

Raising THE BAR



RTB Outline

Meeting with the Bishop

- When: As early as possible
- Who: EWTN representative and one representative from the local group
- Asking for the Bishop's blessing and support
- Asking that he write a letter to his pastors
- Asking that he host or attend a kickoff event

The Bishop's Letter

- Must get done – follow up is essential
- Must have proper content
 - Ask pastors to schedule presentations
 - Length of presentation and when it is to take place
 - Pledge cards and pencils placed in pews; no second collection

Project Information Packet

- Goes out with the Bishop's letter
- All mailings go out at the same time
- 3 business days later phone calls are made
- Call every business day until the parish is scheduled or they say no

Apostolate Kickoff Event

- Event creates matching pledge fund
- Should be held before parish presentations
- Invite:
 - People you think would like to be involved
 - People the Bishop would like invited
 - Parish Bulletins
 - Diocesan Newspaper
 - EWTN will invite our donors
- EWTN representative will attend and do the "Ask"
- Fund must not be touched until matched at the parish level
- Fund can consist of money pledged and promised over the life of the campaign

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Capital Campaign

- Purchase price of the station
- 2 to 3 years of operating expense

Pastor Phone Scripts and Letter

- Send confirmation letter when parish is scheduled
 - Letter should reiterate everything in the Bishop's letter

Pre-talk Bulletin Announcement

- Only use if parish requests it

Parish Setup Guidelines

- Presenter arrives 45 minutes before 1st Mass Saturday evening
- Presenter arrives 30 minutes before all subsequent Masses
- What you'll need:
 - More pledge cards than you think you'll need
 - More golf pencils than you'll think you'll need
 - A box for each and every exit
 - Box should cover the bottom of a folding chair and have no lid
- Pledge cards are only placed on one end of the pew; the end closest to the middle of the church
- Pencils should be neatly stacked on pledge cards

Parish Presentation

- Who gives the presentation?
 - Only those who are well trained and willing to stick to the script
 - No person should give the presentation in their own parish
- Presenter should be up front when introduced

Follow Up

- Phone calls must be made to everyone who filled out a pledge card on the 1st or 2nd day
- Wednesday a bulletin announcement should be sent to the parish with results and thanks
- By the end of the week all reminders should have been mailed
- DO NOT COUNT CARDS AT THE PARISH!