

Suggested Strategies for Success: Ideas for Promoting the 2019 Bishop's Appeal at Your Parish

Ideas that can help you to help your parish reach our goal of 100% participation and meet our financial need too.

- 1) Reinforce the idea that every financial gift counts, no matter the amount. Remember there are three ways to make a difference:
 - a. PRAY
 - b. DONATE
 - c. VOLUNTEER
- 2) Remember to ask for help. Consider asking existing parish leaders to make phone calls, send letters or make home visits on your behalf. A personal touch is always appreciated when trying to connect with your parish members.
- 3) Consider asking someone from the Diocesan Family (a volunteer, board member, or staff member) to speak at your parish during a Mass to discuss the importance of the Appeal to our Church ministries. Contact Nikole Baringer by phone 330-744-8451, ext. 323 or email nbaringer@youngstowndioocese.org to make arrangements.
- 4) Feel free to 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—are included in your Packet to accommodate your needs. These materials can also be addressed during your homily. If you would like additional information (or personalized information), contact Nikole Baringer by phone 330-744-8451, ext. 323 or email nbaringer@youngstowndioocese.org. We are happy to put something together that will work for your parish.
- 5) When sharing information remember to appeal to the heart. Share stories and opportunities as opposed to numbers and statistics. Focus on the change their donation makes to our Diocesan Church Ministries. Stories and examples can be provided, contact Nikole Baringer at 330-744-8451, ext. 323 or email nbaringer@youngstowndioocese.org for assistance.

- 6) Stress the importance of returning the Appeal card. Parishioners have the opportunity to join you, participate in and give to the Appeal; whether that is through prayer, financial gift or volunteering their time. Parishioners should feel satisfied and gratified if everyone is able to participate.
- 7) Don't forget about the parishioners not in the pews on Sunday. This is a great opportunity to re-connect with parishioners you have not seen in a while.
- 8) Remind your parishioners on how they can participate. They can fill out a response card received in the mail or in the pew and return it; or they can donate on-line. If there is confusion in the giving process, people simply won't do it.
- 9) Sponsor a special event at your parish (committees are great for this). Hold a special event and designate all proceeds to benefit the Annual Bishop's Appeal. This is a great opportunity to collect your parish response cards. Create moments for your parishioners to return their cards.
- 10) Suggest a challenge to your Church Family to encourage EVERYONE to return a response card with one (or all) of the options marked.
- 11) Social Media is your friend. Use Facebook, Twitter and Instagram to tell our stories. It is important for people to feel good about what the Church is doing and we have good stories to tell! Share these on social media for a larger reach. If you would like assistance creating a social media site, contact Nikole Baringer at 330-744-8451, ext. 323 or email nbaringer@youngstowndiocese.org.