

5 Suggested Strategies for Success: Ideas for Promoting the 2018 Bishop's Appeal at Your Parish

1. Ask someone from Catholic Charities (a volunteer, board member, or staff member) to speak at your parish Masses during the Announcement Weekend, or one of the Commitment Weekends. If you need assistance, contact Rachel Hrbolich at 330-744-8451, ext. 328.
2. Share the information provided in the Parish Appeal Packet with your parishioners from the pulpit AND in your parish bulletin. A variety of printed materials—from bulletin blurbs to full-page flyers—is included in your Packet to accommodate your needs. These materials can also be addressed during your homily. If you would like additional information, contact Rachel Hrbolich at 330-744-8451, ext. 328. We are happy to put something together that will work for your parish.
3. Reinforce the notion no gift is too small to make a difference. Parishioners who may be struggling to make ends meet in their own households may be discouraged by the Suggested Giving Table and Circles of Hope information on the in-pew envelopes. However, here are some important things a \$20.00 donation can provide:
 - \$20.00 can provide a food box for a family of four that includes ingredients for a healthy meal and other non-perishable items.
 - \$20.00 can provide toiletries, soaps and detergent to a family who is unable to purchase these items with SNAP (Food Stamp) benefits.
 - \$20.00 can provide a prescription co-payment for an older adult who needs his or her medication for health and well-being.
 - \$20.00 can provide several discounted bus tokens to help people get to a job interview, a medical appointment, or a community resource that can help them out of poverty.
 - \$20.00 can be pooled with other resources to keep a family's water from disconnection, or to keep the heat on during the cold winter months.
 - \$20.00 can help purchase special formula for infants with allergies or intolerance to ingredients found in conventional formulas.
 - \$20.00 can help to buy a work uniform for someone starting a new job.



4. Remind your parishioners that poverty in our diocese is real. A recent study conducted by the Ohio United Way and released in October 2017 shows that 43% of the households in the Diocese of Youngstown struggle to meet their basic needs. Many of these families are working, but earning low wages that prohibit them from keeping up with a bare-minimum budget, which includes housing, child care, food, transportation, health care, and taxes, or saving for an emergency. An out-of-pocket medical bill or an unexpected car repair can cause a serious financial crisis for families hovering at the poverty line. When families find themselves in such a crisis, they turn to organizations like Catholic Charities for help.

5. Inform your parishioners that Catholic Charities is in the business of providing help and creating hope. These responsibilities are equally important. Catholic Charities carries out the Corporal Works of Mercy every day, thanks in large part to support from the Bishop's Appeal. Even with limited resources, meeting physical needs is often easier than attending to deeper needs. There are many people in our communities who lack hope—a devastating reality evidenced by depression, unemployment and underemployment, substance abuse, technology (which creates isolation from one another), and general anxiety about living in the world today. Catholic Charities blends material assistance to satisfy physical needs with compassion and support to instill a sense of hope among those broken in spirit.