

CAMPAIGN GUIDE

2018 Parish Campaign
ShareLife Sunday Collections
March 18 | April 22 | May 27



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Weekly bulletin inserts in multiple languages are available at

www.sharelife.org/Public/Resources

ShareLife Mission, Vision and Principles

In 2016, the ShareLife staff and Advisory Board, along with input from Catholic Charities, undertook a review of the ShareLife campaign with a view to increasing the results over time. As part of this process, ShareLife's mission, vision, and values (now referred to as principles) were reviewed for the first time in twenty years.

Moving forward, the ShareLife campaign should be positioned as the mission work of the church, which is supported by a collection. The primary focus should be on the agencies that are carrying out this mission work and receiving ShareLife funding, as well as how their efforts to serve the marginalized in our communities and around the world are made possible as a result of our generosity. We believe this 'spiritual alignment' will demonstrate that ShareLife is more than a collection; it is how we bring the hands of Christ to those in need.

Our mission, vision, and principles are as follows:

Mission

"To live the Gospel by providing for those in need."

Vision

"The Catholic community and its partners responding generously with justice and love."

Principles

- Reverence for life at all stages
- Commitment to Catholic Social Teaching
- Collaboration with stakeholders
- Responsible and accountable for resources

Our new mission statement speaks to our focus on bringing Gospel values to the greater community. By supporting agencies that are in line with the values of our faith, we are bringing the hands of Christ to those in need.

Our vision statement speaks to one of the five core directions of the Archdiocese of Toronto's Pastoral Plan, that being "Catholic Outreach in Justice and Love." We desire that all Catholics, along with our partners in the corporate community, respond to the call to serve the poor to the best of their ability.

Our principles have been updated, but remain similar to those from 1996: to respect life at all stages, to uphold Catholic social teaching in all that we do, to collaborate with our supporters and agency partners, and to be responsible for the resources entrusted to us by our supporters.

The ShareLife campaign is more than a collection of funds; it is a way we as a Catholic community put our faith into action through the work of our agencies. We look forward to continuing to provide for our agencies as they carry out their efforts, reflecting the message of the Gospel to love one another.

Recent Initiatives

ShareLife allocated \$13.68 million in 2017 — \$485,000 more than the previous year.

This allowed our agencies to:

- Support the retention and enhancement of agency staff to meet the increased demand for services.
- Maintain walk-in counselling clinic services to families, giving clients access to same-day service without an appointment, thereby reducing or eliminating the need for additional counselling sessions.
- Enhance life-skills and mentorship to youth in transitional housing. These supportive measures help youth make a positive transition from foster care to independent living with training, mentorship and after-care services.
- Offer expanded assistance and support to isolated and marginalized seniors in the City of Toronto.
- Help agencies to build capacity to evaluate and report on the effectiveness of programs and services, which assists in demonstrating the importance of ShareLife funding.
- Provide \$100,000 to the St. John Paul the Great Centre at St. Augustine of Canterbury Parish. The centre helps transform the spiritual lives of those who use it and provides regular after-school programs for youth and activities for seniors.

Your support enabled the continuation of these recently introduced programs:

Providing Shared Services

Shared services or back-office integration among agencies is improving administrative efficiency, organizational effectiveness and capacity. Currently, agencies are sharing resources in financial management and human resources, while information technology options are being explored. The service provider for this project is St. Elizabeth Service Trust.

Parish Outreach to Seniors

In partnership with Catholic Family Service agencies and six parishes in Peel Region and Simcoe County, this pilot project connects trained volunteers with isolated and lonely seniors who will be assisted in their daily lives. Volunteers will cultivate relationships by conducting home visits, making phone calls, and linking seniors with community resources.

Grief Reconciliation

A pilot project is testing the applicability of a grief reconciliation approach for young mothers who have suffered trauma and other mental health issues. Clients are provided an opportunity to explore grief and recognize its impact, creating readiness to engage in therapy to support their physical, psychological, spiritual and social well-being.

Collaborative Evaluation Project

This initiative helps Catholic Family Services agencies measure outcomes related to counselling programs. The project includes benchmarking for quality improvement, increasing efficiency and effectiveness, and building sustainable evaluation practices across agency programs.

Introduction

The purpose of this guide is to provide pastors, secretaries, parish chairpersons and committees with information on the ShareLife appeal so they can promote the importance of the campaign and encourage parishioners to make a sacrificial gift. Our responsibility to provide for our brothers and sisters in Christ is our motivation to support the 2018 ShareLife Campaign.

We thank you for all you are doing to promote ShareLife at your parish and look forward to working with you on a successful campaign this year.

Join the ShareLife family today!

There are many ways to get involved with this year's ShareLife Campaign. Consider giving of your time as a ShareLife campaign volunteer — your skills and gifts may be just the spark that your campaign is looking for. Whether you're a capable speaker, organizer, or promoter of ShareLife's stewardship message, we invite you to join the ShareLife family. Together, we give of our time, talent and treasure to make a difference!

2018 ShareLife Parish Campaign: Living the Gospel

This year, ShareLife celebrates 42 years of making a positive difference in our community. The wonders being worked by our agencies for those who are marginalized have collectively impacted millions of people. Each of us has the power to help others through compassionate acts of kindness. In short, we are **living the Gospel!**

There is always someone in need...

For many of our clients, ShareLife represents a significant lifeline. ShareLife social service agencies respond to thousands of calls for help from people struggling with a personal or family crisis. They serve the man living on the street, the woman sitting across the church pew, the family next door... it could be a stranger or someone close to your heart.

We can help them...

By supporting ShareLife, we are extending a helping hand to some of the most isolated, vulnerable and needy people in our region. All are valued members of our society – we look for the face of Christ in everyone we serve. ShareLife agencies make a direct and meaningful difference in their lives. Last year our agencies provided services to many people in more than 20 languages, treating them with compassion, care and respect. Here are some of the ways that our support made an impact last year:

- **22,500** clients of our network of Catholic Family Services agencies were helped to deal with stress, anxiety, mental illness, anger management, domestic violence and personal crises.
- Programs and services were offered to **6,300** seniors by ShareLife agencies.
- **3,600** individuals with special needs and their family members accessed programs at ShareLife-funded agencies, including education and caregiver respite services.
- Over **1,000** pregnant youth and young mothers participated in counselling, education and group programs.
- **80** priests and seminarians are being supported in their studies at St. Augustine's and Redemptoris Mater Seminaries, as well as Serra House.

