



Serving the Catholic Community of Southeastern Wisconsin

Parish Communication Guide

January 1, 2023

Parish Wave 3

January 2023 – June 2023

Introduction and Contents

This guide provides parish communication tools for the Love One Another Campaign. Your assigned Parish Campaign Director will provide weekly guidance for applying these materials.

Sample Letters

Page 3

1. Volunteer Recruitment
2. Launch Invitation
3. Campaign Announcement/Stewardship Letter
4. Personal Pledge Request
5. Public Phase Mail Request #1
6. Public Phase Mail Request #2
7. Public Phase Mail Request #3
8. Final Request
9. Parish Pledge Acknowledgement
10. Archdiocesan Pledge Acknowledgement

Meeting Agendas

Page 13

1. Volunteer Orientation Meeting
2. Volunteer Training & Assignment Meeting
3. Volunteer Report Meeting

Sample Scripts and Speaking Notes

Page 20

1. Campaign Announcement Weekend
2. Volunteer Recruitment (a), In-Pew (b) & Robocall Script (c)
3. Volunteer Orientation Meeting
4. Volunteer Training & Assignment Meeting
5. Campaign Kick-Off Weekend
6. Pulpit Progress Report
7. Parish Reception
8. Pre-Love One Another Weekend
9. Love One Another Weekend
10. Pre-In-Pew Weekend (Donor Testimonials)
11. In-Pew Weekend

Sample Bulletin Articles

Page 41

1. Parish Needs
2. Campaign Kick-Off Weekend
3. Optional Pre-Reception
4. Weekly Update
5. Five-Year Pledges
6. Pre-Love One Another Weekend (Why Should I Pledge?)
7. Love One Another Weekend
8. Pre-In-Pew Weekend (Donor Testimonials)
9. In-Pew Weekend

More Communications

Page 50

1. Prayers of the Faithful
2. Frequently Asked Questions
3. Public Phase Telephone Outreach
4. Social Media Outline
5. Robo-Calls

Wave 3 Internal Timeline

Page 58

Roles & Responsibilities

Page 63

Parish Letterhead

Prepared and Mailed by Parish to Campaign
Volunteer Candidates

[DATE]

[FORMAL SALUTATION]

[STREET ADDRESS]

[CITY], [STATE] [ZIP]

Dear [INFORMAL SALUTATION],

[PARISH] is beginning a campaign called the Love One Another Campaign. In this effort, we are seeking pledges to meet our own parish needs and support the needs of Catholic ministries in our 10 counties of southeastern Wisconsin.

Sixty percent of the campaign pledges made and fulfilled over five-years by our parish families will be used for: [PARISH CASE FOR SUPPORT]. The parish will receive an even greater percentage of the funds if we exceed our goal of [\$ GOAL].

The remaining funds will be used to strengthen ministries for the poor and those in need, Saint Francis de Sales Seminary, Catholic schools and other vital ministries throughout our 10 counties.

We have been preparing for the Love One Another Campaign at [PARISH] for several weeks, and I am pleased several of your fellow parishioners have already stepped forward to assist me in presenting the campaign to parish families and invite their participation. I need your help as well and ask you to please join my team of campaign volunteers.

This will entail contacting five families in the parish and inviting them to participate in the campaign. We will have weekly check-ins with our Parish Campaign Director who will guide us through the campaign. I or a member of the team will reach out to briefly explain your role and request your help with the campaign. I sincerely hope you will join me. Our Volunteer Orientation Meeting is on [DAY] [DATE] [TIME] [LOCATION]. Please contact [NAME] at [PHONE # and Email] to RSVP. God bless you and your loved ones.

Sincerely yours in Christ,

[PASTOR SIGNATURE]

[PASTOR NAME]

Parish Letterhead

Prepared and Mailed by Parish to Campaign Tri-Chair
and Volunteer Candidates for Launch Invitation

[DATE]

[FORMAL SALUTATION]

[STREET ADDRESS]

[CITY], [STATE] [ZIP]

Dear [INFORMAL SALUTATION],

Thank you for your dedication and service to our parish. We are incredibly blessed to have parishioners like yourself who commit their time, talent and treasure to our community of Faith. Because of your continued service and leadership, I am asking you to participate in an important effort that will help shape the future of our parish. We couldn't do the work we do without you!

[PARISH] is beginning a campaign called the Love One Another Campaign. This is an opportunity for our parish community to invest in needs for our parish and to support shared ministries of the Archdiocese. Sixty percent of the campaign pledges made and fulfilled over five-years by our parish families will be used for:

[PARISH CASE FOR SUPPORT].

The parish will receive an even greater percentage of the funds if we exceed our goal of [\$ GOAL]. The remaining funds will be used to strengthen ministries for the poor and those in need, Saint Francis de Sales Seminary, Catholic schools and other vital ministries throughout our 10 counties.

We are in the early stages of organizing our parish's effort and are counting on parish leaders like yourself to help make this momentous effort a success. Please join us as we meet with Archbishop ListECKi to learn about this exciting project.

The Launch event will take place on [Day, Date, Location] at 6:00 pm. Please RSVP at: archmil.regfox.com/loa-campaign-wave-3-archbishop-launch-events or scan the QR Code.

We hope to see you there. God bless you and your loved ones.

Sincerely yours in Christ,

[PASTOR SIGNATURE]

[PASTOR NAME]



Prepared and Mailed by Archdiocese to all Wave 3 Parishioners

DATE

ADDRESSEE

ADDRESS

CITY, STATE ZIP

Dear SALUTATION,

I am writing to you today about one of the simplest truths of our faith. **God loves you.** God loves you without reservation, without hesitation, and without conditions.

A challenge of our Catholic faith is: **How do we live our lives in response to God's love for us?**

Do we:

- **Accept God's love,**
- Share our love for Him through **prayer,**
- Show our love for God by **loving one another?**

Our actions are the expression *of our faith.*

Being Catholic goes beyond attending Mass weekly and obeying the Ten Commandments. As Catholics, we must follow Jesus' direction to "love one another," daily.

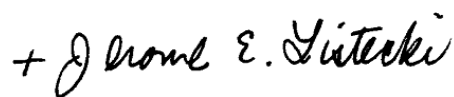
Over the next several weeks at Mass, you will hear more about our need to Love One Another as a spiritual concept. [This calls us to examine how we live our lives as Catholics beyond Mass and to publicly witness our Catholic Identity.](#)

I am asking <<Parish Name>> parish to join all of our parishes in a capital campaign that will strengthen our Church and prepare us for the next generation of Catholics. You will hear more about this campaign in the weeks to come, but please know our priority is to provide for the needs of your parish and community.

You will hear more details in the weeks to come.

[I invite and encourage you to continue to grow closer to God: to accept God's love for you, grow in your prayer, and explore how you can answer God's call to *Love One Another*.](#)

Sincerely Yours in Christ,

A handwritten signature in black ink that reads "+ Jerome E. Listecki". The signature is written in a cursive, flowing style.

Archbishop Jerome E. Listecki

Parish Letterhead

Prepared by Archdiocese for Parish Leaders and Volunteers as Part of a Packet of Materials
for Visiting Assigned Households

<FORMAL SALUTATION>

<STREET ADDRESS>

<CITY>, <STATE> <ZIP>

Dear <INFORMAL SALUTATION>,

Thank you for your support of [Parish]. Your prayers and commitment to our parish are great blessings. Our faith community is made stronger by parishioners such as you.

The Love One Another Campaign is an exciting opportunity for us to meet parish needs while supporting important Catholic ministries throughout our Archdiocese. Our parish campaign goal is \$[Goal] to be raised in pledges payable over five years. [Parish] will receive 60% of pledges given by our parishioners, and even more if we exceed our goal. We will use our share of the funds to address the following needs:

- [NEED 1]
- [NEED 2]
- [NEED 3]

The remaining funds will go toward new and expanded efforts focusing on the poor and those in need, Saint Francis de Sales Seminary, Catholic schools, and other important Catholic ministries.

While I have no real way of knowing what pledge you can make to the Love One Another Campaign, you have been generous in the past. I ask you to prayerfully consider making a pledge of \$<MONTHLY REQUEST> for each of the next 60 months, for a total of \$<TOTAL REQUEST>. Please know, however you choose to help us will be greatly appreciated.

Acknowledging God's blessings, and by working together, we will strengthen our parish and vital ministries throughout the Archdiocese of Milwaukee.

Sincerely yours in Christ,

<PASTOR/PARISH DIRECTOR SIGNATURE>

[PASTOR NAME]

[PASTOR TITLE]

Parish Letterhead

**Prepared by Archdiocese to be Mailed to the Majority of Parish Households
Requesting Consideration of Pledges of \$50, \$100, or \$150 per Month.**

Dear [SALUTATION]

Thank you for your support of [PARISH]. Your prayers and commitment to our parish are great blessings. **Our faith community is made stronger by parishioners such as you.**

The Love One Another Campaign is an exciting opportunity for us to meet needs of our parish while supporting important Catholic ministries in our 10 counties in southeastern Wisconsin. Our parish campaign goal is [\$GOAL] to be raised in pledges payable over five years.

[PARISH] will

receive 60% of pledges made and fulfilled by our parishioners. The primary focus of the campaign at our parish will be:

- [PARISH CASE ITEM #1].
- [PARISH CASE ITEM #1]
- [PARISH CASE ITEM #1].

The enclosed brochure provides more detail about the use of our parish 60% share and the new and expanded Catholic ministries funded through the remaining 40%.

While I have no real way of knowing what pledge you can make to the Love One Another Campaign at our parish, **please prayerfully consider a pledge of \$50 for the next 60 months for a total of \$3,000.** However you choose to help us will be greatly appreciated. Please see the enclosed pledge examples.

Please complete the enclosed pledge card and mail it and any initial payment in the pre-addressed envelope provided. You may also return it to the parish.

Acknowledging God's blessings, and by working together, we will strengthen our parish and vital ministries throughout the Archdiocese of Milwaukee.

Sincerely in Christ,

[PASTOR SIGNATURE]

[PASTOR NAME]

Parish Letterhead

Prepared by Archdiocese to be Mailed to the Majority of Parish Households
Requesting Consideration of Pledges of \$50, \$100, or \$150 per Month. This
second letter is mailed to households yet to give to the campaign.

[DATE]

[FORMAL SALUTATION]

[STREET ADDRESS]

[CITY], [STATE] [ZIP]

Dear [INFORMAL SALUTATION],

Recently, I wrote to you about the Love One Another Campaign. This is an exciting opportunity for us to meet needs of our parish while supporting important Catholic ministries in our 10 counties in southeastern Wisconsin. To date, our parish families have pledged \$[Pledge Total] toward our parish goal of \$[GOAL].

[PARISH] will receive 60% of pledges made and fulfilled by our parishioners. The primary focus of the campaign at our parish will be:

- [PARISH CASE ITEM #1].
- [PARISH CASE ITEM #1]
- [PARISH CASE ITEM #1].

The enclosed brochure provides more detail about the use of our parish 60% share and the new and expanded Catholic ministries funded through the remaining 40%.

Please prayerfully consider a pledge to our parish of \$[Monthly Request] for the next 60 months for a total of \$[Total Pledge]. However you choose to help us will be greatly appreciated. Please see pledge examples included with this letter.

Please complete the enclosed pledge card and mail it and any initial payment in the pre-addressed envelope provided. You may also return it to the parish. If you have already returned your completed pledge card, thank you! An acknowledgement letter will be mailed to you soon.

Acknowledging God's blessings, and by working together, we will strengthen our parish and vital ministries throughout the Archdiocese of Milwaukee.

