



Annual Appeal 2022

QUICK START GUIDE

Step 1: Choose a **Together We Serve** Parish Coordinator

Use the TWS Roles & Responsibilities to identify the right person for the job.

Suggestions:

- The TWS Parish Coordinator already in your parish (maybe that's you!).
- Staff person responsible for the bulletin, parish website, collection, admin support, etc.
- Volunteer who is active in the parish and works well with the Pastor and parish staff.
- Chair of the Finance Council or Parish Pastoral Council or other active parish group.

Tools:

- 🔗 TWS Roles & Responsibilities

Step 2: Check out the TWS webpage

The TWS webpage at is your one-stop-shop for TWS information, tools and resources, including:

- Frequently Asked Questions
- Planning Tools
- Tracking Your Progress
- Planning Tools
- Parish Share Rebate Program
- Use Anytime Resources
- Resources for each month of the year
- Information about TWS beneficiaries

Tools:

- 🔗 TWS webpage: www.caedm.ca/togetherweserve

Step 3: Create a Parish Plan and Schedule

Create a simple plan and schedule for *Together We Serve* in your parish.

Tools:

- 🔗 Parish Campaign Plan template
- 🔗 Together We Serve Campaign Plan 2022 (for reference)
- 🔗 Liturgical Calendar (for reference)

Step 4: Encourage giving to Together We Serve throughout the year

Between March and August, your goal is to keep *Together We Serve* alive in your parish by steadily working toward your Parish Target. While you might attract new donors during this time, your focus will be on current (and former) *Together We Serve* donors.

To assist you, the CAEDM Campaign Team will:

- ➔ Offer a variety of resources on the TWS webpage that can be downloaded and customized for your parish.
- ➔ Provide a link on the TWS webpage that you can use to track and report your parish's progress.
- ➔ Provide a link on the CAEDM home page and TWS webpage to an online donation form. You can also put this link on your parish webpage (your parish will be credited!)
- ➔ Send regular Tools & Tips emails to you with suggestions and resources for simple things you can do in your parish.
- ➔ Write regular articles in the *Window*, our weekly e-newsletter, about the TWS campaign and stories from our donors and beneficiaries.

Tools:

- 🔗 TWS webpage: www.caedm.ca/togetherweserve
- 🔗 Tools & Tips monthly email

Step 5: Promote the Together We Serve Fall Campaign

The Fall Campaign is the big and final push to reach your Parish Target. Your goal is to attract new donors and former donors to give to *Together We Serve*.

This is also a great time to invite your parishioners to imagine what you might do with any funds you raise over the Parish Target (Parish Share rebate time!).

To assist you, the CAEDM Campaign Team will:

- ➔ Continue to provide the resources, materials and supports listed in Step 4.
- ➔ Provide new tools that you can use to launch the campaign in your parish.
- ➔ Provide new information for donors on the TWS webpage.

Tools:

- 🔗 TWS webpage: www.caedm.ca/togetherweserve
- 🔗 Archbishop's Message and Campaign Launch video (including livestream option)
- 🔗 Beneficiary stories in a variety of formats (video, print, social media)

Questions? Contact:

Alana LaPerle, Campaign Coordinator

Alana.LaPerle@caedm.ca

Office Phone: 780-469-1010 ext. 2157

Cellphone: 780-446-9009