Your support empowers our agencies to make these services happen, and so much more. Every contribution rebuilds hope, reaffirms respect and reinforces self-worth.

2018 ShareLife Parish Campaign Goal: \$13.6 Million

Last year, our Parish Campaign raised **\$12,690,597** to support our more than 40 Catholic agencies and grant recipients. Over the past year alone, we allocated **\$485,000** new dollars toward our agencies. More people are relying on ShareLife today than ever before. We are confident we can continue to offer them a helping hand if we all work together to reach our goal.

Our parish campaign goal for 2018 is **\$13.6 million**, which is part of our overall **\$15.325 million** campaign goal. Our agencies require these funds to meet the increased demand for services that they face. We recognize the importance of supporting our agencies with an increased campaign goal this year.

Please encourage your parishioners as best you can to support the mission work of the church with a contribution to the ShareLife campaign. Each donation, no matter the size, will help us to reach our campaign goal.

The ShareLife Office

Role of the ShareLife Office

- Assist parishes to effect a successful local campaign
- Provide support and guidance throughout the campaign
- Direct the marketing activities
- Collect contributions and distribute to recipients

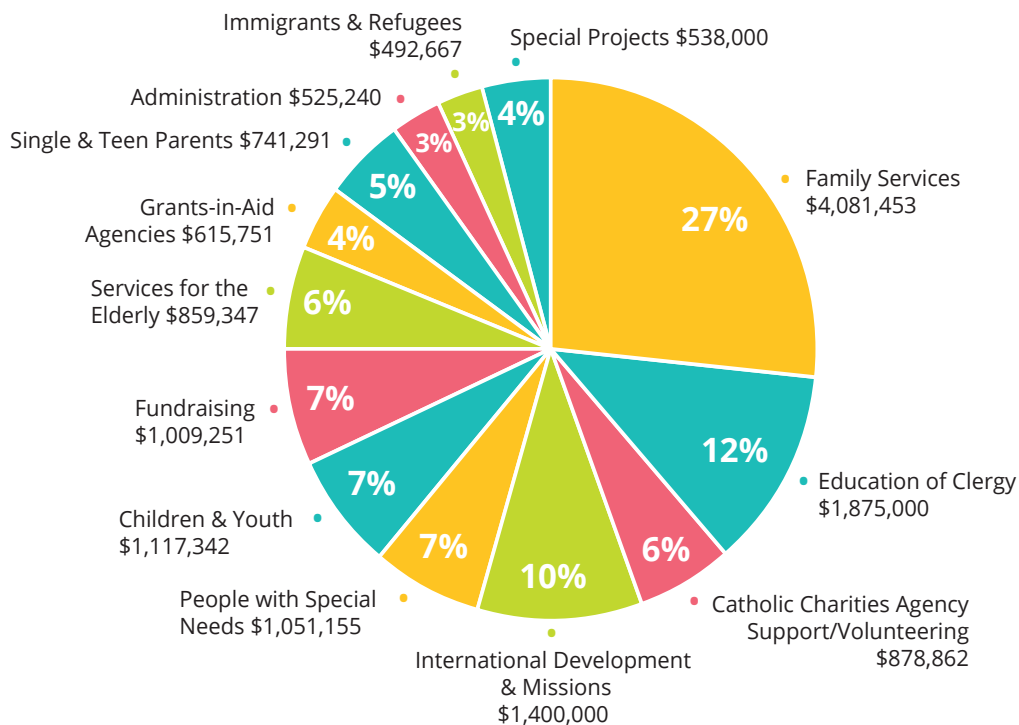
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ShareLife Staff

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Harry McAvoy	Manager, Major Gifts & Corporate Campaigns	ext. 553
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Kathryn Moore Collins	Donations Processing Coordinator	ext. 535
Arthur Peters	Executive Director	ext. 559
Quentin Schesnuik	Manager, Planned Giving & Personal Gifts	ext. 561
Rhonda Sogren	Administrative Assistant	ext. 540
Charlene Williams	Administrator, Donations Management	ext. 556

2017 ShareLife Allocations



Campaign Types

All parishioners should be invited to participate in the outreach of the Catholic Church to the greater community. There are two types of parish campaigns:

I. Direct Mail Campaign

In 2017, 177 parishes (79%) in the Archdiocese used direct mail as their primary means of raising funds for the ShareLife appeal. The direct mail program is coordinated by the ShareLife Office. A professionally designed package of information is mailed to all registered parishioners under the name of the parish. Parishioners can then mail their contributions to the parish or place their offering in the collection baskets at Mass. The initial appeal letter is signed by Cardinal Collins. There is also one follow-up reminder letter, signed by the pastor, to those who made a contribution during the previous two campaigns, but have not done so in this campaign (at the time the data is collected).

II. In-Pew Campaign

This method is dependent on collecting donations from parishioners who attend church on specific Sundays. As such, it misses the opportunity to engage all other Catholics in almsgiving. This method should only be used for non-registered parishioners.

Key Dates For ShareLife Campaign 2018

The ShareLife campaign is an integrated effort of parishes, the ShareLife Office and our production suppliers. Your support in adhering to the timelines for the submission of data to our office is greatly appreciated!

The key dates schedule applies to all campaigns. The activities listed in italics apply to direct mail parishes only.