Sincerely in Christ,

[PASTOR SIGNATURE]

[PASTOR NAME]

Parish Letterhead

**Prepared by Archdiocese to be Mailed to the Majority of Parish Households
Requesting Consideration of Pledges of \$30 or more per Month. This third
letter is mailed to all households yet to pledge.**

Dear [SALUTATION],

I am writing to share the wonderful progress we are making at [Parish] on the Love One Another Campaign. Pledges received to date total [\$Pledge Total] toward our parish goal of [\$GOAL]. [PARISH] will receive 60% of pledges made and fulfilled by our parishioners up to goal.

It is important for parishioners to continue to pledge especially after we achieve our goal. The parish will receive an even greater percentage of pledges made and fulfilled over the goal.

Our parish will use its share of the funds to:

- Case Item 1
- Case Item 2
- Case Item 3
- Case Item 4

The remaining funds will strengthen Catholic ministries throughout our 10 counties of southeastern Wisconsin.

Please prayerfully consider a pledge of \$30 or more a month for 60 months for a total of \$1,800 or more. Your gift is important and however you choose to help us will be greatly appreciated.

Please complete the enclosed pledge card and mail it and any initial payment in the pre-addressed envelope or return it to the parish. Or visit www.loveoneanotherMKE.org to make your pledge online. If you have already made your pledge, thank you! An acknowledgement letter will be mailed to you soon.

Acknowledging God's blessings, by working together we will help to build His Kingdom.

Sincerely in Christ,

[PASTOR SIGNATURE]

[PASTOR NAME]

Love One Another Letterhead

Prepared by Archdiocese to be Mailed to the Parish Households who have not yet Pledged Requesting Consideration of Pledges of \$30 or more per month.

Dear [SALUTATION]:

The Love One Another Campaign continues to make exciting progress. I am truly grateful for the participation of [PARISH NAME] in the campaign.

The funds raised at [PARISH NAME] will positively impact everyone in your parish. I am especially grateful for the prayers offered toward the success of the Love One Another Campaign.

Finally, it is not too late to join in this exciting project and play a part in preparing for our next generation of Catholics. I invite you to make a pledge in support of the campaign.

Please use the enclosed pledge card and return envelope to make your gift of \$100, \$50 or \$30 a month to the Love One Another Campaign. If you made a pledge that was received after the date of this letter, thank you! An acknowledgement letter will be mailed soon.

With God's blessings and the guidance of the Holy Spirit, the Love One Another Campaign will succeed.

Sincerely yours in Christ,

Most Reverend Jerome E. ListECKi
Archbishop of Milwaukee

Parish Letterhead

Optional Letter Prepared and Mailed by Parish to
Campaign Donor Families

**Please note the Archdiocese will mail all donors acknowledgement
letters. A sample is found on the following page.**

[DATE]

[FORMAL SALUTATION]

[STREET ADDRESS]

[CITY], [STATE] [ZIP]

Dear [INFORMAL SALUTATION],

On behalf of [PARISH], I want to thank you for your pledge of [\$ PLEDGE AMOUNT] to the Love
One Another Campaign.

You are joining many other parish families to help meet pressing needs at our parish and support
important ministries. Together we are preparing for the next generation of Catholics across our 10
counties of southeastern Wisconsin.

May God bless you and your loved ones abundantly.

Sincerely yours in Christ,

[PASTOR SIGNATURE]

[PASTOR NAME]

****This letter is optional, as a letter will be sent automatically by the Archdiocese.****

Love One Another Campaign Letterhead

Letter Prepared and Mailed by Archdiocese to Campaign
Donor Families

[DATE]

[FORMAL SALUTATION]

[STREET ADDRESS]

[CITY], [STATE] [ZIP]

Dear [INFORMAL SALUTATION],

I hope this finds you safe and in good health. With all that is going on in our world, I am grateful for your generous pledge of [PLEDGE] (with payment of [PAYMENT]) to the Love One Another Campaign. Your sacrificial support of [PARISH] strengthens the parish mission and ministry and enables us to provide necessary resources to expand and enhance critical Catholic ministries throughout southeastern Wisconsin.

With God's grace and the support of people like you, this campaign will strengthen our Church. A tax statement for any pledges paid in [CURRENT YEAR] will be provided at the appropriate time.

Please know that I will pray for you and your family. Please pray for others who will answer God's call to Love One Another!

Sincerely yours in Christ,

Most Reverend Jerome E. ListECKi
Archbishop of Milwaukee



[PARISH]
[GOAL]

Volunteer Orientation Meeting

[DAY], [DATE] | [TIME]
[LOCATION]

-
- | | | |
|-------|--------------------------------------|----------------------------|
| I. | Opening Prayer | [Pastor] |
| II. | Welcome and Introductions | [Pastor] |
| III. | Campaign Video | |
| IV. | Love One Another Campaign – Updates | [Pastor] |
| V. | Principles for a Successful Campaign | [Parish Campaign Director] |
| VI. | Campaign Timeline | [Parish Campaign Director] |
| VII. | Roles & Responsibilities | [Tri-chairs] |
| VIII. | Q&A | All |
| IX. | Next Steps | [Tri-chair] |
| X. | Prayer Intentions and Final Remarks | [Pastor] |

Our next meeting (Training & Assignment) will be on [DAY], [DATE] at [TIME] in [LOCATION]. Please look for emails and outreach from the Parish Campaign Director.

Parish Campaign Director Name
Parish Campaign Director Email
Parish Campaign Director Phone Number



[PARISH]
[GOAL]

Volunteer Training & Assignment Meeting

[DAY], [DATE] | [TIME]
[LOCATION]

- I. Opening Prayer [Pastor]
- II. Introductions & Updates [Pastor]
- III. Personal Visit Training [Parish Campaign Director]
 - i. Preparing for the Visit
 - ii. Scheduling the Visit
 - iii. Conducting the Visit
 - iv. Following Up
 - v. Best Practices & Demonstration
 - vi. Q&A
- IV. Next Steps [Pastor]
 - i. Make Your Best Pledge
 - ii. Choose People to Visit
- V. Closing Prayer & Packet Assignment [Pastor]

Our first Report Meeting will be on [DAY], [DATE] at [TIME] in [LOCATION]. Please look for emails and outreach from the Parish Campaign Director



Weekly Volunteer Report Meeting Agenda

- | | | |
|------|--|------------------------------------|
| I. | Opening Prayer/Purpose of Meeting | Pastor |
| II. | Activity Reports | Volunteers |
| III. | Report Analysis | Co-Chairperson / Campaign Director |
| IV. | Questions and Answers | All |
| V. | Closing Remarks and Prayer | Pastor |
| VI. | Assignment of Additional Prospects/Next Step | All |

CAMPAIGN PRAYER

Almighty and ever-living God,
we thank you for your blessings in our life.
We praise you for your goodness and generosity.

Help us to live as stewards of your grace and love,
that through prayerful work and sacrifice
we may bring your love to our families, parish, and community.

We humbly pray for strength and fortitude to follow your great commission: to go make disciples of
all people, living our faith through word and deed.

Inspire in your people generous hearts to strengthen the mission of our parish, to serve those in
need, to support vocations, and to educate our children through the Love One Another Campaign.

Guide us in this important campaign,
watch over our efforts to help build your Kingdom here on Earth,
and give us joy in serving You and Your Church now and forever.

Amen.



Weekly Volunteer Report Meeting Worksheet for Volunteer Use

Tips and Highlights of the Week

- I. Always have several meeting time options
 - II. Leave friendly messages!
-

Please fill out the table below and return it to the Parish Campaign Director at the end of the meeting.

Print Volunteer Name:

#	Assigned Household	Status	Notes (brief):
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

Status Options: “No Action” / “No Response” / “Refused Visit” / “Scheduled” / “Pending” / “Pledged” / “Declined”



Speaking Points

Opening Prayer

Pastor

Purpose of Meeting

Pastor/Co-Chairperson(s)

Welcome, and thank you again for accepting such an important leadership role in the Love One Another Campaign at our parish. The purpose of tonight's meeting is to:

- ☐ Report on leadership and major gifts
- ☐ Discuss volunteer recruitment progress
- ☐ Report on CLMA pledges
- ☐ Receive assignments

Activity Reports

Pastor / All

Let us begin by reporting on this week's Leadership, Major and Advance Gifts visit results. I have made _____(#) visits and have received _____(#) pledges for a total of \$_____.

Volunteers should now each make their reports.

Complete the report using the chart below.

Visitor	Visits Assigned	Visits Scheduled	Visits Completed	Pledges	Pledges Pending	Refusals	Total Pledged
Pastor							
Chairperson							
Volunteer 1							
Volunteer 2 etc.							
Tonight's Totals							
Previous Totals							
NEW GRAND TOTALS							

Speaking Points continued

Report Analysis

Co-Chairperson/Campaign

Director

The analysis should include:

- ☐ Total number of visits completed
- ☐ Average rate of participation (number of pledges divided by number of completed visits)
- ☐ Average pledge (total amount pledged divided by the number of gifts)
- ☐ Total number of pending decisions (to forecast the next week's potential)

Reiterate that the chairperson should call all volunteers the night before meetings to encourage their attendance.

Questions and Answers

All

Closing Remarks

Pastor

Again, I thank all of you for the time and the commitment you have shown to our Love One Another Campaign.

It is important for all of us to be present at these regular meetings. Please try to encourage others to attend and participate next week. Finally, I ask each of you to pray for the success of our campaign and to consider your own best pledge, if you have not already done so.

Our next in person meeting will be on [DAY], [DATE] at [TIME] in [LOCATION] with a virtual meeting on [DAY], [DATE] at [TIME] in [LOCATION]. Please look for emails and outreach from the Parish Campaign Director.

Closing Prayer

Pastor

Assignment of Additional Prospects



[PARISH]
[GOAL]

Weekly Volunteer Report Meeting Analysis Guide

[DAY], [DATE] | [TIME]
[LOCATION]

- I. Pledge Total before Report: \$_____
- II. Visit Activity Report
- III. Updated Pledge Total: \$_____
- IV. Metrics Analysis
- V. Questions & Tips
- VI. Challenges for Next Week:
 - i. Complete _____ visits before our next meeting.
 - ii. Reach _____% of goal, only \$_____ away!



Campaign Announcement

[PARISH] | [CITY]

To be Delivered by [PASTOR]

Purpose:

- *Announcement Weekend is designed to explain the purpose of the campaign, start to create momentum and excitement without sharing specific progress, and to let parishioners know there will be an opportunity soon to volunteer on Father's team and help conduct the campaign.*

Speaking Notes:

- It is such an exciting time to be a Catholic in southeastern Wisconsin!
- We have a strong and alive parish with faithful parishioners and vibrant ministries.
- Catholic ministries serve thousands each year across the 10 counties of southeastern Wisconsin such as:
 - Catholic Charities serving the poor and those in need.
 - Our mission in the Dominican Republic.
 - One of the larger Catholic school systems in the country.
 - One of the highest per-capita seminarian counts in the nation.
- As every family needs to plan and prepare for the future, so does our faith family here in southeastern Wisconsin. Together, we are taking responsibility for the mission and future of the Church.
- Following years of prayer and planning, we are embarking upon an exciting effort called the Love One Another Campaign.
- Each of the 188 parishes in the Archdiocese will participate in the campaign, and each family will be asked to make a pledge to support local parish needs and shared ministries. I am pleased to tell you that we will receive 60% of all funds we raise at [PARISH] up to the parish goal of [GOAL] and much more beyond the goal! We will use these funds to:
 - [Local Case]
- I will need your help to conduct this campaign successfully.
- We will be sharing more information about the Love One Another Campaign in the weeks and months ahead.
- Please pray for the success of the Love One Another Campaign.



