

CAMPAIGN GUIDE

2019 Parish Campaign
ShareLife Sunday Collections
March 31 | May 5 | June 2



ShareLife Campaign Guide

The purpose of this guide is to provide pastors, secretaries, parish chairpersons and committee members with information about ShareLife so they can promote the importance of the campaign and encourage parishioners to make a sacrificial gift.

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To access the new online reporting form, visit
www.surveymonkey.com/r/sharelife2019

Weekly bulletin inserts in multiple languages are available at
www.sharelife.org/public/resources

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 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 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 speak to our Catholic faith and values and our accountability to 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

With the support of Catholic Charities, ShareLife allocated **\$13.68 million** in 2018. This funding makes possible the following initiatives and countless others:

- **Refugee resettlement**

In 2017, the Office of Refugees of the Archdiocese of Toronto oversaw the arrival of 1,193 refugees and initiated 381 new sponsorships.

- **Bridges Out of Poverty**

Run by Catholic Family Services of Simcoe County, this program helps clients develop skills and follow a plan to escape the cycle of poverty.

- **Activities for seniors**

The number of clients served by LA Centre for Active Living grew by 34% in the past year, in part due to the opening of a new location.

- **Walk-in counselling clinics**

By accessing same-day counselling without an appointment, clients are often able to address their needs without requiring additional sessions.

- **Supporting agency staff**

Investing in the retention and enhancement of qualified professionals helps ensure the best possible care.

- **Shared services**

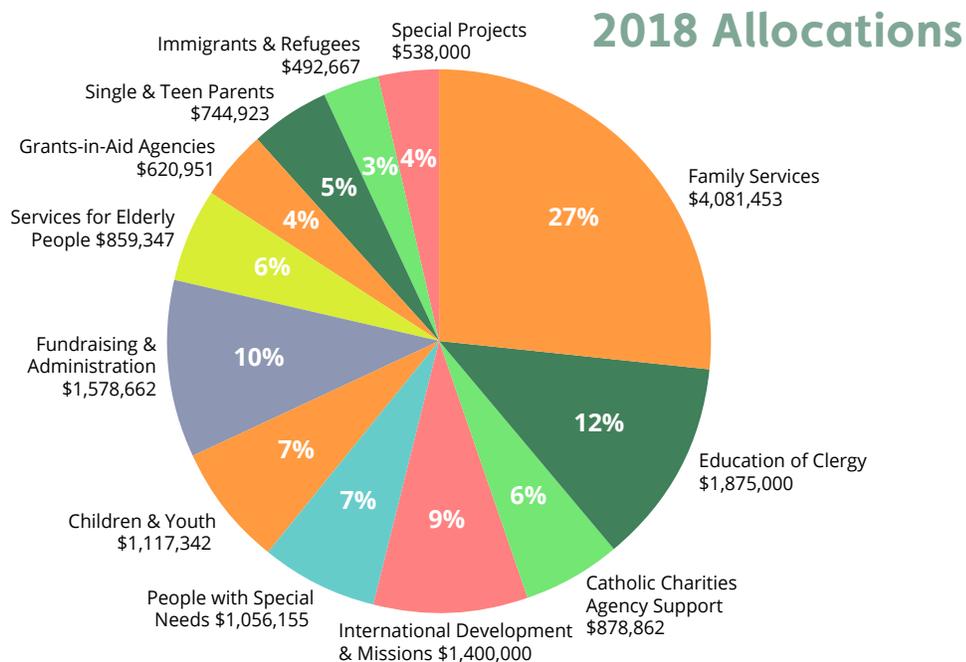
Back-office integration among agencies is improving administrative efficiency. Agencies are sharing resources in financial management, human resources, and information technology. The service provider for this project is SE Health.

- **Collaborative Evaluation Project**

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

- **St. John Paul the Great Family Centre**

Located at St. Augustine of Canterbury Parish in North York, the centre's programs include afternoon programs for seniors and afterschool activities for at-risk youth.



