



PASSION
FOR OUR FAITH

PROMISE
FOR OUR FUTURE

LOVE
FOR OUR
FAMILY

CARE
FOR OUR
COMMUNITY

A FUTURE FULL OF
HOPE

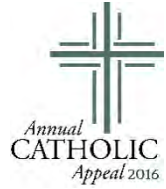
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Annual
CATHOLIC
Appeal 2016



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2016 Leadership Session

Welcome!

Monica Lewis
Director of the Annual Catholic Appeal
Archdiocese of Seattle



Prayer for the Annual Catholic Appeal

Generous Lord,

Create in our hearts a deep spirit of gratitude
for the many blessings You have given to us.

Help us to see those in our community
who need our time, our support, our prayers –
and help us to be generous.

We ask You to bless the Annual Catholic Appeal
which gathers the gifts that are offered to You
and strives to fulfill the needs of so many.

Amen.

What will I learn today?

- Spirituality of Fundraising
- Appeal Strategies and Best Practices
- Witness Speaker
- Electronic Communication/Technology
- Parishes with Hispanic Communities

University of Notre Dame Institute for Church Life

2011 Report – ‘Unleashing Catholic Generosity: Explaining the Catholic Giving Gap in the United States

- “the single most important factor explaining the giving gap is a lack of ‘spiritual engagement with money’ on the part of most American Catholics.”
- “Viewing money as having a spiritual purpose dramatically increases giving, while separating money from religion has the opposite effect.”
- Pastoral Leadership must “strengthen the belief that how believers use their money is a spiritual, not just secular or profane, matter that God cares about.”

University of Notre Dame Institute for Church Life

Study identifies two types of parish cultures to explain apparent lack of connection between money and spiritual life:

❖ 'Paying the Bills'

- Discussion of money separate from the Church's spiritual mission.
- Focus on need and security; emphasizes parishioners' responsibility to give.
- Clergy uses business language and models, or avoids the subject of money entirely.

❖ 'Living the Vision'

- Clergy *collaborates* with parishioners in discussions about money, emphasizing the mission of the Church and opportunities for spiritual growth through giving.
- The parishioners participate and increase their financial giving due to their *spiritual engagement with money*.

University of Notre Dame Institute for Church Life

'Paying the Bills' Vs. 'Living the Vision'

In other words...

Give parishioners a way to LIVE the MISSION AND THE VISION which will help them find meaning in their giving.

Talk about Church not as a Church that **HAS** needs, but rather a Church that **MEETS** needs.

Maintenance vs. Mission

Are we asking for money in order to maintain our structures and programs (i.e. 'pay the bills')

OR

are we asking parishioners to join as partners in the mission of the church (i.e. 'living the vision')?

By inviting parishioners to exercise their faith and become financial partners in the mission of the Church, we raise fundraising to the level of ministry!



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A Gift to the Annual Catholic Appeal...

***IS A ONE-STOP DONATION FOR OVER
60 MINISTRIES AND SERVICES IN WESTERN WASHINGTON!***



“Parishes of the Catholic Church in Western Washington are working together to accomplish what we cannot do alone.”

FUNDRAISING PRACTICES

that guarantee success...

Principle #1:

Increase Donor Participation *by 5% over last year*

Principle #2:

Increase Average Donor Gift *by 5% over last year*

For Best Results ...

do both!





Principle #1

2016 Appeal Strategy

Increase Donor Participation by 5% over last year

**FROM THE BEGINNING, TELL
YOUR PARISHIONERS YOU SEEK
THEIR PARTICIPATION**

PROVEN STEPS TO INCREASE DONOR PARTICIPATION

- ASK through your **PASTOR LETTERS**
- Promote **PRAYERS** to engage future donors!
- Promote your Parish **PROJECT** in all materials
 - If you did not have a project last year, take a step to have one this year!

PROMOTE a PARISH PROJECT to SECURE your PARISH REBATE!

- Select a meaningful parish project that parishioners can envision, embrace, and relate to locally.
- Announce parish project in all of your ACA communications (*Pastor Letters / Pulpit / Website / Email / Facebook / Twitter*).
- Provide a visible sketch or Pop-Up display of parish project (*on website / through email / Facebook / Twitter / parish hall or vestibule*).



Increase the Average Donor Gift by 5% over last year

In Your Parish Ask:

From those who gave Last Year, ask for a 5% increase in their gift;

From those who did not give, ask them for \$365 or a dollar a day!



2016 Appeal Strategy

Principle #2: Increase Average Gift

If you gave last year, please consider increasing your gift by 5% this year. If you did not give last year, would you consider a gift of a dollar a day (\$365)?

Gifts of any amount are welcome, and your gift will make a big impact on many lives in Western Washington!