Volunteer Recruitment

[PARISH] | [CITY]

I. Purpose:

- i. *The more volunteers you can recruit, the better chance your campaign will have for great success. Recruit families and individuals who are known and respected leaders in the parish. Also consider those who will stick with it and get the job done. Volunteers will be asked to make their best pledge in order to inspire others. They will make personal visits to five parish families and support you in many of the campaign-related activities.*
- ii. *Your goal is to recruit _____ individuals or couples to attend the Parish Orientation Meeting followed by the Parish Training and Assignment Meeting. The more positive volunteers can be about the campaign, the more successful this effort will be.*

II. Speaking Points:

i. General greetings

- Thank you for your dedication and service to our parish. We are incredibly blessed to have parishioners like yourself who dedicate their time talent and treasure to our community of Faith. Because of your continued service and leadership, I am asking you to participate in an important effort that will help shape the future of our parish. We couldn't do the work we do without you!

ii. Introduce the Love One Another Campaign

- We are launching our participation in the Love One Another Campaign.
- This is an opportunity for our faith community to invest in needs of our parish and support important Catholic ministries for the poor and those in need, Saint Francis de Sales Seminary, Catholic schools and other vital ministries throughout the 10 counties of southeastern Wisconsin.
- [PARISH] will work toward achieving our goal of \$_____. Of the funds we raise, 60% will be for important needs of our parish—more if we exceed our goal.

iii. Early stages of the campaign:

- We are in the early stages of organizing our parish's effort.
- One of the first steps of the campaign is to form a volunteer committee for our parish. I would like your involvement as a volunteer.
- Please join me and other leaders from the parish next [DAY] [DATE] [TIME] [LOCATION] for a _____ meeting.
- *(If the answer is "YES")* Great! I look forward to seeing you on _____.
- *(If the answer is "NO")* Ask if you can know why. Perhaps by calming their fears and answering their questions you can change a "NO" into a "YES".

II. Possible responses to your request:

- I. *"I have a conflict that night."*
 - I understand, but I hope you can be involved in the campaign. Your help is very important to me, will you join us the following week for a meeting here at the parish to learn more about our local needs? We will meet on [DAY] [DATE] [TIME] [LOCATION].
- i. *"I don't really have time for this kind of commitment."*
 - I can understand what you are saying. You are already a leader here at [PARISH] and are incredibly involved. I believe that this campaign is very important to our parish and would love your deeper involvement. But for right now, I ask that you come and learn, even if you are not able to dedicate much of your time. This is a very flexible commitment.
- ii. *(If the answer is still "NO")* Thank you for your consideration. Please keep the campaign in your prayers.

III. Volunteer Recruitment Tips: (Please note that you may have completed the first few steps)

- i. Work with your Parish Campaign Director to identify the families you want to invite to volunteer to help with the campaign.
- ii. Make the request personal – families will respond when they are personally asked by their pastor or parish director to take on a leadership role.
- iii. Recruit the Campaign Tri-Chairs first – The campaign tri-chairs should have lead pledge potential or significant connections/influence throughout the parish. (Please see Roles & Responsibilities.)
- iv. Recruit proportionate numbers to the parish size – It lightens the load for everyone, brings more families into positions of leadership, creates a fun volunteer environment, and sets a positive tone for future volunteer recruitment. (Ideally one volunteer or couple per five family visits).
- v. A sample script: *"John and Mary, I would like the two of you to stand with me and (the others already recruited) to make the Love One Another Campaign successful in our parish. I would like both of you to participate, and I am also recruiting another 30 or so couples and individuals because many hands will make light work. I am confident that you have the appropriate knowledge and experience with the parish to help me with this effort, and we will have the support of experienced, professional counsel through each step of the process. **Our first meeting will be on [DAY] [DATE] [TIME] [LOCATION]."***
- vi. Avoid blanket recruiting (such as Finance or Pastoral Council asks as a whole) – This type of recruitment can create a feeling of obligation rather than enthusiastic leadership.



Need for Volunteers

[PARISH] | [CITY]

To be Delivered by [PASTOR OR CO-CHAIRS]

I. Purpose:

- *Please speak with your Parish Campaign Director to plan and implement an appeal for more volunteers.*

II. Speaking Notes::

- Our Parish is embarking upon an exciting effort called the Love One Another Campaign.
- Each of the 188 parishes in the Archdiocese will participate in the campaign, and each family will be asked to make a pledge to support local parish needs and shared ministries. I am pleased to tell you that we will receive 60% of all funds we raise at [PARISH] up to the parish goal of [GOAL] and much more beyond the goal! We will use these funds to:
- [Outline the Parish Needs Addressed in the Campaign]
- I need your help to conduct this campaign successfully.
- We have much to accomplish, and I hope to have the support and participation of many parish families.
- I am asking today for volunteers to join [MY] or Father [PASTOR'S NAME] team and help carry out the campaign in our parish.
- Ushers are now handing out volunteer sign-up cards and pencils.
- Please complete the volunteer sign-up card in the pew and hand it to one of the ushers..
- Allow time for everyone to complete the volunteer card.
- Thank you!!
- Now let us pray the campaign prayer.



Launch Meeting Reminder Robocall Script

[PARISH] | [CITY]

Hello! This is [PASTOR NAME] from [PARISH NAME]. I am calling to encourage you to join myself, Archbishop ListECKi and other leaders from our parish on **[DAY, DATE, TIME, LOCATION]** for the Love One Another Campaign launch event!

Here, we will learn more about this important effort and how our parish will participate in the initiative. Please look for additional outreach from myself and campaign staff members.

Please RSVP at [PHONE NUMBER], to [PARISH CONTACT] at the parish office, or email loveoneanother@archmil.org with any questions. God Bless!



Volunteer Orientation Meeting

[PARISH] | [CITY]

To be Delivered by [PASTOR]

I. Welcome & Opening Prayer:

[PASTOR]

- I am grateful to have you all joining us this evening as we begin the Love One Another Campaign together. Tonight, we will discuss the plan for the campaign, how [PARISH] will benefit from our work, and how you can help. I would like to start this meeting with our campaign prayer. Please find a prayer card.

****Campaign Prayer Led by [PASTOR]****

II. Love One Another Campaign:

[PASTOR]

- Show Campaign Video
- For those of you who are learning about the campaign for the first time tonight, please note we at [PARISH] are participating in Wave 3 of an exciting campaign called Love One Another benefitting our parish and Catholic ministries throughout our 10 counties of southeastern Wisconsin.
- The case for support is:
 - Strengthening parishes: 60% of the funds will come back to the parish to meet our local needs, including:
 - (Parish Case 1, Parish Case 2, Parish Case 3) – (Pastor/Business Manager Goes into Significant Detail)
 - The remaining funds will be used to strengthen ministries for the poor and those in need, Saint Francis de Sales Seminary, Catholic schools and other vital ministries throughout the 10 counties of southeastern Wisconsin. – (Pastor Explains what HE is passionate about in the 40% cases)
- Our goal is to receive 5-year pledges totaling \$[PARISH GOAL]. We are excited to report that, to-date, we have received pledges from _____ families in our parish for a total of \$_____ pledged. That's _____% of our parish goal.
- This is a fantastic start. How do we continue to build on this momentum? That's where you come in.
- Now we will be discussing the campaign plan in greater depth. There will be time set aside for questions at the end of the meeting – please write them down in advance.

I. High Level Review

[PARISH CAMPAIGN DIRECTOR]

- Successful campaign principles:
 - Case (Local Needs) – These are compelling and exciting cases for support
 - Leadership (Tri-Chairs & Volunteers) – Father needs your help
 - Prospective Donors (Parishioners) – Every household will be asked to participate
 - Plan (Helps us stay on track through the timeline) – Going to explain now
- 5 Pillars:
 - Prayer –The center of the campaign – Grounds our meetings
 - Personal Visits – People give to people
 - Proportionate Requests – In accordance with one's blessings (20% particip. expected)
 - Pledged Commitments – 5 Years allows for flexible and larger commitments
 - Phased Approach – Engaged, active, supportive first -> public phase w/ momentum
- Timeline:
 - Preparation – already finished, laid the foundation for success
 - Volunteer Orientation & Training – bringing together the leadership, help for Father
 - Quiet Phase – Engage those closest to the parish first
 - Hold touch points, team meetings to share experiences, answer questions, work together, and celebrate success
 - Public Phase – Invite remaining families through mailings, phone calls, and in-Mass announcements/appeals
 - *Share Visit Experience*

II. Role of Volunteers

[TRI-CHAIRS]

- Pray
- Make your own best pledge
- Share Your Passion
- Encourage Questions
- Invite Participation
- Follow-up
- We need your help, please sign up to be volunteers at the end of your meeting!
 - (Father can't do this by himself)
- When Father asked us to be campaign Tri-Chairs, we said yes because: _____

III. Questions and Answers:

ALL

Pastor & Tri-Chair, and Parish Campaign Director will field questions.

IV. Next Steps:

[TRI-CHAIR]

Thank you for coming and we ask you to do three things:

- First, if you have yet to make your own pledge, please sign up to visit one of the Tri-Chairs or [Pastor] to discuss your own best pledge. The visit should take approximately 15-30 minutes. It is always easier to invite other families to pledge when you have made yours first.
- Second, please pray and discern your best pledge. There is a packet of materials prepared for you if you have yet to decide on your own pledge. Everyone at the parish will be receiving a request for a pledge based on their previous generosity. The request will be a starting point for your consideration – it is not an expectation. In order for us to hope to achieve our goal, and because we know not everyone will be able to participate, parishioners are being asked to consider specific amounts. Please know that [PASTOR] and the campaign leadership team will be grateful for your participation, in whatever capacity that may be.
- Third, please attend our Training and Assignment meeting next week, same day and time. We will be meeting in person every week here at [PARISH],. We will report on our progress, have questions answered, and learn from the experiences of one another. We'll also have fun!

V. Closing Prayer:

[PASTOR]



Volunteer Training

[PARISH] | [CITY]

To be Delivered by [PASTOR, TRI-CHAIRS, PARISH CAMPAIGN DIRECTOR]

Please note some of the elements of the Volunteer Training & Assignment meeting may be combined with the Volunteer Orientation Meeting when appropriate.

I. Welcome & Prayer: [PASTOR]

- Thank you again for coming back this evening.
- I am very grateful to have you all here tonight as we take another step towards beginning our efforts in the Love One Another Campaign here at [PARISH].
- Before we start our meeting, let us begin with the campaign prayer.

Campaign Prayer Led by [PASTOR]

[PASTOR] shares his support for the campaign and expresses desire to have full participation across [PARISH].

- This is an opportunity for community building, parish stewardship, and ministry to be furthered by our efforts. You will hear tonight how you can help me, join me, and stand with me as we make our best-faith approach to inviting other people to join this campaign.

II. Love One Another Campaign – Updates: [TRI-CHAIRS]

- This project is exciting, and I know we all want to be successful for the future of our Church & parish.
- Your participation as volunteers is vital to the success of the campaign to benefit our faith community.
- Our parish goal at [PARISH] is to receive 5-year pledges totaling \$_____.
- 60% of pledges made and fulfilled by our parish families (or more if we exceed our goal) will be returned to our parish for our important needs.
- With these funds, we plan to engage in a variety of projects, including:
[LOCAL CASE 1, 2, 3]
- Thus far, we have received pledges totaling more than \$_____ or _____% of goal.
- This is just the start – now [PARISH CAMPAIGN DIRECTOR] will walk us through more about the campaign plan and how we invite more fellow parishioners become involved.

III. Personal Visit Training: Director]

[Parish Campaign

Thank you, [PASTOR].

