

CDA Speakers

Why Use a Speaker?

An important part of education is information presented to the congregation by individuals whose lives have changed as a result of stewardship and the CDA. These witnesses can contribute greatly to the success of the parish effort. Stewardship is a part of the internal change of heart or conversion process from the New and Old Testaments, which contain many stories about people who became aware of the need to put their faith into action.

Volunteer speakers can send a strong message to their fellow parishioners about the value of giving support and prayer in gratitude for what God has given them.

Volunteer speakers may be staff, volunteers or beneficiaries of the agencies, programs and services funded through the CDA. These speakers can bring a very human face to the appeal. By listening to their stories, parishioners hear how their gifts have been put into action.

Selecting A Speaker

Parishes can request a speaker through our Speaker's Bureau by completing contacting the Office of Stewardship. The individuals who are part of the Speaker's Bureau are staff and volunteers of CDA funded agencies, programs and services. They receive training and support from the Office of Stewardship.

Speakers can also be individuals from the parish, identified by the parish leadership, who may have experience with the CDA funded agencies, programs and services. Parishioners who actively practice stewardship are also good choices. The Office of Stewardship provides a sample script in both English and Spanish. We highly encourage all parish speakers to attend a Speaker Training Session at the Diocesan Pastoral Center.

All of these are individuals who give of their time, talent and financial resources in an intentional, planned and sacrificial way. They are/should be individuals who relate well to other parishioners, feel comfortable speaking to a group about their personal experiences and are enthusiastic about their mission.

Speaker Orientation/Training

The Office of Stewardship offers an orientation/training session for all speakers. Anyone who is serving as a speaker for the CDA, whether through the Speaker's Bureau or through their parish, is welcome to attend. The main goal of the session is for speaker's to become familiar and comfortable with the 2011 CDA message. Speakers will have the opportunity to see the video and all other CDA promotional materials, receive help and assistance in putting together an effective presentation and ask any questions they may have about the CDA. The session will be beneficial for all speakers to attend. For more information or to RSVP, please call 602-354-2217.

CDA Speakers

Sample Script (Video not being shown during this mass)

Good morning/ afternoon/ evening.

My name is and I am a member of parish. I come to you today not only as a fellow-Catholic but also because in my work/ministry, I am the(*your position*) for/at (*your program, agency, organization*).

Fr (*addressing the presider*), thank you (and your pastor, Fr.....) for this opportunity to be here today to speak about the Charity and Development Appeal.

(Now address the assembly directly)

The Charity and Development Appeal or CDA takes place each year. It is a time when every Catholic family is asked to support—financially and with prayer—over 70 charitable, educational and spiritual ministries which counsel, feed, clothe, house, educate and comfort those in need throughout the four counties in our Diocese, which includes Mohave, Maricopa, Coconino and Yavapai. CDA also provides training and support for seminarians, deacons, catechetical, liturgical and youth ministers in this area, which covers 44,000 square miles.

This year our diocesan wide participation goal is 35% and our financial goal is \$8,000,000. The parish goal is \$XX,XXX and XX% participation. Donor envelopes, found in the (*pews/back of the church/bulletin/etc.*), contain information on how to make your financial gift and/or commitment to prayer. They also contain information on how to make your gift online instead of completing a donor envelope.

Many of you know about the CDA, it is our one annual appeal that supports so many in our community. What you may not know is that the CDA is often the basis for many of our organizations who help seniors, the homeless, those who have lost jobs, women who have been abused and of course, families in crisis.

You can imagine that this year is another critical time for support. With a struggling economy, donations are down but demands are increasing every day. Here at NAME OF PARISH we see everyone as part of our family. It is a mission that all of us share as *One Family in Christ*. We are called to protect life at every stage, from the infant in the womb to those nearing the end of life. In these tough times there is also a strong need to protect those who have no home, no food, no job.

My own experience (mention your example of a CDA funded program or service that has made an impact):

It is your support for the Charity and Development Appeal that makes such support possible. CDA is about who we are as a Church and as a family. It is about praying for those in our family who need care and support. It is about protecting the dignity of life from unborn babies to those nearing the end of life. It is about putting our faith into action by investing in families, education for our children and social services. It is about committing ourselves to becoming a strong and visible presence in the life of our entire community.

Please join me in prayer and support for our *One Family in Christ*. Consider praying for those in need throughout our Diocese as well as discerning how to support them with a financial gift.

Thank you for your generosity. God bless you.

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Sample Script For Completing Donor Envelopes

It is now time to complete the donor envelope. A donor envelope (hold up an envelope) can be found in pews/at the end of the aisle/ushers/etc.

Please strongly consider making a pledge today. Pledges can be paid over time and there is no need to enclose cash or check today. Your gift, no matter how big or how small, will make a difference in our community.

