

## STEWARDSHIP TELETHON KIT

IMPORTANT! PLEASE READ THIS FIRST!

### WHY IS THE STEWARDSHIP TELETHON IMPORTANT?

In addition to being a dynamic fund raising tool, it is an opportunity for personal conversation during which questions can be answered, parishioners can become reacquainted with various church programs, and the importance of everyone participating in the Stewardship Program can be emphasized.

### HOW DOES A CALLER PREPARE FOR THE TELETHON?

Review the material in the Kit before the Telethon. If you have a question, call your Telethon Coordinator Eugene Raphaelian 734-9560 or 1-358-7605. If you need additional materials, call the Church Office, 354-0632.

Please keep in mind that the "Making the Call" sheet is offered as a guideline only, and has been provided to make your task easier. Before you make a call, determine how you can best approach the parishioners. You will also be more enthusiastic and confident, if you have already made your own Stewardship Pledge.

## TELETHON DETAILS

Move quickly. To complete 20 calls, you need to set a fast pace.

If a child or non-family member answers, leave your name and say that you were calling on behalf of Holy Trinity's Stewardship Program.

### TO PROCESS EACH CALL:

1. Complete the Parishioner Card: Check appropriate box: called, reached, already pledged, will pledge, will not pledge for 1981.  
Add comments, if appropriate.
2. Sign and process LETTER #1 (to those you reached)  
OR LETTER #2 (to those not reached), add P.S. to letter, address envelope, insert pledge card and envelope.

SAMPLE "P.S." FOR LETTER # 1: "Many thanks for your participation and support. We're counting on you."

LETTER # 2: "Sorry you weren't at home when I called last night. I hope you'll participate and make your pledge. We're counting on you."

MAKING THE CALL

Hello, this is \_\_\_\_\_ . I am calling on behalf of Holy Trinity's Stewardship Program. As you know from the letter that you received last week, tonight we are having a Telethon to answer any questions that you might have about the Stewardship Program.

Our goal is participation on the part of all our parishioners. (You might want to add, if appropriate:) You have been a loyal supporter of the Church, and we are grateful for that.

Are there any questions that you might have about the Stewardship Program? Do you realize that your Stewardship Pledge covers your Membership Dues?

The Pledges received during the next few days will determine our Church's operating budget for 1981.

May we count on your Stewardship Pledge for 1981?

I will send you tonight a pledge card and envelope. Please fill in the amount of your pledge, and mail the card in the envelope to the Church Office within a day or two.

Thank you so very much.

WHILE MAKING A CALL, WHAT HAPPENS IF...

IF A SPECIFIC QUESTION IS ASKED...

Answer directly, using the information provided in the Kit. If you don't have the answer, respond by saying, "I'm sorry I don't have that information. I'll make a note of that question so that someone can get back to you."

IF THERE IS HESITATION ABOUT PLEDGING...

Every pledge is important, no matter what the amount. Everyone's participation is the key.

IF A NEGATIVE COMMENT IS MADE...

Respond positively (grit your teeth!). Don't argue; perhaps he/she is using you as a sounding board for concerns or frustrations. "I'm sorry you feel that way..." might be an appropriate response.

IF HE/SHE HAS ALREADY PLEDGED...

Thank him/her for pledging and for participating.

IF HE/SHE SAYS NO TO MAKING A PLEDGE...

Listen to the response and jot down pertinent information on the card. End the conversation on a positive note: "It was nice talking with you. Perhaps in the near future you will feel differently and consider making a pledge."