Now we will review these items together

- Role of a volunteer
- Scheduling Visits – (Set aside a block of time, mention you are calling on behalf of Father, setting appts. is the most difficult part, start with people you know, ensure you have a good first visit to build confidence, the first request you make is of yourself)
- Conducting the Visit
 - Presenting the Case (Detailed version of local case is on the 1-page insert)
 - Making the Request Specifics (Practice!)
 - Handling Responses: yes; need more time; can make a smaller pledge or one-time gift; decline.
 - **CONDENSED:** Make small talk -> ground the conversation in prayer -> use the booklet to guide your conversation (focus on your passion) -> answer any questions -> make the financial request -> stay quiet (glory be or Hail Mary) -> handle the response -> set a follow-up visit
- Follow-up Visit
- Brochure and Accompanying Material
- Completing the Pledge Card

Please note we have prepared for you a detailed Volunteer Guide with many useful resources. Today we will use the summary guide in the form of a placemat—please follow along.

1. Role of a Volunteer

- **Pray, Pledge, Share your passion, Invite participation, Follow up**
- Sharing the story of the Love One Another Campaign in a face-to-face manner is the most effective fundraising tool we have.
- Meetings can take place in person at your or the parishioners' home, at the parish, or another quiet and appropriate location indoors or outdoors.
- Meetings can also be virtual through Zoom or another computer-based program.

2. Scheduling Visits

- After you schedule your visits, the rest is easy!
- When scheduling by phone or email, your only goal is to schedule a time to meet. You don't need to get into too many details before the visit.
- Begin by mentioning that you are calling on behalf of [PASTOR].
- [PASTOR] asked you to meet with them to discuss the Love One Another Campaign.
- The meeting will take approximately 30 minutes.
- Schedule the visit in a private, comfortable place.

Visit Scheduling Tips

- Set aside 30-minute blocks of time each week to make your calls and set appointments.
- The recommended standards for outreach are every 48 hours for a phone call, every 72 hours for a voicemail
- Send emails/texts as follow-ups to phone calls.
- If you can't reach someone after 2-3 tries, move on to the next family.
- Always suggest two specific times to meet. For example, "Would you prefer Tuesday at 9am or Wednesday at 5pm?"
- Before or after Mass is a great time to schedule a meeting.

3. Preparing for a Visit

- Become familiar with the campaign brochure and accompanying materials.
- Be upbeat – a positive attitude goes a long way to convey that this campaign is worthy of support.
- Remove the envelope in the back pocket of the brochure and follow the instructions.

4. Conducting the Visit

- **Open:** (Start with light conversation, catch up, talk about last Sunday's homily, etc.)
- **Pray:** the campaign prayer together.
- **Review:** the parish and archdiocesan case elements by using the brochure as a guide. Focus on the needs that appeal most to you and the family. Speak from the heart, conveying your passion.
- **Ask** if they have questions on the materials (use the FAQ). If you don't know the answer, it is ok to say, "I'll find that out for you and let you know tomorrow."
- **Invite:** The family will be wondering how they can help.
- **Verbalize** the request in the letter from [PASTOR] in the back pocket of the brochure. Make the request your own, practice it before you visit. *"Mary and John, you are generous and engaged members of our parish. Only you know your ability to pledge to this important campaign. [PASTOR] is asking all parish families to make their best campaign pledges. [PASTOR]'s letter in the back pocket of the brochure asks you to prayerfully consider a pledge of [\$MONTHLY SUGGESTION] per month for 60 months, for a total pledge of \$[TOTAL REQUEST]. Would you be able to make such a pledge?"*

Pause: Allow the family to respond. (Pause and take a drink of water or say a Glory Be)

Handle the Response:

The family will likely respond in one of four(4) ways

- **Yes, we can make the requested pledge.** Wonderful! Be the first to thank them for their pledge. Offer the pledge card, assist in its completion and place in the envelope provided. Return the envelope with the completed pledge card and any initial payment to the parish.
 - **We need some time to pray.** This is a common response. Thank them for their prayerful consideration of the pledge request and ask if you can stop by in three(3) to seven(7) days with their pledge card to record the decision.
 - **We can't pledge \$200 per month, but we can pledge \$100 per month.** If the offer of a pledge at a lower amount is in the spirit of the request, gratefully accept the pledge. You might suggest further consideration and prayer if it seems appropriate.
 - **No, we will not be able to support the campaign at this time.** You might ask if there are any questions or misunderstandings about the campaign that would help them change their mind. If not, thank them for their time and ask for their continued prayers. Sometimes families who initially decline change their minds.
5. **Follow-Up:** The follow-up should take about 15 minutes. If a follow up visit is needed, schedule one before you leave the meeting It is best to schedule a time three(3) to seven(7) days after the initial request. It is very helpful to send a thank-you note/email/text to conclude the interaction and confirm the follow-up date and time.
6. **Brochure and Accompanying Materials**
Walk through and describe the use of the brochure and ancillary materials.

Perspectives on Successful Visit Techniques

[PASTOR OR TRI-CHAIRS]

7. Q&A

8. Assignment of Families and their Brochures to Volunteers

Note, there are window envelopes in alphabetical order for families to be visited. Volunteers should choose three(3) to five(5) envelopes and record the names of those they are accepting on the reverse side of their agenda. Brochures are also set out to take for the number of envelopes volunteers select. Volunteers are asked to please turn in the agenda with the names of the families selected to the Parish Campaign Director.

9. Closing Prayer

[PASTOR]



Kick-Off Weekend

[PARISH] | [CITY]

To be Delivered by [PASTOR]

I. Purpose:

- Kick-Off Weekend is designed to explain the purpose of the campaign, (if possible, show campaign video), to unveil progress made, and to prepare families for an invitation to participate.
- [PASTOR], please use the speaking notes as a set of guidelines to follow in announcing the campaign. Please make this template your own and adapt it to fit your parish.

II. Speaking Notes:

- It is such an exciting time to be a Catholic in southeastern Wisconsin!
- Today we officially kick off the Love One Another Campaign for all members of our parish.
- The goal for [PARISH] is to raise \$_____ in five-year pledges and I am pleased to share that from the first families to pledge, the parish has already raised \$_____ (_____% of the parish goal).
- 60% of the funds pledged and fulfilled by our parish families will be used to meet important parish needs, including:
 - [LOCAL CASE 1]
 - [LOCAL CASE 2]
 - [LOCAL CASE 3]
- The remaining funds will support vital Catholic ministries in the 10 counties of southeastern Wisconsin.
- If we surpass our goal, we will receive an even greater percentage of the funds raised in our parish for these needs.
- If you have not already received an invitation from me to prayerfully consider a pledge, you will soon.
- Please know whatever pledge you can make will be received with gratitude.
- To meet our goal and ensure we can meet the needs of our parish, we need everyone to prayerfully consider making their best pledge in support of the Love One Another Campaign when they are asked.
- I look forward to providing you with regular updates on our progress.
- Please do not hesitate to reach out to me or a campaign volunteer with questions or if you are ready to participate and have not yet been contacted.
- Campaign prayer cards are in your pews. We will pray this weekly at Mass during the campaign, and I encourage everyone to pray it often.
- Let us now pray it together:



Pulpit Progress Report

[PARISH] | [CITY]

To be Delivered by [PASTOR]

I. Purpose:

- *Progress reports are meant to be given from the pulpit throughout the course of the public phase of the parish campaign.*
- *Share more information at the beginning and end of the campaign timeline, and in between keep it to a simple update.*

II. Speaking Notes:

- To share a brief update of the Love One Another Campaign with you; [PARISH] has received pledges totaling \$_____, which is _____% of our [\$PARISH GOAL] goal. Our 60% parish share of these funds when collected will be \$_____. This comes from the first [NUMBER OF PLEDGES]. We have more to accomplish, and I hope to have the support and participation of many parish families.
- I have made my own best campaign pledge and I ask for your prayerful consideration of making your best pledge when asked. Thank you.
- Now let us pray the campaign prayer.



Parish Reception

[PARISH] | [CITY]

To be Delivered by [PASTOR]

I. Purpose:

- *Receptions/after-Mass gatherings are an effective way to distribute folders and schedule follow-up visits quickly. Below is an outline of the suggested speaking points with an outline of agenda items. We recommend holding one or two gatherings after Mass at the church or another convenient venue.*
 1. *Blessings over the food/meal if necessary*
 2. *Play the campaign video (if possible)*
 3. *Briefly speak to the parish and archdiocesan case for support*
 4. *Share why this is a worthy cause and why you support it*
 5. *Make an appeal for all to participate*

II. Speaking Notes:

- I would like to start out by thanking everyone for coming out to this reception.
- It is truly inspiring to witness such a great turn-out today (if applicable). Our parish community at [PARISH], as you know, is incredibly faith-filled.
- As we have heard or read over the past two weeks, as well as witnessed, our parish has been very engaged in the Love One Another Campaign.
- Highlight parish case elements and the progress to-date.
- Cover archdiocesan case elements.
- Speak briefly about why you support this effort – share a story
- Parish volunteers and I have been diligently working to personally invite families to be a part of this campaign.
- Today, we would like to encourage your participation.
- You should have received a mailing and phone call to invite your participation in the campaign.
- We are here today to answer your questions and get everyone the information needed to make a thoughtful and prayerful decision about your own best pledge.

- I am pleased to share that together we have raised \$_____ in pledged commitments which is ____% of our parish goal of \$_____.
- This campaign means a great deal to our parish and for important Catholic ministries throughout the 10 counties of southeastern Wisconsin.
- While I have no way of knowing what pledge you can consider, or what other commitments you may have, I know you have been generous to the parish in the past. Your pledge will help us accomplish so much for our parish, the Church, and our community.
- Please visit with one of the volunteers here to discuss your pledge.

III. Closing Prayer & Thanks



Pre-Love One Another Weekend

[PARISH] | [CITY]

To be Delivered by [PASTOR]

I. Speaking Notes:

- Next weekend is Love One Another weekend at [PARISH].
- If you have already turned in your family's pledge for the campaign, THANK YOU!
- If not, please reach out with any additional questions to help in finalizing your decisions before bringing your completed pledge card to Mass next weekend.
- We have been diligently working over the past few months to invite families to be a part of this important effort. We have achieved _____% of our parish goal from the first [NUMBER OF PLEDGES] pledges made by our parish our families.
- I would like to take a moment to thank everyone for giving of their financial resources, time and effort to this point.
- I have been moved by the generosity of our parishioners and know that this will continue as we continue to work toward achieving our goal.
- Please keep me in your prayers and know you are in mine. Let us pray the Love One Another Campaign prayer.



Love One Another Weekend

[PARISH] | [CITY]

To be Delivered by [PASTOR]

I. Purpose:

Objectives of Love One Another Weekend, to:

1. Celebrate the volunteers and their hard work, as well as the parish staff and other lay leaders who have stepped forward to assist in the efforts throughout the campaign.
2. Encourage prayerful participation in this final effort to have families who have not turned in their pledge cards yet do so.
3. Collect completed pledge cards at Mass.

II. Speaking Notes:

- Today, we celebrate the Love One Another Campaign and its success to date at [PARISH]. I want to thank the volunteers who have been working tirelessly to reach out to the families of our parish and invite their participation.
- The Love One Another Campaign is rooted in the belief that our families and parishes are the foundation of our faith. They are where we deepen our love for God and one another, we are taught the truth of our faith, we receive Christ in the Eucharist, and are strengthened.
- We are indeed a very generous parish and respond to worthy needs such as those being met through the Love One Another Campaign; our parish and vital Catholic ministries.
- [PARISH] has raised \$_____ from #____ five-year pledges our families have made thus far toward the parish goal of \$_____.
- As of today, our parish will be receiving \$_____ to be used for: [LOCAL CASE].
- Today we would like to encourage families who have not already done so to turn in your completed pledge cards [INSERT INSTRUCTIONS FOR TURNING IN PLEDGE CARDS].
- Now let us pray the campaign prayer together.



