parishioner attempts to lower any expectations of what they can contribute financially or insist that because they are not going to contribute and a meeting is unnecessary, remember your goal is to meet face-to-face. Because of the magnitude of this undertaking and what it means to [PARISH], a meeting is necessary to fully explain the campaign and need for best pledges. • If a parishioner expresses concerns/objections about the campaign: <ul style="list-style-type: none"> ○ Listen, acknowledge, and write down their concern. ○ State that you will investigate their concern. ○ Point out you would be happy to address their concern during the meeting. A visit allows you to fully explain the needs and answer questions. • If they still will not meet, thank them for their time. Ask them to pray for the success of the campaign, and if their circumstances change and they would like to learn more about the campaign to call you or the parish office. |

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| Answering machine or voice mail: | <ul style="list-style-type: none"> • Leave a positive, upbeat message and ask for a call back. • "Hello. This is (<i>your name</i>) a fellow parishioner at [PARISH]. [PASTOR] asked me to give you a call. Please call me at (<i>your number</i>). Thank you." • You may share that you will call back later in the week. |
| The number is incorrect/disconnected: | <ul style="list-style-type: none"> • Record the information and share with the parish secretary so that they can make changes to the roster. Connect with the parish office or other parishioners to see if they can locate current contact information. |

CONDUCTING THE VISIT

SETTING THE STAGE

Relax: A great conversationalist is a good listener. Start the visit with pleasant, neutral conversation to break the ice. The best way to start the conversation is to ask the family about their history and involvement with [PARISH] or some other small talk. This time should be used to learn more about the person(s) you are visiting, their experiences, and interests at [PARISH]. This allows you to begin to identify the needs in which they are most interested.

Begin with the campaign prayer. Prayer cards have been prepared and will be given to you at the parish meetings.

Show sincere enthusiasm: Families will respond positively to your excitement about the plans. When presenting the campaign to a parishioner, remember :

- The campaign folder should be used as a guide to your conversation. This will be helpful to introduce the purpose of your meeting and guide conversation around opportunities for the parish to address important needs.
- The conversation is an invitation to join you and other parish families. The pledge request should be presented as an invitation to a good friend..
- Share the vision, and the pledge will follow. The purpose of your visit is to share the vision of the future for our parish and local Church and invite their support.

PRESENT THE NEEDS

- It is important your approach is *always* personal and positive.
- Your objective is to share your passion about the campaign's purpose and goals.
- Cover points of interest to the parishioner. Try to learn their interests early in the visit and focus on what is important to you and them.
- Do your best to answer any questions the family may have throughout the presentation and after you finish sharing information about the needs.

MAKING THE PLEDGE REQUEST

- The actual visit, the setting, and the personalities involved will indicate the best moment to make the request. The intent of this section is to provide general information and proven recommendations, rather than establish hard-and-fast rules.
- After you have discussed the needs and reasons for the campaign, introduce the pledge request:



Introducing
the Request

- *Jack and Mary, we have an extraordinary opportunity in front of us to impact our parish and Catholics throughout our 10 counties of southeastern Wisconsin. Our support will enable our parish to... (Ex. restore our church building interior and create a fund for the poor)*
- *Jack and Mary, we are grateful for your ongoing support of our parish.*
- *For our campaign to succeed, we need you and other families to consider your best pledge towards this effort.*
- *Your generous pledge will inspire others to pledge as well.*
- *It would mean a great deal if you were able to join us.*
- *Your pledge to this campaign will help us to generate momentum and will inspire others to make their best pledges as well.*

MAKING THE PLEDGE REQUEST

When making the request, it is important to speak confidently and unapologetically for the request. Below are some options in making the financial request.



- *Jack and Mary, while I do not know your own financial situation or other obligations, I know we will need the help of every [PARISH] family in order to reach our goal. It is my hope that you will prayerfully consider supporting the campaign with a pledge of \$3,600 for each of the next 5 years, for a total pledge of \$18,000. Is this something you would consider?*
- *Jack and Mary, you have shown strong support for [PARISH]. Today, on behalf of [PASTOR] and the entire volunteer team, I ask you to prayerfully consider a pledge of \$2,400 a year for five years, for a total pledge of \$12,000. Will you join me in this effort?*
- *Jack and Mary, we are asking families to make their best pledges to help meet the parish goal. With that in mind please prayerfully consider a pledge of \$150 per month for the next 60 months, for a total pledge of \$9,000. Will you join us?*

PLEASE WRITE YOUR PLEDGE REQUEST PARAGRAPH HERE:

AFTER MAKING THE PLEDGE REQUEST, PLEASE WAIT FOR A RESPONSE!

