

## IN-PEW SOLICITATION FOR INTENTION WEEKEND

An In-pew Solicitation process\* is recommended for obtaining donations from a large portion of your parishioners at one time. This method of inviting participation requests a response by parishioners in church following an informational and motivating pastor or lay witness presentation.

***If implemented thoroughly and properly, results have proven this practice increases both the number of donors and the dollars contributed.***

### How to Make Your In-Pew Solicitation Successful

1. Be sure that parishioners are given advance notice before they are asked for their gifts. This allows them to come to church prepared to make a pledge or one-time donation.
2. Posters and QR codes should be displayed in appropriate visible locations. Utilize special bulletin and pulpit announcements, as well as Prayers of the Faithful to inform people of the upcoming appeal and its benefits to the parish and those in need.
3. The first in-pew solicitation should be led by the priest, ideally the Pastor.
4. If necessary, a second in-pew appeal can be held a few months after the first one and be led by someone other than the pastor. Select those among your parish who have been affected by or who are participating in a diocesan ministry. They should be active, energetic and enthusiastic speakers. ***Remember: people give to people.***
5. In place of a parish lay-witness for your second in-pew appeal, the Office of Stewardship and Development can provide contact information for those leading or involved in the ministries/programs that receive funding from the Annual Appeal. You will then need to coordinate directly with the ministry leader to schedule their visit to speak at your parish.

*\*Directions and a sample script are available in this manual.*

*Cont'd on next page*

## How to Make Your In-Pew Solicitation Successful (cont'd)

5. After the celebrant gives a brief homily, the celebrant should share a brief positive experience regarding a ministry, program or service funded by the Annual Appeal.

6. The celebrant should then give step-by-step instructions on how to fill out the in-pew pledge envelope or to get their phones out to scan the QR code. Be sure to indicate a suggested amount (for example, offer a parish average gift amount) as part of the instruction. Urge the parishioners to complete the envelopes in church and provide an explanation on the ways to give (pledge, pledge with payment, one-time gifts, online credit card and stock gifts).

7. At this time your parishioners should be prepared to make their donations. Allow 2-3 minutes for the parishioners to make their contributions either online using the QR code or by the intention form. Those making a check or cash payment should enclose it and seal the envelope.

8. As with all methods of solicitation, the follow-up is a necessary and vital element of success to the appeal. It is recommended you prepare a bulletin and pulpit announcement citing the number who participated, along with an 2024 DMA.