

In-Pew Solicitation

Description

In-Pew Solicitation remains the most effective way to provide parishioners with an opportunity to make their CDA gift. Many parishes benefit from conducting an In-Pew Solicitation on Commitment Weekend (February 11/12, 2012), and some the following weekend (February 18/19, 2012). It is important that all volunteers and liturgical ministers know when the solicitation will take place and how they are being asked to participate. The more planning and training that take place prior to Commitment Weekend, the smoother the process will be.

Conducting an In-Pew Solicitation

- ◆ The In-Pew Solicitation is most effective when it immediately follows the CDA video and/or speaker.
- ◆ Parishioners are directed to the CDA envelopes contained in the pews/chairs or the ushers/ministers of hospitality/volunteers are called forward to distribute CDA envelopes.
- ◆ Encourage those who have not yet made a gift to do so now. Stress the importance of 100% participation and that they make a pledge today. Strongly encourage parishioners to make a pledge on the envelope at mass, even if they want to pay online.
- ◆ Remind those who have already given that they do not need to complete an envelope at this time. The parish has received a record of their gift from the Diocese. Thank them for their gift.
- ◆ Walk parishioners through completing the envelope. A script can be found in the Speakers section. It is helpful to have volunteers located throughout the church to provide assistance as needed.
- ◆ Emphasize that parishioners can make a commitment today without having to write a check or enclose cash. Pledges can be paid over time. If they would like to set up automatic payments, please complete the back of the envelope.
- ◆ For parishioners who are using a credit card, remind them that they must include the expiration date of the card.
- ◆ For parishioners who would like to set up ACH payments, they must include a voided check.
- ◆ Ask parishioners who have never participated in the CDA to consider an initial gift of \$10. Several parishes have also published suggested amounts, i.e. if every family gave \$XX, we could easily exceed our parish goal. Every gift, big or small, provides crucial support to our community.
- ◆ Stress the importance of prayer. Ask that every parishioner commit to praying for those in our Diocese who need our care, the agencies and programs who support them and for the success of the appeal. All families can participate by committing to prayer, even if they can not make a financial gift. There is a box on the card where they can make their prayer commitment.
- ◆ Invite those who would like more information or additional assistance making their gift to stop by the table outside.
- ◆ Thank parishioners who have made a gift. Ask those who have not yet made a gift to take an envelope home with them for prayerful consideration.