Pre-In-Pew Weekend (Donor Testimonials)

[PARISH] | [CITY]

To be Delivered by [Tri-Chair/Volunteer]

I. Overview

- *The most important part of a donor testimonial is making the speaking points your own. Sharing a story/experience from the campaign, your history with the parish, or some other impactful connection to the campaign's mission is very important and will have a positive influence.*
- *State your connection to the campaign.*
- *Passionately explain the parish and archdiocesan campaign case elements.*
- *Provide a brief update on campaign progress and personal success.*
- *Thank parishioners for early generosity.*
- *Invite all parishioners to participate next weekend.*

II. Speaking Notes:

- Good morning/evening. My name is [NAME] and I have been a parishioner at [PARISH] for [NUMBER OF YEARS] years. I am a parish volunteer for the Love One Another Campaign at the parish.
- When [PASTOR] asked me to be a volunteer for the Love One Another Campaign my first reaction was _____. I said YES! because _____.
- Share a story about history with parish, importance of campaign, cases.
- [PARISH] is participating in this campaign in support of our own parish needs, including [PARISH CASE].
- Sixty percent of the funds we raise in the campaign will go toward these parish needs; more if we exceed our parish goal.
- Our goal here at [PARISH] is \$_____.
- To date, we've raised more than \$_____ from _____ pledges/families.
- This is _____% of our goal.
- Thank you to all who have stepped forward in support of this campaign.
- The success of the Love One Another Campaign depends on each family making their best pledge.
- Next weekend is our In-Pew pledge weekend at Mass.
- Pledge envelopes will be available or please bring your completed pledge card with you.
- Thank you for listening and please continue to pray for the success of the Love One Another Campaign.



In-Pew Weekend

[PARISH] | [CITY]

To be Delivered by [PASTOR]

I. Purpose:

- *The In-pew appeal should take place immediately after the homily or in place of the homily.*
- *Every Mass attendee should be handed a pledge envelope at the appropriate time by an usher.*
- *Everyone is encouraged to read the prayer and turn in a completed card with their decision today.*
- *An Altar call must be conducted to achieve best results.*
- *Please see examples of In-Pew Appeals w/ Altar Calls:*
 - <https://www.youtube.com/watch?v=3owS9XqqOFI>
 - <https://www.youtube.com/watch?v=yCVWnPoYx7g>
 - <https://www.youtube.com/watch?v=aw6tQBQN9Mo>

II. Speaking Notes:

- Good afternoon/morning/evening!
- The very history of our parish reminds us that we come from a generous faith community that strives to share our gifts of time, talent, and treasure.
- Over the past weeks you have heard about the Love One Another Campaign. We have been reaching out to all parishioners through a personal or virtual visit, mail, phone call, and during Mass to inform and invite participation in this exciting project.
- Today, we can help provide for the future generations of the Church in southeastern Wisconsin.
- The campaign priorities are parishes including our own needs at [PARISH], and new and expanded Catholic ministries in our 10 counties of southeastern Wisconsin for:
 - The poor and those in need.
 - Saint Francis de Sales Seminary.
 - Catholic schools.
 - Vital ministries throughout the Archdiocese of Milwaukee.
- Discuss local parish case for support.
- To date, we have raised pledges at [PARISH] totaling \$_____, which is _____% of our goal, from #_____ households. Our parish share of this total is \$_____.

- Now, even if you have already given, I would like every adult to take a pledge envelope and a prayer card, so that we may pray together. We have volunteers/ushers ready to distribute envelopes to anyone who needs them.
- (Pause briefly to allow time for every adult to receive a pledge envelope and prayer card).
- (Say the campaign prayer together – this ensures that everyone received an envelope).

Step by step instructions for filling out an envelope (fill one out along with parishioners):

- Today I am requesting two things of you:
 - Pray for the success of the campaign
 - Complete a pledge envelope
- We have not yet heard from every family. As a community of faith, we are called to help meet the needs of our parish and archdiocesan ministries.
- I have my pledge envelope right here, so let's begin filling it out together. Once we are finished, I will ask that each family turn in their envelope today.
- First, everyone please write in, at the very bottom, [PARISH] then [CITY].
- Second, please legibly print your first and last name, your address, city, state, and zip code.
- Third, please print your phone number and email address.
- Next make your best pledge. There is an option for everyone:
 - **YES.** I would like to make a pledge today. Please indicate your pledge total and the payment frequency you would like make your pledge over.
- Perhaps you can consider \$100 per month, over five (5) years, for a total pledge of \$6,000. Others might be able to give \$50 per month for a total pledge of \$3,000.
- If a particular option does not fit with your situation, please fill out the "Other" line.
- Remember that even a dollar a day, or \$30 per month, amounts to a pledge of \$1,800 over 5-years.
 - **AMEN.** I have already made my pledge. I thank you for your support.
- If you need more time or cannot pledge at this time, please mark **PRAY FOR SUCCESS.** A volunteer will be happy to follow-up with you to answer questions.
- There are several payment options, check, credit card, and automatic bank withdrawal.
- You will receive statements sent out next month giving you the option of how you would like to pay on your pledge. Please place any initial payment in the envelope and seal it.
- I hope you will prayerfully consider this invitation to join others in this campaign. Thank you.

Important: Please complete the in-pew appeal with an altar call. This final appeal is most effective when families carry up the envelopes and place in a basket. Music is encouraged throughout the process.



THE CATHOLIC CAMPAIGN

PHOTO(S) FROM
PARISH CASE
STATEMENT

Campaign Kick-Off Weekend

Today we kick off the Love One Another Campaign. Our parish's participation in the campaign, along with all 188 parishes in the Archdiocese of Milwaukee, will meet needs of our parish and support Catholic ministries in our 10 counties of southeastern Wisconsin.

Our goal is to raise [PARISH GOAL] in pledges payable over five (5) years from our parish families. Sixty percent of the funds from these pledges will go toward the parish needs listed on the right. The remaining funds are for new and expanded Catholic ministries for:

- The poor and those in need.
- Saint Francis de Sales Seminary.
- Catholic schools.
- Vital ministries throughout the Archdiocese of Milwaukee.

When you receive your invitation to consider pledging to the campaign, please pray about making your best pledge. Please join us in praying for the success of the Love One Another Campaign.

PARISH CASE FOR SUPPORT

Updated on [DATE]

Parish Goal: [GOAL]

Total Pledged: [TOTAL]

Percent Goal Pledged: [%]

Number Pledges: [#]

Average Pledge: [AVERAGE]

Parish 60% Share: [SHARE]

CAMPAIGN PRAYER

Almighty and ever-living God, we thank you for your blessings in our life.

We praise you for your goodness and generosity.

Help us to live as stewards of your grace and love that through prayerful work and sacrifice we may bring your love to our families, parish, and community.

We humbly pray for strength and fortitude to follow your great commission: to go make disciples of all people, living our faith through word and deed.

Inspire in your people generous hearts to strengthen the mission of our parish, to serve those in need, to support vocations,

and to educate our children through the Love One Another Campaign.

Guide us in this important campaign, watch over our efforts to help build your Kingdom here on Earth, and give us joy in serving You and Your Church now and forever.

Amen.



THE CATHOLIC CAMPAIGN

Our Parish Share of the Campaign Funds

The largest component of the Love One Another Campaign is strengthening our parishes. Sixty percent (60%) of all pledges made and fulfilled by [PARISH] families will go toward needs of our parish, including:

1. [LOCAL CASE 1]
2. [LOCAL CASE 2]
3. [LOCAL CASE 3]

If we surpass our parish campaign goal, an even greater percentage of the funds contributed by our parish families will go toward our parish's needs.

Please pray for the success of the Love One Another Campaign.

PHOTO(S) FROM
PARISH CASE
STATEMENT

[PARISH CASE FOR SUPPORT]

CAMPAIGN PRAYER

Almighty and ever-living God, we thank you for your blessings in our life.

We praise you for your goodness and generosity.

Help us to live as stewards of your grace and love that through prayerful work and sacrifice we may bring your love to our families, parish, and community.

We humbly pray for strength and fortitude to follow your great commission: to go make disciples of all people, living our faith through word and deed.

Inspire in your people generous hearts to strengthen the mission of our parish, to serve those in need, to support vocations,

and to educate our children through the Love One Another Campaign.

Guide us in this important campaign, watch over our efforts to help build your Kingdom here on Earth, and give us joy in serving You and Your Church now and forever.

Amen.



PHOTO(S) FROM
PARISH CASE
STATEMENT

Optional Love One Another Reception

All are invited to attend a reception on [DAY] [DATE] [TIME] [LOCATION]. Come meet new parishioners, learn about the campaign projects, ask questions, and find out how you can support this historic effort.

The Love One Another Campaign, strengthened by prayer, will enable us to address urgent parish needs as well as new and expanded Catholic ministries for:

- The poor and those in need.
- Saint Francis de Sales Seminary.
- Catholic schools.
- Vital ministries throughout the Archdiocese of Milwaukee.

[PARISH] will receive 60% of pledges made and fulfilled by our parish families up to the goal of [GOAL], and even more if we surpass our goal.

We hope you will join [PASTOR] and your fellow parishioners at a reception on [DATE] [LOCATION] to learn more.

[INCLUDE INFORMATION ABOUT FOOD/DRINKS & RSVPs]

Please pray for the success of the Love One Another Campaign.

PARISH CASE FOR SUPPORT

Updated on [DATE]

Parish Goal: [GOAL]

Total Pledged: [TOTAL]

Percent Goal Pledged: [%]

Number Pledges: [#]

Average Pledge: [AVERAGE]

Parish 60% Share: [SHARE]

CAMPAIGN PRAYER

Almighty and ever-living God, we thank you for your blessings in our life.

We praise you for your goodness and generosity.

Help us to live as stewards of your grace and love that through prayerful work and sacrifice we may bring your love to our families, parish, and community.

We humbly pray for strength and fortitude to follow your great commission: to go make disciples of all people, living our faith through word and deed.

Inspire in your people generous hearts to strengthen the mission of our parish, to serve those in need, to support vocations,

and to educate our children through the Love One Another Campaign.

Guide us in this important campaign, watch over our efforts to help build your Kingdom here on Earth, and give us joy in serving You and Your Church now and forever.

Amen.



Love One Another Campaign Update

Thank you to the generous families of [PARISH] who have made campaign pledges thus far. Every family will have the opportunity to participate and make their best pledge.

Your help is needed! Please join the parish campaign volunteer team at our next meeting on [DAY] [DATE] [TIME] [LOCATION]. Thank you!

[INSERT PHOTO OF VOLUNTEER MEETING]

PHOTO(S) FROM
PARISH CASE
STATEMENT

[PARISH CASE FOR SUPPORT]

Updated on [DATE]

Parish Goal: [GOAL]

Total Pledged: [TOTAL]

Percent Goal Pledged: [%]

Number Pledges: [#]

Average Pledge: [AVERAGE]

Parish 60% Share: [SHARE]



PHOTO(S) FROM
PARISH CASE
STATEMENT

Five-Year Pledges

Most families can make their best pledges payable over time, rather than one-time gifts.

Frequently Asked Questions about Pledges:

Who is being asked to pledge to the Love One Another Campaign?

All households in all parishes of the Archdiocese of Milwaukee will be asked to prayerfully consider a five-year commitment.

Why does the campaign request five-year pledges?

Pledges payable over five years allow families to budget their contributions in monthly or annual payments. Most of us can make larger commitments over time than we might be able to all-at-once. Five-year pledges help ensure we can meet our parish's campaign goal and fund the needs of the parish and important Catholic ministries in our 10 counties of southeastern Wisconsin.

When do pledge payments begin?

Each family determines the timing and frequency of their pledge payments and how payments are made.

PARISH CASE FOR SUPPORT

Updated on [DATE]

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Total Pledged: [TOTAL]

Percent Goal Pledged: [%]

Number Pledges: [#]

Average Pledge: [AVERAGE]

Parish 60% Share: [SHARE]

CAMPAIGN PRAYER

Almighty and ever-living God, we thank you for your blessings in our life.

