

## MODEL LETTER

### *WELCOMING NEW WORKERS IN CAMPAIGN*

Date

Dear *(Name)*:

Thank you for your dedication and willingness to serve. I am glad to know that you and I have a unique privilege and opportunity through service in the capital stewardship campaign. This program has perhaps more potential for good for our parish than anything that has been done in a long time. This is the reason that I am determined to trust God and to give my very best to see this campaign succeed. I know that you are equally committed.

I like the theme of our program, “Not Equal Gifts But Equal Sacrifice.” It is important that you and I try to be examples of this theme as we serve. Let us give our time and our resources sacrificially. Seldom will the rest of the parish rise above what we, as leaders, are willing to do.

Please join me in praying for the program.

Sincerely yours,

Campaign Chair



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## MODEL LETTER

### *CAMPAIGN CHAIR'S BROCHURE LETTER*

Dear Friends:

In this brochure, we have outlined a plan. A plan that will meet the needs of our parish and its growing ministries. A plan that will require the participation of every parishioner. A plan that depends upon each of us seeking and responding to God's will in our lives as it relates to our participation. Our plan: **(Campaign Title)**. It is a ministry that affords all of us the opportunity to serve the Lord and to respond to His blessings.

Indeed, God has blessed each of us, but in different ways. We recognize that every parishioner cannot and should not give the same dollar amount. Our theme, **"Not Equal Gifts But Equal Sacrifice,"** embodies the teaching of proportionate giving. It is our prayer that commitments will be made that reflect individual blessings of God and exemplify genuine sacrifice.

The **(Campaign Title)** campaign is too large for any one of us. It is too large for all of us put together. No campaign, however, is too big for God. Our challenge is that each of us, through prayer, will understand God's will for our lives. Once we have this understanding, our challenge will be to do God's will with faith and a dedication that is pleasing in His sight.

We are honored by the way God has blessed our parish. What anticipation we can feel knowing that He plans to do even greater work in the years to come.

Sincerely,

Campaign Chair



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## Campaign Chairs

### Team Support Assignment

- ☐ Advance Commitment Leader(s)
- ☐ Campaign Administrator(s)
- ☐ Children's Activity Leader(s)
- ☐ Contact Team Leader(s)
- ☐ Event Leader(s)
- ☐ Follow Up Leader(s)
- ☐ Information Leader(s)
- ☐ Involvement Leader(s)
- ☐ Pacesetter Gifts Leader(s)
- ☐ Prayer Leader(s)
- ☐ Print Communication Leader(s)
- ☐ Visual Communications Leader(s)
- ☐ Youth Leaders(s)

Please check ( ☐ ) the teams for which you are responsible.



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## Lay Witness Talks

*“Always be ready to give an explanation to anyone who asks you for a reason for your hope”.*

(I Peter 3:15b, NAB)

**PURPOSE** — Each person in the parish will be challenged to make a prayerful, spiritual, generous financial commitment to the campaign. Most people must be shown how and be encouraged to do so. People who give “over and above” provide the best teaching and inspirational tool for leading others to do the same. A stewardship talk will transfer the method, message, and motivation to prayerfully consider a gift from one who is doing it to those who need an example.

**INTENT** — There are several ways in which your testimonial on prayerful, generous giving will help others:

- It will help them to know how to determine their prayerful, generous financial commitment. Many people have never faced this kind of decision before and need to be shown how to work through this difficult process. The example of one who has done it provides a positive pattern for others being asked to do the same.
- It will allow them to accept this as a difficult process. Voice your feelings and let others know that this was not an easy decision for you and your family. Give them permission to struggle, but also identify how it feels once you get to the other side of the decision.
- It will assist them to realize how important it is for all to commit sacrificially. Express how significant this time is for the parish and how seriously you and your family have taken this opportunity. Help them to think big. Challenge them by example to do more than they have ever done before. Set the step and stride, path and pace for all to follow.