January 12, 2018	Parish Campaign Kit included in pouch mailing
January 16, 2018	<i>ShareLife Office to extract name, address data from the Parish Tools database for the Cardinal's mailing</i>
Jan. 24-Feb. 7, 2018	Materials delivered to parishes. Check materials on arrival
Feb. 12-23, 2018	<i>First direct mail letter sent from Cardinal (by ShareLife Office)</i>
Feb. 18, 2018	⚠️ Launch campaign in parish – put up posters, banner, lawn sign Begin weekly pulpit and bulletin announcements
Feb. 25, 2018	Show ShareLife video/DVD • Host an agency speaker
March 4, 2018	Show ShareLife video/DVD • Host an agency speaker
March 11, 2018	Show ShareLife video/DVD • Host an agency speaker
March 16, 2018	<i>Pastors' signatures for second letter due in ShareLife Office</i> <i>Pastors' personal letter due in ShareLife Office (optional)</i>
March 18, 2018	ShareLife Sunday In-church collection
Mar. 18-20, 2018	⚠️ Call or fax week 1 report to ShareLife Office with total donations to date
March 26-30, 2018	\$\$ - Remittance to ShareLife Office of funds collected to date
March 27, 2018	⚠️ Call or fax week 2 report to ShareLife Office with total donations to date
April 9, 2018	<i>ShareLife Office to extract donation data from Parish Tools database for the pastor's reminder mailing</i>
April 10, 2018	⚠️ Call or fax week 4 report to ShareLife Office with total donations to date
April 22, 2018	ShareLife Second Offering In-church collection
April 24, 2018	⚠️ Call or fax week 6 report to ShareLife Office with total donations to date
Apr. 30-May 4, 2018	\$\$ - Remittance to ShareLife Office of funds collected to date
May 3-11, 2018	<i>Reminder letter from pastor mailed (by ShareLife Office)</i>
May 8, 2018	⚠️ Call or fax week 8 report to ShareLife Office with total donations to date
May 9, 2018	<i>ShareLife Office to extract donation data from the Parish Tools database for thank you mailing</i>
May 22, 2018	⚠️ Call or fax week 10 report to ShareLife Office with total donations to date
May 27, 2018	ShareLife Third Offering In-church collection
May 28-June 1, 2018	<i>Thank you from Cardinal mailed to donors (by ShareLife Office)</i>
May 29, 2018	Call or fax week 11 report to ShareLife Office with total donations to date
June 4-8, 2018	\$\$ - Remittance to ShareLife Office of funds collected to date
June 5, 2018	⚠️ Call or fax week 12 report to ShareLife Office with total donations to date
June 13, 2018	<i>ShareLife Office to extract donation data from the Parish Tools database for thank you mailing</i>
June 19, 2018	⚠️ Call or fax week 14 report to ShareLife Office with total donations to date
July 3, 2018	⚠️ Call or fax week 16 report to ShareLife Office with total donations to date
July 3-6, 2018	<i>Thank you from Cardinal mailed to donors (by ShareLife Office)</i>
July 17, 2018	⚠️ Call or fax week 18 report to ShareLife Office with total donations to date
July 31, 2018	⚠️ Fax week 20 (final) report to ShareLife Office with total donations to date Ensure remittance of all funds collected for Campaign 2018 to ShareLife Office
August 3, 2018	<i>ShareLife Office to extract final campaign 2018 donation data to July 31 from the Parish Tools database for thank you mailing</i>

Guidelines For A Successful Parish Campaign

Leadership Checklist for a Successful Campaign

1. The success of the ShareLife campaign is directly related to the leadership, enthusiasm and motivation provided to the parishioners. Develop a **positive attitude** towards the campaign. Consider how to convey that commitment to the donors.
2. Establish a **ShareLife Committee**. Inviting a small group of volunteers to form a ShareLife committee can help to create awareness of the importance of supporting our annual appeal. Invite a speaker to make a presentation at the parish. Carry out a small event designed to raise awareness of the work of our agencies. The ShareLife Office can assist a committee with their local campaign planning. Contact David McNerney or Mariana Garcia from our team.
3. Say **THANK YOU!** Each week, thank those who have contributed to the campaign and invite those who have not yet done so to consider making a sacrificial gift. If one is unable to contribute, ask them to pray that others will do so for the success of the campaign.
4. Plan to reach everyone in the parish. Complete coverage of your parish will result in a greater number participating and a greater amount of money raised.
5. Use the ShareLife campaign materials—ensure that posters are up, brochures are placed in key areas at the parish, and envelopes are in the pews, especially on the collection weekends, and the lawn sign is out. Plan to show at least one of the videos available on our website, www.sharelife.org. Use the bulletin announcements, available from the ShareLife website in multiple languages.
6. Setting a **parish goal** is very important! A goal provides direction for your campaign and it's a tangible way to engage your parishioners in a community effort. The ShareLife Office will provide a suggested parish campaign goal to each parish by the end of January 2018. This goal will be published on the bi-weekly report that will be sent to parishes during the campaign.
7. Report the progress of the campaign to the parish on a weekly basis. Prominently display and update the ShareLife thermometer in your parish.
8. Success will not come from one day's effort, one solicitation method or one attempt. Successful parishes contact each family or individual with a source of income.
9. Adopt the campaign as your own. The ShareLife Office is your support team.
10. Invite speakers from our agencies. Speakers are one of the best ways to motivate parishioners to make a contribution to the ShareLife campaign. **We encourage all parishes to welcome at least one agency speaker during the 2018 campaign.**
11. Follow the timetable. Keep the campaign before the people. It's never too late to donate.
12. The pastor's weekly pulpit announcements serve as a reminder to donate, as well as an opportunity to thank those who have already given.
13. No gift is too small. We would like everyone to participate. Suggest specific amounts using the teaching on sacrificial giving and almsgiving. Please refer to "How Much to Give" on the next page.
14. Encourage donors to increase their gift by spreading it over 3, 4 or even 12 monthly payments. It is easier to make a larger gift when it is spread over several months.
15. Follow-ups with those who have not given are essential for success.

Campaign Strategy

Raising Awareness

All parishes are encouraged to take ownership of their campaign. You want parishioners to know that it is ShareLife campaign time and that it's an important part of parish life. Successful parishes always make use of the ShareLife banner, lawn sign and poster. Some hold their own events to support their campaign. The range of activities has been everything from a dinner and dance, to a breakfast, to a wine and cheese party. All the proceeds have been added to the parish ShareLife appeal total. Please refer to this guide for additional information and ideas on conducting an event to raise awareness and support for ShareLife.

How Much to Give?

Parishioners appreciate some guidelines for giving. Regarding the question of what constitutes a reasonable donation, those who give regularly often struggle as much as those who have never given. Encourage sacrificial or proportionate giving. Remind people to give in proportion to the gifts God has given them.

As a starting point, suggest a day's pay to help those less fortunate in thanksgiving for our own blessings. Many give more than that already. That way, more will be expected from those with high earnings. Also emphasize spreading the gift over several months. The following charts will give some guidelines for parishioners who wish to use this method.

