

# Campaign Checklist

The Campaign Checklist Guide is a week-by-week action plan to help parishes and committees. This guide consists of best practices used by parishes that achieve their campaign goal on a regular basis.

**Bulletin Announcements/Speaking Notes** can be downloaded from [sharelife.org/resources](https://sharelife.org/resources)

**For assistance at any time, please contact:**

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Indicates recommended pulpit messaging from pastor



Indicates Parish Tools deadline for office staff

Week	Parish Activities and Tasks	Done	Notes
<b>Pre-Launch</b>	<b>August 1, 2019 to February 25, 2020</b>  This period is considered the pre-campaign period. Parishes work with the ShareLife Office to address weekly tasks and activities in preparation for a successful campaign.  Prior to the start of the active campaign at the beginning of Lent, parishes must ensure the following takes place: <ul style="list-style-type: none"><li>Select volunteer candidates for ShareLife committees by end of November. ShareLife office will work with selected parishes to coach and mentor candidates between December 2019 and March 2020.</li><li>Order campaign materials from ShareLife office in November 2019.</li><li>Ensure you received <b>Parish Campaign Kit</b> in January. If not yet received, notify ShareLife office.</li><li>Each parish has a unique campaign goal. Ensure parish has received campaign goal in January 2020.</li><li>Follow the <b>Key Dates</b> schedule in your kit.</li><li>Arrange speaker from agency. Agency speakers are a key motivator for donors. Refer to <b>Agency List</b> in kit and <b>Speaker Guidelines</b> at <a href="https://sharelife.org/resources">sharelife.org/resources</a>.</li><li>Organize opportunity for volunteers to visit local ShareLife-funded agency.</li><li>Host event to promote ShareLife. ShareLife office can provide guidance for simple events to raise funds and awareness for parish campaign. See <b>Parish Campaign Guide</b> for ideas.</li></ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Pre-Campaign preparation for parishes ends February 25, 2020


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Week	Parish Activities and Tasks	Done	Notes
<b>1</b>	<b>March 1, 2020 – 1st Sunday in Lent</b>		
	<ul style="list-style-type: none"> <li>Publish suggested announcement in parish bulletin.</li> <li>Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Ensure banners and posters are prominently displayed.</li> <li>Show ShareLife 2020 Parish Campaign Video.</li> <li>Introduce ShareLife and the 2020 campaign. Consult <b>Bulletin Announcements/Speaking Notes</b> at <a href="http://sharelife.org/resources">sharelife.org/resources</a> for suggested messaging.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Announce campaign goal.</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Announce first ShareLife Sunday collection will be March 29.</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Introduce ShareLife volunteer committee members.</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>During homily, link today's Gospel themes to mission of ShareLife.</li> </ul>	<input type="checkbox"/>	




Week	Parish Activities and Tasks	Done	Notes
<b>2</b>	<b>March 8, 2020 – 2nd Sunday in Lent</b>		
	<ul style="list-style-type: none"> <li>Publish suggested announcement in bulletin.</li> <li>Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Ensure agency speaker is scheduled for at least one weekend during campaign.</li> <li>Show 2020 Parish Campaign Video, if not done already.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

Week	Parish Activities and Tasks	Done	Notes
<b>3</b>	<b>March 15, 2020 - 3rd Sunday in Lent</b> <i>2 weeks before ShareLife Sunday on March 29</i>		
	<ul style="list-style-type: none"> <li>Publish suggested announcement in bulletin.</li> <li>Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Confirm arrangements have been made for agency speaker.</li> <li>Organize awareness and fundraising event. Refer to <b>Parish Campaign Guide</b> for ideas.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

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Week	Parish Activities and Tasks	Done	Notes
<b>4</b>	<b>March 22, 2020 – 4th Sunday in Lent</b> <i>1 week before ShareLife Sunday on March 29</i>		
	<ul style="list-style-type: none"> <li>Publish suggested announcement in bulletin.</li> <li>Read bulletin announcement before mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Assign volunteers to answer questions after each Mass next weekend.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Announce that ShareLife Sunday is next week, March 29. Ask parishioners to be generous in support of those in need.</li> </ul>	<input type="checkbox"/>	

Week	Parish Activities and Tasks	Done	Notes
<b>5</b>	<b>March 29, 2020 – 5th Sunday in Lent: ShareLife Sunday</b>		
	<ul style="list-style-type: none"> <li>Publish suggested announcement in bulletin.</li> <li>Read bulletin announcement before mass. Announce that today is ShareLife Sunday. Ask parishioners to please give generously.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Volunteers should hand out envelopes and answer questions after each mass.</li> <li>ShareLife should be a separate second collection, not part of offertory.</li> <li>Show 2020 Parish Campaign Video, if not done already.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>During homily, link today's Gospel to mission of ShareLife. Communicate what ShareLife means to you as pastor.</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Please update Parish Tools as soon as possible after first collection.</li> </ul>	<input type="checkbox"/>	

