

## KEYS TO A SUCCESSFUL IN-PEW WEEKEND AT YOUR PARISH

1. **Thank parishioners for their generosity and/or reaching last year's goal.** Their generosity matters!
2. **Use the video DVD or audio file to convey the theme.** The video/audio and the in-pew script lay out your case for support. For those who have already given, this provides an opportunity for donors to understand the impact that they have already made through their support.
3. **Keep it local and speak to something about which you are passionate.** Reference your parish mission or collaboration between your parish and Catholic Charities or a program that benefits your parishioners or community. People give to people, so make it personal!
4. **Follow the mechanics for the in-pew pledge process.** Suggested mechanics can be found on page 10.
5. **Ongoing thanks and reminders.** Use bulletin announcements, social media posts, or other opportunities to share the good news! Let your parishioners know their impact!

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# Tip:

Use the email templates and other marketing tools provided on our website to communicate your appreciation to parishioners.  
[CatholicCommunity.org/parishmaterials](https://CatholicCommunity.org/parishmaterials)

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