2019 ShareLife Parish Campaign Goal: \$13.8 Million

This year, ShareLife celebrates 43 years of making a positive difference in our community.

In 2018, our Parish Campaign raised **\$13,366,786** to support our more than 40 Catholic agencies and grant recipients – the first time the parish campaign has surpassed \$13 million.

Our parish campaign goal for 2019 is **\$13.8 million**, which is part of our overall **\$15.5 million** campaign goal. This year, we will allocate over **\$450,000** to support new programs in our communities. Our agencies require these funds to meet the increased demand for services that they face.

Please encourage your parishioners to support the mission work of the church by contributing to the ShareLife campaign. Each donation – no matter the size – rebuilds hope, reaffirms respect and reinforces self-worth.

There is always someone in need

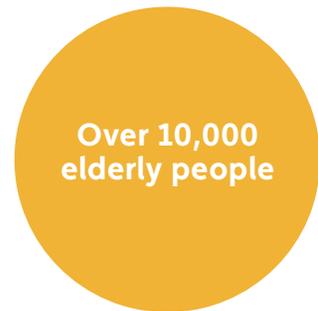
By supporting ShareLife, we extend a helping hand to some of the most isolated, vulnerable and needy people in our region. ShareLife social service agencies treat clients with compassion, care and respect, making a direct and meaningful difference in thousands of lives.



ShareLife agencies reflect our diverse, multicultural communities.



Family services agencies helped clients deal with stress, anxiety, trauma, as well as domestic violence.



Isolated and vulnerable seniors benefit from access to social activities, health services, income supports, and spiritual care.



ShareLife agencies support clients facing a wide range of challenges, including physical disability, mental illness, and addiction.



Pregnant youth and young parents receive counselling, education supports, skills development, employment training, and practical necessities like baby food and diapers.



ShareLife supports St. Augustine's Seminary, Redemptoris Mater Missionary Seminary, Serra House, and the Office of Vocations.

Direct Mail Campaign

The direct mail program is coordinated by the ShareLife Office. For several years, many parishes have used direct mail as their main means of collecting funds for ShareLife – in 2019, 185 parishes (82%) in the Archdiocese are using direct mail as their primary method.

This year, the ShareLife Office will be expanding the reach of the direct mail campaign by translating the packages into the following languages: Chinese (Simplified and Traditional), French, Hungarian, Korean, Polish and Tamil.

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:

- 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.

As specified on the next page, the ShareLife Office will extract data from the Parish Tools program to generate the ShareLife campaign letters for your parish.

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

Non-Registered Parishioners

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

See **2019 Key Dates** on the last page of this guide for the significant dates in the Direct Mail campaign.

Direct Mail Parishes – 2019 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.

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

January 22, 2019 **Cardinal's mailing**

April 24, 2019 **Pastor's reminder mailing**

- It is important you update your database with all donations received by the above date. The ShareLife Office uses this data to send a reminder letter to parishioners who have not yet donated (and who had done so in the past two years). Outdated information results in parishioners receiving a reminder mailing even though they already contributed, and ShareLife incurring the corresponding postage cost.

May 24, 2019 **Thank you mailing**

July 9, 2019 **Thank you mailing**

August 2, 2019 **Thank you mailing**

To ensure the accuracy of ShareLife mailings, it is critical that you **update the parish database** before these dates.

In-Pew Campaign

ShareLife Collection Sundays – March 31, May 5, June 2

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, announcements should be made on a weekly basis. Pulpit announcements are available in the *Campaign Checklist* and bulletin announcements can be downloaded from sharelife.org.

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

**On each ShareLife Sunday weekend, please hold a separate
second collection at all Masses for ShareLife donations.**

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, the campaign can overcome a substantial barrier to real growth. Parishes that encourage installment contributions experience significantly higher donations than those parishes not using this simple system. Don't hesitate to suggest a three, six, or even twelve-part gift.

