**2024 Catholic Appeal**

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**Ideas for Preparing an Effective Witness Talk**

Witness speakers bring life, relatability, and purpose to the Catholic Appeal. A confident presentation, real examples, and a familiar face all work together to inspire people to give. An effective speaker will be comfortable speaking publicly (and clearly), will share a personal story or use a bit of humor, demonstrate that stewardship is a way of life, be relatable, and be confident in making an “ask”.

When preparing a witness talk, speakers are encouraged to consider the following items:

**Personal Perspective**:

* How have I personally benefitted from the Catholic Appeal?
* How has my parish benefitted from the Catholic Appeal?
* How does the Appeal help people the greater community?
* Why do I give to the Appeal?

**Develop an Outline**:

* Introduce yourself (include your parish role)
* Tell your story (Explain how you/your family benefits from the Catholic Appeal)
* Talk about a ministry or service supported by the Appeal with which you are familiar.
* Share how the Appeal benefits many people throughout the Archdiocese
* Share how you feel when you give. Use statements such as “I am blessed because…” I give because…” “This is a way that I can be the hands and feet of Christ in my community…”
* Make the Ask
  + Today, I am asking every one of you to make a gift to the Appeal. Your participation is critical to its success in sustaining, strengthening, and growing the mission of our Church. Cardinal Sean would be the first to say that the Catholic Appeal is the way in which we can love our neighbors as ourselves.
  + As a recipient of many blessings in my life, I can think of no better way to thank the Lord than by passing forward His goodness and kindness to others.
* Thank Parishioners
  + “Thank you for prayerfully considering a gift to the Catholic Appeal. On behalf of Cardinal Sean, [PASTOR/ASSOCIATE PASTORS], I thank you for your time, attention, and support. God bless you.”