

# The Campaign Plan and Timeline

---

## **Our Methods of Approach**

The *Appeal* plan calls for a phased approach, multi-level and proportionate gift requests, the acceptance of both pledges and immediate gifts, personal visits/calls to prospective leadership gift donors (Crozier Society), mailings, and a strong emphasis on the Appeal from the pulpit on Announcement and Commitment Sunday weekends. Conducting the *Appeal* in phases (starting with those few prospects with substantial resources, and then expanding out to broaden the approach) facilitates mounting enthusiasm, credibility and momentum for the *Appeal*. Pledges allow for larger gifts by enabling families to spread the commitment over a period of six months.

***The Appeal is rooted in stewardship as a way of life,  
and invites each household to make an equal sacrifice, not to give an equal amount.***

The aim of inviting donors to give in accordance with the blessings received freely from our loving God, is best accomplished through 3 separate phases of the Appeal:

### **The Leadership Gift Phase**

- ♦ Personal phone calls and emails

### **The Parish Gift Phase**

- ♦ Direct mail #1 – Letter & invitation to participate mailed to all active registered families
- ♦ In-Pew Appeal – Bishop’s Video message and in-pew process

### **The Follow-up Phase**

- ♦ In-Pew Follow-up – Process repeated in an effort to get a response from every family
- ♦ Email Message
- ♦ Direct Mail #2 – Mailed to all active registered families who have yet to respond
- ♦ Direct Mail #3 – Mailed to all families with no response and who have given in | previous years to the Appeal

### **Evangelization**

- Postcard – Mailed to all inactive registered families

## **I. Leadership Gift Phase (January)**

### ***The Crozier Society***

To encourage donors to consider leadership gifts to the Appeal of \$1,000 or more, Bishop Estévez has created *The Crozier Society*. Donors who pledge \$1,000 or more (annually) will be recognized for their generosity in a variety of ways, appropriate to their giving level.

### **Crozier Receptions**

During this phase, donors perceived as having the capacity to consider a commitment of \$10,000 or more will be invited to one of multiple receptions conducted throughout the diocese. Bishop Estévez will be personally involved in approaching these Leadership Gift level prospects. Receptions for these donors to learn more about the Appeal and to hear the bishop personally describe the objectives of the Appeal have been scheduled for January/February in private homes.

**\*\*2021\*\*** Due to health guidelines, there will not be any home receptions in 2021.

Diocesan staff will reach out to this group individually, inviting them to become Crozier Society members.

**Parishes are asked to identify potential *Crozier Society* donors. This is accomplished through two separate reports exported from Church Office Records. One list (those who gift \$2,500 or more in offertory in the past year) and a second list (those who gift \$7,500 or more in offertory in the past year).**

These lists determine who will receive an invitation to gift \$1,000 or more to the Appeal.

## **II. Parish Gift Phase (January - February)**

### **Direct Mail Appeal #1**

Prior to Commitment Weekend, every active registered family in the diocese not contacted during the Leadership or *Crozier Society* Gift phase, will receive a mailing from Bishop Estévez inviting their sacrificial pledge commitment in support of the Appeal. This mailing will include a letter, brochure, pledge card, prayer card, prayer request card, and a reply envelope directed back to the Diocese for processing. Parishes will be provided with instructions on how to handle any pledge cards that might come to the parish during training sessions conducted for the Parish Leadership Teams in January-February.

### **Announcement Weekend (February 6-7)**

This year we are asking Pastors to:

- ♦ Give the homily and make a statement of support for the upcoming Commitment Weekend, and/or;
- ♦ Invite lay witness speakers from your respective parish to announce the Appeal, and give a personal witness to the role stewardship plays in their life

Bulletin announcements, screen savers (digital announcements), pulpit announcements, and prayers of the faithful are available for download online.

### **In-Pew Appeal (February 13-14)**

On the weekend of February 13-14, every parish in the Diocese is asked to conduct the in-pew process. A short video, in which Bishop Estévez personally invites families to give to the Appeal, will be provided and every parish is asked to show the video at the Homily during each Mass. Pastors are strongly encouraged to pray this year's Stewardship prayer from the pulpit, make an announcement in support of the Appeal, and encourage participation. In-pew envelopes are provided to parishes for all Masses.

## **III. Follow-up Gift Phase**

### **In-Pew Follow-up Appeal (February 20-21)**

All parishes are asked to conduct the Appeal In-Pew Process again at all weekend masses in order to ensure all parishioners who attend Mass have been asked by their Pastors to make a gift.

### **Direct Mail Appeal #2 (April)**

A letter from the Bishop/Pastor and pledge card will be mailed to all faithful who have not pledged, with the exception of those who have acknowledged they are not able/will not be pledging a gift to the Appeal during the Direct Mail #1 or In-Pew Process.

### **Other options for gifts (late February)**

Via e-mail, the diocese will contact all faithful who have not pledged, directing potential donors with a link to the website. All Appeal materials and an electronic means of making a pledge or one-time gift should be prominently displayed and easily accessible.

**Direct Mail Appeal #3 (June)** Only past Appeal donors who have yet to make a pledge or gift will be mailed a final invitation to give and encouraged to participate.

#### **IV. Evangelization**

All registered households how have been dormant will be mailed a postcard inviting them to visit a website ([onefaithonefamily.com](http://onefaithonefamily.com)). This website will be an invitation to become more active in their faith lives. Parishes will be supplied with this mailing list for use in their own follow-up with this group.