

# Parish Visit Fundraising Information & Template

Updated: 3/22/17

**Choose a Local Program Coordinator**

The Local Program Coordinator (LPC) is an individual (station employee, volunteer, board member) who oversees and coordinates all facets of the Parish Media Partnership program. Their duties include the following:

- Meet with local pastors and lay organizations
- Set-up weekend pledge campaigns
- Secure volunteers to assist with weekend pledge campaigns
- Administration of program details such as bookkeeping and maintaining databases.

## **Parish Media Partnership Drive Form**

**Parish** \_\_\_\_\_ **Weekend Scheduled** \_\_\_\_\_

Priest \_\_\_\_\_ Contacted By \_\_\_\_\_

Confirm. Letter \_\_\_\_\_ Logistics Call \_\_\_\_\_

Follow up Letter \_\_\_\_\_

Mass Times:

Saturday \_\_\_\_\_

Sunday \_\_\_\_\_

	Vigil	Sunday 1	Sunday 2	Sunday 3
Speaker				
Set Up				
Helper				
Other				

Supplies:

Pens \_\_\_\_\_

Brochures \_\_\_\_\_

Collection Bins \_\_\_\_\_

**Parish Media Partnership Drive Form Descriptions**

ParishName of parish contacted/visited

Weekend Scheduled: Official date of weekend scheduled and approved by parish priest and station representative

Priest: Name of head pastor of parish and/or pastor that station representative met with

Contacted by: Name of station representative who contacted and/or met with priest

Confirm. Letter: Letter of confirmation sent out to parish priest immediately after meeting/contacting the priest and deciding on a weekend for the presentation.

Logistics Call: Call placed by station representative to parish secretary or priest 3-5 days before the scheduled weekend to confirm the weekend verbally, remind priest about the presentation, check parish mass times and other relevant details.

Follow-up Letter: Letter sent to parish priest within one week of concluding the presentation at his parish. This thank you letter includes the tabulated amount pledged by his parishioners, along with the matching funds, for a final total.

Mass Times: Weekend Mass times for the parish confirmed the week of the scheduled presentation. This should be confirmed by calling the parish (Logistics Call), and not by past bulletins, [masstimes.org](http://masstimes.org), or any other source BUT the parish itself.

SpeakerScheduled presenter for a (or all) of the Masses for the weekend. Add more columns for more Masses, if needed.

Set Up: Individual in charge of the set up and clean-up of the parish before and after the presentations. This is always the speaker, unless otherwise arranged with a specific volunteer.

Helpers: Volunteers coordinated to hand out literature, collect pledge cards and answer questions at the exits after Mass. These volunteers also help with set up and clean of the parish. Can be parishioners or station volunteers.

Supplies: The determination of how many pledge cards, collection bins, pencils and literature needed for the number of parishioners for that parish throughout the scheduled weekend. This is best determined by asking the parish secretary how many bulletins are printed each weekend and subtracting 200 (for number of pledge cards, pencils and literature pieces needed). Also by asking the secretary how many exits are in the church will help determine how many collection boxes and volunteers will be needed to cover the doors.

Notes: Place for any notes or comments related to the parish or the scheduled weekend. The final amount pledged, as well as any contributed matching funds, should also be written in this box for recording and references purposes.

### **Confirmation Letter Template:**

DATE

NAME

PARISH NAME

ADDRESS

CITY, STATE ZIP

Dear NAME

Thank you for taking the time to talk with STATION REPRESENTATIVE to learn more about NAME OF STATION. Catholic radio has great potential to strengthen the faith of current Catholics, bring fallen-away Catholics back to the Church, and bring non-Catholics to the Truth of the Catholic Faith.

We are delighted to have the opportunity to speak to the parishioners at PARISH NAME after masses during the weekend DATE.

This generous gesture on your behalf will allow NAME OF STATION to continue raising funds towards our goal of DOLLAR AMOUNT. NAME will contact you prior to our scheduled weekend to bring you up to date on the station and the logistics of conducting the pledge drive at your parish.

As TITLE of NAME OF STATION, I would like to personally thank you for your interest and support of this project. Please let me know of any way this radio station can support your work and ministry at your parish.

