

2017 UPPER PENINSULA CATHOLIC
SERVICES APPEAL
IN-PEW
PRESENTER'S MANUAL



Pastor Presentation Weekend #1

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Lay Presenter Presentation Weekend #2

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In Pew: One UPCSAs Campaign Strategy

The “in-pew” process is recommended for obtaining donations from a large portion of your parish at one time. This method provides an opportunity to bring UPCSAs to the forefront of the minds of parishioners while providing them with a convenient mechanism to respond at that moment. The in-pew process can re-engage former donors as well as those who have never made a gift to the Appeal, or those who are not registered as a member of a parish. This strategy depends upon the combined efforts and preparedness of the Pastor and volunteers to make donating as simple as possible for parishioners attending Mass. If implemented properly, this practice increases both the number of donors and the dollars contributed.

HOW TO CONDUCT THE “IN-PEW” METHOD

Mid-July	Pastor contacts UPCSAs staff/committee at the parish to inform of in-pew method and affirms their availability and willingness to help.
Early to Mid-September	UPCSAs materials received and reviewed by Pastor & UPCSAs volunteers. Parish UPCSAs Committee meets to go over the appeal scripts and gathers volunteers (either someone from a ministry supported by UPCSAs, a parishioner with first-hand experience with an UPCSAs-funded ministry, or a parishioner who strongly supports UPCSAs in word and action) to attend each Mass and read the in-pew appeal script. From these volunteers, a leader is selected to make sure materials are passed out during Mass on 2 UPCSAs weekends. The UPCSAs Committee also contacts the choir leader to prepare thoughtful music to be played during the quiet time while parishioners fill out their pledge cards.

WEEKEND #1

Before Mass	Before the Mass begins, the Pastor, UPCSAs chairperson, or designated UPCSAs team member should consult with ushers to ensure that the needed supplies (pledge cards, authorization cards, envelopes & pencils) are prepared and available. See Usher Instructions (<i>page 4</i>).
During Mass	
Step 1	The Pastor mentions the Appeal at the end of his homily, referring to the Suggested Homily UPCSAs Remarks for increased success.
Step 2	At the conclusion of the homily (or at a time directed by the pastor), the homilist can introduce the parish UPCSAs team. The homilist or other designated member of the UPCSAs team should then explain how to complete the in-pew pledge cards.
Step 3	The leader signals the ushers to hand out the pledge cards to people in the pews. The speaker can use this time to discuss the option of making a pledge over a period of time and the various giving options. The leader will invite one member of each household to look at the pledge card and follow along as the leader reviews the information and instructions for completing the card.

Step 4 The leader should explain each section beginning with name, address, and parish information on the left side of the pledge card. The leader should also clarify that each registered household already received a pledge card by mail from the Bishop, and that if a pledge card is not returned to the parish, they will receive another pledge card at a later date.

Note: While we would prefer that each household indicate their name and current address, donors wishing to remain anonymous may leave their pledge card blank or simply write “anonymous.”

Step 5 After explaining the gift giving options and referring to the authorization card for auto withdrawal and credit card, the leader should invite the parishioners to take a few minutes to prayerfully reflect and complete the form. Remind the parishioners that every gift makes a difference and that everyone can participate in UPCSА—even if they cannot give at this time, they can still pray for the Church’s mission.

Note: The choir musicians should play appropriate offertory music while parishioners are completing the pledge card.

Step 6 Once a sufficient amount of time has passed, the leader should thank the people for their generosity and time and instruct them to place their gifts in the collection basket at the Offertory. Remind people to place their pledge cards in the envelopes to distinguish these gifts from the regular parish offertory.

After Mass:

Step 7 Once the Mass has ended, the Pastor, UPCSА chairperson, or designated UPCSА team member should ensure that envelopes are delivered to the location where they will be processed and secured. Ushers/hospitality ministers or team members should remove any remaining envelopes and pencils from the pews and ensure that supplies are sufficient for any remaining Masses.

Monday Morning:

Step 8 Pledge cards collected from weekend Masses should be processed by the parish secretary/bookkeeper on the next business day.

WEEKEND #2

Parishes are asked to either conduct the in-pew process the following weekend or to conduct a shortened version of the process. This provides an additional giving opportunity for any parishioners who may have been absent on the first weekend.

During Mass:

Proceed with Steps 1 through 8.

NEXT 2-3 WEEKENDS

Thank those who have responded. Report in the parish bulletin the number of families that have pledged to UPCSА and the total

amount raised. Continue to encourage 100% participation. Parish may display the Thermometer of Parish Campaign Progress (from the UPCSAs Leadership Manual) in a visible place and update it regularly.