This year we are introducing two new methods: **pre-authorized giving** and donating through your **bank account online** (in the same way you pay bills). Both methods allow parishioners to make monthly contributions to ShareLife. Please refer to the insert in this Campaign Kit for further details.

Parishioners can give in installments using:

- Post-dated cheques
- Pre-authorized giving
- Online banking
- Credit card – go to sharelife.org or call the ShareLife Office at 416-934-3411 or 1-800-263-2595

Monthly Giving – The Archbishop Philip Pocock Society

Parishioners making a monthly gift are eligible to be members of the Archbishop Philip Pocock Society. Monthly donors make a difference all year long in the lives of those less fortunate.

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 receive:

- Two updates per year: the *Life Source* spring newsletter and the fall *Report to Donors*
- Invitations to participate in ShareLife appreciation events

Leading a Successful Campaign in 16 Steps

1. Success is directly related to the leadership, enthusiasm and motivation conveyed to parishioners. Develop a **positive attitude** towards the campaign.
2. Establish a **ShareLife Committee**. Inviting a small group of volunteers to form a committee creates awareness of ShareLife's importance. Invite a speaker to make a presentation. Plan a small event designed to raise awareness of the work of our agencies. Parish campaign officers David McNerney and Mariana Garcia can help your committee plan its local campaign. (See page 4 for contact information.)
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 higher amount of money raised. Successful parishes contact each family or individual with a source of income.
5. Hold **separate second collections** on ShareLife Sundays (March 31, May 5 and June 2). The ShareLife collection should *not* be combined with the regular offertory collection.
6. Use the **ShareLife campaign materials**. Put up posters, display your lawn sign, place brochures in key areas, and ensure envelopes are in the pews, especially on the collection weekends. Show the campaign video and publish the bulletin announcements. These are available at sharelife.org in multiple languages.
7. Setting a **parish goal** is very important! A goal provides direction for your campaign and is a tangible way to engage parishioners in a community effort. The ShareLife Office has provided a suggested campaign goal for each parish. This goal will be published on the bi-weekly report that parishes will receive.
8. Report the progress of the campaign to parishioners on a weekly basis. Prominently display and update the **ShareLife thermometer**.
9. Success will not come from one day's effort, one solicitation method, or one attempt. **Diversify** your approach!
10. Adopt the campaign **as your own**. The ShareLife Office is your support team.
11. Invite speakers from ShareLife-funded agencies. Speakers are one of the best ways to motivate parishioners to donate. We encourage all parishes to **welcome at least one agency speaker** during the 2019 campaign.
12. Follow the **timetable**. Remind parishioners it's never too late to donate!
13. The pastor's weekly **pulpit announcements** serve as a reminder to donate, as well as an opportunity to thank those who have already given. These can be found in the *Campaign Checklist*.
14. No gift is too small. **Suggest specific amounts** using Catholic teaching on sacrificial giving and almsgiving. As a starting point, suggest a day's pay (less than 0.5% of income) to help those less fortunate in thanksgiving for our own blessings.
15. 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.
16. **Following up** with those who have not given is essential for success.

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.

- 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 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 ShareLife chairperson or committee member.
- Encourage and motivate parishioners to support ShareLife.
- Invite a speaker from an agency to make a presentation during the campaign.
- Ensure the campaign video is shown during or before a collection weekend (available at sharelife.org).
- 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 2019.
- 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 on the final page.
- Provide enough opportunities for every parishioner to make a gift.
- Follow the *Checklist Guide* 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: 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. Your role is to communicate 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 is available at sharelife.org.
- From the pulpit, read the weekly speaking notes found in the *Campaign Checklist*. These help keep the campaign fresh in parishioners’ minds.
- Arrange for guest speakers from ShareLife agencies.
- Arrange a showing of the ShareLife video, which is available at sharelife.org.
- 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 the use of campaign materials, including posters, banners, brochures, envelopes, and lawn signs.

Volunteers

ShareLife volunteers play a vital role in making the parish campaign a success year over year. A key part of that success has been the recruitment of ShareLife committees to work with the pastor and the ShareLife Campaign Officers during the active collection season between January and July.