Allow the parishioner(s) the opportunity to absorb your request, uninterrupted. Your quietness will demonstrate the importance of the request. The best thing you can do is:

Silently count to ten and allow them to respond first. This will start a conversation.

Then handle the response...

HANDLING THE RESPONSE

Following your request for a specific pledge, the parishioners will most likely have one of four reactions:

- Yes.
- We will need time to decide.
- We will pledge, but less than requested.
- No, or “not now.”

| POSSIBLE RESPONSES | YOUR RESPONSE |
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| <p>We certainly want to participate but we need some time to consider this request.</p> | <ul style="list-style-type: none"> • This is a positive response and likely one you will hear most often. • As families are being asked to make a pledge to the best of their ability, a good deal of thought and prayer is often needed. <p><i>Suggested Response: I am happy to hear you want to help, and I understand this is a big decision. I did not expect an immediate answer and I thank you for taking this request seriously. Why don't you think about this, pray, and let's meet again briefly on Saturday morning.</i></p> <p><i>Or: I also took some time to consider my pledge. It was an important decision for my family and I'm glad we prayed on it.</i></p> <p>Next steps:</p> <ul style="list-style-type: none"> • When granting their request for more time, it is important to schedule a follow-up meeting 5-7 days after the initial visit. |

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| <p>Asks for more time continued</p> | <ul style="list-style-type: none"> • Please avoid leaving the pledge form behind with the family even if they say they will complete and return it on their own. The objective is to create a situation where the family's final response to the request is via a personal conversation. • Consider writing immediately to the family once you have returned to your office or home. Thank them for the meeting and highlight the important points discussed. Confirm the date of your follow-up visit. |
| <p>Yes, I think we can commit that much over the next 5 years!</p> | <ul style="list-style-type: none"> • Thank the family for their pledge. • Ask the family to consider the suggested down payment of 10%. A down payment is optional, but some parishioners would like to start paying their pledges right away and they provide much-needed funds early on. Checks should be payable to "Love One Another." • Help the family complete the pledge form, indicating the date that they would like to start their pledge payments, a pledge payment schedule, and their method of payment. • Please bring the completed pledge form and any down payment with you to the next campaign report meeting! |
| <p>Offers less than requested</p> | <ul style="list-style-type: none"> • The goal of this visit is not necessarily to secure a gift immediately. • Encourage the family to spend time prayerfully considering a five-year pledge to this extraordinary campaign. • If, however, the offer of a pledge is made in the spirit of the request and the needs of the campaign and seems in line with the ability of the family, you may do well to accept it. |

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| Declines to make a pledge | <ul style="list-style-type: none"> This is the least likely response. When it does occur, it is important not to judge. Your role in such an instance should be to thank the family for their time and leave the door open for a possible pledge at a later point. <p><i>Suggested Response: I appreciate you meeting with me and understand you are not able to make pledge right now. Please keep the campaign in your prayers, and should your situation change, there will be opportunities to make a pledge later. Thank you for your time.</i></p> |
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PLEASE REMEMBER

- Wait until a family has decided on their best pledge before handing them a pledge form to complete and return to you. Remove the pledge form from the packet before the visit.
- Timely and persistent follow-up demonstrates the importance of the pledge request. Polite, persistent, communication without any pressure is key to receiving best pledges.
- Conduct follow-up within five-to-seven days.
- Schedule a time for follow-up during your initial visit—it is one less phone call to make.
- Smile. You will sound considerably more pleasant when you talk, both in person and over the phone.
- Speak enthusiastically about the parish plans and important Catholic ministries throughout our 10 counties of southeastern Wisconsin.
- Find components of the campaign you are passionate about and emphasize those in your visit. Parishioners will listen with their hearts when they know you are speaking from yours.
- Call your Parish Campaign Director, before, after, or even during your visit with any questions. They are here to help and are most effective when you make use of them!