We praise you for your goodness and generosity.

Help us to live as stewards of your grace and love that through prayerful work and sacrifice we may bring your love to our families, parish, and community.

We humbly pray for strength and fortitude to follow your great commission: to go make disciples of all people, living our faith through word and deed.

Inspire in your people generous hearts to strengthen the mission of our parish, to serve those in need, to support vocations,

and to educate our children through the Love One Another Campaign.

Guide us in this important campaign, watch over our efforts to help build your Kingdom here on Earth, and give us joy in serving You and Your Church now and forever.

Amen.



THE CATHOLIC CAMPAIGN

PHOTO(S) FROM
PARISH CASE
STATEMENT

Why Should I Pledge?

Next weekend is Love One Another Weekend. In addition to thanking the parish staff, volunteers, and lay leaders who have worked tirelessly over the past few months to make this campaign a success, we will ask for all families to return their completed pledge cards at Mass next weekend.

Stewardship of God's gifts bestowed upon each of us is a very personal matter. When considering how much one should pledge, we need to examine our blessings and consider doing our very best. You can make a difference by giving what is right for your household. It is only through the generosity of all of us that we can truly be successful. Please pray for the success of the campaign, the future of our parish and important Catholic ministries in our 10 counties of southeastern Wisconsin, as you come to a decision about your own best pledge. Thank you!

He who sows sparingly will reap sparingly, and he who sows bountifully will reap bountifully. Everyone must give according to what he has inwardly decided; not sadly, not grudgingly, for God loves a cheerful giver.

2 Corinthians 9:6-7

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Amen.



PHOTO(S) FROM
PARISH CASE
STATEMENT

Love One Another Weekend

Today we celebrate the efforts and accomplishments of our parish to reach our campaign goal of \$_____. A special thank you goes out to our team of volunteers, parish staff, and lay ministers who have worked to reach every member of our parish and encourage participation amongst all our parishioners.

The volunteer team includes but is not limited to:
[INSERT NAMES OF VOLUNTEERS]

Please join us and invest in the future of our parish and the Church in southeastern Wisconsin by returning your completed pledge card today.

Thank you!

PARISH CASE FOR SUPPORT

Updated on [DATE]

Parish Goal: [GOAL]

Total Pledged: [TOTAL]

Percent Goal Pledged: [%]

Number Pledges: [#]

Average Pledge: [AVERAGE]

Parish 60% Share: [SHARE]

CAMPAIGN PRAYER

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Amen.



PARISH CASE FOR SUPPORT

Next weekend is In-Pew Weekend

Next weekend at each Mass is In-Pew Weekend for the Love One Another Campaign in our parish.

We will ask every family to participate. Please be prepared to complete an envelope in-pew during Mass, and to:

- Make your best pledge.
- Celebrate having already made your best pledge.
- Indicate you are continuing to pray about your participation.
- Pray for success of the campaign.

CAMPAIGN STATISTICS

Updated on:

Parish Goal: \$

Total Pledged: \$

Percent Goal Pledged: %

Number Pledges:

Average Pledge: \$

Parish share of goal: \$

CAMPAIGN PRAYER

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Guide us in this important campaign, watch over our efforts to help build your Kingdom here on Earth, and give us joy in serving You and Your Church now and forever.

Amen.



THE CATHOLIC CAMPAIGN

In-Pew Weekend

Today, all parish families are invited to participate in the Love One Another Campaign In-Pew event. Our parish community is preparing for the next generation of Catholics at [PARISH] and across our 10 counties of southeastern Wisconsin. Please join with all families at Mass today in support of the Love One Another Campaign. Recognizing all we have and all we are is a manifestation of God's love, we are called to return gifts in thanksgiving for God's generosity and goodness to us.

TOTAL PLEDGE	ANNUAL PAYMENT	MONTHLY PAYMENT
\$12,000	\$2,400	\$200
\$9,000	\$1,800	\$150
\$6,000	\$1,200	\$100
\$4,800	\$960	\$80
\$3,000	\$600	\$50

PHOTO(S) FROM
PARISH CASE
STATEMENT

PARISH CASE FOR SUPPORT

Updated on [DATE]

Parish Goal: [GOAL]

Total Pledged: [TOTAL]

Percent Goal Pledged: [%]

Number Pledges: [#]

Average Pledge: [AVERAGE]

Parish 60% Share: [SHARE]

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Amen.



Prayers of the Faithful

For guidance on how to use our many gifts and talents in support of our Love One Another campaign, we pray to the Lord.

For our Love One Another Campaign: may we all find ways to help this troubled world we live in, we pray to the Lord.

For all invited to join us in our Love One Another Campaign: may the Holy Spirit enter into our hearts and allow us to share the many gifts we have been given, we pray to the Lord.

For strength and courage to give of ourselves in support of the Love One Another Campaign, we pray to the Lord.

For a revival of our Church community through the success of the Love One Another Campaign, we pray to the Lord.

For the Lord to open our minds and hearts to respond generously to the Love One Another Campaign, we pray to the Lord.

For all of us gathered here to truly Love One Another, we pray to the Lord.



Frequently Asked Questions by Parish Families

A. Campaign Related

1. What is the Love One Another Campaign?

The Love One Another Campaign is to prepare for the next generation of Catholics in our 10 counties of southeastern Wisconsin. Its goal is to raise pledges totaling \$150 million for needs in our parishes, helping the poor, and providing new and strengthened Catholic ministries across the Archdiocese of Milwaukee.

2. Which parishes are participating in the Love One Another Campaign and how will they participate?

All 188 parishes are taking part in four parish “waves” from summer 2021 to mid-2023. Parishes will conduct their own Love One Another Campaign efforts, supported by a campaign team.

3. Why is now the right time for the Love One Another Campaign?

Love One Another was paused during the pandemic to focus on the needs of our parish communities. The needs addressed by Love One Another continue, and we are now able to return our focus to the campaign.

4. How will Love one Another strengthen parishes?

Sixty percent (60%) of the funds raised, \$90 million of the overall campaign goal, will fund local parish needs identified by pastors, parish directors, and parish leadership.

5. How are parish goals set?

Parish goals are 140 percent of parish offertory for the 2019 fiscal year. The goals are not assessments.

6. How will campaign funds be allocated?

Sixty percent (60%) of pledges made and fulfilled by families in a parish will be used for the parish's stated needs. The remaining funds will be distributed based on the percentages allocated to each Catholic ministry in the campaign case statement.

7. Who will be asked to participate?

Every individual and family in the Archdiocese will be asked to prayerfully consider making their best campaign pledge.

8. How will campaign funds be administered?

A trust has been established for the sole purpose of receiving and disbursing funds raised through the Love One Another campaign for the uses and purposes set forth in the campaign and no other purposes.

9. Besides pledging, in what ways can people help the campaign?

All are asked to pray for the success of the Love One Another Campaign and for the parishes and ministries it serves. Also, every parish needs volunteers to help carry out the campaign. Please contact your parish office to volunteer.

Frequently Asked Questions by Parish Families Continued

B. Giving

1. Why emphasize pledges?

Pledging is a way to allow individuals and families to fulfill their generosity over time and eliminate what might be a burden to give all at once.

2. Why does my pledge request letter ask for a specific amount?

A pledge amount is suggested to help your parish reach its goal. Prayerful consideration should be given to making a pledge in proportion to one's blessings. Every pledge is important and appreciated.

3. Why are donors asked to complete and sign pledge cards; are they legally binding?

A pledge to the Love One Another Campaign is a promise to do one's best to give as stated on the pledge card. A signed pledge card is not legally binding and should a donor's finances change a pledge can be adjusted accordingly.

4. How are pledge payments made?

Donors may choose to fulfill their campaign pledge with monthly, quarterly, semi-annual or annual payments by check, credit card, automatic bank withdrawal, or qualified IRA distributions (age 70.5 or above). The Archdiocese will process each gift and provide gift acknowledgments and tax letters.

5. Are gifts to the campaign tax-deductible?

Gifts to the Love One Another Campaign are tax deductible to the extent allowed by law. Please consult your tax advisor regarding your specific situation.

6. Are gifts of stock or other non-cash gifts accepted?

Yes. The Love One Another Campaign accepts gifts of stock, and some non-cash gifts. Please contact Bob Pfundstein at 414-769-3583 or pfundsteinb@archmil.org for more information.

C. Other

1. Is the Catholic Stewardship Appeal taking place during the campaign?

Yes, the Catholic Stewardship Appeal will continue to be conducted annually. The Catholic Stewardship Appeal provides for the operational needs of the Archdiocesan Church on a year-to-year basis. The Love One Another Campaign is to meet extraordinary current and future needs of the greater southeastern Wisconsin Catholic community.

2. What became of the proceeds from the Faith In Our Future campaign?

\$83 million was collected from pledges. \$46 million addressed individual parish needs. \$11 million was disbursed in grants in support of the Faith In Our Future Trust initiatives. The remainder is in a designated Trust specially created for long term use. Full details can be found on the Trust website www.faithinourfuture.org.



Frequently Asked Questions By Parish Leaders and Volunteers

1. Why emphasize pledges payable over 60 months, (five years)?

Most families can make larger gifts when they are budgeted and paid for in installments over 60 months, (five years).

2. Why are donors asked to complete and sign pledge cards?

We ask donors to sign their pledge cards to confirm their intentions to give. Pledges are not legally binding and can be changed in donors' circumstances change.

3. Why is an initial payment requested?

If a donor is able, they are encouraged to make an initial payment. An initial payment is a strong indication of a donor's commitment to completing a campaign pledge.

4. How should pledge payment checks be made payable?

Checks for pledge payments should be made payable to "Love One Another Campaign." Donors may write the name of their parish in the memo space on their check.

5. Can a donor restrict their gift to a specific element of the campaign case, including their parish?

Donors are encouraged to give to all the areas of need in the of Love One Another Campaign case for support. A donor may restrict their gift to one or more of the campaign case elements. If a donor restricts a gift entirely to the parish case, the 60% parish and 40% ministries split of all the parish's gifts will be honored.

6. Why do donors place their completed pledge cards and initial payments in sealed envelopes to be mailed for processing?

Completed pledge cards and initial payments are placed in sealed envelopes to:

- a. allow donors who choose to use them protect confidential information.
- b. keep credit card information confidential.

The sealed envelopes should only be opened by the bank that processes the pledges and payments. Campaign funds, including cash gifts, should not be deposited into parish bank accounts.

7. How will pledge cards and initial payments be sent from the parish to the Archdiocese to be processed and acknowledged?

During the active phase of the campaign, the Pilot Phase, Wave 1, Wave 2 or Wave 3, the parish will be provided tamper-proof envelopes to mail pledges and initial payments to a campaign-designated lockbox for gift processing and accounting.

Frequently Asked Questions By Parish Leaders and Volunteers Continued

8. Who will acknowledge pledges and provide tax letters?

- a. Parishes are encouraged to send their own thank you letters to their donors.
- b. Donors will receive thank you letters from Archbishop ListECKi for their gifts and pledges.
- c. All donors will receive annual tax letters from the Archdiocese.

9. **How will the pledges be collected?** The Archdiocese is responsible for pledge collection. The Archdiocese will mail pledge payment reminders to those paying by check according to the donors' chosen payment schedules. Donors paying by credit card or automatic withdrawal will receive annual statements as reminders of their ongoing pledge payments.

10. When and how will our parish receive its share of the funds paid by our parishioners? Will the parish be assessed for these funds?

The parish share of funds collected will be allocated to the Love One Another Trust upon receipt from the donor. Disbursements of these funds into a restricted parish account will be made on a quarterly basis. The parish must request a proxy to use its funds in accordance with the parish case statement. These funds are not subject to the annual Archdiocesan assessment.

