

CDA Planning and Preparation

Description

Planning and preparation is key to a successful Charity and Development Appeal. It is important to know how the CDA message is going to be communicated, how parishioners will be able to make their gifts and how many volunteers are needed to assist. Once the plan is in place, it must be communicated effectively with parish leadership, staff and volunteers, and especially liturgical ministers.

Checklist

- Return all forms to the Office of Stewardship by December 9, 2011. These forms include Parish Leadership Form, Speaker Request Form, Materials Order Form and Kickoff/Leadership Training RSVP. For questions about CDA forms, please call Carrie at 602-354-2217.
- Plan to attend a CDA Kickoff Luncheon and a Leadership Training session. This year, Leadership Training has been split into two tracks. One is for returning leaders which will just include an introduction to the 2012 CDA and an update in CDA processes. Another session will be held for new CDA leaders or for those who would like a step by step review of how to conduct the CDA.
- Draft a parish CDA plan. Things to consider in creating the plan: CDA videos, speakers, In-Pew Solicitation, bulletin articles, pulpit announcements, a table outside of mass, and posters/banners. For assistance in creating a parish plan, please call Carrie at 602-354-2217.
- Consider setting up a table outside of mass for (1) the first couple of weeks, (2) the weekend after follow-up letters are sent out and (3) during the parish's last push to goal. Stock the table with information such as brochures, grant and allocation tables, FAQ sheets and donor envelopes. Staff the table with volunteers who are able to answer questions about the CDA and assist parishioners with completing a donor envelope.
- Thoroughly check all CDA materials once they arrive. For questions and concerns about materials, please call Carrie at 602-354-2217.
- Make sure all items are in place for the In-Pew solicitation. Some helpful hints include putting pencils/pens in a Ziploc bag at the end of each pew that can be passed down the pew during the completion of the CDA envelopes. Announce the week before the In-Pew Solicitation that to make it easier to complete the CDA envelopes, parishioners are encouraged to bring a return address label.
- Communicate the parish CDA plan with all volunteers and liturgical ministers. Make sure that everyone knows what is going on, when it is happening and what their tasks are.
- Recruit and train necessary volunteers to assist with various tasks, especially processing all donor envelopes received.
- Make sure all posters and banners are hung prior to Education Weekend.
- Utilize all other resources such as bulletin articles, pulpit announcements and intercessions.
- Make plans for keeping CDA envelopes available and visible in the church for at least 10 weeks or until the parish exceeds goal. Also, have a prominent place for CDA envelopes to be returned.

CDA At-A-Glance

November 2011

- 2012 Charity and Development Appeal forms are due by Friday, December 2, 2011. Forms can be mailed, emailed or faxed to the Office of Stewardship.
 - All donors who gave \$300 or more during the 2011 CDA will be sent 2012 CDA materials including a leadership donor card, letter from Bishop Olmsted and appeal brochure. All gifts received by the Diocese during the leadership phase will be reported to parishes on the first gift report (February 9, 2012).
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January 2012

- CDA materials are shipped to all parishes the week of January 2, 2012.
 - CDA Kickoff luncheons. Call 602-354-2217 to RSVP.
 - Leadership Training Sessions. Call 602-354-2217 to RSVP.
 - Speaker Orientation/Training Sessions. Call 602-354-2217 to RSVP.
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February 2012

- All registered parishioners will receive CDA information in the mail the week of February 6, 2012.
 - First gift reports sent to all parishes from the Office of Stewardship on Thursday, February 3, 2012.
 - CDA Education and Commitment Weekend is February 12/13, 2012.
 - Week 1 parish reports are due by 9:00am on Thursday, February 16, 2012. Reports can be faxed, emailed or phoned into the Office of Stewardship.
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March 2012

- Follow-up letters are sent to all parishioners who have not yet made a gift to the CDA.
 - Continue to update parishioners on your parish's progress.
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April/May/June 2012

- Continue parish efforts to reach goal. For strategies, please call 602-354-2217.
 - Give us your feedback! Complete a CDA Evaluation Form.
 - Appreciation event for Shepherd's Circle (donors who give \$5,000 or more) on May 20, 2012
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October 2012

- Evening of Appreciation for Society of the Miter (donors who give \$1,000 or more) on October 20, 2012.
- Parish Goals and information for the 2013 CDA mailed to all pastors on October 29, 2012