If you have any questions or concerns about the pledge drive, please contact me at PHONE NUMBER

Sincerely,

NAME

TITLE

**Logistics Call Checklist**

When calling the parish to confirm the presentation 3-5 days before the scheduled weekend, be sure to obtain the following information from the priest or secretary:

\_\_\_\_\_ Confirm the presentation the upcoming weekend

\_\_\_\_\_ Weekend Mass times (including Contemporary, Life Teen, bi-lingual, etc.)

\_\_\_\_\_ Number of bulletins printed each weekend

\_\_\_\_\_ Layout of parish

\_\_\_\_\_ Number of exit doors that are commonly used

\_\_\_\_\_ Which priests (if more than one) are doing specific Masses

\_\_\_\_\_ Any devotionals conducted before or after Masses (you don't want to interrupt a Rosary, for example, to set up pledge cards for a Mass)

\_\_\_\_\_ Place where supplies can be placed in the Church (lobby, coat room, choir loft, etc)

\_\_\_\_\_ Give contact name and phone number of coordinating party in case there is a change of

schedule/situation, or any questions about the upcoming weekend.

**Contact Sheet Template**

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell: \_\_\_\_\_

Mailing

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Physical Address:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Prefers to be contacted by:

**Mail Email Phone Cell**

Notes:

**Weekend Set-up Checklist**

As you prepare for the upcoming weekend, be sure to: \_\_\_\_\_ Place logistics call to parish \_\_\_\_\_ Make and bundle pledge cards into piles of ten, criss-crossed for easy set up \_\_\_\_\_ Gather pencils, collection bins \_\_\_\_\_ Gather literature for hand out after Masses \_\_\_\_\_ Secure volunteers (either from parish or from station) to help with weekend

\_\_\_\_\_ Call each presenter to confirm at which Mass they will be presenting, along with any logistical details they may need to be aware of (which priest at their Mass, layout of church, list of volunteers, etc.).

\_\_\_\_\_ Let presenters know when and where they can pick up their secure pledge card bag on Friday, and where and when it needs to be returned on Sunday afternoon.

\_\_\_\_\_ Give presenters the name and number of the weekend coordinator, in case of emergency or change in situation, etc.

## **Pledge Talk Process - Saturday**

- . 1) Arrange to have parishioners hand out literature at all exits after each Mass.
- . 2) Show up early, before the first Mass of the weekend and the first Mass on Sunday. Distribute ten pledge cards per pew. Cards should be placed on the pew end closest to the center aisle. Ten pencils need to be placed on top of the stack of pledge cards.
- . 3) At the back of the church, in visible, common areas, place the pledge card collection boxes on chairs or other high, easily accessible places. Make sure each box has a copy of the pledge card taped to the front so parishioners understand to put their pledge cards in those boxes.
- . 4) Take stacks of the handout and place them in accessible places near the exits, so they can easily be found by those handing them out after Mass.
- . 5) Take time before Mass, and after you receive communion, to pray for the pledge talk, asking God to open the hearts of those listening.
- . 6) Find the presiding priest before each Mass and let him know you are there to do the talk. He should be expecting you, but a reminder will ensure he will not forget to ask you to the podium after Mass is over. Be sure to clarify which lecturn he wants you to speak from. Then, sit near that lecturn.
- . 7) Conduct the pledge talk after Mass, once you are invited to the lecturn by the priest.
- . 8) After the pledge talk, head directly to the exits to find your volunteers. Do not wait for the closing song. Go directly to the back and get ready for your helpers.
- . 9) As soon as Mass dismisses, start handing out literature.

- . 10) Take time to answer questions, talk with people, listen to their ideas about programming, etc.
- . 11) If you are presenting at another mass later that day or the next, set up the church before you leave.
- . 12) After all masses are finished for the weekend, collect remaining unused pledge cards into one box, pencils in another. Collect remaining literature.
- . 13) Filled out pledge cards can go in your deposit bag.
- . 14) If you are finished for the day, fill out your Post Talk Check List and place it, along with filled out pledge cards, in your deposit bag.
- . 15) Be sure the church is left looking neat.
- . 16) Thank the priest.
- . 17) Return all materials to PLACE by TIME on DAY.

