

Love your NEIGHBOR



2021 ANNUAL APPEAL

IN –PEW WEEKEND: NOTES FOR THE PASTOR

The In-Pew Appeal is powerful.

- Over 25% of our goal is raised during In-Pew Weekend from over 20,000 donors.
- By presenting the case of support for the Catholic Charities Annual Appeal at Mass, our pastors are able to reach all the faithful present in churches and those livestreaming across the diocese.
- This method is the best – and perhaps the only – 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!

The COVID-19 pandemic has caused all of us to shift away from old routines, so please refer to the suggested strategies to implement the In-Pew Appeal in a safe and effective way. We are appreciative of your commitment to help those in need, especially as we see an increase in requests for assistance throughout the pandemic. We could not do this without you!

For assistance, please contact Sarah Yantek: 216-696-6525 x1049, syantek@catholiccommunity.org