For the 2019 ShareLife campaign, we encourage all parishes to consider developing a ShareLife volunteer committee to work under the guidance of the pastor.

Further information on the role of volunteers can be found at sharelife.org/volunteer. To access our ShareLife volunteer registration page, go to www.surveymonkey.com/r/ShareLife. Feel free to contact Mariana Garcia at mgarcia@archtoronto.org for further information on the role and how to register.

Pastor Guidelines for Committee Selection

What is a ShareLife committee?

A ShareLife committee is a volunteer group of parishioners and clergy that work on behalf of the parish to assist the pastor in delivering a positive and effective ShareLife campaign. Three to four parishioners should comprise a ShareLife committee along with clergy from the parish.

Who are ShareLife committees ultimately responsible to?

Since each parish has own their unique goals, volunteer committees are accountable to the pastor.

Who should select a ShareLife committee?

Pastors should recruit committee members based on their knowledge of active parishioners.

Who would a committee member typically engage with?

- Parishioners
- Pastors
- Parish staff
- ShareLife Office
- Parish campaign officers
- Other parish committees
- School principals

What characterizes an ideal volunteer candidate?

- An active parishioner
- Empathetic toward those in need
- A people person
- A persuasive communicator
- Responsive to ShareLife needs in the parish
- Good organizational skills
- Enjoys coordinating events
- Bilingual (in second language parishes)

What would a ShareLife volunteer do?

Please see Friends of ShareLife - Volunteers Presentation on our website sharelife.org/volunteer. This document describes many ways that volunteers can help.

How long should a ShareLife volunteer serve on a committee?

In order to reapply best practices, leverage relationships and mentor new volunteers, we suggest each volunteer commit to a two-year term. We anticipate that, on average, the involvement of each volunteer will be a minimum of one hour per week.

When should the recruitment process begin?

We recommend parishes begin recruiting volunteers in September, as this process will likely take several weeks. Pastors should begin promoting the need for volunteers in mid-September with the objective of having the committee selected and functional by mid-November. This will give the team enough time to build a campaign plan, followed by a full parish kick-off coinciding with the beginning of Lent.

Please ask volunteers to complete the ShareLife Volunteer Interest Form at www.surveymonkey.com/r/sharelife

Promotion

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.

ShareLife.org offers resources for promoting the campaign. Parishes can download videos, bulletin announcements, the Cardinal's letter, and additional copies of all the materials in this campaign kit. Posters, brochures, bulletin announcements and videos are available in multiple languages.

Agency Speaker Presentations

- 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. See *ShareLife Agency List* for more information
- 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. Feel free to utilize this resource as you develop your local presentation.
- If you are having trouble arranging an agency speaker or have concerns with a presentation, please contact Jane Cleary at the ShareLife Office. We want to help ensure your experience is successful.

ShareLife Events

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.

Hosting an event does not replace a parishioner's contribution to ShareLife. 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.)

The next page of this guide offers some examples of ShareLife events that raise awareness and financial support.

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 or tag @sharelifecan on Twitter or Instagram. 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

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 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!

Christian 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!

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.

Agency speakers

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. You can invite an agency speaker to make a presentation at the event.

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.

Pulpit announcements

Weekly announcements from the pastor serve as a reminder to donate, as well as an opportunity to thank those who have already given.

Social Media

ShareLife will feature the latest campaign news on Facebook, Twitter and Instagram at the handle "sharelifecan" Please post these social media links on your parish website and encourage parishioners to follow us on social media. Tag us when you post photos from your ShareLife events so that we can reshare them.

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.

Posters

Available in English, Chinese, French, Hungarian, Italian, Korean, Portuguese, Polish, Spanish and Tamil, these provide a visual connection with ShareLife in the parish.

Brochure

Printed in English, Chinese, French, Hungarian, Italian, Korean, Portuguese, Polish, Spanish and Tamil, the brochure contains information on ShareLife 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.