Notes:

## Pledge Talk Process - Sunday

- . 1) The pledge cards, pencils, etc. will already be set up from the night before, so you won't have to worry about setup before the first Mass.
- . 2) Take time before Mass, and after you receive communion, to pray for the pledge talk, asking God to open the hearts of those listening.
- . 3) Find the presiding priest before each Mass and let him know you are there to do the talk. He should be expecting you, but a reminder will ensure he will not forget to ask you to the podium after Mass is over. Be sure to clarify which lecturn he wants you to speak from. Then, sit near that lecturn.
- . 4) Conduct the pledge talk after Mass, once you are invited to the lecturn by the priest.
- . 5) After the pledge talk, head directly to the main exit. Do not wait for the closing song. Be ready to hand out literature and show people where to put their pledge cards.
- . 6) As soon as Mass dismisses, start handing out literature.
- . 7) Take time to answer questions, talk with people, listen to their ideas about programming, etc.
- . 8) After the parish clears out, set up for the next Mass – ten cards per pew to be placed on the ends of pews closest to the middle aisle. Make sure there is a corresponding number of pencils for each stack of pledge cards.
- . 9) After the church clears out after the last Mass, collect remaining unused pledge cards into one box, pencils in another. Collect remaining literature.
- . 10) Filled out pledge cards can go in your deposit bag.

- . 11) If you are finished for the day, fill out your Post Talk Check List and place it, along with filled out pledge cards, in your deposit bag.
- . 12) Be sure the church is left looking neat.
- . 13) Thank the priest.
- . 14) Return all materials to PLACE by TIME on DAY.

Notes:

## Weekend Pledge Tally Template

Name \_\_\_\_\_ Date \_\_\_\_\_

Parish \_\_\_\_\_

Mass 1

Time \_\_\_\_\_ Comments: \_\_\_\_\_ Number of cards collected \_\_\_\_\_

Mass 2

Time \_\_\_\_\_ Comments: \_\_\_\_\_ Number of cards collected \_\_\_\_\_

Mass 3

Time \_\_\_\_\_ Comments: \_\_\_\_\_ Number of cards collected \_\_\_\_\_

Mass 4

Time \_\_\_\_\_ Comments: \_\_\_\_\_ Number of cards collected \_\_\_\_\_

Total Number of Pledge Cards Received: \_\_\_\_\_

Signature: \_\_\_\_\_

Please return pledge cards and supplies to \_\_\_\_\_ by \_\_\_\_\_ pm on Sunday.

# The Pledge Talk

Good afternoon/morning. My name is SPEAKER NAME. It is a great privilege to speak with you today about some exciting news. Many years and many prayers have gone into making Catholic Radio a reality in our area. And now, the time has come. RADIO STATION NAME has just purchased FREQUENCY to be a full time Catholic radio station for GEOGRAPHICAL AREA. The station will be/went on the air TIME FRAME.

The station we purchased, FREQUENCY, has great capacity to reach many souls for Christ. This is a SIGNAL STRENGTH station, with the potential to reach more than NUMBER listeners from LISTENING AREA This is a great opportunity we have been given to share the Truth of the Catholic Church on the airwaves in our area.

Catholic Radio is relatively new in the United States. There are more than 17,000 AM and FM radio stations in the country. More than 1,700 or 10 percent, are Protestant stations. STATION NAME & FREQUENCY is only the EXACT NUMBER Catholic station in the United States. As Catholics, our great mission of evangelization has only recently taken shape on the airwaves of this country. Again, more than 10 percent, or 1,700 stations in this county, are Protestant. As Catholics begin to understand and utilize this great medium of communication, laymen all over the country will begin to know and understand their Catholic faith in new and deeper ways.

[Insert short personal story here] For example:

I can speak first hand to this. You see, I was raised a Protestant Evangelical and was always taught that Catholics were wrong – not only wrong, but that Catholics were not even Christians. However, through God’s grace and mercy, He brought me and my husband to the Truth of the Catholic Church. If it were not for Catholic media – Catholic books, tapes, television and radio, I would probably not be Catholic today.

I know there are many of you sitting here this afternoon who have children, spouses, siblings, grandchildren, and many others in your life who have left the Catholic Church.

You feel powerless to speak with them, and even if you could speak with them, you wouldn't know what to say. Many of you have Protestant friends and neighbors who question you about your Catholic faith, but you don't have the answers to adequately address their misconceptions about the Church.

Well, now you do. STATION NAME & FREQUENCY exists to provide compelling and informative programming to help strengthen the faith of current Catholics, bring fallen away Catholics back to the faith, and spread the Truth of the Catholic Church to non-Catholics. Radio is easy. You can listen anytime, anywhere – in your car, at the kitchen sink, or next to your computer at work.

