

## 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.  
[Catholic Community.org/parishmaterials](https://www.catholiccommunity.org/parishmaterials)

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## IN-PEW PROCESS PREPARATION:

- The parish should recruit young people (CYO teams, confirmation candidates, Boy or Girl Scouts, Parish Youth Group, etc.) to distribute and collect the pledge envelopes. This not only provides a good service project and learning experience, it also ensures that you will have plenty of help. Please be sure that there is enough adult supervision and sufficient training to ensure that everyone who should get a pledge envelope gets one and that all completed envelopes are retrieved.
- You will need one student in every section of your church, about every 5 to 8 pews. You will need one adult in each side aisle to retrieve extra envelopes from some pews and to provide extra envelopes for pews that do not have enough. The adults should also distribute envelopes to any people who are standing or are in the cry room or the choir loft. If there are large numbers of standing room people, assign extra adults to them.
- Each parish should hold a practice session for the students. The pastor should read through the entire script at the practice. The pastor should give a prearranged signal that will tell the students/ushers that they should move to their assigned areas. The adult working the outside aisle can retrieve overages and provide envelopes where there are shortfalls. Only one adult per side aisle is needed.
- Students will need the following information. To ensure that the students attend their assigned Mass and report at the right time and place, a letter containing the following information should be sent home with them after the practice session.

Date and time of their assigned Mass.

Where to report.

Where to pick up their supplies.

Where to wait for the signal that it is time to distribute their envelopes.

Which specific pews they will work.

When they will be expected to move to their assigned locations  
(when Father signals from the altar and what signal he will use).

What to do while the people are completing their pledge envelopes.

Where to get the collection baskets.

Where to empty the baskets after they collect the pledge envelopes.

Where to return the baskets.

- At least one member of the team must be present at every Mass to make sure that the process goes smoothly and completed pledge envelopes are properly secured. That person will brief the ushers before every Mass as to the Appeal process and the role of the students.

