

PARISH CHAMPIONS- 2024

Growing engagement for the Catholic Charities Appeal



HOW WE REACH DONORS

The Diocese of Cleveland's Catholic Charities Appeal raises funds primarily through direct mail solicitations and "in-pew" appeals. The program is successful because it draws support and coordination from every pastor and parish in the Diocese.



A CREATIVE NEW APPROACH

Every year we improve our approach and learn what works and what doesn't. Every improvement we make to the Appeal means more support for people who need help in our Diocese. We're constantly tweaking things and adding new strategies to our plan. Given its success in the 2023 Appeal with four parishes in our diocese, we're utilizing this social media strategy to raise awareness of the 2024 Catholic Charities Appeal and increase participation in the In-Pew Appeal.



HOW IT WORKS

The foundation selects twelve parishes for this social media strategy. The foundation will work with the pastor at each parish to identify a Catholic family to serve as our "parish champion." The parish champions should be recognizable and trusted parishioners active in the parish and donate to the Catholic Charities Appeal. The foundation will then work with each parish champion family to create a short social media video (60-90 seconds). The video will be published on Facebook and Instagram before the parish's in-pew weekend and will be designed specifically to reach fellow parishioners and encourage them to support the 2024 Catholic Charities Annual Appeal.



WHAT WILL THE VIDEO LOOK LIKE?



You can find a sample video from 2023 here:

<https://vimeo.com/799243625>



Parishes that post at least daily on Facebook report average household giving 44% higher than parishes who post less often.

Contact Katie Galicic for more information—

kgalicic@catholiccommunity.org – (216) 696-6525 x1049

Parish Packet

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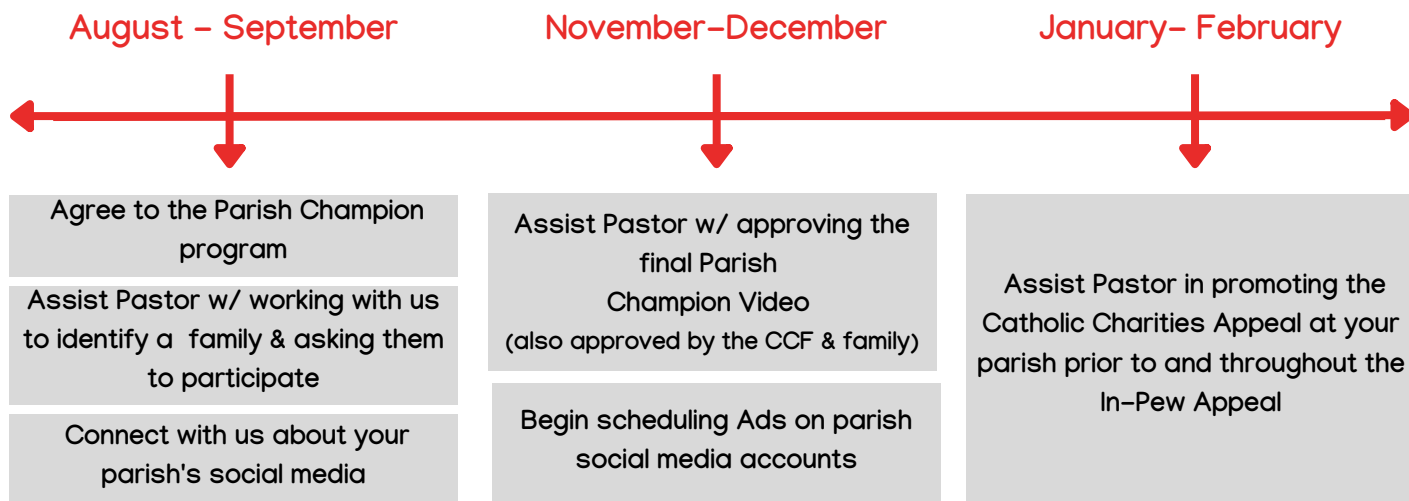
Growing engagement for the Catholic Charities Appeal



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PARISH EXPECTATIONS & TIMELINE



1. (Assist with) Pastor Expectations

- Identify a Parish Champion Family
- Identify parish social media contact to connect with Katie
- Promote 2024 Appeal on social media using the Parish Champion video, and other materials provided by the Foundation

2. Catholic Community Foundation Expectations

- Support pastor/parish in identifying Parish Champion family
- Work with the Parish Champion family to collect materials
- Assemble Parish Champion video
- Work with designated parish social media contact to set up marketing for the video



2023 PARISH CHAMPION STATS

- + Average 14% increase in \$ raised towards goal/ parish (YTD)
- + Average 68 more donors/parish (YTD)
- + Parishes made/exceeded their goal 5 months sooner (on average)

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RESOURCES

➔ Parish Champion Program Website

www.catholiccommunity.org/parishchampions

➔ How to pick a Parish Champion Family

1. Families who are recognizable and trusted parishioners
2. Families who are active in the parish/school (local community is a plus too)
3. Families who donate to the Catholic Charities Appeal

➔ What will be needed from the Parish Champion Family

1. Permission to design a social media video ad and publish that video on Facebook & Instagram targeting social media users within your parish/diocese boundaries.
2. 10–12 compelling photos or video clips that we can use to create the video. (Review the sample video to understand how the photos will be used.)

Examples might include:

- Professional family photo x 1
- Sacramental picture (during a wedding, baptism, first communion, etc.) x 3
- Family member(s) at the parish x 3
- Family member(s) doing activities or hobbies x 3
- Candid, smiling family photos x 3
- Any other photos or video clips that connect the family to the parish or diocese or Catholic causes x 2
- A few words about your involvement in the parish and why you support the Catholic Charities Appeal.

➔ Additional ways to share your Parish Champion video with your parishioners

1. Play the videos on a loop at your parish doughnut or coffee Sundays
2. Play the video at any parish event or meeting happening
3. Share the video via digital communications like an email/text/newsletter/flocknote/s'mores/ etc.
4. Consider sharing the video to your school community as well

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