

Tips for a Successful BMA in 2021

BMA Presentation - Pastor's Message

- **Suggest a specific gift amount for each household**
- Develop talking points/script and continue with the message over a 4-week period, slightly revising the message as needed
- Keep the BMA message spiritual and “from the heart”
- **Keep the BMA message going – talk about it, maintain momentum and don't be afraid to ask!**
- Remind parishioners to make a sacrificial gift
- Be inclusive and in partnership with your Hispanic community
- Use thermometers at your parish, on your website/in bulletin to show BMA progress
- Discuss in a straightforward way the financial needs of your parish
- Talk about your parish project that will be supported by funds that are received above goal
- Invite a lay person / young adult to speak about the BMA
- **Show specifics on a power point regarding what BMA supports (refer to Diocesan Assistance Information)**
- Have the BMA be your parish's only “fundraiser” for the year/during this time
- Let parishioners know that following the Diocese BMA appeal letter, begin to talk about the BMA each week at Mass and reinforce the message of the letter; mention to parishioners that they should have received the letter, and the importance of supporting the BMA
- BMA "talk" given during livestream Mass on appeal weekend. Also giving talk at in-person Masses

BMA Communications/Marketing

- Discuss the parish project that will be supported with 100% of funds received over the BMA goal
- Remind parishioners of the parish project that was supported last year, and the amount raised (if applicable)
- **Continue to reach out by phone to your parishioners and enlist volunteers to assist (see sample scripts)**
- Ensure you have media support and are reaching your parishioners by hosting Mass on Facebook Live/live-streaming, YouTube videos of Mass, and/or hosting Mass outdoors
- Post updates and information on your parish website, online bulletin, by mail, Facebook, and Instagram or on other social media outlets
- Create videos to utilize in marketing the BMA and/or utilize the Diocese BMA videos
- Parish wide email sent with BMA video message embedded
- **Parish website updated with all current BMA information and appeal video**
- **Send a parish “appeal” letter for the BMA; include information about parish project (current year's project and last year's); include donation form and return envelope**
- **Direct mail appeal letter from Pastor to those who participated in last year's BMA. Asking them to "renew" their same commitment as last year. Also including the donation form and return envelope to parish**

BMA In-Pew Giving Alternative Ideas

- If your parish is holding outdoor Mass, have a parishioner / volunteer hand out in-pew envelopes or information sheet / BMA giving reminder (or if appropriate, place on car windshields)
- Host a BMA celebration after Mass to drop off BMA envelopes/gifts and ask parishioners to leave in basket or box
- Schedule special dates/times for BMA envelope “drop off” at the parish
- Include a bowl or basket in front of the altar and ask parishioners to give in memory or in honor of a loved one; when live-streaming, show bowl or basket and explain what it is and ask for prayers for loved ones
- Envelopes available at all in-person Masses that families will pick-up (since we cannot personally hand out)
- Second collection BMA basket available at all in-person Masses for 3-4 weeks so parishioners can drop off their envelope at Mass
- BMA envelopes available at in-person Adoration

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