

BASICS FOR A SUCCESSFUL ANNUAL APPEAL

In order to build momentum and inspire participation, it is vital to plan and implement activities that educate and gain attention of historical donors as well as new donors. Here are some helpful tips to assist in a successful Parish DMA effort.

- ✓ **Pray.** The power of prayer creates a unified strength that should always be encouraged and never underestimated.
- ✓ **Review your results from last year.** Pull the final report and evaluate results. Determine ways to improve results and create a plan that will achieve your goal.
- ✓ **Make your own pledge first.** As a faithful parish leader, make your own gift/pledge first, leading others to support the Appeal by your example.
- ✓ **Offer EVERYONE the opportunity to participate.** Never take away the opportunity for someone else to be generous.
- ✓ **Thank, Thank, Thank!** There is no substitute for genuine gratitude and affirmed progress and do it often. You can never say thank you enough.
- ✓ **Include Youth, Parish Ministries & Parish Staff.** Being part of the Annual Appeal for your parish draws these important ambassadors into the participation in the life, mission, and work of our Catholic faith community.
- ✓ **Know the facts and share them!** Be sure that everyone sharing the good news of the physical, educational, and spiritual programs funded by the Appeal is speaking with factual information. Communicate this information in your Bulletins, Website, Social Media, and in the announcements and prayers during all Masses.
- ✓ **Target a specific amount.** Don't generalize gift giving. Mention pledge options to maximize your parish potential. Everyone appreciates knowing their options. Encourage pledges that are paid in monthly installments. Always affirm that EVERY gift helps no matter the size.
- ✓ **Keep a positive attitude.** A positive approach to the Appeals' objectives and overall importance to the Church is essential. Your attitude sets the tone.
- ✓ **ASK!** If you don't ask, donors will not give. A donor does not know what you want, need nor what is expected until they are asked or invited. Also, life can get busy - sometimes they just need a reminder.