

# CATHOLIC CHARITIES OF BUFFALO

## STRATEGIES FOR A SUCCESSFUL APPEAL

**1. Knowledgeable Volunteers/Parish Workers-** Catholic Charities offers regional workshops throughout January & February each year for Appeal Team Volunteers/Pastors/Staff.

**2. Catholic Charities Appeal Speakers-** Catholic Charities will schedule a speaker for Masses at your parish.

**3. Mailings-** Sent throughout the Appeal to parishioners- both Catholic Charities and Parish identified.

**4. Timely Return of Parish Returns-** Insures that mailings don't go out to individuals that have already given.

**5. Parish Cards-** Available to all parishes for donor registration/follow-up.

**6. Parish Reports-** Up to date reports by parish that details donors, non-donors & giving history. Available at [www.ccwny.org](http://www.ccwny.org).

**7. Promotional Literature-**

- Brochures
- Prayer Cards
- Bulletin Inserts

**8. Catholic Charities Liturgical Readings-**

- Sample Homily
- Prayers of the Faithful

**9. Lapsed Donor Phone-a-thon-** a nice way to do follow-ups with non-donors in your parish.

**10. Accurate Data-** essential for successful mailings and donor follow-up:

- Change of Address
- Deaths
- Data Accuracy - Salutations, Spellings, etc.
- Correct parishioner data is essential!