

Campaign Guide



 **ShareLife**
sharelife.org |    sharelifecan

2020 Parish Campaign
ShareLife Sunday Collections
March 29 | May 3 | June 7

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

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To access the new online reporting form, visit
surveymonkey.com/r/sharelife2020

Weekly bulletin inserts in multiple languages
and speaking notes are available at
sharelife.org/resources

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

Our Mission: Living the Gospel by providing for those in need

By supporting agencies that serve those who are poor, vulnerable and marginalized, and that operate in line with the values of our faith, we bring the hands of Christ to people in need.

Our Vision: The Catholic community and its partners responding generously with justice and love

Our vision statement speaks to "Catholic Outreach in Justice and Love," one of the five core directions of our archdiocesan Pastoral Plan.

Our Principles

Reverence for life at all stages

This has been a core principle of ShareLife since our founding in 1976. We recognize the sacredness of life from conception to natural death. Our agencies uphold this value in everything they do.

Commitment to Catholic Social Teaching

All humans are created in the image of God. We are committed to the dignity of the individual and the right to life, working on behalf of the poor and vulnerable locally and around the world.

Collaboration with stakeholders

We value the work Catholic Charities, our agencies, and our parishes do to communicate the message of ShareLife. We work closely with these groups and our parishioners year round.

Responsible and accountable for resources

We treat every gift to ShareLife as a sacred trust. By keeping our administrative and fundraising costs at 11%, we ensure the maximum amount possible goes to the work of our agencies.

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.

Quick Facts

- ShareLife is **more than a second collection**: it is a way we fulfill the Gospel value to “love one another as I have loved you.”
- ShareLife will celebrate **44 years** of meaningful service to the greater community in 2020.
- ShareLife was created in **1976** as a single means of funding Catholic Charities, St. Augustine’s Seminary, and Third World Missions and Development. At that time, our parish goal was \$1.9 million.
- ShareLife provides funding and grants to **over 40 Catholic agencies every year**. Most of these agencies provide social services, while a few specifically strengthen our faith community. For more information, please see the accompanying document *ShareLife Agency List*.
- ShareLife-funded agencies are divided into the following categories:
 - Family Services
 - Children and Youth
 - People with Special Needs
 - Seniors
 - Single and Teen Parents
 - Immigrants and Refugees
 - International Development and Missions
 - Education of Clergy
- ShareLife funded social service agencies have an open intake policy, helping anyone in need **regardless of religious affiliation**.
- In 2020, over **\$13.8 million** will be allocated to ShareLife-funded agencies, included **\$1.4 million** to development and faith projects in the Global South.
- ShareLife funding supported the education of **84 seminarians** at St. Augustine’s Seminary and Redemptoris Mater Missionary Seminary during the past academic year.

2020 Parish Campaign Goal: \$13.8 Million

In 2019, our Parish Campaign raised **\$13,014,908** to support our more than 40 Catholic agencies and grant recipients – the second year in a row the parish campaign has surpassed \$13 million.

Our parish campaign goal for 2020 is **\$13.8 million**, which is part of our overall **\$15.65 million** campaign goal. This year, we will allocate over **\$220,000** in new funding to support 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.

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 2020, 187 parishes (84%) in the archdiocese are participating in the direct mail program.

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.

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.

You may also insert the envelopes in the bulletin the weekend before the collection takes place.

See **2020 Key Dates** on the last page of this guide for the significant dates in the Direct Mail campaign.

Direct Mail Parishes – 2020 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 21, 2020 **Cardinal's mailing**

April 22, 2020 **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 gave, with ShareLife incurring the corresponding printing and postage cost.

June 3, 2020 **Thank you mailing**

July 7, 2020 **Thank you mailing**

August 4, 2020 **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 29, May 3, June 7

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. Don't hesitate to suggest a three, six, or even twelve-part gift. In 2019, we added **pre-authorized giving** to the direct mail response form, and 131 parishioners moved their gift from a one-time to monthly contribution. These parishioners increased their contribution to ShareLife by 243%, and their average gift increased from \$170 to \$236 per year.

Donors can also give through their **bank account online** (in the same way you pay bills). Like pre-authorized giving, this method also allows parishioners to make monthly contributions to ShareLife.

