

GRACE Parish Campaign Guidelines

Key points to remember for a campaign:

- Explaining tax credit (vs. deduction) usually requires face-to-face meeting
- Person explaining should be familiar with taxes and or tax return forms
- Initial form should be mailed with adequate time to ensure calendar year donation.

Grace Campaign Steps:

1. Present Grace Scholars to Pastor
 - a. Review Summary Handout, Brochure and Forms Packet.
 - b. Request Participation (i.e. fill out the preapproval forms and mail to the state)
 - c. Work with Pastor to form GRACE Committee
 - i. Knights of Columbus have offered to provide local support
 - ii. If possible, include 1 CPA familiar with basic personal income tax rules
 - iii. Identify school parent if possible and a prior year donor
 - iv. Other members could be large ministry heads (e.g. Men's Club, Over 55, etc.)
 - d. GRACE Committee will present Power Point to groups, staff after Mass tables and send out e-mail/word of mouth campaign
 - e. GRACE will provide training to Parish GRACE Committee.

2. Committee develops strategy to communicate opportunity and timing
 - a. Identify key parishioners or groups to present message
 - b. Pastor invites 2009 donors and key parishioners to meeting- Kick Off Meeting
 - c. Other presentations made at large ministry meeting (i.e. Habitat for Humanity)
 - d. Create letters, e-mails, bulletin inserts, Mass tables, pulpit announcements, other?
 - e. Establish contact with prior year donors and confirm they received 100% credit and request repeat and help in recruiting

3. Campaign Timing
 - Week 1: Pastor Meeting – P/Y donors, key parishioners (i.e. Parish Council)
 - Week 2-3: Presentations to key ministries
 - Posters and GRACE table with brochures in Church
 - Email campaign
 - GRACE mention inside Bulletin (1/2 page, quarter page, full page)
 - Week 4: Bulletin cover explaining GRACE.
 - Pastor makes an announcement/ endorsement from the pulpit
 - Staff after Mass table with flyers, brochures, posters, and forms
 - Coffee/ donut meeting with presenters to explain GRACE program and process
 - Week 5-6: Continue to have after Mass table to answer questions and provide materials
 - Keep ½ page announcement in Bulletin

Resources:

After Communion speech
GRACE Posters
Brochures
Summary Handout
Donation Forms Packet
Email Campaign
Bulletin Ads (1/4 page, 1/2 page, Cover)
Power Point Presentation
Tax Credit Example
Frequently Asked Questions

FAQs

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