

DIOCESE OF BURLINGTON PARISH KICKOFF - TALKING POINTS



The goal of the parish kickoff is to create excitement about the campaign, share overall campaign goals and close with confidence and anticipation.

It is best to present the campaign video and share the talking points during Mass after the Homily. Alternative times to show the video are before Mass, after Mass or during video meetings or presentations.

KICKOFF TALKING POINTS

- It is with great excitement and confidence that I am announcing the kickoff of our Diocesan *Christ Our Hope: Building a Vibrant Church* campaign.
- I would like to take this opportunity to show you a short video to learn more about the campaign.

[Play campaign video. If you can't play the video there is additional text below to share key points. Please ask parishioners to watch it: www.christourhopevt.org]

- After years of planning and prayer, we are kicking off our first ever Christ Our Hope: Building a Vibrant Church campaign based on the results of the synod and rooted in Christ. The goal of the effort is to unite as Catholics to renew, strengthen and secure the future of the Catholic Church in Vermont.
- Why now? Many of our churches have seen a downturn in support, requests for emergency aid have increased and the community is seeking the healing words of Christ. We cannot give up on the future of our parishes and ministries serving the faith community.
- Unlike most diocesan campaigns, this campaign is parish-centered and the majority of funds that we raise (60% minus campaign expenses) will come back to our parish to meet the following needs **<list your parish goals>**.
- The remainder of the funds (40% after expenses) will be split to support an endowment for faith formation ministries to grow evangelization and religious education, and an endowment to expand an emergency aid endowment to meet the growing needs of the most vulnerable among us.
- Next week you will receive an FAQ answering many questions about the campaign but you can also visit the website to learn more: www.christourhopevt.org.
- At the end of August, you will receive a letter from me and Bishop Coyne asking you to consider a gift above and beyond your regular offertory and Bishop's Appeal gift.
- We understand for some this may not be possible. The request amount is a suggestion not an expectation. Only you and your family can determine a gift that is sacrificial and feasible for you to commit over a three-year period.
- In some cases, a member of our campaign team will follow up with you to schedule a call to talk about the campaign and learn of your decision.
 - The volunteer will review the campaign goals, answer your questions and provide guidance completing your pledge card
 - **The volunteer will not know your ask amount or ask you to make a specific gift**
- Thank you to our team of volunteers who are helping the parish with the campaign.
- Our volunteer team members are giving freely of their time and energy to make this campaign a success and to help in our quest to build a vibrant church. Please keep an open mind and heart as we move forward with this important effort.
- If a volunteer contacts you to discuss the campaign, please be receptive to their call.
 - They are not there to pressure you into giving, but to extend an invitation.
- Volunteers, parish staff and I are available to answer questions and assist you in completing your pledge card.

- We hope to have **100%** participation from the parish through giving of talents, prayer and financial gifts.
- I invite you to learn more at the campaign website: <https://www.christourhopevt.org/>
- Let's pray and reflect on the campaign.
- Lead in reading the 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.