**PROCEDURE** — There are three steps that one should take in determining a “prayerful, generous” financial commitment. These stages will provide the framework for your talk:

- *What does “sacrifice” mean to me?* The theme is **“Not equal gifts but equal sacrifice.”** Equal sacrifice is being asked of everyone. But what does “sacrifice” mean? How does it apply? Explain what that concept means to you and your family. Use it as the ambition underlying your commitment and try to help others think through what it can mean to them.
- *What am I willing to do in order to “sacrifice?”* “Sacrifice” will require some kind of action on your part. You will either have to do without, give up, alter, or postpone. It will require a personal cost. Your sacrificial plan will stimulate others to consider things that they may be able to do in order to sacrificially give.
- *How much will that allow me/us to give?* People usually think in limited terms until someone challenges them to consider expanded potential. A new level of thinking about giving must be established. The extent of your prayerful, generous financial support will help others to evaluate the quantity and quality of theirs. Let your gift be one that will encourage others to give more.



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**PRACTICAL SUGGESTIONS** — Please consider and incorporate as many of the following suggestions as possible:

- Your talk should take no more than four minutes to give (unless more time is given).
- Fit to the occasion. If done in church, it should add to the celebration of worship.
- Put your commitment into a context. Your financial obligations and limitations provide you with many reasons why you shouldn't give much. Show them how you fought through that thinking in order to do more than you have ever thought you could do.
- Speak of your commitment in terms of an "investment." Explain how the results should affect you, your family, your parish, the greater church, and God's kingdom.
- Be sensitive to audience reactions. Your talk is being given to benefit the listener.
- Call attention to **what** you are doing and **why**, but **not who** is doing it. Speak of the **purpose** for giving, **not the person** giving it.
- Let people hear your feelings. Let them struggle with you in the making of your decision.
- Help people to think positively instead of negatively about your commitment and theirs.
- Challenge all to think creatively, act prayerfully, evaluate generously, and give sacrificially.
- Close by explaining how important this opportunity is for the parish, how meaningful this process has been for you, how much you have grown during this time, and how you hope that others will join with you in the challenge.

**FINAL CONSIDERATIONS** — In being asked to share your commitment with the parish, you are being given the opportunity to affect the success of your campaign by:

- Putting into words what others are thinking and experiencing about giving
- Influencing other's desire and willingness to commit
- Stimulating each to think about giving in ways never considered before
- Enhancing the amount that each eventually will give
- Impacting what the parish will be able to do for years to come as a result of what is given

**ACKNOWLEDGMENT** — Your personal, prayerful, generous financial commitment has the potential of expanding itself mathematically by what it will inspire others to do. You have been asked to do this because you can do it as well as anyone in the parish. People respect you, listen to you, and are willing to follow your influence and example. Thank you for being willing to use your status and standing to inspire and challenge others at this strategic time!



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## WHAT GOES IN THE INFORMATION PACKET

(Subject to revision for each arch/diocesan campaign)

During the Information Phase of this campaign, each family will receive a packet of information produced and copied at the parish. Usually there are two weekends when this happens just prior to the Inspiration Phase. We ask the Pastor, Campaign Administrator and Print Communications Leader to work together to make sure the materials are ready at least one week prior to the first Information Weekend. **The Campaign Administrator should make sure materials come to him/her and that these packets are assembled and ready to go.**

1. **Pastor's Letter:** produced at the parish-sample in the appendices of your Campaign Manual. (sample attached)
2. **Prayer Card:** developed by the diocese, the Prayer Team or someone assigned to do it.
3. **Frequently Asked Questions:** (produced at the parish developed by each parish, with the pastor taking the lead, sample attached)
4. **Response Form:** A simple half-sheet that allows parishioners to ask any question they want to ask (provided, need to make copies)
5. **Discovery...A Personal Challenge:** A two-sided document about Scripture, provided by consultant (attached, need to make copies)
6. **The Brochure:** which is the main piece of Campaign Literature, gathered from several sources, produced by the Print Leader and Printer.
7. **DVD/Video:** If ready, it can be a part of this Information Packet if you are giving each family a copy.
8. **FAQ:** A document, often from the diocese, with frequently asked questions and answers
9. Any other printed materials that may be helpful

These materials are packaged with a "coupon" (sample provided by Consultant, need to make copies) at the masses during Distribution Weekends with the family/individual putting their name and pertinent information on the coupon and exchanging it at the Information table for a packet. This coupon indicates who has received a packet and allows the parish to mail a packet to those families after Information Distribution Weekends who were not present at one of the weekend masses.