STATION NAME & FREQUENCY has the blessing and support of the NAME OF DIOCESE and NAME OF BISHOP. STATION NAME & FREQUENCY is its own 501(c)(3) non-profit organization, and is a listener-supported ministry.

The cost associated with the startup and maintenance of this station is DOLLAR AMOUNT. We have created an organization called the St. Gabriel Radio Guild to help us realize this goal. We see in the Gospel of Luke, the Angel Gabriel appeared to the Blessed Virgin Mary to proclaim the Good News of Salvation – that she would bear a son who would be the salvation of the world. To this proclamation Mary said yes, and was overshadowed by the Holy Spirit. I invite you, now, to share in the ministry of St. Gabriel and the Blessed Mother. You can assist in the proclamation of the Good News, and bring Jesus more fully into the world through your 'YES' to Catholic Radio, which is truly a movement of the Holy Spirit in GEOGRAPHICAL AREA.

I would like to explain how you can become a member of the St. Gabriel Radio Guild:

I'd like those at the end of the pews closest to the aisles to locate the stack of pledge cards and pencils. Please take one and pass the remainder to your neighbor until you reach the end of the pew. This card represents the way for you to become a member of the St. Gabriel Radio Guild. You become a member by making a financial pledge to

STATION NAME & FREQUENCY. You will notice on the pledge card there are listed various pledge options. Simply check the amount you wish to pledge. We are not asking for cash or checks today, just a pledge amount. Next you will notice, AND THIS IS VERY IMPORTANT, check whether this is a one-time, monthly or annual gift. If you do not indicate a choice we will assume you intended a monthly gift. So, you can see why correctly checking the one time, monthly or annual gift is so important. So, again, please take a moment now to indicate your pledge level and whether this pledge is for a one-time, monthly, or annual gift.

Next, complete the card with your name, mailing address and the rest of the information requested. All your contributions are tax-deductible as NAME OF STATION is a non-profit organization. I want to remind you that I am not asking for a donation at this time, but simply a pledge amount. You will be sent a reminder in the next couple of weeks regarding your pledge.

We have an exciting opportunity this weekend here at NAME OF PARISH. A generous donor has come forward with a matching gift. This individual will match, dollar-for-dollar the first DOLLAR AMOUNT pledged at NAME OF PARISH this weekend. This matching gift is only available on pledges made this weekend, so I ask you to keep this generous matching gift in mind as you decide your pledge amount.

So, if you pledge \$50 per month, this pledge will be counted at 12 x \$50 or \$600. This full amount will be matched and your \$600 becomes \$1200. The monthly pledges are vital in our pledge goal of DOLLAR AMOUNT for this weekend at NAME OF PARISH. This will help us reach our overall goal of DOLLAR AMOUNT.

Your pledge makes you a part of the St. Gabriel Radio Guild. The staff of STATION NAME & FREQUENCY will remember you in all station prayer and Eucharistic Adoration, and NAME OF STATION Masses.

On your way out, please drop your completed pledge card into one of these boxes

located at the exits. Please do not take the pledge cards home with you. The only way we can take advantage of the matching gift is for you pledge here today!

I'd like to leave you with one last thought. Just as the message of the angel to the Blessed Virgin Mary resounds to our day, affecting, changing and bringing people to Christ; so the pledge that you make today will not only affect your generation, but generations to come as the good news of Jesus Christ continues to be proclaimed on Catholic airwaves in this area, long past your lifetime. What a legacy.

Thank you very much for your kind attention and patience. I will be in the back if you have any questions.

## Pledge Card Template



(your logo here)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Parish/Organization \_\_\_\_\_ Date \_\_\_\_\_

**Yes! I want to support the mission of Catholic radio in my area.**

**Please accept my pledge of:**

\_\_\_\_\_ \$25 \_\_\_\_\_ \$50 \_\_\_\_\_ \$100 \_\_\_\_\_ Other

**This Pledge is a:**

\_\_\_\_\_ One Time Gift \_\_\_\_\_ Monthly Gift \_\_\_\_\_ Annual Gift

\_\_\_\_\_ Please contact me about charging my debit/credit card or automatic withdrawal  
from my checking/savings account.