Notes:

- The entire process should take place at a time of the pastor's choosing, but **it is strongly recommended that it NOT be left for the end of Mass.**
- Ideally, parishes should conduct two back-to-back in-pew pledge solicitations. One led by the pastor, and the other by a lay presenter (either someone from a ministry supported by UPCSAs, a parishioner with first-hand experience with an UPCSAs funded ministry, or a parishioner who strongly supports UPCSAs in word and action). If you have multiple parishioners speaking on the second appeal weekend, we suggest scripting them, so the messages heard at each Mass are essentially the same.
- Thank You letters are prepared for the pastor's signature for all pledges. Letters may be segmented with a slightly different message for those who gave up to \$499 and for those who gave \$500 or more.
- Emphasize that this is the "Yoopers" appeal – U.P. Catholics (not the Bishop's appeal; not a parish appeal-although the parish does benefit!)
- The appeal will be successful when parishioners are active and involved in the life of the parish, when the pastor is present and leads the parish community, when the UPCSAs committee is empowered, and when the appeal is presented in a positive manner.

INSTRUCTION FOR USHERS/VOLUNTEERS

If possible, students make great volunteers to distribute and collect the pledge cards. This not only provides a good service project and learning experience, but it also ensures that you will have plenty of help. **If you choose to use students, please be sure that there is enough adult supervision and sufficient training to ensure that everyone who should get a pledge card gets one and that all completed cards are retrieved.**

You will need one volunteer for every section of your church. You will need one person in each side aisle to retrieve extra pledge cards from some pews and to provide extra pledge cards for pews as needed. They should also take care of 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.

If you are asking students to assist with the in-pew process, you should seek to hold a practice session for the volunteers. The Pastor does not need to be present at the practice session. A prearranged signal should be arranged that will alert the students/ushers that they should move to their assigned areas. At the point designated in the script, students/ushers can hand out the required number of extra pledge cards to each row. The volunteer working the outside aisle can retrieve overages. Only one adult per side aisle is needed.

Volunteers will need the following information. To ensure everyone is on track, the following information should be provided in writing to the volunteers after the practice session.

1. Where to report.
2. What time to report.
3. Where to pick up their supplies.
4. Designate the specific rows of pews to which they are assigned.
5. When they will be expected to move to their assigned locations (when Father signals from the Altar and what signal he will use).
6. What to do while the people are completing their pledge cards.
7. Where to get the collection baskets.
8. Where to empty the baskets after they collect the pledge cards.
9. Where to return the baskets.
10. Help after Mass to collect unused pledge cards and to get baskets ready for the next Mass.

PASTOR PRESENTATION WEEKEND #1

SUGGESTED HOMILY REMARKS FOR APPEAL WEEKEND #1

- Our parish serves as our gathering point where we are helped to practice and strengthen our faith. It is at the parish level where we reach out in love and mercy to our fellow parishioners so that they feel God's love and hear His word. There are Diocesan ministries that have a direct impact on us here at (name of parish) (identify some of these ministries such catechetical leaders, sacred music, ongoing formation of clergy, etc.)
- Yet this must not stop at the boundaries of our parish. While we are part of a parish, we are also part of our diocesan Church and the Universal Church.
- It is at the diocesan level where we can reach out to share the gifts we have been given with thousands whom we could never reach in our parish alone. (Mention diocesan ministries that are beyond the scope of the parish such as seminarian education, permanent diaconate, counseling, adoption, etc.)

IN-PEW SUGGESTED SCRIPT FOR PASTORS

Good evening/morning. As your Pastor, I want to thank all of you who have already given this year to the Upper Peninsula Catholic Services Appeal, as well as those who have given in past years. I can assure you that the funds you gave have helped to provide valuable ministries, programs and services throughout our Diocese. And many of these ministries and services have helped our parish as well.

Each of us is called to share his or her gifts in support of the Church. We do that first in our own parish, and then in our Diocese and the Church throughout the world. UPCS is one of the most effective ways to support Diocesan ministries outside our parish boundaries.

Over recent weeks you have all heard about the importance of the Upper Peninsula Catholic Services Appeal. It is something that I support and that I believe each of us should support.

We gather to worship each week as a community of believers and then we join together in placing our weekly gift of gratitude in the offertory collection. Each weekly offering is important as it helps us carry out our parish ministries. It is equally important to support the work of our Diocesan Church.

Today, as we are gathered together, I ask for the commitment of those who have not yet joined in support of our Diocesan ministries and programs. At this time, I ask the ushers to hand out the UPCS pledge cards. If you do not have a pen with you, there are pencils available in each pew.

(Pause and make sure that everyone has received a pledge card and pencil. Once everyone has a card, continue with script.)