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 one example.

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 to care for one another and share our resources with those who need our help. In our archdiocese, supporting ShareLife is one of the ways 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 over 40 agencies and grant recipients here in our archdiocese and overseas that 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 pastors. 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.

ShareLife Schools 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.

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 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.

Role of Pastor

- 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 to make a cheque presentation.
- In June, invite representatives from schools that contributed to your parish campaign to attend a Mass. Before or after Mass, recognize the schools publicly with a photo-op cheque presentation.

Role of the Parish Secretary

- The preferred process is that schools send their funds to the ShareLife Office. In turn, the office will credit the appropriate parish's 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 the parish if it receives a ShareLife donation directly from one of its schools.

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.

**New for 2019, parishes will now submit reports online.
We are discontinuing the use of faxed reports.
To access the new online reporting form, visit:
www.surveymonkey.com/r/sharelife2019**

The report will ask you to submit the following information:

- Parish name
- Contact information of individual submitting report
- Grand total collected at parish, including amount collected prior to the first ShareLife Sunday collection (i.e. amount collected since August 1, 2018)

The initial report by each parish should be made to the ShareLife Office on **Tuesday, April 2**, no later than 4:00 p.m. Please refer to the 2019 Key Dates chart on the last page of this guide for subsequent reporting dates.

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 be sending the "Campaign Account Statement" electronically 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

2019 Key Dates

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 22	<i>ShareLife to extract name, address data from Parish Tools for Cardinal's mailing</i>
February 8	Parish Campaign Kit included in pouch mailing
Mid February	Materials delivered to parishes. Check materials on arrival.
February 25–March 8	<i>First direct mail letter sent from Cardinal, mailed by ShareLife office</i>
March 10	⚠️ Launch campaign in parish – put up posters, banner, lawn sign Begin weekly pulpit and bulletin announcements
March 17	Show ShareLife video or host an agency speaker
March 24	Show ShareLife video or host an agency speaker
March 29	<i>Pastors' signatures for second letter due in ShareLife office</i> <i>Pastors' personal letter due in ShareLife office (optional)</i>
March 31	ShareLife Sunday – In-church collection
April 2	⚠️ Submit week 1 report online with total donations to date
April 8-12	\$\$ - Remittance to ShareLife office of funds collected to date
April 9	⚠️ Submit week 2 report online with total donations to date
April 23	⚠️ Submit week 4 report online with total donations to date
April 24	<i>ShareLife to extract non-donor data from Parish Tools for pastor's reminder mailing</i>
May 5	Second ShareLife Offering – In-church collection
May 7	⚠️ Submit week 6 report online with total donations to date
May 13-17	\$\$ - Remittance to ShareLife office of funds collected to date
May 15-24	<i>Reminder letter from pastor mailed by ShareLife office</i>
May 21	⚠️ Submit week 8 report online with total donations to date
May 29	⚠️ <i>ShareLife to extract donation data from Parish Tools for thank you mailing</i>
June 2	Third ShareLife Offering – In-church collection
June 4	⚠️ Submit week 10 report online with total donations to date
June 10-14	\$\$ - Remittance to ShareLife office of funds collected to date
June 18	⚠️ Submit week 12 report online with total donations to date
June 20–26	<i>Thank you from Cardinal mailed to donors by ShareLife office</i>
July 2	⚠️ Submit week 14 report online with total donations to date
July 4	⚠️ <i>ShareLife to extract donation data from Parish Tools for second thank you mailing</i>
July 16	⚠️ Submit week 16 report online with total donations to date
July 24–30	<i>Thank you from Cardinal mailed to donors by ShareLife office</i>
July 31	⚠️ Submit week 18 (final) report online with total donations to date Ensure remittance of all funds collected for Campaign 2019 to ShareLife office
August 2	<i>ShareLife to extract final Campaign 2019 donation data to July 31 from Parish Tools for third thank you mailing</i>

Notes



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