# **Matching Funds**

## **Overview**

The Matching Funds Program is an important way to “grow” donations quickly. As the name suggests, the program provides a dollar-for-dollar match of funds provided by a small donor and those of a larger donor. This approach is especially useful while engaged in the Parish Media Partnership (PMP) program, since it provides a clear incentive to “give now.”

The program is straight-forward and consists of several steps. The first is to secure

significant donations. Whether this is a \$1,000 or \$10,000 per individual gift, donations provide the seeds for the Matching Funds Program. Next, discuss with individual donors whether their entire donation or a portion can be used for matching funds. Explain that this allows the station to grow donations even beyond their generous gift. It is important that this money be set aside in a separate account and not be merged with the general operating funds. It is also important to indicate the source of each block of funds in the matching fund account.

When you book a parish for a PMP presentation, determine an appropriate matching funds amount. If your experience is an average donation of \$7,000 per parish in your diocese, and you are going to a large parish, then you could set a matching fund size of \$5,000. If, however, you are going to a smaller parish then a \$3,000 match would probably be more appropriate. At first it is good to be conservative.

As you begin to schedule PMP presentations at parishes in your listening area, it is at this point you contact the donor(s) who provided the matching funds. You will let an individual donor know that your station will be making a PMP presentation at a Parish X over a given weekend, and would like to use the money they have designated for a matching fund at that parish. You are contacting them for their consent to use these funds. Once you have secured permission, you can announce that matching funds are available during the Parish X PMP presentation throughout the weekend.

How you proceed next depends on how successful you were in raising funds at the parish. For example, a matching fund level was set at \$5,000 for Parish X, but only \$4,500 was pledged. There is \$500 in unused matching funds. You will need to contact the donor and ask them if they would like you to return the unused amount, or if you can roll it back into the matching funds account. This communication is vital to keeping the program above reproach.

If, on the other hand, you meet or surpass your matching funds level, there no need to ask the donor what to do with the amount raised. So, if you set the level at \$5,000 and

raise \$6,000, you simply send the donor(s) a letter (see Matching Fund Thank You Letter) informing them of the success of the Matching Funds Program. This letter should also be sent even if the matching funds program was not 100% successful.

Notice, you are not only using the program to raise much needed funds, but it also allows you to have additional contact with your large donors. It keeps them up-to-date with your operations and allows them to see their donations grow beyond their original generous gifts. It is important to see this program as a part of your overall development program.

Lastly, you must keep money in the matching funds account. If this account is allowed to be depleted, you will lose a powerful fund raising tool. Remember, it would not be appropriate to pull money from the general operations fund. So, constantly be on the lookout for ways to replenish the fund.

### **Matching Funds Thank You Letter**

DATE

NAME

ADDRESS

CITY, ST ZIP

Dear NAME,

Thank you for your generous gift of DOLLAR AMOUNT towards STATION NAME's

Matching Funds Program. This gesture of faith allows STATION NAME to take your donation and double its worth, just by challenging other believers to give towards the work and mission of STATION NAME.

I will send you a notice of what parish and weekend your money will be used as the matching funds challenge. Once the weekend pledge drive is complete, I will contact you to confirm that your pledge was matched.

Once again, thank you so much for this step of faith. STATION NAME is the work and movement of the Holy Spirit for GEOGRAPHIC AREA. We trust in His will to use the generosity and faithfulness of His people to continue His work through STATION NAME. Please contact me at PHONE NUMBER or EMAIL ADDRESS if you have any questions.

Sincerely,

NAME

PERSONAL TITLE

**Matching Funds Follow-up Thank You**

DATE

NAME

ADDRESS

CITY, ST ZIP

Dear NAME,

Once again, thank you for your generous gift of DOLLAR AMOUNT towards STATION NAME's Matching Funds Program. Last weekend, your funds were used to match pledges at PARISH NAME in CITY. Because of your generous gift, the parishioners at PARISH NAME stepped out in faith to support STATION NAME by meeting the pledge challenge, effectively turning your gift of DOLLAR AMOUNT into DOUBLE DOLLAR AMOUNT.

The actual pledge at PARISH NAME was DOLLAR AMOUNT, bringing our total pledge amount for the weekend to FINAL DOLLAR AMOUNT. This kind of support could not have been generated without the benefit of your donation to the Matching Funds program.

Thank you, once again, for helping to make the pledge campaign a success, and for stepping out in faith to be a part of the mission and work of STATION NAME.

