

2021 Seminarian Collection Promotion Schedule

A successful Seminarian Collection requires at least four weekends of active promotion at weekend Masses. To come close to reaching each Catholic family at Mass, we would recommend the collection be promoted over several weeks, with the initial emphasis being on the kickoff weekend.

Two weeks before Collection Kickoff (*July 24 & 25, 2021*)

- Weekly reports begin to be sent to parishes from the Foundation.
- Begin using bulletin announcements and share diocesan Facebook posts about the Collection.
- If your parish is hosting a seminarian speaker next weekend, mention it at all Masses.

One week before the Collection Kickoff (*July 31 & August 1, 2021*)

- Display posters and informational materials in the Church.
- Continue using bulletin announcements and share diocesan Facebook posts.
- Seminarian speaks at Mass and asks the parish to watch their mailboxes for the letter from Bishop Ricken or the pastor/celebrant/leader announces the collection and also mentions the mailing.

Week One: Kickoff Weekend (*August 7 & 8, 2021*)

- Seminarian Collection message and request for support: (choose one of the following options)
 - Seminarian provides talk; or
 - Pastor/celebrant/leader/speaker mentions in announcement or post-communion talk; or
 - Bishop's audio message is played.

Sample Ask: During this past week, you should have received a letter from Bishop Ricken requesting your help in supporting our Green Bay diocesan seminarians. The Seminarian Collection is the primary means of funding our future priests. In honor of the Seminarian Collection's 15th year please consider providing a gift of \$15, \$150, \$515 or more. Help us continue to grow this collection in whatever way you are able to give. If you did not receive the mailing, please take an envelope with you. Thank you in advance for responding in faith to our Seminarian Collection. Our seminarians are our hope for the future. Let's help them today!

- Make pledge envelopes available along with other informational materials to visitors, or parishioners who may not receive the direct mail request. Keep pledge envelopes available throughout August.

Week Two, Three, and Four (*Aug 14 – 29, 2021*):

- Priest and/or Pastoral Leader provides an announcement that reminds and encourages worshippers to give to the Seminarian Collection.
- An update is given sharing the good news about how much parishioners have given to the Collection.
- Continue using the bulletin announcements and share diocesan Facebook posts.
- For weeks one, two and three, a seminarian could visit the parish to give a talk before or during the Masses.