

Bishop's Annual Appeal 2021



Volunteer
Caller Manual

INTRODUCTION

On behalf of Bishop Mark Hagemoen and the Diocese of Saskatoon Catholic Foundation, we thank you for volunteering to assist with the efforts of the 2021 Bishop's Annual Appeal. Your gift of time and talent will impact the overall efforts at your parish and benefit so many diocesan ministries, programs, and services.

The Telephone Follow-up is an essential step in the Appeal process. Follow-up efforts are conducted to encourage and increase parishioner participation. With fewer parishioners attending Mass in person amidst the COVID-19 pandemic, parishes will likely collect fewer pledge envelopes at Mass. Therefore, the follow-up process is more critical than ever before. This manual explains the Telephone Follow-up solicitation method.

TELEPHONE FOLLOW-UP

Making phone calls can be very beneficial to the parish's overall participation. Speaking directly to parishioners establishes lines of communication and engagement. It offers an opportunity to inquire about their welfare and if they have any personal needs that the parish community can assist with. These phone calls are pastoral and at the end you can ask if they've received their BAA letter and if they have any questions about the ministries.

Please work from your existing parish list.

Volunteers can gather in one central location to make phone calls (please follow Covid protocols) or from their homes. If gathering in one central location, a date, time and place for volunteers making calls is coordinated by parish staff or the parish BAA executive team.

Follow-up calls can begin as soon as the week after the Bishop's Annual Appeal Weekend, October 23/24, 2021. The length of time a parish spends making phone calls depends on the number of calls that need to be made and the number of volunteers available to make the calls. It is best to divide the calls among the volunteers and allow them two weeks to complete a group of calls. We recommend a total of 15 to 25 calls per volunteer. As a suggestion, if the volunteer completes their phone calls early, they may want to make additional calls. All phone calls should be completed by the last week of reporting, November 27/28, 2021.

Please read the Telephone Follow-up Manual before making any phone calls, paying close attention to the Helpful Hints and Facts and Figures (see pages 3 and 4). This information will help each volunteer to prepare when making calls.

MATERIALS NEEDED

- * Telephone Follow-up Manual —provides information and tools to facilitate the follow-up phone call process. Each volunteer should receive one manual. Please read the manual before making any phone calls.
- * The parish staff or parish Bishop's Annual Appeal leadership will provide Telephone Follow-up sheets.

INSTRUCTIONS

1. Determine how many calls need to be made.
2. Assemble a group of volunteers to assist with the calls. The number of volunteers is based on the number of calls to be made. Each volunteer should be assigned 15 to 25 phone calls and complete the calls within two weeks. As a suggestion, if volunteers complete their phone calls early, they are welcome to make additional calls. The work will seem easy when many are involved.
3. The phone calls should be made during the week in the evenings from 7:00 p.m. to 8:30 p.m. or on weekends, starting October 23rd, through the beginning of December. The location could be at the parish facility, or each volunteer can make the calls from their home.
4. If possible, conduct a training session with the volunteers before making the calls. Provide each volunteer with Telephone Follow-up Manual. Review the Helpful Hints and Facts and Figures on pages 3 and 4 of this manual. Be sure to address any questions the volunteers have before making calls. Conduct a brief "run-through" of the suggested script on page 7 of this manual.
5. Provide the calling sheets to the volunteers. Each volunteer must fill out the Volunteer Confidentiality Form found in the back of the manual.
6. Each call sheet should be returned to the parish or BAA parish coordinator when all calls are completed.

HELPFUL HINTS

Be Informed:

Information about the Bishop's Annual Appeal is provided on pages 5 - 6 of this manual. Please read the information and share it during your phone conversation. It is helpful to share how the funds support our diocese and parish families.

Be personal:

Keep in mind that you are making phone calls to fellow parishioners. It is more personal when their name is used. He or she will listen more attentively to what you have to say if you are courteous. Thank the parishioner for their time or consideration whether or not they make a gift at this time.