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 seventh 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 *Impact Report*
- Invitations to participate in ShareLife appreciation events

Roles and Responsibilities

The single most important key to a successful ShareLife Parish Campaign is the enthusiastic support of the pastor, secretary, parish chairpersons and committees. Pastors and other parish leaders serve as the primary motivators and are a key source of inspiration for lay leadership and parishioners. The following information is intended to help pastors and parish leadership understand their roles in supporting the campaign.

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.
- 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. These help keep the campaign fresh in parishioners' minds. They can be found in the *Bulletin Announcements/Speaking Notes* document available at sharelife.org/resources.
- 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 between January and the end of July.

For the 2020 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 surveymonkey.com/r/sharelife

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 will be familiar with. Get four-person teams 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 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 sale

Many parishioners have gently used books 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 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

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!

ShareLife Schools Campaign

Every Catholic school in the Archdiocese of Toronto is invited annually to participate fully in the ShareLife campaign. One hundred percent of funds raised by schools will be credited towards your parish total.

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.

For assistance, please contact Michael Penafiel, Coordinator, Schools & Employee Campaigns, at 416-934-3411 ext. 521 or mpenafiel@archtoronto.org.

Role of Pastor

- Invite your school communities to actively participate in the campaign by creating awareness through the ShareLife curriculum found at 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 a school assembly to make a cheque presentation.
- In June, invite representatives from schools that contributed to your parish campaign to attend a weekend 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 soft 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 our target might not be met, immediate remedial action will be taken.

Parishes will continue to submit reports online, as done in 2019. We no longer accept faxed reports. To access the online reporting form, visit:
surveymonkey.com/r/sharelife2020

The report will ask you to submit the following information:

- Parish name and 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, 2019)

New for 2020, the ShareLife office will send an email to parishes on the Monday of each reporting period to remind them to report the ShareLife results that week.

When a parish submits their report online, they will receive an email from the ShareLife office confirming the details of the report. Please review this each time you report to ensure the information is accurate.

The initial report by each parish should be made to the ShareLife office on **Tuesday, March 31**, by 4 p.m. Please refer to the 2020 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

2020 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 17	Parish Campaign Kit included in pouch mailing
January 21	<i>ShareLife office to extract name, address data from Parish Tools for Cardinal's mailing</i>
February 3-14	Materials delivered to parishes. Check materials on arrival.
February 24 - March 6	<i>First direct mail letter sent from Cardinal, mailed by ShareLife office</i>
March 1	★ Launch campaign in parish – put up posters, banner, lawn sign Begin weekly pulpit and bulletin announcements
March 8	Arrange collection of donations
March 15	Show ShareLife video • Host an agency speaker
March 22	Show ShareLife video • Host an agency speaker
March 27	<i>Pastors' signatures for second letter due in ShareLife office Pastors' personal letter due in ShareLife office (optional)</i>
March 29	ShareLife Sunday – In-church collection
March 31	★ Submit week 1 report online with total donations to date
April 6-10	\$\$ - Remittance to ShareLife office of funds collected to date
April 7	★ Submit week 2 report online with total donations to date
April 21	★ Submit week 4 report online with total donations to date
April 22	<i>ShareLife to extract non-donor data from Parish Tools for pastor's reminder mailing</i>
May 3	Second ShareLife Sunday – In-church collection
May 5	★ Submit week 6 report online with total donations to date
May 11-15	\$\$ - Remittance to ShareLife office of funds collected to date
May 19	★ Submit week 8 report online with total donations to date
May 19-27	<i>Reminder letter from pastor mailed by ShareLife office</i>
June 2	★ Submit week 10 report online with total donations to date
June 3	★ <i>ShareLife to extract donation data from Parish Tools for thank you mailing</i>
June 7	Third ShareLife Sunday – In-church collection
June 9	★ Submit week 11 report online with total donations to date
June 15-19	\$\$ - Remittance to ShareLife office of funds collected to date
June 16	★ Submit week 12 report online with total donations to date
June 25 – July 3	<i>Thank you from Cardinal mailed to donors by ShareLife office</i>
June 30	★ Submit week 14 report online with total donations to date
July 7	★ <i>ShareLife to extract donation data from Parish Tools for thank you mailing</i>
July 14	★ Submit week 16 report online with total donations to date
July 27-31	<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 2020 to ShareLife office
August 4	<i>ShareLife to extract final donation data to July 31 from Parish Tools for thank you mailing</i>



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