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## CONDUCTING TOWN HALL MEETINGS

Parishioners need an opportunity to attend a meeting where information about the campaign and the case can be presented. Usually they are held on the first of the two weekends of distribution and if there are both Saturday and Sunday masses, one after a given mass on each day.

### 1. Preparation for the meetings

- ☐ In cooperation with the Pastor and Campaign Chair, determine dates, times and location for the town hall meetings
- ☐ Invite a Campaign Chair to speak at the meeting
- ☐ Enlist some of your Information Team to assist as hosts/hostesses
- ☐ Announce the meetings through the bulletin and campaign literature
- ☐ Meet as a team and determine the format and agenda for the meetings. A suggested agenda follows in this section.
- ☐ Arrange for any refreshments, beverages and any other essentials for the meetings

### 2. Conduct the meetings

- ☐ Welcome attendees
- ☐ Campaign Chair(s) speak for the campaign and the case, with a focus on the benefits to parish ministry
- ☐ Utilize any displays or literature that speaks to the case
- ☐ Allow for questions and answers
- ☐ Thank people for coming



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## Sample Announcement for Information Weekend(s)

This weekend at (name of parish), Information Packets for **(Name of Campaign)** will be handed out to parishioners who regularly attend Masses at our parish. There is a coupon available (please have ushers hand these out or have them in the pews with pencils) and we need a representative from each family to complete. You will exchange the completed coupon with a member of our Information Team as you leave church this morning.

I have a packet here and would like to take a moment to show you what is contained in the packet. (Have the announcer hold up each piece of information and give a brief overview: Campaign Brochure, Prayer Card, Discovery, Response Form, etc.)

All parishes in the arch/diocese have gone through, are currently involved in a campaign or will be in the next few months. If you are registered in another parish, you either have or will receive a packet from your parish.

Remember, complete your coupon now and exchange it for a packet as you leave and please take the time to read through the contents at home.

Thank you.





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## ***SAMPLE GOALS ANNOUNCEMENT***

This morning, it is my privilege to announce the goal(s) for our ***(Campaign Title)*** capital stewardship campaign. A few weeks ago, you received information in the mail about our plans. **(Hold up fact sheet!)** This fact sheet described the ministry needs and growth challenges we face. This is simply another step of faith we have taken as the people of God.

The theme of ***(Campaign Title)*** is ***“Not Equal Gifts but Equal Sacrifice.”*** This means that every one of us can and must be a part of meeting this challenge. We cannot all give the same amount, but each of us, and all of us, can have an important part. The financial goal(s) that have been established by our stewardship consultants and parish leaders can only be achieved if we all pray for God’s will and commit to give generously in sacrifice.

(Option for multiple goals)

That is why we have three financial goals. Each one is progressively larger and more faith challenging. They are not related to our campaign projects but to the measure of our faith and our willingness to sacrifice. Individually and together, we will determine how great our faith is and how much we are willing to sacrifice.

Our first goal is our \_\_\_\_\_ GOAL \_\_\_\_\_ (Amount). Reaching this goal will be a first step in meeting our needs. We believe that our leaders will reach this first goal as they set an example of sacrifice and commitment. I believe that we will reach this goal quickly and press to the next goals.

Our \_\_\_\_\_ GOAL \_\_\_\_\_ (Amount). This goal is a greater challenge for us. This goal will only be reached as we all take seriously prayer and sacrifice. It is going to require participation by everyone.

