



Catholic Appeal

Living Our Faith. Together.

Commitment Weekend March 2-3

Purpose of the In-Pew Request

On Commitment Weekend (March 2-3), all Parishioners attending Mass are invited to make a commitment in support of the Catholic Appeal. This is done through a parish-based invitation, called an “in-pew request.”

It is a standard in most dioceses, and most parishes in our archdiocese have incorporated it into their Catholic Appeal campaign. Some parishes have even adapted it to help with their offertory programs.

Even if your parish conducted an in-pew in 2018, it is important to launch your 2019 Catholic Appeal with an in-pew solicitation.

The pastor’s leadership is critical to the success of the in-pew process. No other member of the parish will be as successful leading the process. People will respond in far greater numbers if the pastor is the one reading the in-pew script.

If your parish has not tried this method, study it carefully and implement it this year. It represents the only way that leadership can be certain that all of those who attend Mass are conscious of the fact that they have been asked for support. Also, there are scores, if not hundreds, of unregistered people in every parish who attend Mass regularly. Mail will never reach them because the parish doesn’t have their names, much less their addresses, on its records. The in-pew process is the only way to provide these people with an opportunity to pledge.

The reasons to conduct the in-pew request are:

- **It seeks an intentional gift.** The in-pew request helps to ensure that there is a moment in time when the ministries provided by the Archdiocese are considered by parishioners.
- **It reaches more people than mailings alone.** While the response rate on Catholic Appeal mailings is excellent, a letter alone is rarely sufficient to implement the campaign.
- **It helps to keep records updated.** Parishes making an in-pew request often identify new parishioners who are not registered at the time of the Appeal. The Appeal team can help your parish update your records through the in-pew request. Additionally, the in-pew request often provides email addresses for parish outreach.
- **It helps to ensure early success.** Some parishes can reach their assessment within a few weeks of Commitment Weekend meaning a shorter and more successful Appeal campaign.
- **It is a powerful reminder that central ministries serve parishes.** Through witness talks, bulletin announcements, emails, and the in-pew request, parishioners can better understand the ways in which central ministries are at work in their parish.
- The in-pew process has been simplified. Parishioners who already gave through direct mail or on-line, can still participate by filling in their name, parish and checking the box:

★ I have already given to the Catholic Appeal this year

The Pastor's Commitment Weekend presentation is very important to the success of the campaign. Up to this point, parishioners have heard about the Catholic Appeal and why it is so very important to support it. Some may have already made a pledge by mail. Now is the time to ask all the rest of the parishioners for their financial support. The fact that the Pastor is leading the process will have a very positive effect on the importance that people place on the request.

There are two sample scripts for an in-pew request to your parishioners. One is a bit longer, but more effective. The other is shorter, with pauses to give parishioners time to complete the form. Please choose the one you think would work best at your parish and adapt as needed.

****Playing background music during the in-pew presentation sets a relaxed and comfortable tone.**