Suggested Multiple Payment Plan

	+	3 Monthly Payments of	=	Total Gift
\$ 10		\$ 10		\$ 40
\$ 15		\$ 15		\$ 60
\$ 25		\$ 25		\$ 100
\$ 50		\$ 50		\$ 200
\$ 100		\$ 100		\$ 400
\$ 250		\$ 250		\$ 1,000
\$ 500		\$ 500		\$ 2,000

Household Income		Suggested ShareLife Donations								
Hourly	Yearly	1%	1.5%	2%	2.5%	3%	3.5%	4%	4.5%	5%
\$ 12.00	25,000	250	375	500	625	750	875	1,000	1,125	1,250
\$ 14.50	30,000	300	450	600	750	900	1,050	1,200	1,350	1,500
\$ 16.75	35,000	350	525	700	875	1,050	1,225	1,400	1,575	1,750
\$ 19.25	40,000	400	600	800	1,000	1,200	1,400	1,600	1,800	2,000
\$ 24.00	50,000	500	750	1,000	1,250	1,500	1,750	2,000	2,250	2,500
\$ 29.00	60,000	600	900	1,200	1,500	1,800	2,100	2,400	2,700	3,000
\$ 33.50	70,000	700	1,050	1,400	1,750	2,100	2,450	2,800	3,150	3,500
\$ 38.50	80,000	800	1,200	1,600	2,000	2,400	2,800	3,200	3,600	4,000
\$ 43.50	90,000	900	1,350	1,800	2,250	2,700	3,150	3,600	4,050	4,500
\$ 48.00	100,000	1,000	1,500	2,000	2,500	3,000	3,500	4,000	4,500	5,000

A contribution of one day's pay to ShareLife to support our agencies and grant recipients is less than .5% of income. Did you know that donations can be spread over 12 months? Parishioners can make a monthly gift by credit card, through pre-authorized giving, online (www.sharelife.org) or through post-dated cheques at your parish.

Monthly Giving - The Archbishop Philip Pocock Society

Parishioners making a monthly gift are eligible to be members of the Archbishop Philip Pocock Society.

Archbishop Philip Pocock served as the 7th Archbishop of Toronto from 1971 to 1978. In 1976, he made a courageous decision to establish an organization that respects life at all stages. Now his legacy lives on through the work being done with the help of ShareLife agencies. In 2009, the Archbishop Philip Pocock Society was established to recognize and thank those who make a monthly commitment to support ShareLife agencies.

Society members will receive:

- Two updates per year — our spring newsletter and fall annual report
- A bookmark commemorating the life of Archbishop Pocock
- Invitations to participate in ShareLife appreciation events

Encourage parishioners to become monthly donors and make a difference all year long in the lives of those less fortunate.

Roles and Responsibilities

The single most important key to a successful ShareLife Appeal is the enthusiastic support of the Pastor, the Secretary, and Parish Chairpersons and Committees. Pastors and other parish leaders serve as the primary motivators for their parishioners and are a key source of inspiration for lay leadership and members of the congregation. The following information is intended to assist pastors and parish leadership in understanding their roles in supporting the ShareLife Appeal.

Pastor

Your support and involvement is the key to the success of the campaign. Your personal endorsement is most important. ShareLife agencies depend on your commitment to the campaign.

How can I help?

- Speak about the need to support the work of our agencies as they serve the poor. Your message about the importance of supporting ShareLife is an integral part of the success of your parish campaign.
- Make a sacrificial gift to the campaign. Your leadership provides an example to parishioners.
- Increase parishioners' awareness of the need to support ShareLife as an extension of our Gospel values.
- Recruit parishioners to assist as a chairperson or committee member for the ShareLife Appeal.
- Encourage and motivate parishioners to support the ShareLife campaign.
- Invite a speaker from an agency to make a presentation at your parish during the campaign.
- Ensure the campaign video is shown during or before a collection weekend (available from the ShareLife website or as a DVD through the ShareLife Office).
- Ensure the appeal is promoted from the pulpit and in bulletins at the parish.
- Ensure that campaign materials are distributed and available to parishioners.
- Publicize your parish campaign goal. A suggested goal will be provided by the ShareLife Office in January 2018.
- Report the progress of the campaign to parishioners on a weekly basis.
- Report the campaign results to the ShareLife Office as scheduled in the key dates.
- Provide enough opportunities for every parishioner to make a gift.
- Follow the campaign checklist available in the campaign kit.

Parish Secretary

As with most parish activities, you are often not seen, but your efficiency, helpfulness and care has an impact on all aspects of the ShareLife campaign. You also serve as the main communication link between the parish and the donors and between the parish and the ShareLife Office. As a member of the leadership team, you assist the pastor and the campaign chairperson to promote and implement the campaign. Your specific responsibilities include some or all of the following:

- Maintain parishioner list.
- Order campaign materials from the ShareLife Office.
- Ensure the ShareLife bulletin announcements are used.
- Administer donations made through the parish – recording and receipting.
- Assist with controlling and banking ShareLife funds.
- Manage post-dated cheques and pledges.
- Report results to the ShareLife Office as required.
- Remit funds to the ShareLife Office as required.

Please note that the gathering of ShareLife data for direct mail parishes is carried out using the information entered into Parish Tools. Thus, it is important that ShareLife donation data be entered into the database on a timely basis. Thank you for your support with this matter.

Campaign Chairperson / Committee

The Chairperson should be a leader in the parish and be willing to commit to the job until its completion. As a lay leader, you “animate” the campaign. You have the important role of communicating to your fellow parishioners that they are an integral part of the ShareLife effort. It is important to express your own commitment to the financial support of the campaign. (Let parishioners know that they are joining you in supporting ShareLife.)

Together with the pastor, you ensure the overall campaign plan is carried out within the time frame established. Communication is important to success. You are the coordinator of that communication. You must ensure volunteers understand the plan and the responsibilities assigned to them. Once selected, the chairperson, together with the pastor, can proceed to recruit a campaign committee. Your role includes some or all of the following:

- Work with the pastor to promote the appeal.
- Familiarize yourself with the agencies supported by ShareLife.
- May give a pulpit presentation. A prepared text will be available at www.sharelife.org/Public/Resources by end of January 2018.
- Arrange for guest speakers from ShareLife agencies.
- Arrange showing of the ShareLife video from our website (or order a DVD).
- Ensure other activities are planned to raise awareness for the campaign. Refer to this guide for ideas on conducting events.
- Report results to the ShareLife Office as required.
- Ensure utilization of campaign materials, including posters, banners, brochures, envelopes, and lawn signs.

Communicating and Using the Media

The more people know about the campaign, the more people will support ShareLife. Here are some ways you can get the word out to your parishioners and to the public.