Our \_\_\_\_\_ GOAL \_\_\_\_\_ (Amount). It is not only a great financial challenge but also a great spiritual challenge. Following the example of Christ who sacrificed for us, we must be willing to let our vision and our faith define our personal sacrifice. All of us must be willing to let our commitment affect the way we live over the next three years. It will require us to trust God and His provision for our personal needs and to ask for His help in fulfilling our commitment to sacrifice. It will mean that we have caught the vision.

As you pray, ask God to give you the faith to do something you can only do with His help. Most of us can give more if we will make a commitment to give weekly or monthly or in some planned schedule for the next three years. Remember that our giving to ***(Campaign Title)*** must be over and above our regular offering for the budget.



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Let me close by asking you to do several things that will help us reach these goals.

1. Continue to pray about our individual sacrifice and for each other.
2. Read carefully all the information you receive.
3. Listen to our Pastor's Homilies about this opportunity to grow spiritually.
4. Be challenged by the stewardship talks of those who will share what sacrifice will mean in their lives.
5. Plan to attend our all-parish gathering on \_\_\_\_\_.
6. Join in a sacrificial commitment to **(Campaign Title)**.



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## INSPIRATION PHASE LITURGY PLANNER

### ( \_dates\_ ) INFORMATION WEEKEND(s)

- Distribution of Information Packets
- Bishop's Campaign DVD (Optional)
- Campaign Chairs share
- Parish DVD (Optional)

### ( \_dates\_ ) WEEKEND 1: Theme: Introduction to Stewardship – *Call to Prayer*

- Homily on Theology of Stewardship
- Parish Video
- Music: Stewardship focused
  - Mass Setting: \_\_\_\_\_
  - Opening Hymn: \_\_\_\_\_
  - Psalm: \_\_\_\_\_
  - Offertory: \_\_\_\_\_
  - Communion Hymn: \_\_\_\_\_
  - Closing Hymn: \_\_\_\_\_
- Witness Talk: \_\_\_\_\_
- Children's Activity: \* \_\_\_\_\_
- Youth Activity: \*\* \_\_\_\_\_

### ( \_dates\_ ) WEEKEND 2: Theme: Stewardship of Prayer- *What does God desire for us?*

- Homily on Stewardship of Prayer
- Music: Stewardship & Prayer focused
  - Mass Setting: \_\_\_\_\_
  - Opening Hymn: \_\_\_\_\_
  - Psalm: \_\_\_\_\_
  - Offertory: \_\_\_\_\_
  - Communion Hymn: \_\_\_\_\_
  - Closing Hymn: \_\_\_\_\_
- Witness Talk: \_\_\_\_\_
- Children's Activity: \* \_\_\_\_\_
- Youth Activity: \*\* \_\_\_\_\_



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( \_dates\_ ) **WEEKEND 3: Stewardship of Sharing - *What sacrifice can I return to the Lord?***

- Homily with Sharing emphasis
- Music: Stewardship & Sharing focused
  - Mass Setting: \_\_\_\_\_
  - Opening Hymn: \_\_\_\_\_
  - Psalm: \_\_\_\_\_
  - Offertory: \_\_\_\_\_
  - Communion Hymn: \_\_\_\_\_
  - Closing Hymn: \_\_\_\_\_
- Witness Talk: \_\_\_\_\_
- Children's Activity: \* \_\_\_\_\_
- Youth Activity: \*\* \_\_\_\_\_

( \_dates\_ ) **WEEKEND 4: SPECIAL EVENT/COMMITMENT WEEKEND**  
Stewardship Commitment – *What is God asking me to do?*

- Homily with Commitment emphasis
- Music: Stewardship & Commitment focused
  - Mass Setting: \_\_\_\_\_
  - Opening Hymn: \_\_\_\_\_
  - Psalm: \_\_\_\_\_
  - Offertory: \_\_\_\_\_
  - Communion Hymn: \_\_\_\_\_
  - Closing Hymn: \_\_\_\_\_
- Witness Talk: \_\_\_\_\_
- Children's Activity: \* \_\_\_\_\_
- Youth Activity: \*\* \_\_\_\_\_

