



CHRIST OUR  
*Hope*  
 BUILDING A VIBRANT CHURCH




**VOLUNTEER  
 TRAINING  
 GUIDE**

**AUGUST 2020**

---

## TABLE OF CONTENTS

Table of Contents.....Page 1

Campaign Prayer.....Page 2

Overview.....Page 3

Campaign Goals .....Page 3

Appeal Timeline .....Page 3

Outreach Call .....Pages 4-5

Outreach Visit .....Pages 6-7

Contact Information .....Page 8

Appendix

- Appeal Letter
- Case Booklet
- Pledge Form
- FAQ

---

## CAMPAIGN PRAYER

Almighty and eternal God,  
we place our hope in You  
to guide the Catholic Church in Vermont  
to renew our parishes,  
and engage our youth;  
to form lay leaders,  
and serve the most vulnerable among us.

In the power of the Holy Spirit,  
help us build a vibrant church  
in this time and place  
and for generations to come.

Seeking the intercession of our  
first bishop, Louis deGoesbriand,  
we pray this through Christ Our Lord,  
Amen.

Mary, Mother of the Church, pray for us.

*Amen*

## OVERVIEW

Thank you for generously volunteering to help with the *Christ Our Hope: Building a Vibrant Church* campaign.

Volunteers have these primary responsibilities:

- Provide your own financial support.
- Make outreach contact to assigned parishioners.
- Share excitement about the campaign and its goals.
- Answer questions about the campaign.
- Encourage parishioners to participate by making a pledge.
- Provide pastoral outreach.

Each volunteer is important! Every dollar raised makes a difference. Every time someone hears the message, it is an achievement. Together, we will *Build a Vibrant Church*.

## GOALS

The *Christ Our Hope: Building a Vibrant Church* campaign is focused on three goals:

- Building vibrant parishes
- Serving the poor
- Growing faith formation

## APPEAL TIMELINE

- Mid-August: Host volunteer training
- End of August: Mail case booklet and cover letter to parishioners
- Early September: Begin outreach calls with assigned donor prospects
- Late October: Complete personal follow-up with assigned donor prospects
- November: Host commitment weekend

## COMMUNICATIONS TIMELINE

- Aug. 15: Bishop Coyne campaign kickoff during 10 a.m. Mass livestreamed
- Aug. 17: Email blast about the campaign
- Aug. 22: Most parishes kick off the campaign
- Aug. 21: FAQ and Prayer Card with letter to all households about the campaign
- Aug. 29: Appeal packet mailed to households with case statement and individual parish goals
- Bishop Coyne Campaign Chats - Registration required: [christourhopevt.org/events](http://christourhopevt.org/events)
  - o Aug. 31 – 7 p.m.
  - o Sept. 1 – 7 p.m.
  - o Sept. 9 – 3 p.m.
- Parish volunteer follow up calls - NOT asking for a specific gift but to answer questions
- Ongoing social media and The Inland See communication

---

## OUTREACH CALL

### Call the Parishioner

- Call to discuss the campaign, asking if the parishioner has 10-15 minutes to talk.
- Come prepared to offer an alternative date and time for a phone call or video conference.

### Call Script

**This script is meant as a guide. At times you will be speaking with people you know, and to be successful you should just be yourself.**

#### Introduction

- Hello <Name >, this is \_\_\_\_\_, calling on behalf of <insert your parish> and the *Christ Our Hope: Building a Vibrant Church* campaign.

#### Setting the Appointment

- I'm following up on a letter <insert pastor's name> and Bishop Coyne recently sent you, regarding our major fundraising campaign. It's focused on urgent needs at our parish such as <insert your parish needs> and funding important diocesan objectives such as serving the poor and faith formation.
- I wanted to call and see if you have received the letter and packet about the campaign.
- I'd like to answer any questions you have about the effort and tell you why it's so important to me. Do you have a few minutes to talk right now or would it be better to visit later today?
  - o If the parishioner is available at that moment, proceed with the follow-up. (Go to the "Visit Outline" section of this training guide.) If not, suggest a time to follow up by phone or video conference.
- My schedule is free <offer two days or times>. What dates or times work for you?
  - o Optional: You are welcome to offer a phone call or video conference if you're familiar with Zoom, Microsoft Teams, Google Meetings, etc.

*Always recommend a specific time when setting an appointment. Ask open-ended questions. Research shows that when you recommend a specific time, such as, "Tuesday evening" or "Sunday after Mass," you are much more likely to secure the appointment.*

#### Confirm Appointment and Close the Conversation

- When the appointment is set, confirm the date and time.
- Invite them to review their request letter and pray about their decision before your visit.
- Thank them for their time.

#### Leaving Voicemails

- Leaving a voicemail for your parishioner(s) is a positive. Please call your prospects three times, leaving a message on two occasions where you give a specific time and date you will follow-up.

#### Notes:

- Plan 30 minutes for the phone call or video conference to avoid a rushed presentation.
- Consider sending a confirmation email or text to the potential donor.

---

## OBJECTION TO VISIT

Often, households will share a soft objection to schedule time to visit about the campaign. Following up in a respectful manner, will almost always result in scheduling a time that works best for the household.

### **Objection: “I’m really busy right now.”**

**Response:** *“I appreciate your busy schedule – this is certainly a busy time of year for all of us. I promised the Bishop and Father that I would personally follow up with you, but it doesn’t have to take up much of your time – perhaps we can find 15 minutes next Thursday morning, or after the live stream of Mass this weekend?”*

### **Objection: “I don’t think I have time to meet.”**

**Response:** *“I understand. I think this campaign is important, so I just want to make sure you had every opportunity to talk about the campaign goals and ask any questions you may have. With that being said, when do you have 15 minutes in the next week or two to visit?”*

**Refuse to meet:** *I understand. Included in your packet is a pledge card and a return envelope. When you’ve had an opportunity to discern your gift to the campaign, you can mail it back in the provided envelope. You can also make your gift on the campaign website: [christourhopevt.org](http://christourhopevt.org).*

---

## VISIT OUTLINE

This outline is meant as a guide. At times you will be speaking with people you know, and to be successful you should be yourself! Above all, listen to them.

