



MICROWAVE IT: How to Run an Effective Parish Campaign

KEY ELEMENTS

- A microwave heats from the inside out. In a parish campaign, this means presentations before small groups in a captive audience situation.
- Emphasize the cause as well as the tax benefits.
- Get the pastor's blessing, support and involvement. He is the key to recruiting lay leadership. Always remember to thank him and show gratitude

TIPS FROM THE FIELD

Give two packets to each member of a group
– one for his/herself, one to give to someone else.

Chuck Oliver

*Director of Development
Blessed Trinity*

Use volunteers who have already given to GRACE to staff information tables.

Ansley Murphy

*Director of Development
St. Thomas More School*

START BY RECRUITING A GRACE TEAM

(3-5 parishioners depending on size of parish)

Role and responsibility of committee members

- Make a contribution to GRACE, preferably at maximum level
- Attend team meetings as needed
- Understand and be able to advocate for GRACE and the tax credit program
- Speak to groups of influential/high profile parishioners (e.g., parish council, finance council, development/stewardship committee, Knights of Columbus, etc.)
- Address Sunday masses

TOP STRATEGIES

Many people have to hear about the tax credit three times.

Karen Vogtner

*Principal
St. John the Evangelist
School
Hapeville*

- To build momentum, present to parish groups first and wrap up with appeals at Sunday masses.
- Make effective use of your principal
- Give two packets to each member of a parish group – one for his/herself, one to give to someone else
- Recruit additional volunteers to help staff information tables after Sunday masses
- Develop an effective stewardship program which engages parishioners with the life of the school
- Recognize volunteers

URGENCY: The Fundraiser's Friend

*Impress upon donors importance of
having state tax credit tax approval by November 1.
They will then have until December 31 to complete gift.
(Change in state law extended contribution window to 60 days from 30 days.)*