

## **How to Meet Your Goal**

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The key to meeting your parish campaign goals is simple: let your parishioners know that it's important to you. Your endorsement of the social service and evangelistic ministries and parish support funded by the campaign is everything.

### **Pastor / Administrator Endorsement**

What you say, how you say it, and when you say it all matter in meeting your goal. You can work from the attached talking points or write your own.

- If you are unable to personally speak with parishioners, select a champion from your parish who can speak at your Masses or schedule a guest speaker from the diocese
- Send a letter to parishioners to encourage them to participate in the appeal and help you meet the financial and participation goals for your parish
- Publish a letter in your parish bulletin on the weekend of Sept. 18, one week prior to Pledge Sunday
- On Pledge Sunday, consider placing a basket at the front of the altar and asking parishioners to come to the altar to place their completed pledge card in the basket.

### **Parish Bulletin**

- Print and insert a one-pager campaign flyer in your bulletin on September 18 or 25
- Run the quarter-page announcement in your bulletins September 18 and 25
- Run the text announcement in your bulletins September, 11, 18 and 25
- Print your Progress to Goal graphic in your bulletin October 9, 23 and November 6

### **Church Entrance**

- Display the campaign poster in a highly visible location inside your main church entrance(s)
- On Pledge Sunday, mount and display the poster on easels at your entrances (if you need additional copies of the poster or a digital version for printing locally, go to...)
- Ensure that a supply of pledge cards and pencils is available next to your weekly bulletin on September 25, October 2 and 9
- Place a collection box for pledge cards at church main exits

## **Electronic Communications**

- Use the campaign social media posts on your parish accounts to remind parishioners about the campaign. You can customize the campaign posts or create your own.
- Feature the campaign Web graphic on your parish Web site with a link to the campaign site
- Include a story in your parish email newsletter about the campaign and to encourage parishioners to participate

## **After Pledge Sunday**

- Send thank-you letters or hand-written notes to parishioners following their gift or pledge to the campaign
- Send reminder letters to parishioners who have not participated
- Provide campaign updates in your Mass announcements and bulletins
- Publish celebratory / thank you announcements

## **Campaign Key Messages**

- In 2 Corinthians 13:5, St. Paul asks the Corinthian believers a question: “Do you not realize about yourselves that Jesus Christ is in you?” Two thousand years later, like the Corinthians, Jesus Christ literally dwells within each of us.
- Within each person we meet, there is someone looking to be found, to be loved, to be recognized. In so many ways, Jesus calls each of us to reach out to them, to share the love within our hearts, to share Him who dwells within us
- Your pledge, your gifts, and your prayers for our success impact people in your own community, in your own parish and within your own family.
- Every amount helps. Starting with a small pledge makes a difference in someone’s life, including your own. With mobile, text-to-give and online options, you can make a one-time pledge or break your gift into small monthly payments throughout the year.
- Please join Catholic Charities and Communities as we grow together to share the love and hope of our Lord, who dwells within us.
- Many organizations around the world use the name, “Catholic Charities,” but there is no affiliation with any of those organizations and Catholic Charities and Communities of the Diocese of Birmingham in Alabama. Your partnership and generous support enable our diocese to reach beyond the confines of individual parishes, to reach all in the care of the Bishop of Birmingham, throughout northern and central Alabama

# Twenty-sixth Sunday in Ordinary Time

**Cf. 2 Cor 8:9**

**R. Alleluia, alleluia.**

Though our Lord Jesus Christ was rich, he became poor,  
so that by his poverty you might become rich.

**R. Alleluia, alleluia.**

Gospel

**Lk 16:19-31**

Jesus said to the Pharisees:

"There was a rich man who dressed in purple garments and fine linen  
and dined sumptuously each day.

And lying at his door was a poor man named Lazarus, covered with  
sores,

who would gladly have eaten his fill of the scraps  
that fell from the rich man's table.

Dogs even used to come and lick his sores.

When the poor man died,

he was carried away by angels to the bosom of Abraham.

The rich man also died and was buried,

and from the netherworld, where he was in torment,

he raised his eyes and saw Abraham far off

and Lazarus at his side.

And he cried out, 'Father Abraham, have pity on me.

Send Lazarus to dip the tip of his finger in water and cool my tongue,  
for I am suffering torment in these flames.'

Abraham replied,

'My child, remember that you received

what was good during your lifetime

while Lazarus likewise received what was bad;

but now he is comforted here, whereas you are tormented.

Moreover, between us and you a great chasm is established

to prevent anyone from crossing who might wish to go

from our side to yours or from your side to ours.'

He said, 'Then I beg you, father,  
send him to my father's house, for I have five brothers,  
so that he may warn them,  
lest they too come to this place of torment.'  
But Abraham replied, 'They have Moses and the prophets.  
Let them listen to them.'  
He said, 'Oh no, father Abraham,  
but if someone from the dead goes to them, they will repent.'  
Then Abraham said, 'If they will not listen to Moses and the prophets,  
neither will they be persuaded if someone should rise from the dead.'"