1. If you would like to make your gift by completing a donor envelope, first, complete all of your personal information: name, address, etc.
2. If you would like to make a prayer commitment, please check the box next to "Prayer Pledge". A CDA stewardship prayer card was mailed to every registered household and is also available in the back of the church/bulletin/etc as well as on the CDA website.
3. If you would like to make a financial gift, please enter the total gift in the box. Please consider making a pledge that can be paid over time.
4. If you are writing a check or giving cash today, please write that amount in the next box and place cash or check into the envelope.
5. If you would like to have your gift paid by either credit card or checking account deduction, please check corresponding box and then complete the information on the back of the card. If you are enclosing payment today, please check that box and place the payment in the envelope. Payments can also be made online.
6. If you are making a pledge to be paid over time and would like to receive payment reminders, please select the frequency.
7. Make sure that all checks are made payable to the Diocese of Phoenix-CDA.

When your envelope has been completed, please sign and hold it up/pass to the center/etc, so that it may be collected by the ushers.

If you have any questions or need help with your envelope, I will be at a table outside when Mass is over.

Gifts and payments can also be made online. Information regarding online donations can be found on the flap of the envelope. If you are planning to make your financial gift and/or gift of prayer online, please do not complete a donor card. This will help avoid duplication.

Thank you for your prayer and support of the CDA. If you were unable to make a pledge today, please take an envelope with you and prayerfully consider what you are able to give. Envelopes can be returned next week or a gift can be made online. Remember that if you are making your gift online, please do not complete a donor envelope.

CDA Speakers

Sample Outline For Showing the Video and Completing Donor Envelopes

When speaking in conjunction with showing the video, speakers will need to create a shorter presentation. The following is a brief outline.

- I. Introduction
- II. Briefly tell a story from your experience or refer to one of the CDA stories located at www.diocesephoenix.org/cda.
- III. Introduce the video
- IV. Show the video. The parish should have someone to run the video equipment. It is important to check in with this person prior to Mass to verify when the video will be shown and to determine that they have played it previously to assure it will work.
- V. Ask for donor envelopes to be completed. A script for completing donor envelopes is attached. The numbers on the script correspond with the numbers on the donor envelope. Directions to fill out the donor envelopes can also be found on the inside flap of the donor envelope.
- VI. Collect donor envelopes. This is usually done by the ushers/ministers of hospitality.
- VII. Please thank everyone for their gifts. Encourage those who were unable to complete a donor envelope today to take one home and prayerfully consider what they are able to give. Donor envelopes can be returned next week or gifts can be made online.
- VIII. Information regarding online donations can be found on the donor envelope.

CDA Speakers

Checklist for Speakers

- Attend a Speaker Orientation and Training at the Diocesan Pastoral Center. This is a great way to become familiar with the 2012 CDA message. Please call 602-354-2217 for more information.
- Call the pastor or parish contact person to confirm that you will be a speaker. Some questions to ask:
 - When you will speak during Mass?
 - Who should you check in with and where will you meet them?
 - How long they would like you to speak?
 - What else is being done during Mass to support the CDA (i.e. In-Pew solicitation, video, etc.)?
 - Will donor cards be available for people to take home and if so, where will they be located?
 - Are there any other CDA materials available at the Mass (i.e. brochures, holy cards, etc.)?
 - When will donor envelopes be completed and will that happen during Mass?
- Prepare your presentation even if you have been a speaker in prior years. Even the best speakers work from a script and/or outline. A sample script is provided every year, and you are encouraged to modify it with your own experiences.
- Include stories from your own experience or choose one from the stories provided with the script. You may download stories from the CDA website at www.diocesephoenix.org/cda and click on Parish Resources.
- Use personal experiences to illustrate how you are committed to our *One Family in Christ* and why the CDA is important to you.
- Plan on arriving at least 20 minutes prior to the start of Mass and let your contact know you are present.
- Be available after the Mass to greet parishioners. Many will wish to thank you. You may want to ask for a table to assist parishioners who want to fill out donor envelopes after Mass.
- Remember that if you are speaking at a Mass when the video is being shown, you will need to shorten your remarks.
- Speak slowly and clearly during your presentation.

CDA Speakers

Checklist for Speakers

- Practice ahead of time. Read your talk to your spouse, another trusted person or to yourself in a mirror. It will help you become comfortable with the words.
- Look out into the church and maintain good eye contact with those in the pews. Look directly at one person for at least three seconds. Then look directly at another person. Look at people in different parts of the church. Deliver your message to those who are responding most positively, shaking their heads and smiling. At times you may want to focus on the exit sign at the back of the room or some other inanimate object to broaden the scope of your talk.
- Smile frequently and sincerely. Be animated and energetic. Let your parish family know you are happy to be speaking with them.
- Use two-handed gestures to accentuate the message and give power and energy to your presentation. Keep the gestures primarily at shoulder height. Keep your hands out of your pockets and don't fold them in front of you.
- Use vocal variety to make your voice powerful and animated. Speak loudly for emphasis. Speak softly for emphasis. Speed up. Slow down. Lower the pitch for more power and authority.
- Remember to keep good posture. Stand up straight with your weight balanced on both feet.
- Have fun.
- Your CDA talk does not stand alone. Your talk is supported in most parishes by the CDA video, CDA brochures, The Catholic Sun articles, a pastor's homily and other volunteer presentations in that parish. Your role is to personalize the CDA story based on your experience with CDA funded ministries.
- If you need any assistance or have concerns, please contact the Office of Stewardship at 602.354-2217.