Participation:

The goal of the phone call is to inquire about how the parishioner and family are coping. Listen to their stories and concerns. It is important to know why you are asking and believe in why you're asking. Then you can inform and share details about the Bishop's Annual Appeal and encourage everyone to participate at any level. No gift is too small. Remind them that the diocese truly needs the support of all our members to continue its outreach of all ministries and programs.

Ask them to pray for the success of the Bishop's Annual Appeal. Refer to pages 4 - 6 of this manual for additional information.

Etiquette:

The best time to call is during the week in the evenings from 7:00 p.m. to 8:30 p.m. or on weekends. Let the phone ring at least five times before hanging up. Offer to call back if the parishioner is busy. Avoid calling at mealtime or late hours.

Answering Machines or Voice Mail:

We suggest that you speak directly to a person and avoid leaving messages. If the parishioner is not answering, try again later.

Handling objections:

Above all, do not fear objections. These objections will tell you just how well informed each parishioner is about the parish and the Bishop's Annual Appeal. Listen to their concerns and see if you can ease those concerns.

If they are upset with the parish or diocese or refuse to give:

Allow the parishioner to share his or her feelings. Once they have shared their feelings, they may be more receptive to what you have to say. Above all, do not argue. We want to encourage participation, not discourage it. Please record the response of the person you are speaking to on the Telephone Call Sheet under comments.

No contacts:

If, after several attempts, you are unable to contact a parishioner, please state "Unable to contact" in the comments area. In December, the Diocese of Saskatoon Catholic Foundation will send a final follow-up mailing/email to all those who have not made a gift yet.

FACTS and FIGURES

Diocesan Information

- * The diocesan goal for 2021 is \$1.475 million.
- * The Bishop's Annual Appeal is the primary fundraising effort conducted annually throughout 93 parishes participating.
- * The Bishop's Annual Appeal provides funds for ministries, programs, and services in education, spiritual formation, pastoral ministry, parish sacramental support, etc. See pages 6-7 for additional information or visit the diocesan website at <http://dscf.ca/baa>
- * Every parish exceeding its parish goal will receive 86% of payments received over and above the parish's goal, free from the diocesan assessment.
- * Gifts may be paid either as a one-time gift or pledged over ten or twelve months, from November 2021 through October 2022. Monthly recurring gifts can also be made, which automatically renew each year.
- * Every gift is eligible for a charitable tax receipt. Online gifts are receipted immediately via email. All other gifts will be receipted in February 2022.
- * We ask that every family of our diocese pray for the success of the Appeal and consider making a gift to the Appeal. No gift is too small.

2020 Bishop's Annual Appeal Facts and Figures

- * The 2020 Appeal realized more than \$1,403,867.00 million
- * The average gift in the 2020 Appeal was \$295.49
- * A total of 4767 households contributed to the 2020 Appeal.
- * Forty-three (43) parishes exceeded their goal

Parish Information

Please contact your pastor or parish administrator for the most recently updated information below: Jocelyne sent this information out in an email.

Our 2010 Parish Goal: \$_____

Amount Pledged last year: \$_____

Number of Donors last year: _____

ALLOCATION of FUNDS

The money raised through the Bishop's Annual Appeal financially assists the following ministries, programs, and offices. Please visit www.dscf.ca/baa for more information.