POWER OF A SPECIFIC ASK

**We started the \$1/day “ask” 9 years ago –
Since then, we have increased the number of
donors and dollars by 700%!**

ENCOURAGE WAYS TO GIVE

	2016 Average
One-time Gifts	\$260
Archdiocesan Average	\$361
Matching Gifts	\$388
Installments	\$481
Online Donations	\$452
Credit/Debit	\$486
Electronic Funds Transfer	\$562
Stock Donations	\$2,979



2016 Appeal Strategy

Principle #2: Increase Internet Gifts

ONLINE GIVING

In our first year offering online giving (2007), we had just 200 donors respond. This year, we've had 5,300 donors respond – a 2500% increase in just 9 years.

17% of our total dollars raised is coming from online giving. This continues to be the fastest growing vehicle in increasing dollars and donors.

We have 174 parishes and missions – 168 of those received at least 1 gift via the internet.

PROVEN STEPS TO INCREASE AVERAGE GIFT

- USE THE \$365 ASK FROM THE PULPIT!
- Encourage *Ways of Giving*
 - Pledges
 - Credit Card/EFT
 - Stock
 - Matching Gifts
- Encourage *Internet Gifts* – both web-based and mobile



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What to look for in a Witness

- Supports the Annual Catholic Appeal
- Informed about the Appeal & Parish Project
- Speaks well to a larger audience
- Someone who can motivate through a personal story

Who and How to Ask?

- Parishioner, retired priest, seminarian, deacon
- Check donor reports – new or consistent donor
- Verbally invite witness and meet with them

- **Living the Vision** – painting the picture by bringing value and purpose while focusing on a powerful ministry(s) people will remember
- **Educates** parishioners – Ministries/Services – all parishes benefit in some way (schools, building projects, evangelization, our religious, and more)
- Personal **stories motivate** people to give – acknowledge that not all have given to the Appeal before – please say ‘yes’ this year

With a strong presentation and ASK, parishes have

GREATER RESULTS!

The Importance of Multiple Asks

(driven by participation)

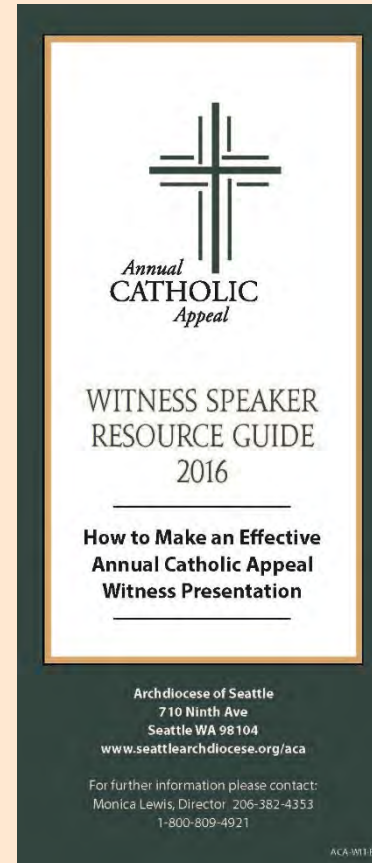
It's your chance...

- To educate your parishioners about ministries funded
- To reach those in your pews each week through personal stories
- To promote your Parish Project

Ask on all 4 ACA Weekends

- Use the dollar a day ask or your parish average, if higher
- Target a 5% increase in average gift and participation
- Encourage ALL to participate during Mass, including electronically

- **Introduction**
- **Personal Story**
(humanizes you as a speaker and makes your messaging more meaningful)
- **Joy of Giving**
(let your passion show)
- **Make the Ask**
(use Smartphones; invite Visitors to give)
- **Close**
(mention project and Matching Gifts)
- **Thank**



- **Explain** the talk is only 7-9 minutes & the guide is helpful if needed. Have a clear roadmap and rehearse.
- **Ask/Encourage** to be available for follow-up Sunday(s)
- **Confirm** 2 weeks prior to talk and again 1 week prior
- **Ask for Electronic Copy** to use for follow-up (email and/or website)

Thank your speaker!

- **Witness Resource Guide (English/Spanish)**
- **2016 Appeal Brochure**
- **Appeal Budget**
- **Archdiocesan Annual Report**



Importance of Asking

Proven Steps to Success!

- Send ALL letters from the Pastor
- Set clear expectations - *Average Gift and Participation*
- Have powerful Witnessing
- Communicate Electronically
- Report your results and Thank
- Don't answer for your parishioners!



