



**2022 Catholic Appeal**  
**COMMITMENT WEEKEND (March 12-13)**

The In-Pew Request is very important to the success of your parish Appeal. 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 or on-line. Now is the time to ask the rest of your parishioners for their financial support.

This year especially, it is important to launch your 2022 Catholic Appeal with the In-Pew request. Many parishioners see the pastor's endorsement as crucial to their support and are more likely to renew when asked directly.

The reasons to conduct the In-Pew Request are:

- It seeks an intentional gift. The In-Pew Request helps to ensure a moment when the ministries run by the Archdiocese can be recognized and supported 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 ensure the success of the Appeal.
- It helps ensure early success. Most parishes that implement the In-Pew Request reach their assessment within a few weeks of Commitment Weekend, meaning a shorter and more successful Appeal.

**HELPFUL TIPS FOR A SUCCESSFUL COMMITMENT WEEKEND**

- **Recruit and train help for Commitment Weekend.** Ushers may need some extra help to distribute and collect in-pew envelopes. Faith Formation students and members of the Parish Council or Finance Council are good resources to assist with in-pew envelope distribution and collection.
- **If your parish streams Masses online** be sure to include in your presentation an appeal to those watching virtually. You can tell them that they can make their gift by visiting the Catholic Appeal website at [bostoncatholicappeal.org](http://bostoncatholicappeal.org), or they can contact the parish office if they would like to be given another way to give.
- **Supply the church with plenty of in-pew envelopes** and pencils/pens ahead of Commitment Weekend. Envelopes are available in Spanish, Haitian Creole, Portuguese and Vietnamese.
- **Do not place in-pew envelopes in the pews before Mass.** They are to be handed out during Mass to the best of your ability.

- **A script is provided but be sure to use language and a tone that works for your parish.** Remember, this should feel like a request to a friend, not a directive. Translated versions (Spanish, Portuguese, Haitian Creole and Portuguese) are available on our website: [www.bostoncatholicappeal.org](http://www.bostoncatholicappeal.org)
- **Prepare quiet background music** to be played during the presentation.
- **Invite parishioners to support the Appeal by completing and returning their pledge forms during Mass.** Encourage participation by asking those who may have already given to complete the form and check, "I have already given to the Catholic Appeal."
- **Collect completed in-pew pledge forms during Mass.** Have ushers collect completed forms during Mass and take to a secure place for safekeeping. Do not ask parishioners to take the pledge form home as this greatly reduces parishioner response.
- **Be available and prepared for parishioners to ask questions.** It is recommended that pastors, celebrants, and volunteers remain after Mass to answer questions about the Appeal.

### IN-PEW REQUEST SAMPLE SCRIPT

Please be sure to give the process time. Slow down and allow your parishioners time to complete the form. Many parishioners will need time to write out their check or credit card information.

### SAMPLE SCRIPT

In recent weeks, you have heard about the Catholic Appeal and how it supports our parishes, schools, and communities throughout the Archdiocese. When you make a gift to the annual Catholic Appeal, you are helping put faith into action in countless and far-reaching ways. None of this good work could be done without your generosity.

Each year, ALL parishes throughout the Archdiocese are asked to dedicate time during Mass on Commitment Weekend to allow their parishioners to show support for the Appeal. So, for the next few minutes, we will go through together how to show your support for the 2022 Catholic Appeal.

**At this time our volunteers will walk around to distribute pledge envelopes, so I would ask one member of each household to raise your hand and take an envelope. Please take an envelope to fill out even if you have already given or are unable to give at this time. You can indicate either of those choices on the envelope. Your participation is greatly appreciated, as we complete this exercise together as a community.**

Now I'll give you some time to review the form and consider a gift or pledge that makes the most sense for you and your family. Please know that your personal information is confidential and will not be shared with any organization outside the Archdiocese or this parish.

For those of you who are interested in making your gift online, you can do so now by using your mobile device to scan the QR code located on the envelope. This will take you to a secure online form to make your gift now.

**\*\*\*It is important to stop here to pause and allow parishioners time to complete the form.\*\*\***

Just a reminder, for those of you who have already made your gift through the Cardinal's request letter sent in early February, you should complete the shaded areas only. *Please do not provide any additional financial information on the envelope, to ensure your gift or pledge is not counted twice.*

**\*\*\*It is important to continue allowing parishioners time to complete the form.\*\*\***

It is NOT necessary to make your full payment today, you can simply make a pledge and make payments at a later date. Just fill in the amount you would like to pledge, and you will be sent monthly reminder cards so you can make payments by check, credit card, or even online—whatever is most convenient for you.

**Please make sure that you write our PARISH NAME/TOWN** on the space indicated on the paper form or the online form. This is crucial so that your gift is properly credited to our parish. If you are visiting from another parish, you may write that parish name and town in the space instead. Once you're done filling out all the fields on the form, tear it off, place it in the envelope, and seal it.

**\*\*\*Do not proceed with the presentation until about half of those participating are looking back at you.\*\*\***

Our volunteers will now collect your pledge envelopes and pencils.

On behalf of Cardinal Seán and myself, thank you for your contribution to this year's Catholic Appeal.

Truly, every gift makes a meaningful difference in bringing Christ's light to the world around us through our ministries. We are so grateful for your participation and your dedication to our Church. Thank you.