11. Will the Love One Another Campaign affect parish offertory?

Parish offertory generally remains constant during campaigns of this nature with proper communication and planning.

12. How should our parish plan to conduct its annual offertory appeal and the Catholic Stewardship Appeal?

Parishes should be able to conduct their annual parish offertory appeals and the Catholic Stewardship Appeal as scheduled and planned.

13. What if a family can only give to the Love One Another Campaign by reducing its gifts to the parish or the Catholic Stewardship Appeal?

Giving to the Love One Another Campaign is meant to be over-and-above a family's regular giving to the Church; that takes priority.

14. Is corporate matching accepted as a way to increase the impact of one's pledge?

Yes, if your company has a matching program, this is a great way to increase or even double your pledge. All corporate matching inquiries should be directed to your HR or finance departments. Please contact the campaign office at the number below with questions.



Public Phase Telephone Outreach

- Hello, may I speak to [PARISHIONER NAME] please?
- Good morning/afternoon/evening [PARISHIONER NAME], this is _____ and I'm calling on behalf of [PASTOR] at [PARISH]. How are you today?
- [PASTOR] has asked me to give you a call because we are working on the Love One Another Campaign here in our parish. I'm following up on the packet of information that you should have recently received from the church about the campaign. Have you received it yet, and if so, have you had taken a look?
- **(If Yes)** Terrific! I hope you find this project as exciting as I do. The campaign is at a great turning point as we start to draw closer to our goal and see more parishioners participating than we've experienced to date. We are currently at ____% of our goal of \$_____. But there is still work to be done, because we are not quite at our goal so that we can accomplish all of the wonderful projects we have set out to do. We need as much support as possible, as ____% of our parish has participated so far.
- I wanted to see if you have any questions about this initiative? We're really hoping to have all pledges in by the end of June (refer to packet/FAQ sheet for assistance. If you don't know the answer, ask Parish Campaign Director).
- **(If No)** I'm sorry about that, can I just confirm your address so we can re-send it to you?
- This campaign will help meet the needs of our church and will allow that the future generations have the resources to remain vibrant.
- Share why you are excited by the campaign.
- Whenever you are ready to make your pledge, please complete your pledge card and mail it into the church, leave it in the offertory basket, or drop it at the office. Thank you so much for your time and consideration. God bless you!

Voicemail:

- Hi. This is _____. I am a fellow parishioner at [PARISH]. Sorry to have missed you. I am following up on a packet of information you recently received from [PASTOR] regarding the Love One Another Campaign. Included is a letter from Father, a brochure, and a pledge form. We hope you will prayerfully consider Father's request, complete the pledge form, and mail it in, drop it in the offertory, or drop it at the church by the end of [MONTH]. If you have any questions, you can call the church office at _____. Thank you and God bless you.

Parish Campaign Director Name, Email, Phone Number



Social Media

Please note a separate, detailed social media guide is available

- In advance of and throughout the course of the public phase, your Parish Campaign Director will work on a parish-by-parish basis to instruct on how best to use social media to promote the campaign.
- During the preparation phase and within the first few weeks of your campaign silent phase, make sure to discuss which of the following platforms you may use with your Parish Campaign Director, and the audience that each platform accesses:
 1. E-Blasts
 2. Online Bulletins
 3. Parish Website
 4. Constant Contact
 5. Flock-Notes
 6. Live Streaming of Mass
 7. YouTube
 8. Facebook
 9. Twitter
 10. Instagram
 11. Other: _____
- The above are starting points for adaptation and use in your parish.
- Editable versions of materials in this Communications Guide will be posted to the campaign website, and your director will work with you developing original, parish-specific content.
- **Tips:**
 - Consistent timing of social media posts will create a better audience following and engage followers to respond, discuss, and anticipate updates.
 - Use pictures of volunteer meetings, optional receptions, and other events.
 - Gratitude posts keep people engaged. Please, always ask for permission before posting personally identifiable information or photos.



Robo-Calls

(To be used based on direction from Parish Campaign Director)

Invitation to Launch w/ Archbishop, Volunteer Orientation, or Parish Reception

- Purpose: A recorded voice message sent out to all your parishioners reminding them to attend an event is an additional focal point and can reach those who haven't responded to mailed/other forms of outreach.
- Instructions: Record a Voice memo on your smartphone and text or email it to your parish campaign director.
- Script: "Hello this is _____ from [PARISH]. We are beginning a campaign called the Love One Another Campaign here at [PARISH]. This is an opportunity for our parish community to invest in the needs for our parish and support shared Catholic ministries here in Wisconsin. We are in the early stages of organizing our efforts and are counting on parish leaders like yourself to help make this momentous effort a success. Please join us for a dinner with Archbishop ListECKI to learn more about this exciting project. The Launch event will take place on [DAY, DATE, LOCATION, at 6:00PM]. Please contact [NAME] at [PHONE # and EMAIL] to RSVP by [DATE]. We hope to see you there. God bless you and your loved ones."

LOA Weekend

- Purpose: A recorded voice message sent out to all your parishioners reminding them to bring their pledge cards to Mass the next day can serve as an additional communication touch and also reach parishioners who may not have attended Mass for Pre-Love One Another Sunday.
- Instructions: Record a Voice memo on your smartphone and text or email it to your parish campaign director.
- Script: "Hello this is _____ from [PARISH]. We are making good progress with our Love One Another Campaign. This Sunday is Love One Another Sunday. I ask if you have not yet made your pledge, please complete the pledge card we provided you and bring it to Mass or drop it off at the office. Your participation is important, and I thank you in advance. See you this weekend! God bless you and your loved ones."

Love One Campaign | Wave 3 Internal Timetable

Week	Weekly Activities	Weekend
Preparation Oct. - Jan. 2023	<p>This preparation phase begins prior to the active campaign time-period. It is meant to share campaign experience with parishes and gather materials needed to effectively begin a campaign, including:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Parish campaign preparation with campaign staff at each parish: <input type="checkbox"/> Collect initial documents: <ul style="list-style-type: none"> <input type="checkbox"/> parish roster w/ contact & giving information <input type="checkbox"/> proxy & parish needs template finished <input type="checkbox"/> pastor headshot & signature <input type="checkbox"/> parish letterhead & envelope <input type="checkbox"/> photos of parish & local needs <input type="checkbox"/> Review Communications Guide <ul style="list-style-type: none"> <input type="checkbox"/> Volunteer Recruitment Letter & Script <input type="checkbox"/> Request Letter <input type="checkbox"/> Develop Parish Brochure <input type="checkbox"/> Campaign Orientation and Training for Pastor & Co-Chairs <ul style="list-style-type: none"> <input type="checkbox"/> review campaign letters <input type="checkbox"/> identify top families & volunteers for pastor to visit before or soon after the launch <input type="checkbox"/> Recruit Campaign Co-Chairs (2-3) <ul style="list-style-type: none"> <input type="checkbox"/> identify and secure pledges of all chairs before launch events <input type="checkbox"/> Regional Pastor Orientation Meetings <input type="checkbox"/> Schedule Weekly 1:1 Meetings: <ul style="list-style-type: none"> <input type="checkbox"/> 1:1 check-ins with pastor & PCD <input type="checkbox"/> volunteer committee meetings (time, date, location – on parish calendar) <input type="checkbox"/> Code Roster (Specific Focus on CLMA) <ul style="list-style-type: none"> <input type="checkbox"/> confirm contact information, request amounts, missing families, deceased <input type="checkbox"/> Invites to Launch (February 2, 23, or March 2) <ul style="list-style-type: none"> <input type="checkbox"/> calls from pastor & co-chairs to <u>30-50 Top C,L,M,A households (depending on parish size)</u> <input type="checkbox"/> invitation letters, postcards, social media, email, robocalls, and other media <input type="checkbox"/> identify times on pastor's schedule to visit following launch (Weeks #1-3) <p style="text-align: center;">Stewardship Training Meetings in January and February: archmil.regfox.com/wave3stewardship</p>	
Week #1 Jan. 2-6	Weekly 1:1 Check-Ins with Pastor & PCD begin (15-30min) <ul style="list-style-type: none"> <input type="checkbox"/> Pastor Schedules Visits w/ Chairs & C, L, & M – Level Prospects <input type="checkbox"/> Mail Invites to Launch & Volunteer Orientation (January 3) <input type="checkbox"/> Stewardship Volunteer Recruitment 	Jan. 7-8
Week #2 Jan. 9-13	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <ul style="list-style-type: none"> <input type="checkbox"/> Pastor Visits w/ Chairs & C, L, & M – Level Prospects Weekly Leadership Meetings w/ Chairs & PCD begin (30min) <ul style="list-style-type: none"> <input type="checkbox"/> Launch Invitation calls from Pastor & Chairs to <u>30-50 Top C,L,M,A households</u> 	Jan. 14-15

Week	Weekly Activities	Weekend
Week #3 Jan. 16-20	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <input type="checkbox"/> Pastor Visits w/ Chairs & C, L, & M – Level Prospects <input type="checkbox"/> <u>Review In-Pew Volunteer Recruitment Speaking Notes & Cards</u> Weekly Leadership Meetings w/ Chairs & PCD (30min) <input type="checkbox"/> Launch Invitation calls from Pastor & Chairs to <u>30-50 Top C,L,M,A households</u> Stewardship/Announcement Letter Mailed – Jan. 16th – All Families	Jan. 21-22
Week #4 Jan. 23-27	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <input type="checkbox"/> Pastor Visits w/ Chairs & C, L, & M – Level Prospects Weekly Leadership Meetings w/ Chairs & PCD (30min) <input type="checkbox"/> Launch Invitation calls from Pastor & Chairs to <u>30-50 Top C,L,M,A households</u> <input type="checkbox"/> <u>Review Volunteer Orientation Meeting Speaking Notes & Agenda</u>	Jan. 28-29 <i>In Mass:</i> Vol. Recruitment
Week #5 Jan. 30 – Feb. 3	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <input type="checkbox"/> Pastor Visits w/ Chairs & C, L, & M – Level Prospects <input type="checkbox"/> All Chair Pledges Confirmed by Feb. 1 st Weekly Leadership Meetings w/ Chairs & PCD (30min) <input type="checkbox"/> Launch Invitation calls from Pastor & Chairs to <u>30-50 Top C,L,M,A households</u> <input type="checkbox"/> <u>Review Volunteer Training Meeting Speaking Notes & Agenda</u>	Feb. 4-5
Week #6 Feb. 6-10	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <input type="checkbox"/> Pastor Visits w/ Chairs & C, L, & M – Level Prospects Weekly Leadership Meetings w/ Chairs & PCD (30min) <input type="checkbox"/> Prepare Pastor & Chairs to Visit w/ Volunteers Volunteer Orientation (1hr) <input type="checkbox"/> Pastor, PCD, Chairs Presentation <input type="checkbox"/> Show Campaign Video <input type="checkbox"/> Q&A <input type="checkbox"/> <u>Pastor & Chairs Schedule Visits w/ Volunteers</u>	Feb. 11-12
Week #7 Feb. 13-17	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <input type="checkbox"/> Pastor Visits w/ Chairs & C, L, & M – Level Prospects Volunteer Training (1hr) <input type="checkbox"/> Walk through <u>Training Guide Placemat</u> <input type="checkbox"/> Live Visit Demonstration <input type="checkbox"/> Phrasing & Helpful Tips – <u>Volunteer Training Guide</u> <input type="checkbox"/> Volunteers Assigned 5 Packets each <input type="checkbox"/> All volunteers have pledged, or have pending, or scheduled pledged requests	Feb. 18-19
Week #8 Feb. 20-24	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <input type="checkbox"/> Pastor Visits w/ Chairs & C, L, & M – Level Prospects <input type="checkbox"/> PCD: BENCHMARK – Top 20 Donors Met Weekly Report Meetings w/ Chairs, Volunteers, & PCD (30-45min) <input type="checkbox"/> Review Visits	Feb. 25-26

