**Continuing Annual Appeal Management**

**Assuring That the Parish Reaches Its Goal**

The campaign does not end when the in-pew processes are over. If your parish has not exceeded its goal by an amount large enough to assure that it will exceed its goal in cash, then further steps will be needed. Follow-up assistance and special mailings may be needed, or something as simple as a monthly bulletin and pulpit announcement may resolve the problem. The Stewardship Office can assist you with any follow-up that may be needed.

**Pledge Processing**

Please be sure to process pledges immediately. Early submission of pledges assures faster

processing, a prompt thank you from the Archbishop and mailing of the first pledge reminder.

This will allow people more time to pay their pledges. Collection processing instructions are

located at the back of the Training Manual.

**Reminders**

Pledge reminders are mailed monthly, beginning after processing your parish in-pew collection. They will stop when an individual’s pledge is fully paid or up until December if the pledge is not paid in full.

**Monthly Bulletin and Pulpit Announcements**

Each parish can aid the pledge collection effort by publishing the announcement provided by the Stewardship Office in the bulletins for the first weekend of each month. Also, parishes are asked to make a pulpit announcement to direct people to the bulletin announcement.

**Pledge Collection**

Pledging and the payment of pledges is something that many of our parishes take for granted. If your parish has difficulty pledges payments, however, because community members are unfamiliar with this tradition, it is essential to offer continuous education.

Each month, beginning in April, a special effort should be made to inform and educate

parishioners on the importance of paying their monthly pledge billings. The words that are used

are critical. Therefore, we encourage pastors and parish committees to talk with members

of each language group within their parishes to establish that the messages presented are

clear, inoffensive, and productive.

The bulletin announcements you will receive in the weekly Annual Appeal update should be

edited to ensure that each audience understands them. Then, it should be published on the first

weekend of each month.

Having a particular use for the rebates will improve pledge collection. If your parish/mission has a particular use for any rebates, you receive mention of that in the bulletin announcement.

In addition, please have a respected community member make a brief pulpit

announcement each month on the weekend the bulletin announcement is published. This

individual should inform the community of the progress toward the parish goal, stress the

importance of making pledge payments, and refer people to the bulletin announcement. If you

have a particular use for the rebates, please mention that each month but, most

importantly, once payments have exceeded the parish goal.

Please consider having several community leaders make these announcements so that the same

person is not speaking month after month.

**Virtual Communication**

Continue to embrace change and integrate new technologies into your parish in exciting and

creative ways. Communicate with your parishioners during the 2023 Archbishop’s Annual

Appeal using a variety of platforms and strategies throughout the year. Such as email, email

blasts, robocalls, parish website, newsletters, social media posts on - Facebook, Instagram,

Twitter, YouTube, and Vimeo, and streaming Masses or parish announcements. Complete

regular updates of the information provided on any of these platforms on a daily or weekly

basis