( \_dates\_ ) **CELEBRATION WEEKEND**

- Homily with Celebration emphasis
- Music: Reflective on accomplishments focused
- Witness Talk: \_\_\_\_\_
- Children's Activity: \* \_\_\_\_\_
- Youth Activity: \*\* \_\_\_\_\_

\* \_\_\_\_\_ add your plan here; send to Stewardship Coordinator

\*\* \_\_\_\_\_ add your plan here; send to Stewardship Coordinator

# **PACESETTER GIFTS**

## **APPENDICES**



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## PACESETTER PROCESS DATES

The Pacesetter Gifts Leader(s) will be asked to work with the Pastor, Campaign Chairs and Advance Commitment Leaders to identify pacesetters (those able to make one of the top 10 gifts) and develop strategies to inform and solicit pacesetters.

**Training ->Build Team -> Prospect Review -> Solicitor Recruitment -> Solicitor Training ->Pacesetter Solicitation -> Thanking/Recognition of Pacesetters**

### MEETINGS

Leadership Team Training/Pacesetter Gifts Meeting #1	_____
Report #1/Pacesetter Gifts Meeting #2	_____
Report #2/Pacesetter Gifts Meeting #3	_____
Report #3/Pacesetter Gifts Meeting #4	_____
(If scheduled) Report #4/Pacesetter Gifts Meeting 5	_____

### TASKS COMPLETED

Lists Gathered by:	_____
Prospect Review started by:	_____
Prospect Review completed by:	_____
Solicitors recruited by:	_____
Solicitors trained on:	_____
Pastor Announcement Letter sent on:	_____
Pacesetter visits started by:	_____
Pacesetter visits completed by:	_____
Advance Commitment Gathering:	_____



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## Pacesetter Gifts: Prospect Review

### PRIOR TO PROSPECT REVIEW

- Prepare a list of top donors in the parish.
- If the parish has previously participated in a capital campaign, major gifts from that campaign should be available and should be reviewed along with other names on the top donor list.

### CONDUCTING PROSPECT REVIEW

*Pacesetter Gifts Team: the contents of the meeting are anonymous and confidential. Information exchanged in this meeting will remain confidential and anonymous.*

In the case of every prospective donor:

- Rate and evaluate the ability to give.
- Determine capacity, access, and relevance.
- Identify the best person to make the visit.
- Seek a realistically large — hopefully the maximum — potential gift, providing the donor with an amount or range to pray about.

The Gift Profile shows the Pacesetter Gifts Team what types of gifts are needed. Assign an ask amount to each individual who seems capable of a major gift. The top gift on the gift profile chart isn't a limit. If you feel a parishioner is capable of a larger gift, then suggest a gift amount.

### ASSIGN A TWO-AXIS RANK TO EACH DONOR

- Review each of the names of the top donors to the parish
- First Consider Financial Capacity to Make the Gift:
  - 1** – could probably give at one of the top two gift levels of the Gift Profile chart's first tier.
  - 2** – could probably give at the lower level(s) of the Gift Profile chart's first tier.
  - 3** – Could probably give at one of the top levels of the Gift Profile chart's second tier.
- Next, consider the prospect's potential interest in the project and desire to make a gift.
  - A** – Is committed to the campaign and/or project and will most definitely make a gift.
  - B** – Is somewhat unsure about the campaign or the project, but with information will likely make some gift.
  - C** – Is very unsure about the project and the campaign. Will require much more information and cultivation.



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- Once ranked, assign a gift ask level to each prospect.
  - Consult the chart below to determine where the prospect falls in the priority of contacts to be made.

Once an amount is assigned and a priority set, determine the best possible person to make the visit. This may be a combination of the Pastor, Pacesetter Gifts Leader, Campaign Leader, or some other individual. There needs to be an affinity between the prospect and those making the ask.

After all prospective donors on the list have been reviewed: **are there other names that should be added.** Someone who is not on the top donor list but the team feels might be capable of making a major gift. Review these additional names and assign a gift amount and a potential visitor.