### Introduction

- Thank the parishioner(s) for visiting with you. Start with general conversation.

### Show Your Passion

- Explain why you decided to volunteer and why you made a pledge to the campaign. Talk about your passion for the Church and the goals of the campaign.

### Share the Case

- Using your campaign case statement as a guide, give a brief overview of each campaign goal. Start with your parish's needs. Highlight goals related to serving the poor and faith formation. Consider using the following statements:
  - o *"We are blessed that with this campaign our parish keeps 60 percent of the funds raised which will address..."*
  - o *"Considering COVID-19, the need to support Catholic Charities is greater than ever."*
  - o *"By supporting the faith formation initiative, we are investing in our faith today and for the future of our children"*
- Engage them – "Do you have any questions regarding our parish or the diocesan-wide goals?" or "Which goals most excite you?" or "Which goals do you feel are the highest priorities?"

### Share your Support

- *"These initiatives are important to me because..."*
- *"I have made my commitment. Because you are a supporter of the parish and diocese, I ask that you join me so that, together, we can strengthen our parish and support the vital ministries of the diocese."*

### Encourage Gift Consideration

- *"As you know from letter you received with booklet, we have a great opportunity to address the needs of our parishes and the diocese. It is our hope that you will give serious consideration to this request."*
- *For your convenience, there are two ways to share your support.*
  - o *Request that they return the pledge card by mail or to the parish as soon as possible.*
  - o *Alternatively, donors can complete the online pledge card at [www.christourhopevt.org](http://www.christourhopevt.org).*

### Gift Consideration Follow Up

- If they share "they will give but can't at the amount requested," share that we will gratefully receive all gifts.
- If they share "they can't give at this time," share that this is a three-year campaign and they can make their commitment at any time.
- If the parishioner(s) "do not give you an answer," which will occur in some instances, invite them to prayerfully discern their gift and complete the pledge card at their convenience.

### Close

- Thank them for taking the time to visit with you (whatever their decision was).

---

## RESPONDING TO QUESTIONS

The following is a list of possible comments or questions you may receive during your outreach visits. First, acknowledge the comment or question. Then, in a very respectful manner, share a response that invites them to pray and respond with a gift that is meaningful to them.

### Comment #1: "I'm surprised we're fundraising at this time."

**Response:** *"We realize that these are uncertain times for everyone, but the needs of supporting our parishes, serving the poor and growing faith formation haven't changed. Frankly, the challenges we're facing aren't going away unless we boldly seek support from our entire community. I know that some may not be able to give at the level they normally would, and some may not be able to give at all. We just feel that it's important to invite everyone. We're incredibly grateful for whatever support we receive."*

### Comment #2: "I can't give at the amount that was in my letter."

**Response:** *"I understand. This amount is not an expectation but rather a starting point for your reflection. We hope you will make a gift that is sacrificial and meaningful gift. You've supported our parish in the past and your support on this effort will mean a great deal. We truly hope you give an alternative gift?"*

OR

**Response:** *"When my spouse and I read the request of us, we had to reflect on the request. Although we couldn't give at that level, we decided to support our Church and these important goals, so we took some time to pray about it, discussed it as a family, visited with our financial advisor and then came to our decision. If everyone can practice equal sacrifice, I know we will be successful."*

### Comment #3: "How did you come up with this amount?"

**Response:** *"I was not a part of the process. The diocese and church went through a confidential process looking at past support of the parish, your past support for diocesan causes and whether you took part in the planning study. The diocese certainly doesn't know everyone's financial situation – but the goals are to ask every family to reflect on their blessings and to make an extraordinary gift."*

### Comment # 4: "Our finances are tight right now."

**Response:** *"This is certainly a challenging time for many families. With that said, your gift, in any amount, is appreciated. You might consider adjusting the timing of your gift as you see fit. You could start your payments six months to even a year from now. By making your intention now, it allows our Church to plan for the future."*

---

## CONTACT INFORMATION

### VERMONT CATHOLIC COMMUNITY FOUNDATION

**Ellen Kane**

(802) 846-5837

[ekane@vermontcatholic.org](mailto:ekane@vermontcatholic.org)

**Dawn Kellogg**

802-658-6110 x 1452

[dkellogg@vermontcatholic.org](mailto:dkellogg@vermontcatholic.org)

### STEIER GROUP REPRESENTATIVES

**Corey O'Shaughnessy** – Campaign Manager

(402) 829 – 8319 (office)

(402) 598 – 3868 (cell phone)

[coshughnessy@steiergroup.com](mailto:coshughnessy@steiergroup.com)

**Rich Kaipust** – Campaign Manager

(402) 829 – 8303 (office)

(402) 618 – 4186 (cell phone)

[rkaipust@steiergroup.com](mailto:rkaipust@steiergroup.com)

**Rich Roberts** – Campaign Manager

(402) 829 – 8652 (office)

(402) 210 – 6230 (cell phone)

[rroberts@steiergroup.com](mailto:rroberts@steiergroup.com)

---

## APPENDIX

Link to appeal Letter - <https://christourhopevt.org/parish-resources>

Link to case booklet - <https://christourhopevt.org/parish-resources>

Link to pledge form - <https://christourhopevt.org/parish-resources>

Link to FAQ - <https://christourhopevt.org/parish-resources>