Week	Weekly Activities	Weekend
Week #9 Feb. 27- Mar. 3	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <input type="checkbox"/> Pastor Visits w/ Chairs & C, L, & M – Level Prospects Weekly Report Meetings w/ Chairs, Volunteers, & PCD (30-45min) <input type="checkbox"/> Review Visits	Mar. 4-5
Week #10 Mar. 6-10	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <input type="checkbox"/> Pastor Visits w/ Chairs & C, L, & M – Level Prospects Weekly Report Meetings w/ Chairs, Volunteers, & PCD (30-45min) <input type="checkbox"/> Review Visits <input type="checkbox"/> Assign Additional Packets	Mar. 11-12
Week #11 Mar. 13-17	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <input type="checkbox"/> Pastor Visits w/ Chairs & C, L, & M – Level Prospects Weekly Report Meetings w/ Chairs, Volunteers, & PCD (30-45min) <input type="checkbox"/> Review Visits	Mar. 18-19
Week #12 Mar. 20-24	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <input type="checkbox"/> Pastor Visits w/ Chairs & C, L, & M – Level Prospects Weekly Report Meetings w/ Chairs, Volunteers, & PCD (30-45min) <input type="checkbox"/> Review Visits <input type="checkbox"/> Volunteers Invite Major Givers Personally to Reception	Mar. 25-26
Week #13 Mar. 27-31	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <input type="checkbox"/> Pastor Finalizing all Top Donor Visits <input type="checkbox"/> PCDS: ALL S&G1 DATA & LETTERS APPROVED by 3/25 Weekly Report Meetings w/ Chairs, Volunteers, & PCD (30-45min) <input type="checkbox"/> Review Visits Major Giver Reception (Optional): <input type="checkbox"/> Presentation by Pastor <input type="checkbox"/> Announce Progress To-Date <input type="checkbox"/> Additional Packets to Hand Out	Apr. 1-2
Week #14 Apr. 3-7	Use Holy Week to Prepare for Kick-Off (April 22-23) <input type="checkbox"/> Review <u>Kick-Off Weekend Speaking Notes</u> <input type="checkbox"/> Prepare Campaign Video for Mass <input type="checkbox"/> Provide <u>Kick-Off Weekend Bulletin</u> <input type="checkbox"/> Plan Public-Phase Receptions and Events	Apr. 8-9 <i>Easter Sunday</i>
Week #15 Apr. 10-14	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <input type="checkbox"/> Pastor Finalizing all Top Donor Visits Weekly Report Meetings w/ Chairs, Volunteers, & PCD (30-45min) <input type="checkbox"/> Review Visits	Apr. 15-16

Week	Weekly Activities	Weekend
PUBLIC PHASE BEGINS		
Week #16 Apr. 17-21	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <ul style="list-style-type: none"> <input type="checkbox"/> Review Kick-Off Weekend Final Preparations <input type="checkbox"/> Review <u>Reception Speaking Notes</u> <input type="checkbox"/> PCDS: BENCHMARK – parishes must be at 50% of goal to Kick-Off Weekly Report Meetings w/ Chairs, Volunteers, & PCD (30-45min) <ul style="list-style-type: none"> <input type="checkbox"/> Finalize Visits First Mailing to Special & General Households	Apr. 22-23 <i>In-Mass</i> <ul style="list-style-type: none"> - Kick-Off Weekend - Show Video - Prayer & Intentions - Reception Invitation - Publish Webpages <i>Bulletin Insert:</i> <ul style="list-style-type: none"> - Kick-Off
Week #17 Apr. 24-28	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <ul style="list-style-type: none"> <input type="checkbox"/> Review <u>Volunteer Recruitment Speaking Notes</u> <input type="checkbox"/> PCDS: ALL S&G2 DATA & LETTERS APPROVED by 4/26 Weekly Report Meetings w/ Chairs, Volunteers, & PCD (30-45min) <ul style="list-style-type: none"> <input type="checkbox"/> Finalize Visits Parish Reception: <ul style="list-style-type: none"> <input type="checkbox"/> Presentation by Pastor & Video <input type="checkbox"/> Announce Progress To-Date <input type="checkbox"/> Additional Packets to Hand Out 	Apr. 29-30 <i>In-Mass:</i> <ul style="list-style-type: none"> - Vol. Recruitment - Prayer & Intentions <i>Bulletin Insert:</i> <ul style="list-style-type: none"> - Vol. Recruitment
Week #18 May 1-5	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <ul style="list-style-type: none"> <input type="checkbox"/> Coordinate Donor Testimonial Speakers <input type="checkbox"/> Review <u>Why Should I Give Speaking Notes</u> Weekly Report Meetings w/ Chairs, Volunteers, & PCD (30-45min) <ul style="list-style-type: none"> <input type="checkbox"/> Finalize Visits (CLMA Decision Close-Out) Phone Follow-Ups Begin <ul style="list-style-type: none"> <input type="checkbox"/> Volunteers Call to Follow-Up on Reception, Special, and General Mailing Check-In Zoom w/ Archbishop Listecky 5/1 @4:30PM	May 6-7 <i>In-Mass</i> <ul style="list-style-type: none"> - Campaign Update - Prayer & Intentions <i>Bulletin Insert:</i> <ul style="list-style-type: none"> - Case Spotlight
Week #19 May 8-12	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <ul style="list-style-type: none"> <input type="checkbox"/> Close Pending Decisions <input type="checkbox"/> Review <u>5-Year Pledge Speaking Notes</u> <input type="checkbox"/> PCDS: ALL S&G3 DATA & LETTERS APPROVED by 5/10 Phone Follow-Ups <ul style="list-style-type: none"> <input type="checkbox"/> Volunteers Call to Follow-Up on Reception, Special, and General Mailing 	May 13-14 <i>In-Mass</i> <ul style="list-style-type: none"> - Campaign Update - Prayer & Intentions <i>Bulletin Insert:</i> <ul style="list-style-type: none"> - Why Should I Give?
Week #20 May 15-19	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <ul style="list-style-type: none"> <input type="checkbox"/> Close Pending Decisions <input type="checkbox"/> Review <u>Pre-LOA Weekend Speaking Notes</u> Phone Follow-Ups <ul style="list-style-type: none"> <input type="checkbox"/> Volunteers Call to Follow-Up on Reception, Special, and General Mailing Second Mailing to Special & General Households	May 20-21 <i>In-Mass</i> <ul style="list-style-type: none"> - Campaign Update - Prayer & Intentions <i>Bulletin Insert:</i> <ul style="list-style-type: none"> - 5-Year Pledge

Week	Weekly Activities	Weekend
Week #21 May 22-26	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <input type="checkbox"/> Close Pending Decisions <input type="checkbox"/> Review <u>LOA Weekend Speaking Notes</u> <input type="checkbox"/> Record LOA Weekend Robo-Call Reminder	May 27-28 <i>In-Mass</i> - Pre-LOA Weekend - Donor Testimonials - Prayer & Intentions <i>Bulletin Insert:</i> - Pre-LOA Weekend
Week #22 May 29-June 2	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <input type="checkbox"/> Review <u>In-Pew Weekend #1 Speaking Notes</u> <input type="checkbox"/> Walk Through In-Pew Weekend #1 Plan in GREAT DETAIL Third Mailing to Special & General Households	June 3-4 <i>In-Mass</i> - LOA Weekend - Donor Testimonials - Prayer & Intentions <i>Bulletin Insert:</i> - LOA Weekend
PARISHES +80% OF GOAL MAY CONDUCT IN-PEW WEEKENDS		
Week #23 June 5-9	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <input type="checkbox"/> Finalize In-Pew Weekend #1 Plans	June 10-11 <i>In-Mass</i> - In-Pew Weekend #1 - Prayer & Intentions <i>Bulletin Insert:</i> - In-Pew Weekend #1
Week #24 June 12-16	Weekly 1:1 Check-Ins with Pastor & PCD (15-30min) <input type="checkbox"/> Review In-Pew Weekend #1 Performance <input type="checkbox"/> Finalize In-Pew Weekend #2 Plans	June 17-18 <i>In-Mass</i> - In-Pew Weekend #2 - Prayer & Intentions <i>Bulletin Insert:</i> - In-Pew Weekend #2
Week #25 June 19-23	Campaign Closeout/Celebration Review In-Pew 2 Performance + Make Follow-up calls Check-In Zoom w/ Archbishop ListECKi 6/26 @4:30PM	June 24-25 <i>Bulletin:</i> - Thank You Over 100% of Goal



Roles & Responsibilities – Pastor/Parish Director

As the spiritual leader of the community, the Pastor/Parish Director is the campaign's chief spokesperson and greatest advocate within the parish. Parishioners will look to him or her for leadership, spiritual guidance, and support. With the Pastor's/Parish Director's support of the fundraising plan and commitment to the vision and goals it outlines, the parish is sure to enjoy a successful campaign.

The Pastor/Parish Director :

- Prays for the success of the campaign and serves as its spiritual leader in the parish.
- Supports the campaign case and plan by demonstrating an interest and concern for the program and the good works that it will accomplish.
- Considers a meaningful pledge to the campaign.
- Helps to implement the Stewardship portion of the campaign.
- Devotes sufficient time each week to the campaign including training and reporting meetings and weekly meetings with the assigned Parish Campaign Director.
- Recruits competent and credible lay leaders to the Campaign Executive Committee.
- Helps to identify prospective Major Gift donor families and makes select visits.
- Announces the campaign at the appropriate time designated by the campaign timetable.
- Attends training and report meetings.
- Delivers pulpit announcements in accordance with the campaign timetable and speaks positively about the campaign.

Roles & Responsibilities – Your Assigned Parish Campaign Director

A parish campaign director assists the parish throughout the campaign. The parish campaign director will:

- Assist in preparation of all campaign operational materials.
- Assist the Pastor/Parish Director with identification of top prospects and leadership team recruitment.
- Brief the Pastor/Parish Director and campaign leadership throughout the campaign.
- Lead volunteer orientation and training sessions.
- Coordinate distribution of campaign promotional materials.
- Provide professional campaign direction at all phases of the campaign.
- Assist in pledge documentation and redemption procedures.



Roles & Responsibilities – Campaign Chairs

The Campaign Tri-Chairs help lead the parish campaign. The Campaign Tri-Chairs should possess the following qualities:

- Demonstrate leadership.
- Identify with success.
- Know the parish well.
- Make pledges that provide leadership examples for other families.

Duties & Responsibilities:

- Coordinate the Love One Another Campaign together with the Pastor and Parish Campaign Director.
- Assist in leading the program and motivating others to work for the campaign.
- Encourage volunteers to follow the procedures outlined in the campaign plan.
- Assist Pastor/Parish Director to identify and visit Leadership (\$50,000+) and Major (\$25,000+) gift level families.

The Campaign Tri-Chairs should dedicate two to four hours each week to the campaign. Additional time may be required during the first few weeks. The Campaign Tri-Chairs:

- Lead campaign report and training meetings.
- Participate in planning meetings with the Pastor, Parish Campaign Director, and other campaign volunteers.
- Serve as visible leaders for the campaign through recruitment efforts and in parish meetings, optional receptions, and announcements, as appropriate.

Roles & Responsibilities – Campaign Volunteers

Campaign volunteers should be engaged parish leaders and supporters of the parish community.

Volunteers are asked to support the campaign and:

- Pray for the success of the Love One Another Campaign
- Make their own best five-year pledge to the campaign
- Advocate for the campaign and share their passion for the case for support.
- Attend campaign report meetings in person or virtually.
- Visit with fellow parishioners to invite their support for the campaign.
- Follow up with parish families after inviting their support and receive their best pledges.