Public Relations

- Assign publicity to a member of your ShareLife committee. He/she should be responsible for organizing speakers, liaising with local media and being the official spokesperson for the parish.
- Contact your local community newspapers, radio stations and cable companies. All large scale media are contacted by the ShareLife Office.
- Prepare a one-page news release from your parish and send it to the news editor of all your local media contacts.
- Include a story about a local agency that ShareLife supports, or anything out of the ordinary (e.g., special events, a unique program that might interest the media).
- To get good results when dealing with the media, be brief and polite, not demanding.
- Organize pulpit announcements for the three Sundays prior to ShareLife Sunday. Announce when parishioners can expect the first letter. (The mail date is February 12–23, as per the chart in this guide.) Please download the bulletin announcements (available in multiple languages) from www.sharelife.org/Public/Resources
- Make sure printed announcements are included in the church bulletin.
- With the pastor, co-ordinate displaying the posters and banner inside the church and the lawn sign outside the church, as well as the distribution of brochures and envelopes.
- Contact Kris Dmytrenko at the ShareLife Office for assistance with public relations initiatives at (416) 934-3400 ext. 572 or kdmytrenko@archtoronto.org.

Publicity Materials: www.sharelife.org/Public/Resources

- **The ShareLife website** offers resources for promoting the campaign. Parishes can download copies of this campaign guide, bulletin inserts, pulpit announcements, speaker guidelines, key date calendars, brochures, the Cardinal's letter, posters and ShareLife videos. Please email us at slife@archtoronto.org to offer your feedback and suggestions.
- **Parish Bulletin:** This is the most widely-read information piece in your parish. Use your bulletin to encourage donations, recruit volunteers, give updates on results, and thank everyone for participating. Available in multiple languages, bulletin announcements can be downloaded from our website.
- **Posters:** These establish the theme and announce ShareLife Sunday, while visually connecting ShareLife and the parish. *Available in English, French, Italian, Portuguese, Polish, Spanish and Chinese.*
- **ShareLife Brochure:** *Printed in English, French, Italian, Portuguese, Polish, and Chinese.* The brochure provides information on ShareLife-funded agencies.
- **In-church banner:** A large re-usable banner, which can be hung vertically or horizontally, provides visual impact in the church.
- **Lawn sign:** This is one of the simplest ways to publicly support the ShareLife campaign. By visibly displaying your lawn sign in a high-traffic area, you raise awareness of ShareLife in the community. We receive many calls from people in need of help who have seen ShareLife lawn signs and contact our office. We then put them in contact with the appropriate agency to meet their needs.

- **ShareLife Video:** The ShareLife Parish Campaign Video is available online or in DVD format upon request. This valuable resource can be used to promote the campaign at a “Coffee Sunday,” ShareLife Kickoffs, special events or other ShareLife activities.
- **Social Media:** ShareLife will feature the latest campaign news on at [Facebook.com/ShareLifeCan](https://www.facebook.com/ShareLifeCan) and [Twitter.com/ShareLifeCan](https://twitter.com/ShareLifeCan). Please post these social media links on your parish website. Encourage parishioners to follow us through social media.

In-Church Presentations

ShareLife Speakers Put a Face to the Cause!

- Set up your speaker for success. Use samples provided in the *Speaker Guidelines*.
- ShareLife speakers are one of the most powerful ways to motivate parishioners to support the appeal. Their stories help put a face to the agencies funded by ShareLife. Many excellent speakers are available from ShareLife agencies and the ShareLife Office. Agency descriptions and contact information are included in this kit.
- If you do invite a ShareLife speaker to your parish, remember that many of them are sharing very personal experiences. We ask you to welcome them to your parish, ensure someone will meet them before Mass and show them where they can relax between Masses.
- ShareLife committee members or parishioners can also be effective speakers, but make sure the speakers are knowledgeable about the campaign and ShareLife programs. Help them plan their speech, but encourage them to deliver it in their own words. Please refer to the *Speaker Guidelines* in the kit.
- Find examples of speeches on the ShareLife website: www.sharelife.org/Public/Resources. These will be available by January 31, 2018. Feel free to utilize this resource as you develop your local presentation.
- If you are having trouble arranging for an agency speaker, or if there are concerns with a presentation, please contact Jane Cleary at the ShareLife Office. We want to work with you to ensure your presentation experience goes well.

Anything Else?

- Keep a rack of ShareLife information available at the back of the church for easy reference.
- Make sure you display the ShareLife posters throughout the campaign period.
- Keep ShareLife envelopes in the pews during the campaign period for those who might forget to bring their envelopes or for those who are not registered at or are new to the parish.
- **Speak about the need to support the work of the agencies as they serve the poor.** Remind parishioners that their support for ShareLife is how we can bring the message of the Gospel to life as we serve to the needs of the greater community.

ShareLife Collections and Installment Giving

ShareLife Collection Sundays

Only one-third of Catholics 18 years of age and older attend Mass weekly. Another third of the Catholic population attends Mass monthly or less frequently. To give all parishioners at least one opportunity to hear the ShareLife message and to donate, pulpit and bulletin announcements should be made on a weekly basis.

On each of the three ShareLife collection weekends, there should be a separate second collection taken at all Masses for the ShareLife donations.

Parishioners in direct mail parishes can also place their envelope in the collection basket at any weekend Mass or simply mail their donations to the parish.

Installment Giving

Donors frequently give only what they can afford at the time of the Parish Campaign. If they are encouraged to contribute that same amount in each of the months following ShareLife Sunday, a substantial barrier to real growth will be overcome. Parishes that encourage installment contributions experience significantly higher donations than those parishes not using this simple system. So don't hesitate to suggest a three, six, or even twelve-part gift.

Recommend post-dated cheques for the installments, or a monthly contribution by pre-authorized giving (through the parish PAG program), or by credit card via our website (www.sharelife.org), or by calling the ShareLife Office at 416-934-3411 or 1-800-263-2595.

Hosting a ShareLife Event

As part of your parish campaign plan, consider hosting an event to raise awareness. An event can be as simple as a small scale social activity like a bake sale, or a larger scale event like a dinner or silent auction.

Supporting an event does not replace a parishioner's contribution to ShareLife. Parishioners are still invited to support the ShareLife campaign with a sacrificial gift. An event provides an opportunity to support the campaign in another way. Raising awareness of the work of our agencies should be seen as an important part of any event that takes place. This awareness will, in turn, encourage support for the campaign.

If the opportunity presents itself, consider showing one or more of the ShareLife videos at the event. These can be downloaded from the ShareLife website. (A large monitor or projector and screen will be required.)

Invite a ShareLife agency

You can invite a ShareLife agency to set up a display or have an agency speaker make a small presentation during the event. This will help to inform parishioners of the work that is being supported.

