

IN-PEW WEEKEND: NOTES FOR THE PASTOR

The In-Pew Appeal is powerful.

- Over 15% of our dollar goal is raised during In-Pew Weekend from over 9,000 donors (26% of total donors).
- For a successful appeal, we hope to get 11,000 donors in 2025.
- 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 livestreaming 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 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.