Week	Parish Activities and Tasks	Done	Notes
<b>6</b>	<b>April 5, 2020 – Palm Sunday</b>		
	<ul style="list-style-type: none"> <li>Update Parish Tools after first collection.</li> <li>Publish suggested announcement in bulletin.</li> <li>Read bulletin announcement before or after mass. Announce first collection results relative to goal. Announce next collection is May 3.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Update Thermometer banner, if parish has one.</li> <li>If post-collection result below same time last year, review goal status with ShareLife office, who can provide suggestions to improve result.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Thank everyone who donated to ShareLife last week. Remind them they can continue giving with ShareLife envelopes in offertory.</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Many Catholics who don't frequently attend Mass come at Easter. Remind everyone about importance of helping those in need.</li> </ul>	<input type="checkbox"/>	

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Week	Parish Activities and Tasks	Done	Notes
<b>7</b>	<b>April 12, 2020 – Easter Sunday</b>		
	<ul style="list-style-type: none"> <li>Publish suggested announcement in bulletin.</li> <li>Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Many Catholics who don't frequently attend Mass will come at Easter. Use this opportunity to remind everyone about importance of helping those in need.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	





Week	Parish Activities and Tasks	Done	Notes
<b>8</b>	<b>April 19, 2020 – Diving Mercy Sunday</b> <i>2 weeks before ShareLife Sunday on May 3</i>		
	<ul style="list-style-type: none"> <li>Publish suggested announcement in bulletin.</li> <li>Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>If not already in progress, organize awareness and fundraising event between now and end of June. Refer to <b>Parish Campaign Guide</b> for ideas.</li> <li>Pastor should contact school principals to review their participation in 2020 ShareLife Campaign.</li> <li>Pastor should meet with ShareLife Committee to review campaign status and plan for second ShareLife collection.</li> <li>Consider arranging for committee member to speak for 3-4 minutes on how ShareLife agencies are helping those in need. Refer to <b>Speaker Guidelines</b> document for talking points, available at <a href="http://sharelife.org/resources">sharelife.org/resources</a>.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

Week	Parish Activities and Tasks	Done	Notes
<b>9</b>	<b>April 26, 2020</b> <i>1 week before ShareLife Sunday on May 3</i>		
	<ul style="list-style-type: none"> <li>Ensure all contributions are recorded and updated in Parish Tools.</li> <li>Publish suggested bulletin announcement in parish bulletin.</li> <li>Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>In advance of next collection, ask ShareLife Campaign Officer to reach out to lead donors who have not yet given.</li> <li>Book agency speaker, if not already done or if second speaker needed.</li> <li>Ask parishioners to give generously next week. Mention parish's current result relative to goal.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	



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Week	Parish Activities and Tasks	Done	Notes
<b>10</b>	<b>May 3, 2020 – ShareLife Sunday</b>		
	<ul style="list-style-type: none"> <li>Publish suggested announcement in parish bulletin.</li> <li>Read bulletin announcement before Mass. Announce that today is ShareLife Sunday. Ask parishioners to please give generously.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Ensure banners and posters remain prominently displayed in public areas, entries and exits.</li> <li>Volunteers should hand out envelopes and answer questions after each mass.</li> <li>ShareLife should be a separate second collection, not part of offertory.</li> <li>Show 2020 Parish Campaign Video, if not done already.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	 <ul style="list-style-type: none"> <li>Highlight ShareLife in homily. Refer to <b>Bulletin Announcements/Speaking Notes</b> for suggested messaging.</li> </ul>	<input type="checkbox"/>	

Week	Parish Activities and Tasks	Done	Notes
<b>11</b>	<b>May 10, 2020</b>		
	<ul style="list-style-type: none"> <li>Update Parish Tools with latest second collection results.</li> <li>Publish suggested announcement in bulletin. Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Develop action plan to achieve goal prior to third collection on June 7. Contact ShareLife office if you would like support.</li> <li>Identify lead major gifts donors who haven't yet given. Develop call plan with ShareLife office.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	 <ul style="list-style-type: none"> <li>Thank those who gave last week.</li> </ul>	<input type="checkbox"/>	

Week	Parish Activities and Tasks	Done	Notes
<b>12</b>	<b>May 17, 2020</b>		
	<ul style="list-style-type: none"> <li>Apply remaining second collection updates into Parish Tools.</li> <li>Publish suggested announcement in bulletin. Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Consider scheduling second agency speaker prior to third collection.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	




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Week	Parish Activities and Tasks	Done	Notes
<b>13</b>	<b>May 24, 2020 – Ascension of Our Lord</b> <i>2 weeks before second ShareLife Sunday on June 7</i>		
	<ul style="list-style-type: none"> <li>Publish suggested announcement in bulletin. Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Show 2020 Parish Campaign Video, if not done already.</li> <li>Invite representatives from local Catholic schools to present fundraising results before or after mass on June 21.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	