Sincerely,

NAME

PERSONAL TITLE

### **Overcoming Objections**

We need to look at how to go about scheduling Parish Media Partnership presentations at a parish. When you go to request a meeting with the pastor, you are very likely to encounter obstacles. The two main obstacles you will experience are the gatekeeper and the Priest. The gatekeeper refers to the office staff who answer the phone. They are often charged with the task of not letting calls through to the priests. This is a logical strategy. If priests spoke with everyone who wanted to speak with them, when they wanted to speak with them, they would not be able to eat, sleep, write or even to breathe. So we must develop some strategies to successfully navigate through the gate. The

priests are very busy. Just locating them can be a challenge, especially now that some priests minister in multiple parishes. They also are protective of their parish(es) and parishioners. After all, that is their job. Remember priests are people too, which means they have their own unique perspectives, biases and bad experiences. If we are going to be successful in getting permission to present the Parish Media Partnership to his flock, we have to be open to understanding the shepherds' needs and, whenever possible, match them to the needs of the station you represent.

In the following exercises, we will look at different scenarios, and situations you will likely encounter. These are not magic formulas or sales scripts. They are meant to be exercises in listening and thinking. Hopefully they will prepare you for various situations.

### **Initial Call**

The first set of scenarios are applicable whether the pastor has been asked by the Bishop to invite you into his parish, or whether the Bishop has simply expressed his support for your station. You will normally make the first contact by calling the pastor on the phone.

The purpose of the initial call is to secure a meeting with the pastor.

At first glance, it would seem to be a rather simple matter. Just call and make the appointment. In some parishes it will be this simple. In the majority of parishes, and with the lion's share of priests, however, there will be a need to tread softly, open your ears and proceed with caution.

Even with a mandate from the Bishop, there will be resistance. The mandate may be interpreted as interference by some. It will put some on guard about a station's representative coming in and taking money from the parish. It may awaken deep-seated hostility or apprehension about Catholic radio.

You might be tempted to try to accomplish the entire meeting via the phone. While you

may in fact be successful in securing a date for a presentation, it is important to see this contact as the beginning of a relationship. It is an opportunity for you to get to know one of the key people in the Diocese and for him to get to know the station. Do not look at the priest as someone who possesses something you want (access to the parishes money) but rather as a brother in Christ whom you can serve.

Let's take a look at a common scenario

Scenario 1 – Gatekeeper

YOU: Hello, this is NAME from STATION. I'd like to speak to Fr. Smith.

GATEKEEPER: I'm sorry, but Fr. Smith is not available, can I take a message and have him get back to you.

YOU: That would be great, but perhaps you can help me. I wanted to check with Fr. Smith to see if he had received the letter from Bishop Jones about our station.

GK: I wouldn't know that. Father is the only one who reads his mail.

YOU: I understand. When would I be able to check with Father?

GK: I couldn't say for sure. Let me take a message and I will have him get back to you.

YOU: That would be fine, but first I would like to fax a copy of the letter to Father, in the event he did not receive the letter. What is your fax number?

GK: Alright, the fax number is XXX-XXXX

YOU: Thank you so much for your help. I just have one more question, I wanted to see if I could go ahead and make an appointment with Fr. Smith. Do I do that with you or does someone else schedule his appointments?

GK: Father makes his own appointments.

YOU: Oh, I see. Then maybe you could tell me the best way to communicate with Father. Does he prefer email or phone calls?

GK: It is best if you leave a message.

YOU: That would be fine. Please tell him that NAME from STATION would like to get together to speak with him about Catholic radio. He can reach me at....

END

If you notice, you were not not able to secure a meeting but you were successful in obtaining information. You did this by being persistent, kind and assertive. You must always be courteous. Even if the gatekeeper is rude, short or seemingly uninterested, you must remain cool and collected. You represent the station. Since you want to secure a meeting with the pastor, the last thing you want to do is annoy or offend his assistant.

If you do obtain the fax number, make sure to send the fax to the attention of the pastor with a simple cover letter on station letterhead. You want to introduce yourself, tell the pastor that you are sending this in the event he did not receive it from Bishop Jones and that you will be calling again within the next couple of days to see if you can setup a time to get together.

### **Call Log**

Make sure you keep a call log, either as a stand-alone legal page, an Excel spreadsheet, or contact manager software. You also could keep it in the parish/organizational file. You want to make sure you take simple notes on your conversation - - who you spoke to, the gatekeeper's name, the fact you sent a fax, and any other notes that will aid you in having an effective phone conversation.

