

How can a parish reach its goal?

These are the steps that, if followed, will assist each parish to reach and hopefully exceed its goal.

- Parishes are asked to stop any collection of funds or the use of envelopes to raise funds for payment of parish assessments.
- Parishes are asked to refrain from any significant fund raising other than the Annual Catholic Appeal for **3 weeks prior to Announcement Weekend through the end of Follow Up Weekend**, unless they are given written consent by the Diocese.
- Each parish is asked to **conduct the campaign on the weekends specified** so that maximum benefit from publicity and organization can be achieved.
- Parish members will receive a **solicitation mailing**. Parishes are asked to use bulletin announcements and altar announcements to endorse and promote generous responses to the mailing.
- Parishes are asked to fully implement the **in-pew solicitation process**. When in-pew and mail results are combined, many parishes exceed goal on the second weekend of the in-pew process.
- The Diocese will conduct follow-up mailings and, perhaps, telephone calls to assist parishes in meeting their goals.
 - None of these follow-up mailings are as effective as the parish promotion of the initial mailing and its thorough performance of the in-pew solicitation process. If a parish is far short of goal after these first two phases, no amount of diocesan generated mailing or telephone follow-up will get it over goal.
- Parishes are asked to encourage payment of pledges by using the bulletin and altar announcements that are contained in this manual and/or are available on the diocesan web site, www.madisondiocese.org/appeal-materials.

Keys to Success

- Follow the process – there is a reason that we lay this all out for you. The process works and most of the time, if it is followed and the ACA is promoted in a positive way in your parish, you should come close to, if not exceed your goal.
- Consistent communication and promotion – Keep the ACA in the forefront of your parishioner's minds during the ACA and throughout the year. Have an ACA section with updates in your bulletin, make an altar announcement about how your parish is doing in comparison to meeting your goal, remind parishioners to not only make their pledge, but to fulfill it.
- Present the ACA in a positive light – if pastors and parish staff are not enthusiastic about the ACA or in support of this, parishioners will pick up on this, making it harder to get their buy in at all, speak positively about the ministries this appeal supports in your parish, if possible, communicate about your own monetary support and ask parishioners to join you in giving.
- Tie in local/parish ministries from the case for support – show and explain the benefits to your parish.
- Follow the instructions in the weekly emails as much as you can, these will come out on Monday and will outline what needs to get done throughout the week to ensure parishes are prepared for the week ahead.

If you are willing to share any other keys to success or best practices that you have found to work well in your parish, please email Jill.McNally@madisondiocese.org