Since the Diocese is conducting a Major Gifts effort, go back to those ranked **1-A**. Could the individual be considered for a larger ask amount, based on the needs of the Diocese. Would the Bishop be the best and most influential person to make the ask?

### **QUESTIONS TO CONSIDER DURING PROSPECT REVIEW**

- What kind of work do they do?
- Are they married?
- Do they have children? Ages? Attend Catholic/private school?
- Where do they live?
- Hobbies?
- Interests as it pertains to the parish?
- Do they volunteer at the church? Past or present? What role do they play?
- Do they give to any other organization or within the community?
- Does anyone know who else might be able to give an opinion on this prospect?
- What would motivate them to give to the campaign?





## Prospect Priority Ranking Chart

Financial Ability

1	Top Priority Prospects	Second	Third
2	Tier	Prospects	Tier
3			Prospects

Interest/Commitment

A B C

*Prospects in the Pink area should be referred to the Advanced Commitment Committee, although those marked as 1-C might still be pacesetter prospects.*



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## PACESETTER PACKET ITEMS

### PACESETTER INFORMATION PACKET

These items should be put into a nice, heavy pocketed folded with their name on it or a 9x11 envelope.

- ☐ Parish/Arch/Diocesan Brochure **OR** Fact Sheet
- ☐ A Question and Answer Sheet
- ☐ Ways of Giving (provided by consultant)
- ☐ (Arch)diocesan AND parish DVDs – (if available)
- ☐ Prayer Card
- ☐ Gift Profile Chart
- ☐ Ancillary Items as needed



## Sample Pacesetter Event Invitation Letter

«GreetingLine»

For several years the leadership of (name of parish) has explored the need for (insert brief description of the project). Based on several factors all indications are that we need to prepare for (need the case fulfills). After much prayer and planning it has been determined that now is the time that we must fulfill these needs.

Thus we are beginning our (name of campaign). As a kickoff to the campaign we are inviting key leaders to a gathering on (date) to learn more about the details and financial needs of this important initiative. As one of those leaders in our parish and community your involvement and support are essential as we prepare for our future.

Please join us as we join hearts and hands to make God's vision for our parish a reality.

**(Date)**

**(Time)**

**(Location)**

**(Refreshments)**

RSPV to \_\_\_\_\_ at \_\_\_\_\_

Sincerely,

Father \_\_\_\_\_



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## Sample Pacesetter Gifts Dinner Invitation

Dear (names),

We are so grateful for our parish, (parish name), its long history and its place in the hearts of all who call it home. Your involvement is important and because of that we want to personally invite you to one of two dinners in our homes on either (dates).

Our parish is one of the first to be a part of the (name of campaign) Capital Stewardship Campaign that is taking place in parishes across (Arch) diocese. This campaign will allow us to strengthen our ability to do ministry and meet the needs of our parish and school for years to come.

The (date) dinner, at \_\_PM, will take place at the \_\_\_\_\_ and the (date) dinner at \_\_PM at the \_\_\_\_\_. These dinners will be intimate with a handful of other parishioners, and Father (name), our pastor, (name), and our consultant from O'Meara Ferguson will join us. We will enjoy food and fellowship together and hear from Father (name) and (consultant name) about our campaign and its importance to our present and future.

One of us will be calling you in the next few days to confirm your attendance. We sincerely hope that you will take time to attend. Financial commitments to our parish will not be taken at the dinners. We will provide information that hopefully will help you understand the campaign and its importance to our parish and (Arch) diocese.

