

**Directions for the Parish In-Pew Program 2023**

**We invite your parish to conduct the in-pew process at the start of the 2023 Catholic Stewardship Appeal.** We know from experience that parishes that conduct an in-pew solicitation weekend are more successful in reaching their CSA goal and increasing the number of donors. Our goal is to have as many people understand and support the Appeal as possible. We ask each parish to identify one of the following weekends to conduct the in-pew process during your masses:

* February 4-5 (official 2023 CSA Kickoff weekend)
* February 11-12
* February 18-19

**Why conduct an In-Pew Solicitation?**

The in-pew process is powerful. By presenting the case of support for the Catholic Stewardship Appeal at Mass, our pastors are able to reach the faithful present in church. It can re-engage former donors providing them with a convenient way to respond at that moment. **This method is the best – and perhaps the only – way to reach unregistered parishioners to the CSA.** It is critical to attract new donors to support the CSA for the long-term well-being of the Appeal. The process as outlined is based on successful models used by many dioceses across the country.

**Supplies**

The Development Office provides each parish with a supply kit to conduct the in-pew process during Mass including:

* Directions/script for in-pew solicitation weekend
* In-pew CSA envelopes
* Large envelopes to return donations to the Archdiocese of Milwaukee

**Before In-Pew Solicitation Weekend**

* Place an announcement in the bulletin the week prior to the in-pew solicitation weekend.
* Sample bulletin announcement:Next weekend we will kick-off 2023 Catholic Stewardship Appeal. We will have envelopes available and ask you to consider making a pledge to support the ministries supported by the CSA.
* Pastors make an announcement the week prior to the in-pew solicitation weekend to reinforce the reminder in the bulletin.
* Hospitality ministers/ushers know what needs to be distributed and collected during Mass.
* Parish office staff/volunteers are prepared for the completed envelopes after they are collected and ensure they are mailed to the Archdiocese for processing.
* Music ministers are consulted and made aware that appropriate music may be needed during the in-pew solicitation process.

**Before Mass**

Before Mass begins, the pastor or Appeal chairperson should consult with the hospitality ministers/ushers to ensure that the required supplies are prepared and available.

**During Mass**

**Step 1 Distribution of supplies.** At the time of the in-pew process, invite the hospitality ministers/ushers to come forward and distribute the envelopes. By conducting the effort immediately after the homily, Appeal gifts can be included in the collection basket as the community’s offering to God.

**Step 2 Appeal and invitation from priest/deacon/lay leader.** Make a personal appeal for support of the CSA. Using the script, the speaker walks parishioners through the completion of the envelope. The musician can be prepared to play appropriate offertory music while parishioners are completing the pledge portion of the envelope.

**After Mass**

Once Mass has ended, hospitality ministers/ushers collect any remaining envelopes and pencils from the pews and ensure that supplies are sufficient for the next Mass. Your parish can keep all leftover supplies. They do not need to be returned to the Archdiocese.

**Mailing Completed In-Pew Envelopes to the Archdiocese of Milwaukee**

* Please do not open any sealed envelopes.
* All envelopes collected will be processed by the Archdiocese. Your parish kit contains a 2 large, addressed mailing envelopes to send the completed in-pew envelopes to the Archdiocese. Affix a parish return-address label to the large mailing envelope.
* All contributions must be mailed to:

**Catholic Stewardship Appeal**

**Archdiocese of Milwaukee**

**3501 S Lake Drive**

**St. Francis, WI 53235**

Parishes may also hand-deliver envelopes at the address above to the Development Office.

**Processing Appeal Gifts Received at Other Times**

Appeal gifts often continue coming to parishes following the in-pew solicitation effort. Please collect and forward them to the Archdiocese as outlined above.

**Many Thanks!**

We are so grateful for your support. Please contact us with any questions. We are happy to assist you.

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