Please print your first and last name on the top line on the left side of the card. If you are married, please add your spouse's on the second line, as well as the best phone number to reach you. Then please write in your email address, complete address and our parish name.

Please check the total amount that you would like to give at the top of the card. Write the amount that you are enclosing and the unpaid balance on the lines provided. Cash or checks may be included as a one-time gift or initial pledge payment. If you would like to donate via a one-time credit card payment or by monthly withdrawals from a bank account, please feel free to complete the authorization card included with your pledge card, or donate online using the link provided.

If your pledge or donation in cash amounts to 1% or more of your family's income, please check the "Bishop's Partners in Service" line on your card.

Whether or not you are making a gift at this time, please consider praying for our Church's mission and check the "pray" line on the card.

(Pause and wait until half of those participating are looking back at you.)

The ushers will now collect your pledge cards. On behalf of Bishop Doerfler and myself, but most especially on behalf of those who will benefit from your contributions, I thank you for your gift to UPCSA.

LAY PRESENTER WEEKEND #2

LAY PRESENTER'S RESPONSIBILITIES FOR APPEAL WEEKEND #2

Before Lay Presenter Weekend

Meet with your pastor or UPCSА Coordinator to review the following items.

- When your presentation will be made—before Mass or post-communion?
- What will you say in your presentation (See suggested script in this document).
- Are there any human interest stories involving UPCSА ministries that pertain to your parish and can be related in your presentation?
- How will the in-pew process take place?

On Lay Presenter Weekend

- Coordinate with the ushers so that a supply of pencils, pledge cards, authorization cards and envelopes are passed out in the pews during each Mass.
- Inform the ushers that they are to collect the envelopes after your remarks
- Make a short (five minute) presentation based on the suggested script followed by the completion and collection of the pledge cards.

After Your Presentation

- Be available after Mass to answer any questions or refer parishioners to the Diocesan staff who can respond to their questions.

IN-PEW SUGGESTED SCRIPT FOR LAY PRESENTERS

NOTE: Before speaking, Lay Presenter will look at everyone with a BIG smile.

Good Morning, my name is _____ and I noticed that when I smiled at you, you paid me back with a smile of your own. It makes us feel good when we share something we have with others.

Remember that all we have, all we are, and all we do are gifts from God and tis reflected by the theme of our 2016 U.P. Catholic Services Appeal which is: “Love Powers Our Mission.”

UPCSА gives us the opportunity to take the gifts that God has given us and “pay it forward” with compassion and love. When we share God’s gifts by making a pledge to UPCSА, we help the Diocese provide services that no one individual or parish could do alone. Most of us are not qualified or prepared to provide such services as counseling, adoption, family planning, prison ministry, or seminarian education.

36 life-giving programs receive funding through UPCSА and many have a direct impact on us here in our parish.

(Insert personal experience with UPCSА-funded program here)

We can help all of these ministries by making a pledge to UPCSA. Notice that I said “pledge.” Yes, you can make a one-time gift which will be gratefully accepted, but you may be able to exceed that gift amount by making a pledge that is spread out over 10 monthly installments. A pledge of \$200 is just \$20 a month. Consider that when you bought your house you probably didn’t write out a check for the full amount. Mortgages were invented so the payments could be spread out, but you’d still enjoy the benefit of living in the house.

Our goal for this year is _____.

(Pause briefly)

But wait, that’s for the entire Diocese. Our parish goal is only \$_____. And remember that all money collected that exceeds our parish goal is returned to our parish.

I have asked the ushers to distribute pledge cards so that families who did not have the opportunity to complete one previously may have another chance. I ask that each of you now reach for these cards and reflect on the Church’s mission.

(Pause and make sure that everyone has retrieved a pledge card and pencil. Once everyone has a card, continue with script.)

Please print your first and last name on the top line on the left side of the card. If you are married, please add your spouse’s on the second line, as well as the best phone number to reach you. Then write in your email address, complete address and our parish name.

Please check the total amount that you would like to give at the top of the card. Write the amount that you are enclosing and the unpaid balance on the lines provided. Cash or checks may be included as a one-time gift or initial pledge payment. If you would like to donate via a one-time credit card payment or by monthly deductions from a bank account, please feel free to complete the authorization card included with your pledge card, or donate online using the link provided.

If your pledge or donation in cash amounts to 1% or more of your family’s income, please check the “Bishop’s Partners in Service” line on your card.

Whether or not you are making a gift at this time, please consider praying for our Church’s mission and check the “pray” line on the card.

(Pause and wait until half of those participating are looking back at you.)

The ushers will now collect your pledge cards. Thank you for your help in powering the mission of our Church with love, and may God bless you.