

Promoting the Bishop's Appeal in Hispanic Parishes

For most parishes to have a successful Appeal it requires 4-6 weekends of active promotion of the campaign at weekend Masses. Roughly 30% of Catholics attend Mass weekly in the Diocese of Green Bay. To come close to reaching each Catholic family at Mass, the Appeal would need a minimum of four weeks promotion.

Two weeks before the campaign kick-off

- Display Spanish poster and informational materials in Church.

Month One:

Kick-off Weekend

- Play Bishop Ricken's Spanish Audio Homily. After the homily, Father should talk about giving a gift and ask for people to join him in giving.

Sample Ask: Les invito a orar por el llamado que Dios les hace a ayudar y apoyar a la Iglesia a través de la Colecta Anual del Obispo. Estoy consciente de que Dios nos bendice a cada uno de nosotros de manera diferente y algunos de nosotros podemos dar un donativo de veinticinco (\$25) o cincuenta (\$50) dólares, con un poco de sacrificio. También sé que algunos de nosotros podremos dar cien (\$100) o doscientos cincuenta (\$250) dólares a la colecta y otros podrían dar quinientos (\$500) dólares o más a la Colecta y convertirse en un miembro de la Sociedad Crozier. Por favor, sepa que sea cual sea la cantidad que pueda dar, ¡Le estoy agradecido!

- Father announces the following week there will be a 2nd Collection for the Appeal and there will be a 2nd Collection for the Appeal the first weekend of every month for the next three months or until the goal is reached.
- Share with parishioners there are flyers with more information at the back of the church.
- Share a Spanish mini-story with parishioners in the bulletin.

Week Two:

- Father announces the Bishop's Appeal and preaches a homily on the impact the Appeal makes on the parish and parishioners.
- Father conducts the 2nd Collection for the Bishop's Appeal and shares that the first weekend of every month for the next three months or until the goal is reached there will be a 2nd Collection for the Bishop's Appeal.
- Share a Spanish mini-story with parishioners in the bulletin.

Week Three:

- Father gives Appeal progress update.
- In the announcements after Mass, Father should share some additional thoughts on the impact of the Appeal within the parish.
- Father announces there will be a 2nd Collection for the Bishop's Appeal the first weekend of every month for the next three months or until the goal is reached.
- Share with parishioners there are flyers in the back of church with more information.
- Share a Spanish version mini-story with parishioners.

Month Two:

- Father gives weekly Appeal progress update.
- Father shares information about the support and educational assistance the Diocese provides to the parish. Introduce a Religious Educator to give a short testimonial about the benefits they receive and how it benefits the parish children.
- Have a Witness Talk with a special speaker during Mass the week before the 2nd Collection for the Bishop's Appeal. See the new Witness Talk Resource Guide for ideas on who might make a good speaker, and an outline for their talk. This Resource Guide is found on the CD of Campaign Materials.
- Father conducts the 2nd Collection for the Bishop's Appeal and shares there will be a 2nd Collection for the Bishop's Appeal the first weekend of every month for the next three months or until the goal is reached.
- Share a Spanish mini-story with parishioners.
- Share with parishioners there are flyers in the back of church with more information.

Month Three:

- Father gives weekly Appeal progress update.
- Before Mass ends, a parish council member addresses the parish and reads a prepared text introducing the value and benefits of the Crozier Society. Part of their message should include that currently the parish has "x" Crozier Society members and our goal is to increase the number of members to "x".
- Father conducts the 2nd Collection for the Bishop's Appeal and shares there will be a 2nd Collection for the Bishop's Appeal the first weekend of every month for the next three months or until the goal is reached.
- Share with parishioners there are flyers in the back of church with more information.

When Goal is Reached:

- Father shares the wonderful news and thanks all parishioners.
- Publish Bishop Ricken's Spanish thank you letter in bulletin.