
Our Trust is in the Lord!

Follow-up Efforts

Each parish is encouraged to do a follow up:

- Thank those who have made a gift.
- Ask those who haven't made a gift.

A telephone campaign for the Idaho Catholic Appeal

This campaign is successful because it is short, simple and serves as a reminder to those who have not pledged that their participation is important.

Steps for a successful calling committee

1. Make a master list of those who have not yet gifted. It is suggested that this be done with printed labels with phone numbers. *Note: Best prospects are donors who gave last year but not this year and donors who gave in previous years but not last year or this year.*
2. Determine the number of households that will be called.
3. It is strongly suggested that the parish assign a chairman to this project.
 - a. The chairman will serve for one month, the time of the telephone campaign.
 - b. The chairman will either have extra envelopes to send to parishioners claiming not to have received the parish mailing or will quickly convey the information to a parish secretary who will then send the material.
 - c. The chairman will check with the parish office weekly seeking information on those who have recently gifted to the appeal.
 - d. The chairman will make a weekly contact to workers for a progress report, reporting to workers those who have gifted.
4. Place labels on worker's sheets.
5. Arrange a caller for each ten households to be contacted and ask volunteers to bring their cell phones.
6. Make a copy of the completed worker sheet for each worker and give a copy to the chairman.
7. Hold a short meeting to instruct workers. Stress to the workers that they are to stick to the calling script.
8. Give a worker sheet and a calling script [link to a form for the script] to each worker.
9. During the month following Idaho Catholic Appeal Sunday, the individual workers will contact everyone on his list.
10. The workers will give the chairman a weekly report of progress.
11. The workers may have to make a second call to those who say they will gift but whose gift has not yet been received at the parish office.
12. Serve refreshments

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Worker Instruction Sheet

Thank you for helping with the Idaho Catholic Appeal this year. You will be helping the parish in reaching its Idaho Catholic Appeal goal for this year. Please make sure that you receive the following: 1) worker sheet and 2) a calling script.

- 1) If no one has put telephone numbers on your worker sheet, enter phone numbers. You may obtain the phone numbers from a parish list or from the phone book.
- 2) Call each family on your list. Focus on your task. You are calling one family at a time. You want to know if that family will be making a gift to the Idaho Catholic Appeal.
IMPORTANT: Smile when you are speaking - the person you call will hear it in your voice.
- 3) Record whether the person will be **making a gift** or **not making a gift**. If they are making a gift, ask for when they expect to make the gift. Record a date. You may be making a call to this family again if their gift doesn't arrive at the parish.
- 4) During the first week of the drive, please try to make a telephone contact with each family on your list.
- 5) Contact the chairperson with the results of your call. He/she will have some questions to ask of you. Your sheet will have all of the information that he/she needs.
- 6) If a follow up call is necessary, your chairperson will ask you to make it.
- 7) Your work is finished when all of the families on your list have either made their pledge to the parish or told you that they are not making one this year. Now you may return your sheet to your chairperson.
- 8) The overall goal is to have offered each family an opportunity to support to the Idaho Catholic Appeal this year.
- 9) Pray for the success of the Idaho Catholic Appeal this year. May God bless you in your work.

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WORKER'S SHEET # _____

Chairperson _____ Phone # _____

Worker's name _____ Phone # _____

Please call the following parishioners. Circle either "will give" or "no gift". Comments may be written at the end of the space. If "will give", try to get a commitment for the date when the gift will be given.

(Label) phone # _____ will give no gift

(Label) phone # _____ will give no gift

(Label) phone # _____ will give no gift

(Label) phone # _____ will give no gift

(Label) phone # _____ will give no gift

(Label) phone # _____ will give no gift

WORKER CALLING SCRIPT

*Hello, this is _____, I'm calling for Fr. _____ at
_____ Parish. Have I reached the _____ family?*

(Wait for an answer.)

(Use first name) _____ *did you receive Idaho Catholic Appeal material
from the parish?*

(Wait for an answer)

- ❖ If “NO,” offer to send a packet of material to them. Make sure that that you have their correct address on your sheet. Thank the person and hang up. (Pass this information to your Chairperson.)
- ❖ If “Yes,” (Use first name) _____, *will you be making a gift to the Idaho Catholic Appeal this year?*

- ❖ If “Yes,” *When might the parish expect the gift?*

(Wait for an answer.)

*Thank you for helping with the Idaho Catholic Appeal this year. May God
bless you. Good-bye.*

- ❖ If “No,” *Well, thank you. Please pray for the success of the program. May God
bless you. Good-bye.*

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Take a look at a typical call....