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Electronic Communications Best Practices to Use for the Annual Catholic Appeal

Email & Social Media Uses for the campaign

(include ACA donate link)

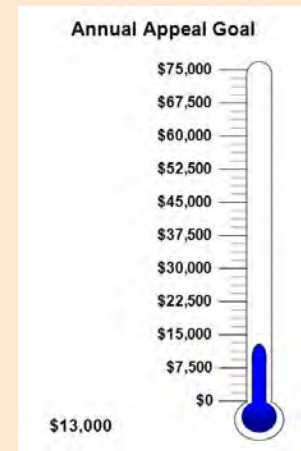
- ❖ Announce the Appeal before Kick-off Weekend
- ❖ Send ACA Witness Talk
- ❖ Encourage Matching gifts
- ❖ Report Results and Thank your parishioners
- ❖ Provide Updates on Parish Project
- ❖ Add the ACA donate link to the bottom of all outgoing parish emails
- ❖ Effective follow-up to non-respondents throughout the campaign
- ❖ VIDEO!!

Growth Opportunity – Embrace it and Catch Up!

You are losing donors if you're not encouraging ways to give electronically.

Prepare Your Website!

- ❖ Create Appeal Message on Home Page
- ❖ Use ACA Donate button
- ❖ Upload Witness Talk
- ❖ Use Thermometer: <http://www.jlion.com/Tools/jTherm.aspx>
- ❖ Highlight Parish Project
- ❖ VIDEO!!



What Can You Do?

- ❖ Mention that the Donate Link and QR are on all materials – including the Poster
- ❖ Encourage using Smartphones at Mass to donate
- ❖ Push Notifications on Parish App
- ❖ Promote on FaceBook page
- ❖ Remember to have an ACA message on all outgoing emails from the parish

The best part? Online gifts go directly to the ACA Office so you don't have to process them!

**Whatever Platform you use
(Email – Pew – Electronic – Standard Mail)**

**Make sure you are consistently
communicating the Mission of the Annual
Appeal and highlight a few of the ministries
that benefit from their gift!**





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UN FUTURO LLENO DE ESPERANZA

DONAR AHORA



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How to involve your Hispanic Communities

Hispanic Stewardship and the Annual Catholic Appeal – It's a Different Ball Game



Koren Ruiz



Corresponsables de Dios
Stewards of God

USE A DIFFERENT APPROACH

- ▶ **The Latino community is culturally speaking a very spiritual group. And there is a lot of spirituality in the concept of stewardship itself, however, stewardship is often used or perceived as a way to simply raise money for the church.**
- ▶ **Many times pastors expect their Latino community to just do it the American way, without taking the time to educate the Spanish Community.**
- ▶ **If the approach comes from a culturally relatable person, who understands their culture and reality. If they explain giving from a spiritual perspective and as a way of life - a calling from GOD to do His will with what HE trusted us with (our time, talent and treasure), it will be better received by the Latino community. Taking a spiritual approach almost automatically makes it culturally appropriate for them.**

- **Don't assume that the Latino Community will change the way they give just because you ask them to. It may be appropriate for your English speaking community, but there are a lot of cultural differences between the two AND a greater need for FORMATION in the Latino Community. Why??**
- ***There is no literal translation for the word Stewardship in Spanish.***
- **However, don't assume that they don't want to give; they know giving is important, but they haven't been educated about how to do it.**
- **Don't assume they are poor and can't give; giving has to be proportionate. It's not about equal gifts, but equal sacrifice.**

JUST EDUCATE!!!!

How to involve your Hispanic Communities

DON'T SIMPLY TRANSLATE, TRANS-CREATE:

- *Don't expect a community to change culture & habits that have been passed on for generations, especially if the formation process only includes written materials that were simply translated.*
- *Begin the process of trans-creating the concepts by communicating through culturally sensitive practical examples; this will allow you to inspire people to start their stewardship journey, and begin to understand the concept.*
- *An effective way to do this is with tools like videos, face to face presentations, stewardship conferences, workshops, and lay witness testimonials that work more effectively than translated written materials.*

IT'S A PROCESS!!!

Have a clear and comprehensive plan to educate your Latino community on the concept of stewardship.

- **Introduce the Annual Appeal assuming they know nothing about it**
- **Use culturally appropriate stories and examples to illustrate ACA ministries**
- **Present factual information about a few of the ministries that they may not know about, but would understand if they did**

IT'S A PROCESS CONTINUED...

- **Involve your Latino leaders in different areas (announcements, visuals, prayer, events, etc.)**
- **When they are involved in the process, they gain a sense of ownership and believe and support it**
- **Get the Latino leaders commitment before making “ask” to the rest of the community**



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A Call to Action

- *Living the Vision - talk about the Church that “meets” needs, rather than the Church that “has” needs*
- *2 Basic Strategies to Increase Average Gift and # of Donors*
- *Inspiration to find the best Witness Speaker*
- *Uses of today’s technology*
- *Involving Hispanic Communities*





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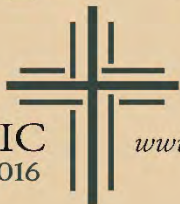
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Thank
You!