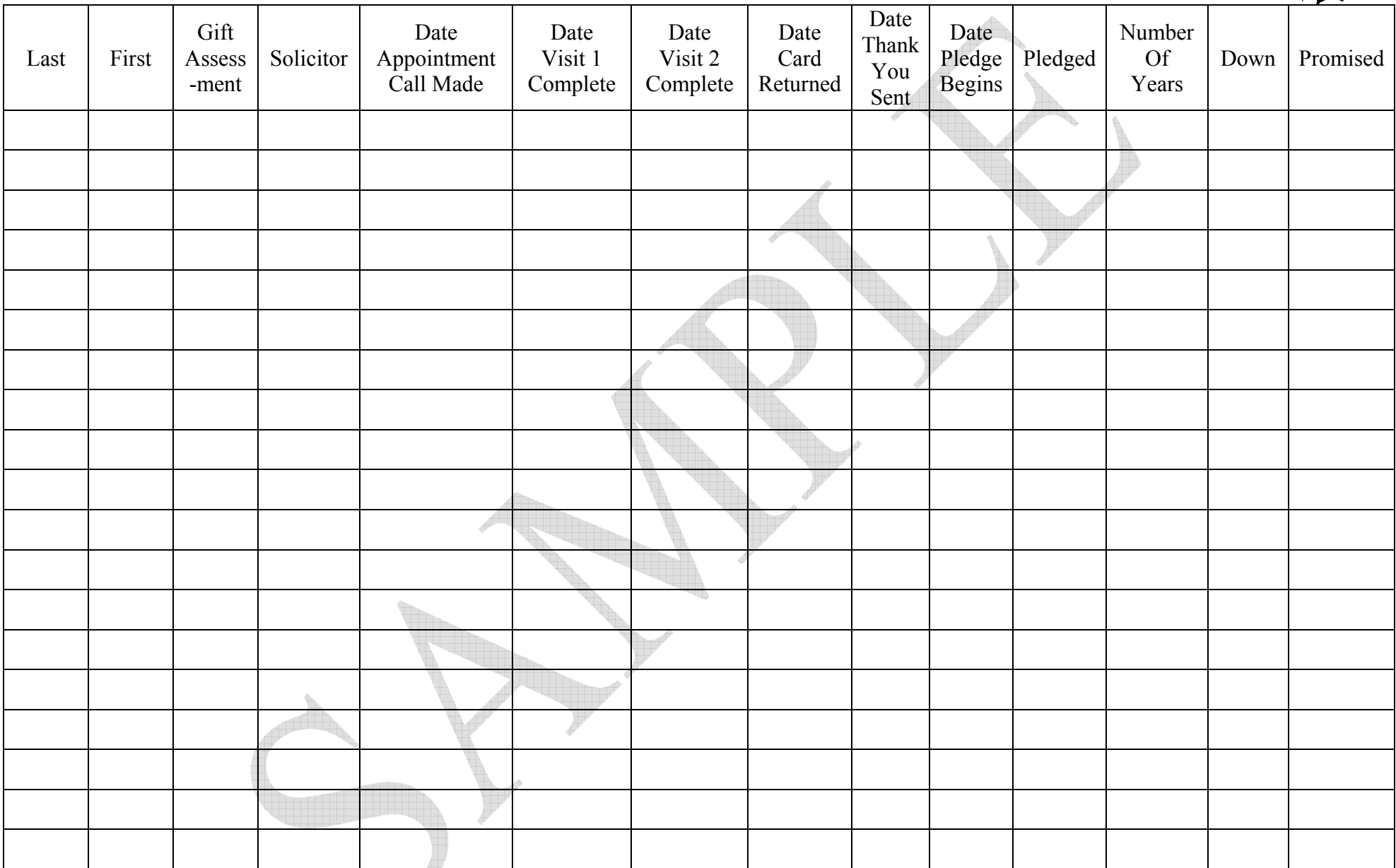
Sincerely,

(names)



Time: \_\_\_\_\_

PG Appendix F (Tracking Sheet)





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## Sample Handwritten Thank You Note for Pacesetter Visitors

Dear \_\_\_\_\_,

Thank you for welcoming me into your home and for allowing me the time to share with you about the (Name) Campaign. We will be successful because people like you believe that this is important for the future of our parish and arch/diocese for years to come.

May God continue to bless and guide you as you prayerfully consider your (families) expression of faithful stewardship.

God's best to you!

(Pacesetter Visitor)