### **Scenario 2 – Voice mail/Answering machine**

Many times, you will simply be put through to the pastor's voice mail or you will get an answering machine. Call and leave a message but not beyond your name and phone number.

YOU: Hello, Fr. Smith, this is NAME from STATION. Please give me a call at your convenience. My number is... END

How Many Calls?

It is best to wait a week between phone calls. Given a priest's busy schedule, some priests return phone calls once a week.

Leave at least two messages before you 'kick it up a notch'.

The third message should be something simple like:

YOU: Hello, Fr. Smith, this is NAME from STATION. Bishop Jones recently sent a letter to you regarding the new Catholic radio station in the diocese. I would like to get together with you to talk about Catholic radio. Please give me a call at your convenience so we can set something up. My number is...

After an additional week, I would follow-up with the parish office. The follow-up call could go something like this:

YOU: Hello, this is NAME from STATION. I have called and left several messages for Fr. Smith. Father has not had a chance to get back to me. Do you know when I can reach Father?

GK: The best I can do is leave him a message.

YOU: That would be very helpful. Would you let Fr. Smith know that I will be in his area next Tuesday and Wednesday? Since I will be in town/nearby, I wanted to see if either of those days works for him to get together. He can reach me at... END

## **Drop-Ins**

When you drop by the parish (invited or uninvited) you probably won't be able to meet with the pastor. This is your opportunity to meet with the gatekeeper. You have spoken with her several times and now is a chance to meet this influential person. You should leave a packet of info and try to build on your relationship with the gatekeeper. You may want to take notice of details about the parish or find other things to discuss about the parish. The gatekeeper is often highly invested at the parish. This conveys that you are interested in what is important to her.

Next time you call back, you can then speak to her by name (make sure the info gets into your call log) and remind her that you had stopped by. This connection can really help.

When you do get to speak to Father about the station, you want to go easy.

YOU: Fr. Smith, it's a pleasure to speak with you. I am calling about the letter Bishop Jones recently sent to you about STATION.

FR: Yes, I got your fax. How can I help you?

YOU: As you read in the letter, Bishop Jones would like us to have some time with you so we can talk about Catholic radio (or Bishop Jones expressed his support of Catholic radio). I want to see if we can get together sometime soon.

FR: Well, I'm really busy...

YOU: I can appreciate that. I'm busy too, but I'd like to stop in and have a short chat with you about what we are doing and what opportunities this opens for your parish.

FR: Well, let me grab my planner.... END

## **Other Objections**

It often is that simple, but other contacts will involve other objections.

You may experience objections such as:

FR: Well, I am not a big fan of Catholic radio.

YOU: I can appreciate that. There are others who feel the same way. One of the reasons I want to get together is to answer specific question you may have about who we are and what we are planning to do. So, when can we get together?

FR: Why do you want to meet with me?

YOU: There are two reasons. First, I wanted to share with you what we are doing at STATION. Also, I wanted to explore how the station can serve you and your parish. What would be the best time for us to get together?

FR: This is not a good time for me. I couldn't possibly meet with you for two months.

YOU: I understand. I am extremely busy too. Two months puts us in March, right? Let's look at the first week of March, which day works best for you? END

### **Getting the Run-Around**

If Father puts you off or never gets back to you, take no offense. Just get on the phone and look to set up another appointment at another parish.

One thing you can do with priests who keep putting you off, or do not call you back, is to leave a voice mail message like:

YOU: Fr. Smith, the is NAME from STATION. I am so sorry we have not been able to get together. I am assuming that since I have not heard from you, you are not interested in getting together. If I have read the situation wrong, please let me know by DATE or I will take you off my call back list and not bother you anymore. END

This is helpful in several ways. Some people hate to make decisions or only make them if they absolutely must. By providing a date whereby their silence communicates a decision, they may be moved to action. If not, it allows you to not waste your resources on a pastor who does not want to communicate with you.

### **You Have a Meeting, Now What?**

Once you secure the meeting time, make sure to confirm the appointment the day before. Priest schedules are unpredictable. If he has a funeral scheduled during your meeting time, do not assume he or his office staff will call you. Even with a reminder phone call, you may find that the priest is not available during your appointed time. Do not take this personally. Just leave a message that you are sorry you missed him and ask him to call so you can reschedule.

