



ROLES & RESPONSIBILITIES

CAEDM Campaign Team

Mission Advancement has overall responsibility for **Together We Serve**. The Campaign Team is responsible for making significant and strategic decisions about campaign development and implementation. Members of the team include: Lead, Mission Advancement; Lead, Mission Services; Donor Engagement Lead; Communications Lead; Campaign Coordinator; and Donor Engagement Coordinator.

- Develop a Strategic Campaign Plan.
- Set Campaign Goal and Parish Targets (in consultation with each parish).
- Support Pastors and Parish Coordinators as they plan and promote TWS in their parishes.
- Develop informational and promotional materials to support TWS in parishes.
- Maintain a TWS webpage where parishes and donors can find the information and supports they need.
- Process donations on behalf of parishes and provide regular updates.
- Report and celebrate final results, including recognizing parishes and individual donors.

Advisory Committee

The Advisory Committee is made up of parish representatives (volunteers/staff), clergy, and representatives from local beneficiaries of TWS. Its role is to guide the development, implementation and evaluation of the **Together We Serve** Campaign.

Pastors

Pastors are the #1 supporters and cheerleaders for **Together We Serve** in their parishes. At minimum, the role of the Pastor is to:

- Assign the role of Parish TWS Coordinator to a staff member or volunteer.
- Understand the purpose of **Together We Serve** and be able to answer parishioners' questions (see *TWS Frequently Asked Questions*).
- Encourage parishioners to give to **Together We Serve**, by talking about it in homilies, announcements, written messages, and conversations with parishioners.
- Stay informed about the **Together We Serve** campaign in the parish and how it is progressing towards the Parish Target.
- Announce progress and results, and thank parishioners for their generosity.

Parish Together We Serve Coordinators

The Parish TWS Coordinator is the lead for **Together We Serve** in the parish and the primary point of contact between the parish and the CAEDM Campaign Team. Because every parish is different, the coordinator decides how much effort is needed to achieve the Parish Target. At minimum, the role of the Parish TWS Coordinator is to:

- Create a simple plan for **Together We Serve** in your parish, using the Quick Start Guide and template provided by CAEDM, your own plan format, or a blank calendar to note important dates.
- Understand the purpose of **Together We Serve** and be able to answer parishioners' questions (see *TWS Frequently Asked Questions*).
- Receive and respond to emails and other communication from the CAEDM Campaign Team, to help us support you and your parish better.
- Bookmark the TWS webpage and visit often to access resources, materials and updates that you can use in your parish bulletin, website, social media, and other communication channels.
- Distribute TWS donation envelopes according to your parish plan (e.g. envelope boxes, pews, brochure stand, parish office, etc.).
- Report on parish progress towards your goal, e.g. in your parish bulletin, on your parish website, and using the TWS Thermometer provided by the Campaign Team.
- Help CAEDM evaluate the **Together We Serve** campaign and thank donors by recording donor contact information, new donors, method of giving, etc.

Parish “handler of finances”

This person might be the business manager, parish secretary, or other position that is responsible for managing the financial side of parish life. In some parishes, the Parish TWS Coordinator and “handler of finances” might even be the same person. At minimum, the role of the “handler of finances” is to:

- Set up and manage pre-authorized giving (PAG). If that is something your parish wants to offer, the CAEDM Campaign Team can help!
- Count, bank, and record all **Together We Serve** donations, just as you would for any special collection.
- Keep used TWS donation envelopes and give to the TWS Coordinator who will use them to maintain a list of TWS donors.
- Track total donations to **Together We Serve** and provide a monthly financial update to the Pastor, Parish TWS Coordinator and Finance Chair.
- Make monthly **Together We Serve** remissions to CAEDM as soon as possible after the end of each month. The December remittance cheque must be dated on or before December 31st and received by CAEDM within the first week of the New Year.