Involve other parish groups

Consider involving your parish youth group with the set up and hosting of the activity. Involving the youth of the parish not only helps to get them involved, but also deepens their awareness of ShareLife. Parish groups such as the Knights of Columbus or Catholic Women's League can also help organize a parish event for ShareLife.

Let us know

During the event, post pictures on ShareLife's Facebook page (www.facebook.com/ShareLifeCan) or on Twitter by tagging @sharelifecan. This will help publicize your event to other parishes and the greater community.

Also, send details and photos to ShareLife so we can include them in our ShareLife Newsletter. Your ideas will inspire other parish committees! Email Kris Dmytrenko at kdmytrenko@archtoronto.org, Mariana Garcia at mgarcia@archtoronto.org or David McNerney at dmcnerney@archtoronto.org.

Suggested ShareLife Events

Bake Sale

A bake sale is one of the most popular community engagement events. Invite parishioners to bring in baked goods, which can then be sold after Mass.

Board Game / Trivia Tournament

Choose a fun game that most people are likely to be familiar with. Get four-person teams in place or facilitate individual participation.

Ballroom Dancing Lessons

Ballroom dancing has made a noticeable comeback. People of any age can get involved. The first step is talking to local dance instructors to see if they would be willing to donate their time for a series of lessons. Charge a small admittance fee with the proceeds to ShareLife.

Car Wash

A car wash is one of the most recognizable community engagement ideas. Identify a suitable high traffic location.

Cooking Classes

You can put on a cooking class fundraiser at the church's kitchen. You might want to cover the basics of cooking, focus on a specific type of ethnic food, or look at putting together a holiday meal. Charge a small participation fee with the proceeds going to ShareLife.

Face Painting / Family Carnival

Children love having their faces painted! Organize a face painting booth, enlisting the help of some talented artists from your area. Consider making this part of a carnival event for families, with games and food for everyone.

Yard Sale

Help your old items find new homes. This is a great opportunity for parishioners to clear out their clutter. Ask parishioners to get involved by donating unwanted items to a parish yard sale. It is also a great way to help the environment through re-use. Charge a table fee for participation with proceeds going to ShareLife.

Photo Contest

Give aspiring photographers the chance to showcase their pictures. Have a competition and request submissions from people of all ages in your parish.

Karaoke

A karaoke night fundraiser is great fun for all ages. Offer munchies and refreshments for sale, with all proceeds to ShareLife.

Pancake Breakfast

Who doesn't like pancakes? This event is particularly suited for Sundays after Mass or on Shrove Tuesday as a kick-off for your parish ShareLife campaign. Consider hosting this event with your local school.

Spaghetti Dinner / Parish Dinner

You can run a dinner on a large or small scale. Ask your local grocery stores and bakeries if they will donate ingredients. Tickets can be sold in advance. Ask a ShareLife agency to set up a display and make a short presentation.

Silent Auction

Invite parishioners to donate an item or a service to offer for this auction. The advertisers on the back of your bulletin or parishioners who own companies may have items such as sports tickets they are willing to contribute. Services such as lawn trimming, cleaning, babysitting, haircuts, car repairs, and many others can be popular items. Hold the auction over two weekends and close the bids after the last Mass on the second weekend.

Used Book, DVD and CD Sale

Many parishioners have gently used books, DVDs and CDs that need a new home. This event can be very popular in parishes with young families. Invite parishioners to bring in their items for sale at a low price (like \$2 each).

Facilitate a Workshop

You've probably participated in a workshop that teaches practical skills and is conducted by someone like you. People are interested in workshops on subjects ranging from cake decorating to bike repair. Now it's your turn to conduct one! Co-facilitators can greatly expand the possibilities of a given workshop. Charge a participation fee with the proceeds going to ShareLife.

Host a Social Networking Event

ShareLife Donors are encouraged to host networking events for friends, family and fellow parishioners. When you plan and sponsor a networking event, you're transformed into a leader in the community. Inspire others with your own example!

ShareLife meditation class for young adults and professionals

According to Forbes Magazine, 42% of millennials have meditated at least once in the past year. Why is it becoming so popular? While the American Psychological Association reports that millennials are the most stressed out generation in history, people who meditate say it makes them calmer, more focused, and ready to take on life's challenges. Host a meditation class at the parish and charge a small participation fee, with the proceeds going to ShareLife.

Your own event idea

Be creative and have fun!

Leadership in Schools

Checklist for a Successful Campaign

Invite your school community into the mission and vision of ShareLife by encouraging them to participate in the ShareLife campaign. 100% of funds raised by schools will be credited towards your parish total.

Roles and Responsibilities

Pastor

How can I help?

- Invite your school communities to actively participate in the campaign by creating awareness through the ShareLife curriculum found at www.sharelife.org/OCSGE
- Let your principals know their school's support of ShareLife is important to your parish community. Encourage your school communities to participate in the campaign by holding a fundraiser.
- Use your parish bulletin to thank your schools for their support. Let your parish community know that Catholic schools in your parish have participated in the ShareLife campaign.
- Thank the schools for their support at a school Mass, or attend an assembly where a cheque presentation is made.
- In June, invite representatives from schools that contributed to your parish ShareLife campaign to attend a Mass. Recognize the schools publicly with a photo-op cheque presentation.

Parish Secretary

- The preferred process is that schools send their funds to the ShareLife Office. In turn, the office will credit the appropriate parish campaign.

If your schools give their funds to your parish, please note the following:

- Ensure school donations are entered into Parish Tools under the name of the school.
- Let the ShareLife Office know the school has made a donation to ShareLife through your parish campaign. ShareLife will inform your parish if they receive a ShareLife donation directly from your schools.

School Campaign

Every Catholic school in the Archdiocese of Toronto is invited annually to participate fully in the ShareLife campaign.

From September to December, the school campaign focuses on the employees of the Catholic School Boards by encouraging them to make a sacrificial gift – either a one-time gift or a payroll deduction, aside from their parish gift.

From January to June, in alignment with Lent and the Parish Campaign, schools are encouraged to promote ShareLife. Once a school completes their fundraising for ShareLife, they are encouraged to send funds directly to the ShareLife Office while identifying their affiliated parish.

ShareLife will send a thank you letter to the school and a letter to their pastor, encouraging him to thank the school for supporting the Parish Campaign. Note: 100% of school donations from your affiliated schools will be credited towards your parish total.

The Direct Mail Appeal

For several years, many parishes have used direct mail as their main means of collecting funds for ShareLife.