- * Adult Faith Formation: "Proclaim; Awaken; Encounter"
- * Communications - including rcdos.ca website, Catholic Saskatoon News, weekly Diocesan Bulletin, social media and livestreaming, support for Catholic partners
- * Deaf Ministry
- * Ecumenical and Inter-Faith Ministry
- * Education of International Clergy
- * Education of Laity
- * Education of Priests and Future Priests
- * Evangelization and Catechesis
- * Hospital Chaplaincy
- * Indigenous Ministry
 - Our Lady of Guadalupe Parish
 - Indigenous Pastoral Ministry Education Program
 - DCTR – Diocesan Council for Truth & Reconciliation
- * Justice and Peace
- * Liturgy Commission
- * Marriage and Family Life – including Marriage Prep, Marriage Enrichment (Breathe Conference), Retrouvaille (for troubled marriages), Transitions (support for divorced & separated), From Mourning to Dawn (grief support for bereaved spouses)
- * Office of Migration (Refugee Sponsorship)
- * Restorative (Prison) Ministry
- * Reverence for Life Committee
- * Safeguarding Action Plan
- * Vocations Support
 - including St. Benedict & St. Scholastica Formation Program
- * Youth and Young Adult Ministry – "Project Timothy"
- * Church Restoration Fund
 - New Church Sites Fund

- * Friendship Inn
- * Prairie Centre for Ecumenism
- * Support for the Archdiocese of Keewatin-Le Pas

TELEPHONE FOLLOW-UP GUIDELINES

Making the Call

After you have reviewed the information in this manual and selected those parishioners whom you will be contacting, your phone calling can begin. Most parishioners are aware of the Bishop's Annual Appeal from the letter from Bishop Mark Hagemoen and brochure they received in the mail. Appeal videos, parish resources, BAA prayer, prayers of the faithful and pulpit talks are available at www.dscf.ca/baa. The Bishop's Annual Appeal will be promoted through the initial mail-out, emails, text messages, Facebook, parish bulletins and messages during Mass.

Try to inform your fellow parishioners of the importance of their participation and the benefit to the parish. Let them know that they can participate by making a gift or pledge in a manner that suits their financial situation. Remember, every gift is essential.

SUGGESTED TELEPHONE SCRIPT

"Hello (Parishioner's Name), my name is (Your Name). I am calling from (Parish Name) on behalf of (Pastor's Name) and Bishop Mark Hagemoen. I serve on the parish volunteer team to reach out (check-in) and see how you are doing during all the changes in our daily lives that came with Covid-19.

(Listen – let the conversation flow naturally)

Optional Conversation:

Did you know that _____ (parish name) and the diocese have a website, and it's (both are) a great place to access information? (If your parish does not have a website, please provide the diocesan website address – www.rcdos.ca). On the website, you will be able to access important and timely information, including updated diocesan COVID-19 protocols from the office of the Bishop, upcoming parish/diocesan events and initiatives and links to live-stream daily Mass. If you want to grab a pen and paper, I can give you the website address. It is _____.

NOTE: Tailor this section to the content of your parish website or the diocesan website, whichever is appropriate.

(Name), I would also like to make sure we have your email address so that you can continue to receive information on a regular basis during this time when we are all practicing physical distancing. And do you have a cell phone number we could have? So many people are choosing cell phone service over landlines now; we want to make sure we have your current information.

One last thing, the 2021 Bishop's Annual Appeal has launched. This year, we have all had to take steps to keep ourselves and our loved ones safe again, during this pandemic. At the same time, our call to 'Have faith in our capacity to love our neighbour' and support the ministries of the diocese may be more urgent than ever before.

- Have you have received your Bishop's Annual Appeal letter in the mail?

If they have not, please write down their name and confirm their address. Provide this information to your BAA coordinator. The Catholic Foundation will follow-up and send the parishioner a letter.

Melissa Anaetoh manaetoh@dscf.ca or Cathy Gilje cgilje@dscf.ca

- Do you have any questions about the Appeal or the ministries and programs it supports?

(A list of supported ministries and programs can be found in the brochure in their BAA letter or on page 6 of this manual. For any questions you are unable to answer, please contact our office. We will reach out to the parishioner with an answer or further information.)

- May we ask if you are planning to make a gift to the Appeal this year?

OR

- Would you be able to help support our faith community by making a gift?

If 'yes,' or 'we already have,' please offer profound thanks for their support. 'On behalf of (Pastor's Name) and Bishop Mark, we thank you very much for your support!'

