

Follow Up Strategies

Description

Another critical piece of a parish's CDA plan is follow up. There are many reasons why parishioners do not give to the CDA. It could be that they were not at mass the weekend that the CDA message was delivered or the In-Pew Solicitation was held. Maybe they have taken a CDA envelope home intending to complete it and it has never been returned. They might be intending to give online, but have not yet done so. The important goal of follow up is to reach all families in the parish who have not given to the CDA and give them another opportunity to give. It is extremely important that families who have already responded to the appeal are not contacted again. For additional strategies, please call 602-354-2217.

Follow up letters

Sending out a "reminder" letter to families who have not yet responded is an effective way to follow up. In particular, families who have given to the CDA in the past, respond well to a letter. The letter should come from the pastor and can include additional CDA materials such as a donor envelope and a CDA brochure. There are sample letters available in this section and online at diocesephoenix.org/cda/resources. A list of prior donors is available from the Office of Stewardship. It is extremely important that all families who have responded in any way are not contacted again.

Follow up phone calls

Some families will also respond well to a phone call. Many parishes have exceeded goal by making a few phone calls to families who have supported CDA in the past and who have not yet made a gift for 2011.

Second collection

This is extremely effective as a last push to goal, especially if the parish is close to exceeding their goal. Put donor envelopes back in the pews with pens and pencils. Let the parish know how important CDA is to the Diocese and the parish and how much is needed to exceed goal. Ask families to contribute what they can. If they would like to complete a donor envelope, they are available in the pews. Then pass the basket. Many parishes have exceeded goal utilizing this strategy. Just remember to announce the total the following week and thank everyone for assisting the parish is exceeding its goal!

Follow Up Letter Sample

English

September 14, 2010

Dear Parishioners,

We are called to be stewards of the gifts God has given us. The tremendous needs in our community provide us all the opportunity to share God's gift with our One Family in Christ. St. XXXXXXXXXX Parish is just \$XX,XXX short of making our Diocesan Charity and Development Appeal goal of \$XXX,XXX. We have already close to XXX parish families who have participated by making a financial pledge to the CDA, but we need your help to make our goal.

This annual appeal provides our parish the opportunity to share our God given gifts with others beyond our parish that are in need of support. The CDA supports over 65 services and ministries to counsel, feed, and clothe and educate those who are in need.

If you have never given to the Charity and Development Appeal for the Diocese of Phoenix before, might I suggest starting at an annual pledge of \$120 (\$10 a month)? For about the price of two "value meals" a month at most fast food restaurants, you would help support the thousands of people who benefit from these services and ministries.

Within this economic climate, our acts of charity will be needed more than ever. Our services and ministries that are supported by the CDA find themselves faced with more and more clients coming to them in need. With our support, these services and ministries will do their best to meet the growing demand. For more information regarding the Charity and Development Appeal, please visit our website at www.diocesephoenix.org/cda .

I have enclosed a 2011 Charity and Development Pledge card as well as a self addressed envelope with the hope that you will be able to fill out the card and return it back to us as soon as possible.

Thank you again for your prayers and support.

Sincerely yours in Christ,

Rev. XXXXXXXXX

Pastor

Follow Up Letter Sample

Spanish

16 de Marzo de 2010

Queridos Feligreses,

XXXXXXXXXXXXXXXXX necesita de \$XX,XXX más para llegar a la meta de \$XXX,XXX de nuestra Caridad Diocesana y Campaña de Desarrollo. Tenemos ya cerca de XXX familias de la parroquia que han participado haciendo su promesa financiera al CDA, pero necesitamos su ayuda para lograr nuestra meta.

Esta petición anual proporciona a nuestra parroquia la oportunidad de compartir las gracias que Dios nos ha dado, con otros aún más allá de los límites de nuestra parroquia, que necesitan apoyo y se encuentran en necesidades. El CDA ayuda a más de 65 organizaciones que dan servicios, consejería, comida, ropa y educación a los que lo necesiten.

Si usted nunca ha ayudado a la Caridad Diocesana y Campaña de Desarrollo de la Diócesis de Phoenix, permítame sugerirle que comience con una promesa anual de \$XXX (\$XX al mes)? Aproximadamente el costo de dos comidas en la mayoría de los restaurantes de comida rápida; miles de personas, servicios y ministerios se beneficiarían con su ayuda.

Dentro de este clima económico actual, nuestros actos de caridad se hacen más necesarios que nunca. Nuestros servicios y ministerios que son ayudados por el CDA se hacen más y más difíciles para atender a la cantidad de personas que necesitan de ayuda. Con nuestra contribución estos servicios y ministerios podrán ayudar a un mayor número de necesitados. Para más información sobre nuestra Caridad Diocesana y Campaña de Desarrollo, visite nuestra página del Internet www.diocesephoenix.org/cda.

He incluido una tarjeta de Caridad Diocesana de Desarrollo para la promesa del 2011 con la esperanza de que usted la llene y nos la devuelva lo más pronto posible.

Nuevamente muchas gracias por sus oraciones y apoyo monetario.

Que Dios los bendiga,

Rev. XXXXXXXX
Párroco