Method

A professionally designed and written mailing package will be sent from the ShareLife Office to parishioners from lists supplied by participating parishes. The package will consist of:

- signed, personally addressed letter from the Cardinal
- brochure
- donor/pledge card
- reply envelope

Parishioners will be asked to place the envelope in the collection basket at the designated weekend Mass or simply mail their donation to the parish. **On each of the three ShareLife collection weekends, there should be a separate second collection taken at all Masses for the ShareLife donations.**

Following the initial mailing, a reminder letter will go to parishioners who have not yet made a donation but have donated during the previous two campaigns. Parishes may choose to make a final reminder by phone near the end of the campaign. Information on a telephone follow-up can be found in this guide.

Parishes that have made a practice of writing to parishioners during the ShareLife campaign and who are now using the Direct Mail solicitation method should consider the need for such a letter. If the parish committee feels it is still necessary, we suggest the Cardinal's letter should be the first solicitation parishioners receive in their homes.

At specific times during the campaign, the ShareLife Office will extract data from the Parish Tools program to generate the ShareLife campaign letters for your parish (see "Key Dates" in this guide). Data extraction information and dates are also highlighted on the next page. **It is critical parishes update their databases before these dates to ensure the information is as accurate as possible when the data is extracted.**

Donors will be sent a thank you letter from Cardinal Collins.

Non-Registered Parishioners

Not everyone who attends your parish will be on the parish database. Use the collection envelopes provided for ShareLife to give non-registered parishioners an opportunity to give.

Announcements should be made each Sunday about these envelopes. Ask non-registered parishioners to take one and return it the following Sunday with a donation.

See "Key Dates" in this guide for the significant dates in the Direct Mail campaign.

Direct Mail Parishes – 2018 Data Extraction Dates

At specific times during the campaign, the ShareLife Office will extract data from the Parish Tools program to generate the ShareLife campaign letters for your parish.

Please note the following dates that the data will be extracted for these mailings and ensure all name, address, mail label, salutation, envelope number and donation information is up to date and correct before these dates.

To ensure we have accurate and current data for our ShareLife mailings, it is critical the parish database be up-to-date before the dates below. Thank you for your cooperation.

January 16, 2018 **Cardinal's mailing**

April 9, 2018 **Pastor's reminder mailing**

- It is important you update your database with all donations you have received by this date. We use this data to send reminders to the parishioners who have not donated at this point (and who had done so in the previous two campaigns). If donations are not up to date by the due date, this results in extra mailing costs for ShareLife and in donors receiving a reminder letter.

May 9, 2018 **Thank you mailing**

June 13, 2018 **Thank you mailing**

August 3, 2018 **Thank you mailing**

Reporting and Remitting Donations

Reporting

It is extremely important up-to-date reports are sent in by every parish as the campaign progresses. We review the campaign results and offer support to parishes where the campaign appears to be behind the results of the previous year. Should the trend indicate the campaign is experiencing trouble and the Parish Appeal target might not be met, immediate remedial action will be taken.

For 2018, we are continuing the use of faxed reports. As such, we will be using the fax form to gather results for the the 2018 campaign.

To report your results, please use the **“ShareLife 2018 – Reporting Form”** in this guide. For each report, the following information will be required:

- This Report Period’s Total: all money collected since the previous report date.
- Grand Total Collected at Parish: for each report week, add the current week’s “Report Period’s Total,” column (2) to the previous week’s “Grand Total Collected at Parish,” column (3).

The initial report by each parish should be made to the ShareLife Office on Tuesday, March 20, no later than 4:00 p.m. The report should be made by telephone to (416) 934-3411 or by fax to (416) 934-3412.

Subsequent reports are to be made by phone or fax on the dates indicated on the form.

Due to auditing requirements, all parishes must submit a hard (written) final copy of their ShareLife total. Please use the “ShareLife 2018 – Reporting Form” in this guide to fax your final total to the ShareLife Office on the dates indicated.

Remittances

The initial remittance should be mailed or delivered to the ShareLife Office the week following the first collection. Subsequent remittances should be sent to the ShareLife Office when received for the second and third collection.

Please send your remittances as soon as possible, as agencies receive their funding on a monthly basis beginning January 1 each year. The ShareLife Office may borrow funds to bridge the gap from January 1 until the date of the first collection.

In accordance with archdiocesan policy, proceeds from all special collections must be forwarded to the office within 30 days of the collection date.

Make cheques payable to ShareLife and send them directly to the ShareLife Office.

Campaign Account Statement

During the campaign the ShareLife Office will fax the “Campaign Account Statement” to all parishes on a monthly basis.

The statement will include the amounts received under the following headings:

ShareLife Campaign Account

Cheques Received from Parish

Follow-Up Action

Follow-up is essential and should be an integral part of your strategic plan. It is important every parishioner has an opportunity to give to the important work of the agencies supported by ShareLife. While personal circumstances may prevent some parishioners from giving, not being asked should never be the reason. There are a number of ways to follow-up with parishioners who have not made a donation.

Phone

A telephone call can be an effective way to follow up the letters. Consider the following advantages:

- effective method of reaching people
- second best follow-up method (face to face is best)
- establishes the immediacy of the gift
- creates personal dialogue with parishioners
- can serve the purpose of updating parish database

Letters

Some pastors may wish to write a letter to those parishioners who have not supported the ShareLife campaign. The following letter is only a sample of what could be said in such a letter.

Dear parishioner or Dear Mr. & Mrs. _____

"There will always be poor people in the land. That is why I command you to be ready to help your brother or sister. Give to the poor in your land who need help." (Deuteronomy 15:11)

The Bible reminds us of the importance of caring for one another and to share our resources with those who need our help. In our archdiocese, supporting the ShareLife appeal is one of the ways that we can fulfill the Gospel message to love one another.

Our Parish ShareLife Campaign has raised \$____ to date toward our goal of \$_____.

The ShareLife campaign is an integral part of the social service network in the Archdiocese of Toronto. Our generosity also assists with the studies of our clergy and reaches out to our brothers and sisters around the world.

We have not heard from you, so I want you to know it's not too late to make a contribution. Your gift will be gratefully received and much appreciated. Your generosity will help support the work of the 42 agencies and grant recipients here in our archdiocese and overseas, which depend on the support of ShareLife.

As your pastor, I ask you to join me in supporting the ShareLife campaign. For your convenience I am enclosing a pledge form and envelope that you may put in the collection basket at Mass or mail to the Parish Office.