### **Securing a Presentation**

Once you get in with the pastor, you can share with him the gift of Catholic radio. You want to go armed with some essential supplies: Your business card, Station's development literature (Book or individual pieces. See Essential Marketing Pieces), Catholic radio production pie chart.

Armed with this information, you want share with Father the status of the station (when broadcasting will begin or when it began)

When you meet with the pastor, this is your chance to inform Father about what you are doing at the station and, VERY IMPORTANTLY, what you can do for him.

When you meet, you want to introduce yourself and ask Father if he has heard of what you are doing at the station.

Let him respond. This will allow you to gauge the situation more fully. You want to present him with a development book on the station. Let him know when you went on the air, or when you plan to go on the air. You want to keep this short but complete.

Next you want to tell him you would like to explore what you can do for him.

A phrase like: “I would like to find ways I can make your life easier,” goes a long way.

Make sure to tell him about:

- **Community Calendar.** This allows the station to provide free publicity on the air and on the station’s web page regarding events the parish is sponsoring or hosting. This could be a prayer service, RCIA start date, parish festival, retreat, or school events. Make sure to include a disclaimer that these spots are on a first-come-first-served basis, but give him copies of the Community Calendar form for him to distribute to his staff.

- **Mass Times.** Mass and confession times will be included in both an online and downloadable form, as well as a link to the parish’s web site.

Depending on the priest you are dealing with, this next item might be a big plus, or could induce fear and trembling, so use it wisely:

“I would love for you to come down to the station for a tour (so far, so good). While you are there, it would be great if you could do some spots for us.”

Depending on what his response is, and what you are doing at the station, you could invite him to share a reflection, a prayer, or be a guest on one of your shows.

Lastly, make sure you say to him, “Father, you are the one in the trenches. What do you think of what we are doing, and what else can you think of that would allow us to better serve you?”

You can say something like:

You know Father, one of the ways we have found to raise awareness of Catholic radio is to do a Parish Media Partnership presentation. It entails us speaking at all of your masses on a given weekend, sharing some of the same information I shared with you today, and asking people to assist us with a pledge and then giving them information on

the station as they leave Mass. The whole process takes about five minutes.

### **Common Objections**

FR: I really don't support Catholic radio. YOU: You don't? Have you had a bad experience with Catholic radio in the past?

FR: Well, I just don't care for the theology of Mother Angelica and that group at EWTN. I'm not comfortable exposing my people to this flawed theology.

YOU: Many priest and laypeople share your feelings, Father. I want to show you this information on the breakdown of the sources of Catholic programming. As you can see from this chart, only 40% of the programming comes from EWTN. A full 60% comes from other sources. Also, as more programming becomes available, this number is likely to change. - -

FR: Well, it sounds okay, but I will need to run this past our parish council before I can put this on the calendar

YOU: So, all this kind of scheduling goes through parish council? Well, we work with councils quite a bit. I would be happy to attend a parish council meeting to provide information and answer any questions. When do you think I could do this? - -

FR: Well, we do not have outside presenters come in to parish council. I'll just provide the information.

YOU: That's great. Who is your parish council president? I would like to get some additional information to him/her. If you have a phone number, I'd be happy to give him/her a call. - -

FR: I am not comfortable with your station coming in and asking for money. What if you were to come and just tell them about the station?

YOU: I can appreciate your discomfort. Can you help me understand your discomfort?

FR: We are a rather poor parish and I feel that your asking for money would strike a bad cord with the people.

YOU: Oh, I see. I can understand that concern. Let me share with you that we will be coming in and doing a five-minute presentation. Also, we will not be collecting any money, just providing an opportunity for people to pledge money if they are so inclined. We are not high pressure, and our experience is that people who support Catholic radio become more involved in their faith. Because of this, not only does a parishes financial support of Catholic radio not decrease giving in the parish, but it actually increases it.

YOU: So, can we get on the calendar for a weekend to share about Catholic radio?

END

## **Conclusion**

This is a whirlwind tour of your sales process. Again, there is no magic in these words. They are meant to be a guide to you. After your first series of calls, you will begin discerning what works and what does not work for you. You will become the experts at getting Parish Media Partnership presentations into your diocese. It is exciting and scary but it is quite an adventure. Remember, as renowned sales trainer David Sandler teaches: “No one ever learned to ride a bike at a seminar”.

