

# A Guide for Pastors

Our campaign is already off to a great start, and we are ready for the next step which requires your help! We hope this is helpful in understanding your vital role in our upcoming fundraising campaign. We understand you're busy, so we've kept this information concise and clear. As the spiritual leader of your parish, your involvement is crucial to the campaign's success.

## Key Summary:

**The Campaign starts in 5 weeks, [KICK OFF DATE], here is our pastor's plan or the first 6 weeks of the campaign!**

<b>Week 1</b>	<b>Recruit 4 families to be “Chairs” for your parish.</b> <ul style="list-style-type: none"><li>▪ Chairs help you to lead the efforts at your parish.</li></ul>
<b>Week 2</b>	<b>Solicitation training for pastors and chair orientation.</b> <ul style="list-style-type: none"><li>▪ This training is for you on how to solicit from your parishioners.</li></ul>
<b>Week 3</b>	<b>Schedule meetings with potential chairs to solicit their participation and a gift.</b> <ul style="list-style-type: none"><li>▪ The Chairs are the first members of your parish to give, and so lead by example.</li></ul>
<b>Week 4</b>	<b>Chairs recruit 25-35 families for the “Campaign Executive Committee”</b> <ul style="list-style-type: none"><li>▪ These families form a committee to help the parish reach its goals.</li></ul>
<b>Week 5</b>	<b>We hold the Campaign Executive Committee orientation.</b>
<b>Week 6</b>	<b>Block time on your calendar for soliciting and accepting CEC members and securing their gifts.</b> <ul style="list-style-type: none"><li>▪ You will meet with each of the 25-35 families, asking them to join the committee and to request a gift from them.</li></ul>

## Your Role as Pastor

**You are the first and key piece of the campaign! Here's how you can lead your parish toward achieving its goals:**

- **Prayer is Power:** Encourage parishioners to pray for the campaign's success each week. We'll provide a campaign prayer for everyone in the coming days.
  - **Be an Advocate:** Express your support and enthusiasm for the campaign's goals. This sets a positive tone for your parish.
  - **Dedicate Time:** Plan to invest 2-4 hours weekly on the campaign, with potentially more time during the initial weeks.
  - **Identify Leaders:** Recruit your most generous and active families to serve on the Campaign Executive Committee (CEC).
  - **Donor Identification:** Help us pinpoint potential major donors for the campaign.
  - **Visibility:** Integrate the campaign into your Mass schedule as per the campaign timetable. Sharing relevant information with your community at the designated time(s).
  - **Recruitment:** Lead recruitment, training, and meetings for volunteers, starting with chairs.
  - **Weekly Check-ins:** Meet with your assigned campaign director for updates.
  - **Gift Decisions:** Collaborate with the CEC during different gift phases.
  - **Communicate:** Promote the campaign throughout the parish by including it in sermons, bulletins, and letters.

## Campaign Chair(s): Leading the Charge

*The campaign Chair(s) are essential figures, working alongside you and the campaign director. These volunteers should possess strong leadership qualities, be well-respected within your parish, and demonstrate significant giving potential. They will serve as visible lay leaders, leading weekly campaign reports and training meetings.*

### What they'll do:

- **Coordinate:** Work closely with you and the campaign director to ensure smooth campaign execution in the parish.
- **Lead:** Inspire and energize others to actively participate in the campaign.
- **Encourage:** Ensure all volunteers follow the established campaign guidelines.
- **By Example:** Make a personal, significant gift to set the pace for others.
- **Identify:** Assist with identifying and approaching major donors.
- **Help:** Work with you to implement the leadership and major gifts phases of the campaign.

## Campaign Executive Committee (CEC): A Core Group of Leaders

*The CEC is a vital team of volunteers who will identify and recruit potential donors, make personal visits, and contribute substantial gifts. They will attend weekly training and planning meetings, assisting the Chair(s) and pastor in implementing the campaign.*

### Here's what they'll do:

- **Motivation:** Act as champions for the campaign, motivating and inspiring others.
- **Following the Plan:** Help all volunteers adhere to the campaign's established procedures.
- **Giving:** Make a significant contribution, setting a strong example.
- **Identification & Visits:** Help identify and approach potential donors.
- **Volunteer Recruitment:** Recruit additional volunteers to join the campaign team.

*We're here to support you every step of the way. We'll provide detailed guides, training materials, and ongoing assistance throughout the campaign. Thank you for your leadership! Together, we can make this campaign a resounding success for your parish and the Diocese of Louisville.*

**Get in  
touch!**



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