- If 'no' or 'we just can't manage it this year' (lost job, greater expenses due to COVID, etc.), tell them you understand, and ask if they would please pray for the success of the Appeal in your parish and the diocese.

'Thank you for our conversation today/this evening. It was a pleasure talking with you.'

- PARISHIONERS RESPONSE – PLEASE RECORD ON VOLUNTEER CONTACT SHEET
If the parishioner has already given, is no longer a member of the parish, or if you are unable to contact the parishioner, please make the appropriate comment on the call sheet.

WAYS TO GIVE

ONE-TIME GIFT

- Online – go to www.dscf.ca/baa
- QR code will take them directly to the donation page
- Encourage this method of giving. It is quick and efficient, can be done at any time, 24/7 and donors receive an immediate tax receipt.
- * Cash
- * Cheque (Make cheque payable to 'BAA' with 'Parish Name' in the memo line.)
- * Post-dated Cheque (Make cheque payable to 'BAA' with 'Parish Name' in the memo line.)
- * Direct Deposit (Include a voided cheque)
- * Credit Card (Visa, Mastercard or American Express)

PLEDGE

- * Many people find that they can participate at a greater gift level if they make payments over several months up to twelve months. These pledges may be made using the following methods:
- * Post-dated Cheques (Make cheques payable to 'BAA' with 'Parish Name' in the memo line.)
- * Direct Deposit (Include a voided cheque)
- * Credit Card (Visa, Mastercard, Visa Checkout or American Express)

PUBLICLY TRADED STOCKS

- * Donation of public traded stocks - contact the BAA office @ 306-659-5851 or visit www.dscf.ca for further details.

RESPONSES TO FREQUENTLY ASKED QUESTIONS

The Bishop's Annual Appeal supports the work of the Catholic Church in the Diocese of Saskatoon. It is a major source of funding for the many ministries, programs and good works of our faith community. The ministries support our priests from the seminary up until retirement. They provide support for our parishes and neighbours most in need. In addition, these ministries touch every parishioner in this diocese through services such as Education & Formation, Pastoral Life & Mission, Spiritual Care, and Community Outreach & Justice.

* What is the goal of the 2021 Bishop's Annual Appeal?

The overall goal for the 2021 Bishop's Annual Appeal is \$1.475 million. It is the primary source of funding for the many diocesan-wide ministries and programs provided by the Catholic Pastoral Centre. With the needs of our diocesan family continuing to grow, the success of the Appeal is even more essential.

* I give to my parish, why should I give to the Bishop's Annual Appeal?

While the support of your parish is very important, it is also important to remember how vital the diocese is to the life of all parishes. The programs supported by the Bishop's Annual Appeal are invaluable to our entire faith community and others in need who turn to the Catholic Pastoral Centre. They exist not only to care for the spiritual needs of the 80,000 Catholics but also as a source of social outreach. Together, we can do more than any one parish can do alone.

* This is a lot for my family to handle right now.

Your gift should be determined after prayer for God's guidance. We only ask that you consider a gift that reflects your financial capacity. Keep in mind that gifts may be pledged over several months (up to 12). Every gift, no matter the size, is important!

* Why are pledges emphasized?

Our Appeal emphasizes gifts over a period of time because it allows individuals and families the opportunity to consider a larger commitment – and more significant impact – than when making a one-time contribution. A pledge allows you to be kind to your budget, make the most of your generosity, provide timely income to the diocese, and make the fulfillment of your gift more manageable.

* Is my pledge legally binding?

No. A pledge is a commitment made under a particular set of circumstances. If those circumstances change, you may adjust the pledge payments and balance accordingly.

* To what extent are gifts to the Bishop's Annual Appeal tax deductible?

Gifts to the Bishop's Annual Appeal are tax-deductible as allowed by Canada Revenue Agency (CRA). Parishioners with specific questions regarding tax deductibility should contact their tax advisors. Gifts \$200.00 and over have an increased tax benefit.



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