
TIPS FOR A SUCCESSFUL DIOCESAN ANNUAL APPEAL

BE PREPARED

Study the materials. Have a good understanding of how DAA makes a difference for your parish and our Diocese.

START EARLY

Be ready with social blurbs well in advance. There are several suggestions in this manual.

CREATE A POSITIVE IMAGE

Promote DAA in a positive manner. Explain how diocesan services are a benefit to your parish.

STIVE TO OBTAIN A GREATER PERCENT PATICIPATION

Stress participation by pointing our that every person is asked to respond to the Appeal. Ask people who have never given to do so this year.

ENCOURAGE PLEDGING

Remind people that they can make a bigger gift when they pledge over a period of months.

REACH OUT FOR HELP

The Diocese is here to help you succeed. Reach out to our offices at anytime.

IN-PEW METHOD

WHY IS THE IN-PEW SOLICITATION PROCESS SO IMPORTANT?

Even though all parishioners will receive a DAA direct mailing, many will not respond. Although some will not respond because they are not interested in giving, many simply ignore direct mail appeals.

The in-pew method is effective in alerting mass-attending parishioners that their support is needed. Moreover, the in-pew process will solicit those parishioners that have never registered and, therefore, never received the DAA mailing.

Please follow the method outlined in this manual. Even in the most mature appeals, only about 15% of parish households donate in the first mailing. If a parish has only 45% of its households attending mass regularly, almost 60% of them will not have responded to direct mail! The in-pew method assures that each

