

## **How to Prepare an Effective Witness Talk for Bishop's Appeal**

Witness speakers bring to life the value and purpose of the Bishop's Appeal. With a confident presentation a real example and a face is brought to the Appeal. In parishes, people who regularly benefit from the Appeal include members from Parish or Finance Councils, catechists, deacons, lay ministers or those who have attended parish or Diocesan speaker programs. An effective speaker will show how to live a stewardship way of life, speak clearly, have a personal story to share and be confident in making an ASK.

As a speaker prepares their witness talk, following are a few items to include:

### **Things to think about as you prepare your presentation:**

- How have I benefited from the Bishop's Appeal?
- How has my parish benefited from the Bishop's Appeal?
- How does the Bishop's Appeal help people in our parish and community?
- Why I choose to give the Bishop's Appeal.

### **Develop an outline for your presentation:**

- Introduce yourself  
Example: Good morning, I'm <<Name>> and I have been a parishioner at <<Parish Name>> for <<Number>> years. Today, I would like to share with you my thoughts on the importance of supporting the Bishop's Appeal.
- Tell your story. Explain how you benefit from the Bishop's Appeal. Talk about a ministry or service supported by the Appeal that you are involved with in your parish. Examples:
  - Parish and Finance Council members receiving training for their volunteer roles
  - Faith formation educators are given the tools and training to share the Good News with children
  - Care Ministers receive the training to bring Holy Communion and friendship to the sick and homebound
  - Speaker series and programs which inspire people to grow in their faith
- Share how the Appeal benefits many people throughout the Diocese of Green Bay  
Examples:
  - Social services through Catholic Charities receive 24% of Bishop's Appeal distributions. This funding is significant to their counseling efforts in financial budgeting, individual and family counseling and adoption services. The Appeal helps Catholic Charities assist people who are struggling most in life.

- Explain how families and individuals are touched by the Appeal and its wide-reaching impact in our parishes and communities.
- Share how you feel when you give. Use statements like I am grateful for the blessing I have; I give because; I am called to the mission of the Church, to act as Jesus did in helping others.

### **Ask for a Gift**

- After giving your example of how the Bishop's Appeal helps you, ask the parishioners to join you in giving to the Appeal. Example: Your support is critical to the success of the Bishop's Appeal and the people served by its ministries and services. Today I am asking every one of you to make a gift to the Appeal. Every gift, no matter the amount, can and will make a difference. The Bishop's Appeal is not about the Bishop, it's about being the heart and hands of Jesus. It's about loving your neighbor as yourself. To make a gift, please send in the pledge card you should have received (or will receive) in the mail. Or go online to [www.catholicfoundationgb.org/give](http://www.catholicfoundationgb.org/give) to make your gift today. This web address should also be on materials in back of the church. (Ask if the web address can be displayed on-screen.)

### **Thank Parishioners**

- End your Witness Talk with a thank you. Example: Thank you for prayerfully considering a gift to the Bishop's Appeal! I, along with <<Pastor Name>> thank you in advance for your support of the ministries and services of our Diocese and our parish. God bless you!

### **Helpful Bishop's Appeal Witness Talk Facts:**

#### **What is the Bishop's Appeal?**

The Bishop's Appeal is the annual fundraising campaign conducted by the Catholic Foundation to support the ministries of the Diocese of Green Bay that reach out to our parishes, schools, families and individuals. Distributions from the Appeal:

- 30% Services for Education, Catholic Schools and Families
- 24% Social Services through Catholic Charities
- 22% Parish Ministries and Evangelization
- 11% Discipleship and Leadership Formation
- 9% Bishop's Appeal Expenses
- 4% *The Compass* Newspaper

For questions or more information about Witness Talks, please contact Tammy Danz, Bishop's Appeal Director, at 920.272.8123, email [bishopsappeal@gbdioc.org](mailto:bishopsappeal@gbdioc.org) or visit the Catholic Foundation website at [www.catholicfoundationgb.org](http://www.catholicfoundationgb.org). Thank you!