

# Weekly Guidelines to Promote the Appeal

Each weekend during the Appeal, please remember to *invite families to make a gift*. Parish leadership plays a critical role in guiding people to make a gift to the Appeal.

**Kick-off Weekend:** The Pastor should preach a homily on the Appeal or use Bishop Ricken's Appeal Homily on audio.

**2nd Appeal Weekend:** Play Bishop's Appeal video, and/or have a staff member or parishioner give a short testimonial about how they have benefitted from Bishop's Appeal. Use the *Witness Talk Guide* for help planning the testimonial.

**3rd Appeal Weekend:** Consider another testimonial. It often takes more than four weekends for every parishioner to hear one message, and testimonials bring meaning. It's important for people to understand how the Appeal comes back to benefit your parish or parishioners personally.

**4th Appeal Weekend:** Have Pastor or Pastoral Leader provide a short update on your progress of the Appeal. Continue this over the next few weeks.

**Final Appeal Weekend:** Share with people when your parish has reached their goal. Remember to thank them for their support.

## Best Strategies for Success

There are resources available to help you promote your campaign. **All resources can be found on the Catholic Foundation website under "Parish Resources" & on the Campaign Materials CD.**

- The pastor or pastoral leader needs to talk about the Bishop's Appeal during Mass for several weekends. It makes a significant difference when it's mentioned and there are updates on progress.

- In the weekly bulletin use *Mini-Stories & Pastor's Bulletin Messages*.

- Utilize people in your parish who can give a witness talk about the Appeal. The *Witness Talk Guide* will help you and the speaker plan the talk.

- Take the steps to increase Crozier Society membership, all highlighted inside this flyer. Crozier gifts form a solid, lasting foundation for the Appeal.

# Strategies to Reach Your Bishop's Appeal Goal

- Host a Crozier Society Recruitment Event
- Mail Pre-Campaign Recruitment Letters
- Follow Weekly Guidelines to Promote the Appeal



**Catholic Foundation**  
*for the Diocese of Green Bay, Inc.*

# Steps for a Successful Crozier Recruitment Event

1.

Call Tammy Danz at the Catholic Foundation (920) 272-8123 to discuss a date for a Crozier Recruitment Event.

The Foundation can provide you with a list of Crozier prospects from your parish.

2.

Invite two Crozier Society couples to help plan the event. If your parish doesn't have any Crozier members, invite two couples who are leaders in your parish to help with the event. You may also want to connect with another parish in your area for a regional event.

3.

Prepare and mail invitations from your parish 30 days prior to the event. Include an RSVP. The Catholic Foundation can give you a template for the invitation. A personal phone call to the invitees will help get as many people as possible to the event.

4.

Provide refreshments and make the event welcoming.

5.

The Foundation will work with the pastor and other parish leadership on the agenda. A Foundation staff person will present at the event along with Bishop Ricken if he is available.

Pledge cards and return envelopes will be provided by the Catholic Foundation. Our goal is to have people make pledges at the event, but some may choose to take time at home to pray about their commitment. The parish should follow up with those people.

# Pre-Campaign Crozier Recruitment Letters

Below are two sample letters you may want to use before the Bishop's Appeal begins in February. Send letters to your parishioners at the beginning of the Appeal. Foundation staff can provide you with a list of Crozier prospects from your parish. You may use these samples to personalize letters for your own parishioners.

## ***Letter to those who have contributed \$500 or more...***

We're presently engaged in the ***Bishop's Appeal*** for the Diocese of Green Bay! There is so much good accomplished by this effort – far more than any parish could do alone!

These funds ***prepare catechists*** for Religious Education programs in our parish. They also underwrite the work of ***Catholic Charities*** – helping people in ***high risk*** situations of abuse, addiction and financial hardship regain safety, stability and hope for their future through counseling and interagency advocacy. ***This is good Gospel work!***

Your past support of this appeal has helped our parish family strive toward our goal! I understand your gift is at the Crozier Society level of giving - \$500 or more. Thank you for this sharing which has far-reaching impact, and witnesses your love for Jesus!

***My hope is that you will continue being generous by remaining or even increasing your level of giving within the Crozier Society.*** It means so much to the diocese, to <<Parish name>>, and to me if you offer this sharing!

We have been very blessed here in <<your city name.>> Your faithful stewardship and generous, even sacrificial giving will continue impact lives right here in <<Parish name>> and throughout the Diocese.

Those whose lives you change are grateful for your Crozier-level gift. You are in my prayers – every day! And we trust none of us can ever outdo God in being generous, since ***“God so loved the world that He gave His only Son...” (John 3:16)***

***For your past generosity, prayerful consideration and future sharing – thank you and God bless your loved ones!***

## ***Letter to those who have contributed \$200 - \$499...***

We're presently engaged in the ***Bishop's Appeal*** for the Diocese of Green Bay! There is so much good accomplished by this effort – far more than any parish could do alone!

These funds ***prepare catechists*** for Religious Education programs in our parish. They also underwrite the work of ***Catholic Charities*** – helping people in ***high risk*** situations of abuse, addiction and financial hardship regain safety, stability and hope for their future through counseling and interagency advocacy. ***This is good Gospel work!***

Your past support of this appeal has helped our parish family strive toward our goal! I understand your gift is approaching the Crozier Society level of giving - \$500 or more. Thank you for your sharing which has far-reaching impact, and witnesses your love for Jesus!

***I would like you to prayerfully consider increasing your gift to \$500 or more. By increasing your gift we increase the direct impact on our parish and you achieve the \$500 Crozier Society level of sharing!*** It means so much to the diocese, to <<Parish name>>, and to me if you offer this sharing!

We have been very blessed here in <<your city name.>> Your faithful stewardship and generous, even sacrificial giving will continue impact lives right here in <<Parish name>> and throughout the Diocese.

Those whose lives you change are grateful for your gift. You are in my prayers – every day! And we trust none of us can ever outdo God in being generous, since ***“God so loved the world that He gave His only Son...” (John 3:16)***

***For your past generosity, prayerful consideration and future sharing – thank you and God bless your loved ones!***

***Adapted from letters written by Fr. Tim Shillcox, O. Praem.***

***Thank you to Fr. Tim for sharing!***