

# IN-PEW WEEKEND: NOTES FOR THE PASTOR

## The In-Pew Appeal is powerful.

- Over 17% of our goal is raised during In-Pew Weekend from over 8,000 donors.
- For a successful appeal, we hope to get 12,000 donors in 2023.
- By presenting the case of support for the Catholic Charities Appeal at Mass, our pastors are able to reach all the faithful present in churches and those live streaming across the diocese.
- The in-pew Appeal is the only way we reach those who have never given to Catholic Charities.
- This method is the best way to reach new donors to Catholic Charities.
  - » Just like many parishes, our donors are aging, and our numbers are declining.
  - » It is critical to attract new donors to support Catholic Charities for the long-term well-being of this vital organization.

## The pastor's leadership is critical to the success of the in-pew process.

- **No other member of the parish will be as successful in leading the process.**
- People will respond in far greater numbers if the pastor is the one reading the in-pew script.
- Up to this point, people have heard about the Appeal and why it is so very important to support it through a letter from Bishop Malesic. Some will have pledged by mail.
- Now is the time to ask all the rest of the parishioners for their financial support!
- The fact that you, their pastor, is asking will have a very positive effect on the importance that people place on the request.
- As pastors, we ask that you reflect on why you support Catholic Charities and the Appeal and publicly comment on some of those reasons.

## The mechanics of the In-Pew Appeal are critical to success!

- **Distribute the envelopes.** Use a group other than the ushers to do so to indicate this collection is somehow different and important.
  - » Envelopes left in the pews are easy to ignore.
  - » Envelopes left in the pews often become scratch paper. They may get hung on the fridge as a display of a toddler's Mass-time artwork but are unlikely to become pledges to Catholic Charities.
- **Walk parishioners through filling out the envelope.**
  - » Of course your parishioners can do this on their own, but if you indicate that you are walking them through the process because you want everyone to consider a pledge of support, they are more likely to actually do so.
- **Collect the envelopes immediately.**
  - » Don't wait for the regular collection basket to be passed. Envelopes will be tucked into purses or pockets or put aside.