Week	Parish Activities and Tasks	Done	Notes
<b>14</b>	<b>May 31, 2020 – Pentecost Sunday</b> <i>1 week before second ShareLife Sunday on June 7</i>		
	<ul style="list-style-type: none"> <li>Publish suggested announcement in bulletin. Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Remind parishioners next week is third ShareLife collection.</li> <li>Mention that ShareLife is largest funder of St. Augustine’s Seminary, which is vital to future of archdiocese.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

Week	Parish Activities and Tasks	Done	Notes
<b>15</b>	<b>June 7, 2020 – Trinity Sunday: ShareLife Sunday</b>		
	<ul style="list-style-type: none"> <li>Publish suggested announcement in parish bulletin.</li> <li>Read bulletin announcement before Mass. Announce that today is ShareLife Sunday. Ask parishioners to please give generously.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Volunteers should hand out envelopes and answer questions after each mass.</li> <li>Ensure banners and posters remain prominently displayed in public areas, entries and exits.</li> <li>Highlight ShareLife in homily. Refer to <b>Bulletin Announcements/Speaking Notes</b> for suggested messaging.</li> <li>Communicate where parish stands relative to goal.</li> <li>Pastors should recommend parishioners make gifts prior to start of summer, before they get too busy.</li> <li>Thank those who donated today.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	







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Week	Parish Activities and Tasks	Done	Notes
<b>16</b>	<b>June 14, 2020 – Corpus Christi</b>		
	<ul style="list-style-type: none"> <li>Enter, process and remit latest collection amounts in Parish Tools.</li> <li>Publish suggested announcement in parish bulletin. Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Request amount of total monies received to date at ShareLife office to determine most accurate parish result.</li> <li>Request listing of major and mid-level donors from ShareLife to determine who still hasn't given since start of campaign.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Announce that parish will recognize schools for their ShareLife effort next weekend.</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Inform parishioners if they didn't give last week, they have until July 31 to make 2020 contribution.</li> </ul>	<input type="checkbox"/>	

Week	Parish Activities and Tasks	Done	Notes
<b>17</b>	<b>June 21, 2020</b>		
	<ul style="list-style-type: none"> <li>Publish suggested announcement in parish bulletin. Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>If campaign results are low, book agency speaker between now and July 31.</li> <li>This is the second last week of school. Pastors should reach out to principals, requesting that all funds be remitted to ShareLife or parish office.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Recognize schools in parish for their support of ShareLife.</li> </ul>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Remind parishioners campaign continues until July 31.</li> </ul>	<input type="checkbox"/>	

Week	Parish Activities and Tasks	Done	Notes
<b>18</b>	<b>June 28, 2020</b>		
	<ul style="list-style-type: none"> <li>Ensure school contributions are recorded in Parish Tools, if received at parish. For cross-checking, ShareLife office will send parishes a list of schools from which it has received funds.</li> <li>Publish suggested announcement in parish bulletin. Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>If campaign results are low, schedule conference call with ShareLife office to explore ways to boost campaign in final month.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Remind parishioners campaign continues until July 31.</li> </ul>	<input type="checkbox"/>	

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Week	Parish Activities and Tasks	Done	Notes
<b>19</b>	<b>July 5, 2020</b>		
	<ul style="list-style-type: none"> <li>Update all donations into Parish Tools.</li> <li>Publish suggested announcement in parish bulletin. Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Work with ShareLife office to identify missed or lapsed mid and major gift donors (\$500 and up).</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
<b>20</b>	<b>July 12, 2020</b>		
	<ul style="list-style-type: none"> <li>Update all donations into Parish Tools.</li> <li>Publish suggested announcement in parish bulletin. Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Pastor should work with ShareLife office to determine if assistance of a bishop will help gift ask.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>With three weeks left, make pulpit appeal to those who haven't given.</li> </ul>	<input type="checkbox"/>	
<b>21</b>	<b>July 19, 2020</b>		
	<ul style="list-style-type: none"> <li>Publish suggested announcement in parish bulletin. Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at back.</li> <li>Consider inviting bishop or ShareLife representative to make final appeal.</li> <li>Make pulpit appeal. Adjust intensity based on results relative to goal.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
<b>22</b>	<b>July 26, 2020 – Final Week of Parish Campaign</b>		
	<ul style="list-style-type: none"> <li>Publish suggested announcement in parish bulletin. Read bulletin announcement before or after mass.</li> <li>Ensure pew envelopes are throughout church and brochures are at the back.</li> <li>Make last-minute efforts to solicit missed or lapsed gifts.</li> <li>Announce end of campaign to parishioners, while encouraging final gifts.</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	<ul style="list-style-type: none"> <li>Confirm all gifts have been entered into Parish Tools, including school amounts. Send final parish totals to ShareLife office by July 31.</li> </ul>	<input type="checkbox"/>	