Hello, this is Len Shot. I'm calling for Fr. Goalmet at St. ____'s Parish. Have I reached the Ted & Lucy Miller Family?

(Wait for an answer.) "Yes, this is Lucy."

Lucy, did you receive the Idaho Catholic Appeal materials from the parish?

(Wait for an answer.) "Yes, I did."

Lucy, will you be making a gift to the Idaho Catholic Appeal this year?

"Yes, Len, I forgot to put the envelope in the collection. I'll drop it in the basket next weekend."

Lucy, thanks for helping with the Idaho Catholic Appeal this year. May God bless you. Good-bye.

You then record that Lucy is making a gift and record "next weekend" as the time. Pass this information to your Chairperson.

Sometimes a person will tell you that they don't want to be contacted again. Be sure to pass that information to your Chairperson. The name will be removed from the parish database for the Idaho Catholic Appeal. It is never our intention to anger anyone.

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Follow-up - The Second Effort

Some parishes may wish to make a Second Effort, an additional appeal to those who have not yet made a gift to the Idaho Catholic Appeal. A Second Effort should not be started before the telephone campaign has been completed.

In the first effort, a letter went to parishioners telling of a goal for the parish. The Second Effort will be most effective if it shows what progress the parish made in the first effort, maybe shares the information on the average gift given by other parishioners and asks for help in meeting the parish goal.

Example: A parish had conducted the appeal. All parish families had received a letter from the parish. At the end of the appeal process, the parish was still \$1,000 short of goal. Fifty families had not made a gift. The pastor reviewed the names, knew the circumstances around many of the families, selected 25 of the families and sent them a Second Effort letter. Within two weeks twenty-three of the families responded with a gift. The parish sailed over its goal.

Making the Second Effort

- A letter from the pastor or parish life director – Sample Letters (2)
- It is strongly recommended that the letter be either in a mail merge format or sent personally to the family.
- A mailing envelope. It is strongly suggested that the address on the envelope be hand written.
- A pledge envelope
- Brochure
- First class postage
- Assemble the mailing.
- Mail the mailing.

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Sample Letter #1 from Pastor/PLD for Second Effort

Date

Name

Address

CSZ

Dear Personalized Salutation,

Earlier this year, NAME Parish conducted the Idaho Catholic Appeal, the one diocesan-wide campaign that provides support for over 20 central ministries, including seminarian formation, education and lay ministry training and formation, evangelization and worship programs, and outreach to youth, college students and to those in need. Once a year, each of us is called to make a commitment to support the work of our diocesan family, work beyond the boundary of any one parish.

To date our parish has received pledges of \$_____ which is _____% of our goal with _____% of our parishioners participating. This letter is being sent to individuals and families who have not yet made a commitment through NAME Parish for this year's appeal.

I am asking that everyone participate in the Appeal both through a commitment to prayer and a financial gift. Please remember that we will receive back all funds collected over 110% of our goal. The parish will use the extra funds to _____(rebate project).

Please make your pledge today. If you are unable or unwilling to make a financial gift, please indicate so on the enclosed pledge envelope. In either case, please use the enclosed envelope for your response. You may mail it to the parish or drop it in the collection basket.

May God bless you,

Pastor/PLD

P.S. If our records are incorrect, and you have already made your contribution to the YEAR Appeal, please accept our thanks and kindly disregard this letter.

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Sample Letter #2 from Pastor/PLD for Second Effort

Date

Name

Address

CSZ

Dear Personalized Salutation,

I am sending you this personal note to ask your help with our parish's effort for a successful YEAR Idaho Catholic Appeal. Your gift to the Idaho Catholic Appeal supports services and ministries which benefit you, your neighbors, and your parish.

Each year, one of our goals is to offer all members of our parish several opportunities to participate in the Appeal. We hope that every household will make a gift to help our local Church continue the mission and work of our Lord Jesus Christ. It is only when we combine our gifts of talent and treasure that we can accomplish much more to help one another.

Please consider a pledge to the YEAR Idaho Catholic Appeal. Reflect for moment and prayerfully consider all the gifts God has given to you and what your response will be to the Appeal. For your convenience, we have enclosed a pledge envelope. Please return it by mail to the parish, or simply place it in the collection basket next weekend.

Please remember that we will receive back all funds collected over 110% of our goal. The parish will use the extra funds to _____ (rebate project).

On behalf of all those throughout our Diocese whose lives will be made better because of your generosity, I thank you.

Sincerely yours in Christ,

Pastor/PLD

P.S. If our records are incorrect, and you have already made your contribution to the YEAR Appeal, please accept our thanks and kindly disregard this letter.

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