

Promoting the Bishop's Appeal

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

Two weeks before the campaign kick-off

- Display posters and informational materials in the Church.
- Begin using bulletin articles about the Appeal.
- Request data from the Catholic Foundation for pre-campaign letter segments. The Foundation will provide you with a spreadsheet for a Word merge that contains the specific mailing segments needed.

One week before the campaign kick-off

- Prepare, print and mail the pre-campaign letter from the priest or pastoral leader.

Week One: Kick-off weekend

- Father announces the Bishop's Appeal and preaches a homily on the impact the Appeal makes on your parish and parishioners.
- If Father is not able to preach a homily on the Bishop's Appeal, then the parish should use Bishop Ricken's Audio Homily.
- During Father's homily or after Bishop Ricken's homily, Father should talk about making a gift and ask for people to join him in giving.

Sample Ask: I would like to invite you to pray about what God is calling you to give to help support the Church through the Bishop's Appeal. Now I know God blesses each of us differently and some of us may be able to give a gift of \$25 or \$50 which might be a bit of a sacrifice. I also know some of us may be able to give \$100 or \$250 to the Appeal and still others might be able to give \$500 or more to the Appeal and become a member of the Crozier Society. Please know that whatever you are able to give – I am grateful to you! Thank you in advance for responding generously to Bishop Ricken's letter about the ministries of the larger Church that help enhance our parish ministries. Please watch for Bishop's letter in the mail this week inviting you to give.

- Several bulletin resources are available including 1) Bulletin Articles, 2) Pastor's Messages, 3) Mini-Stories, and 4) Social Media.
- Post the Bishop's Appeal Facebook post to your parish page.
- Bishop Ricken's letter arrives in homes following the kick-off on Tuesday, Wednesday, and Thursday inviting people to give to the Appeal.

Week Two

- At all Masses, show the Bishop's Appeal Video. The message focuses on stories of people impacted by the Bishop's Appeal, how the money is used, and how the Appeal positively touches people in northeastern Wisconsin.
In the announcements after Mass, Father should share some additional thoughts on the impact of the Appeal within your parish. Ask parishioners to respond through the mail or give online at catholicfoundationgb.org/give.
- Ask the school-age children to make thermometers that chart your progress toward your goal. Display these visuals at all entrances and take a picture to post to your Facebook page or parish website.

- Include bulletin resources: 1) Bulletin Articles, 2) Pastor's Messages, 3) Mini-Stories, and 4) the Bishop's Appeal Parish Newsletter.
- Share the Bishop's Appeal Facebook post to your parish page. Put a link to the video in your bulletin, Facebook, or Flocknote. www.catholicfoundationgb.org/video

Week Three

- Father should mention the Appeal progress being made toward your goal.
- Consider having a Witness Talk with a special speaker during or after Mass. See the 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 Campaign Materials CD, and under parish resources on the Catholic Foundation website.
- Another option: 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".
- Another option: Have Father share information about the support and educational assistance the Diocese provides to your parish. Introduce a Religious Educator to give a short testimonial about the benefits they receive and how it benefits your children. (A sample talk can be found at www.catholicfoundationgb.org) Include bulletin resources: 1) Bulletin Articles, 2) Pastor's Messages, 3) Mini-Stories, and 4) the Bishop's Appeal Parish Newsletter.
- Post the Bishop's Appeal Facebook post to your parish page.

Week Four

- For the second consecutive Sunday, include a Witness Talk as part of Mass. Great speaker ideas include Parish or Finance Council members, Catechists, Lay Ministers, or Deacons. All these people are impacted by the Bishop's Appeal. Use the Witness Talk Resource Guide, found on the Campaign Materials CD, to develop the presentation. Ask parishioners to respond through the mail or give online at catholicfoundationgb.org/give.
- Include a bulletin insert that explains how important the success of the Bishop's Appeal is to your parish. The Parish Newsletter is a great resource.
- Update the thermometer showing increasing contributions and post a picture of the progress to your parish website or Facebook page.
- Mid-March the Catholic Foundation sends a second letter to parishioners.
- Share the Diocese's Bishop's Appeal Facebook post to your parish page. The Bishop's Appeal video shared at Mass will be available there for viewing.

Week Five

- Father shares an update on the progress of the Appeal.
- Continue with the weekly bulletin resources.
- Post the Bishop's Appeal Facebook post to your parish page.

Week Six

- Parish leader shares an update on the progress of the Appeal.
- Continue with the weekly bulletin resources.

When Goal is Reached

- Father shares the wonderful news and thanks all parishioners.
- The parish can also publish Bishop Ricken's thank you letter to the parish in the bulletin.