May your generosity reflect the New Testament invitation to "Give according to your means." (2 Cor. 8:11)

Sincerely yours in Christ,

Rev. John Doe

Pastor, Parish of the Child Jesus

Thank the Donor

It is important to express gratitude for all gifts received. Pulpit and bulletin announcements should be made to thank all who participated, both during and after the campaign. For direct mail parishes, a thank you letter will be mailed on behalf of Cardinal Collins to all donors.

In the fall, a thank you letter from Cardinal Collins will be sent to the pastor and parishioners. Please read this at all Masses on one weekend and publish it in your parish bulletin. Also, you're encouraged to announce the total amounts raised in your parish and throughout the Archdiocese. This helps parishioners know they are a part of the larger archdiocesan movement.

Promotion Plan Checklist

Here are some great resources to make your parish campaign easier and fun. Follow this checklist to ensure no detail is forgotten. It may be customized based on your parish's needs.

In-church presentations

ShareLife agency speakers are one of the best ways to motivate parishioners to support the appeal. Invite at least one agency speaker to make a presentation at all masses on a weekend.

Envelopes

Ensure envelopes are available in the pews or back of the church at all times. Re-stock envelopes as required.

Events

Consider hosting an event to invite parishioners to support our annual appeal in a fun and different way. An event can be as simple as a small social activity like a bake sale or a larger event like a dinner or silent auction.

Speakers

Invite a ShareLife agency to be part of your event. After your event has been scheduled, invite a ShareLife agency to set up a display, or have an agency speaker make a small presentation while the event takes place.

In-church banner

A large re-usable banner, which can be hung vertically or horizontally, provides visual awareness of ShareLife within the church.

Lawn sign

One of the simplest and effective ways to publicly support the ShareLife campaign is by visibly displaying your lawn sign in a high traffic area.

ShareLife Video

The ShareLife Parish Campaign Video is available for download on our website or in DVD format upon request. This valuable resource can be used to promote the campaign at Masses or ShareLife events.

Agency open house

Visit one or more of ShareLife-supported agencies to learn more about their wonderful work or invite an agency representative to speak to your committee.

Storytelling

Encourage parishioners to share their own success stories about the positive impacts ShareLife agencies have had in their lives or the lives of their families.

Parish materials

Create parish-based materials such as flyers, events posters and bookmarks.

Social Media

ShareLife will feature the latest campaign news on [Facebook.com/ShareLifeCan](https://www.facebook.com/ShareLifeCan) and [Twitter.com/ShareLifeCan](https://twitter.com/ShareLifeCan). Please post these social media links on your parish website and encourage parishioners to follow us on social media. Post photos from your ShareLife events and committee meetings.

Parish Bulletin

The most widely-read weekly information piece is the parish bulletin. Use it to encourage donations, recruit volunteers, give updates on results, and to thank everyone for helping and contributing. Start early and use bulletin announcements weekly. Bulletin covers and announcements will be available in over a dozen languages at sharelife.org/Public/Resources.

Posters

These provide a visual connection with ShareLife in the parish and are available in English, French, Italian, Portuguese, Polish, Spanish and Chinese.

Brochure

Printed in English, French, Italian, Portuguese, Polish, and Chinese, the brochure provides information on ShareLife-funded agencies.

Information table

Keep a rack of ShareLife information available at the entrance of the church for easy access. Have an information table with volunteers during collection weekends.

Meeting with Donors

Organize group meetings with ShareLife donors at the parish hall to thank them and also to motivate parishioners to support the appeal.

Reminders

Speak about the need to support the work of the agencies as they serve the poor. Remind parishioners that supporting ShareLife is how we bring the Gospel to life as we serve the needs of the community.

Thank parishioners for their support!

Each week, be sure to thank parishioners for their support of ShareLife and invite those who have not yet made a contribution to do so.

SHARELIFE 2018 – Reporting Form

Parish: _____ City: _____ Zone #: _____

Faxed/Called by: _____ Phone: _____

Please fax to the ShareLife office at 416-934-3412 or phone 416-934-3411 or 1-800-263-2595 to update your results on the dates indicated below. Thank you!

INSTRUCTIONS

- (1) **Report Date** - send a report on each of the days indicated.
Note: On the first line "Pre SL Sunday," enter in column (3) the total shown on the Campaign Activity Report faxed to the parish in March 2018. This is the amount the parish has already remitted to the ShareLife office since the start of the campaign on August 1, 2017.
- (2) **This Report Period's Total** - include all money collected since the previous report date.
- (3) **Grand Total Collected at Parish** - for each report week, add the current week's "Report Period's Total," column (2) to the previous week's "Grand Total Collected at Parish," column (3).
- (4) **Date Reported to SL Office/Comments** - include the date you are sending the report.
 - **Do Not Include** - money received at the SL office and credited to the parish.
 - **\$** - indicates when to remit funds collected to the ShareLife office. In accordance with archdiocesan policy, proceeds from all special collections must be forwarded to the office within 30 days of the collection date.
 - **Make cheques payable to SHARELIFE and send them directly to the ShareLife office.**

Week	(1) Report Date (Tuesday)	(2) This Report Period's Total	(3) Grand Total Collected at Parish	(4) Date Reported to SL Office / Comments
Pre SL Sunday	See # (1) above and column (4) at right			Record in column (3) the amount shown on the Campaign Activity Report faxed to the parish in March 2018
1	March 20 <small>after SL Sunday coll - Mar. 18</small>			
2	March 27 \$			
4	April 10			
6	April 24 \$ <small>after 2nd coll - Apr 22</small>			
8	May 8			
10	May 22			
11	May 29 \$ <small>after 3rd coll - May 27</small>			
12	June 5			
14	June 19			
16	July 3			
18	July 17			
20	* July 31 \$			

Direct Mail Parishes Only
 April 9 – ShareLife office to extract donation data from the Parish Tools database
 May 9 – ShareLife office to extract donation data from the Parish Tools database
 June 13 – ShareLife office to extract donation data from the Parish Tools database
 August 3 – ShareLife office to extract donation data from the Parish tools database

*** NOTE: Due to auditing requirements, all parishes must submit a hard (written) copy of their final ShareLife total.**



1155 Yonge Street

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416-934-3411 or 1-800-263-2595

www.sharelife.org

[f /ShareLifeCan](https://www.facebook.com/ShareLifeCan) [t @ShareLifeCan](https://www.twitter.com/ShareLifeCan)

Charitable Registration No. 13063 2474 RR0001

