

Key Strategies for a Successful ACA

Alma Benitez, Director of Stewardship and Development

Preparation - Have a Plan

Work the Plan

- Presenters- pastor and ministry representative or parishioner
- Ushers
- Parish staff and/or Parish Appeal Coordinator

Pay Attention to the Calendar

- Timing is important.
- The diocesan & parish calendar.
- Lead time to plan, recruit volunteers.

Know Your Parishioners

- What has worked in the past?
- When is the best time to ask for support?
- What gets the greatest response?

Sharing a Personal Story



Sharing a Personal Story cont.



Celebrating Your Personal Stories

- Your hard work and participation in the Annual Catholic Appeal impacts the lives of thousands of people throughout the Diocese of Yakima through ministries that reach beyond the scope of any individual parish.
- Our collective gifts make these ministries possible.

THANK YOU!

Make it easy for your parishioners to give

- Different ways to give.

Thank and engage *

- While thanking your donor is obvious, it is often overlooked.
- Find creative ways to thank your donors.
- Regularly update and thank them.

The balancing act

- Stick with what works and get creative.
- Keep in mind, you don't need to re-invent the wheel.

“Most of your donors give because of your mission and the important work that you provide.” ~ Jim Steier

Questions?

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