



Pledge Drive Season is Here!

2022 Mother Angelica Gratitude Messages

are available for use during your upcoming pledge drive.

Download them now from our **EAR.EWTN.COM** page

Here are some ideas for a successful Pledge Drive:

Be Transparent and Positive

- Donations are a response of gratitude for gifts received
- Show how past gifts have been used well
- Explain what new gifts will make possible for your apostolate

Measure the Impact of Incentives and Use Them Wisely

- Honor donors' desires to give without return by not offering an incentive every hour
- Deliver gifts in person rather than via mail

Communicate Your Specific Needs

- Donors are more excited to give to a specific need than to cover general operations
- Break out specific costs and share dollar amounts so that donors can give to a specific need.

Get People Involved- The Key to Success is Relationships

- The More people involved in your event, the more others will know it is happening!
- **Be open to new ideas!** Look at projects and needs as an opportunity to involve someone else.

Answers to Questions We Ask:

EWTN Affiliate: “Why don’t we receive large gifts?”

Response: “What would you do with that size gift?”

EWTN Affiliate: “I’m not sure...”

Response: *“That’s why you don’t receive large gifts: have a “dream, what if” plan ready to share in case someone asks!*

Pledge Drive Premium Idea:

VIP Pilgrimage to EWTN for 2-4 People

A Great Gift to Offer by a drawing during your Fall Pledge Drive!

Grow your relationship with your listeners by sending them on a VIP Pilgrimage to EWTN. We will give them the “Red Carpet Treatment” and send them back to you!

What you Need to Provide:

- Airfare and rental car
- Book a guest cottage at the Shrine in Hanceville

What EWTN will Provide:

- Guest housing and meals for 2 days in Irondale
 - Daily Mass and Adoration
 - Personal tour of studios in Irondale
 - Opportunity to be a part of the audience at EWTN Television
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EWTN

Global
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Suggested Radio Pilgrimage Itinerary

Tuesday	Wednesday	Thursday
10:55am Arrival BHM	7:00am – Televised Mass, EWTN Chapel	Hanceville
Regina Caeli - check in		
12:00pm Lunch – St. Clare Dining Room	8:00am – Breakfast, St. Clare Dining Room	Friday
12:30pm – Seating for Scripture & Tradition (Live TV)	10:00am – Special EWTN Tour with <u>Cristi Ramis</u> – meet in the Gift Shop Lobby	Fly Home
3:00pm – Chaplet of Divine Mercy, EWTN Chapel	11:00am – Confessions, St. Michael Hall	
4:30pm – Rosary, EWTN Chapel	12:00pm – Mass, EWTN Chapel	
5:00pm – Divine Office, EWTN Chapel	12:00pm – 1:00pm – Lunch, St. Clare Dining Room	
5:00pm – 6:00pm Dinner, St. Clare Dining Room	1:50pm – Meet in Radio office	
	2:00pm – Sit in on Open Line Wednesday w/ Fr. <u>Mitch Pacwa</u> (Live Radio)	
	3:00pm – Chaplet of Divine Mercy, EWTN Chapel	
	5:00pm – 6:00pm Dinner, St. Clare Dining Room	
	6:30pm – Seating for EWTN Live with Fr. Mitch <u>Pacwa</u> (Live TV)	

Remember to keep your Programming Grid up to date.

Updated grids are available on our

EAR Page

[Download Updated Grid Now](#)

**Mark Your Calendar and Plan to Attend Our
EWTN Radio Conference and Family Celebration 2022!**



Coach's Corner

Put Out Into the Deep!

Fundraising/Development is Evangelization

Evangelization is an invitation into a life lived in relationship with our creator, God. Our God has revealed Himself, given us His name and shown His face to us, (something that brought death previous times) so that we can know Him and live in unity with Him. This evangelizing invitation is best shared through a life lived in such a way that others are drawn to the joy they see in us. We are reminded of the phrase used when speaking about the early Christians: *See how they love one another!* (1Peter 1:22, John 13:35, Tertullian)

The Lord asked the chosen people for sacrifices of first fruit fruits, not because He loves the smell of burning flesh or fat lambs, but because He wants to be first in their hearts. He wants to provide everything for them and we quickly turn to relying on ourselves when we have an abundance of resources.

In Fundraising/Development we are inviting others to invest their time, talent and treasure in something that makes a difference and impacts others in the most positive way possible: an encounter with Christ. If we do not invite them to invest the things they hold most dear (time, talents and treasure) we are not actually preaching the entire Gospel. If we do not extend this invitation we are depriving them of the full meaning and experience of the Christian life.

Fundraising is actually friend-raising when we recognize this first reality. Once others see what they can be a part of accomplishing through the sharing of their time, talent and treasure they find a new friendship with Christ, His Church and other like-minded Christians. In offering our first fruits we become a part of the work the Holy Spirit is already doing. God is pure act and so His very thought become reality. For this reason the phrase "What Would Jesus

Do?” should more rightly be “What is Jesus Doing?”. God’s works are always eternal, timeless and in the eternal present. Thus, right now He is doing something that He wants us to be a part of.

The Trinity: Father and the Son, through the Holy Spirit are always inviting us into this work He is already doing. We each experience the Holy Spirit and His invitation in a different way: *He blows where He wills!* (Jn 3:8) Yet, the Lord is about ONE THING and St. John Henry Cardinal Neumann says: “He knows what He is about” That ONE THING is drawing all to Himself. In the fundraising and development invitation we can discern and help others discern what the Holy Spirit is inviting us to do with our time, talent and treasure. As with Paul (Acts 9: 10-19) and Peter (Acts 10: 9-11) the Lord goes ahead and prepares us to meet and support one another in this work. Yet, we are often unaware of the mutual invitation until we share the invitation we’ve received with others.

He who has ears let him to hear! (Matt 11:15) A radio pledge drive is an example of broadcasting this call we have received with others, who have been also been invited and giving them the opportunity to become involved in *this work the Holy Spirit is already doing!*



Need Consulting and Coaching help?

Radio Executive Steve Splonskowski, formerly of Real Presence Radio, will meet with your staff and/or board and help evaluate where you are, where you would like to be and what might be keeping you from getting there. Steve will help you assess your current situation, develop a plan, and can even help execute that plan. Steve’s educational background and over thirteen years of Catholic Radio management experience make him uniquely qualified to

walk with your organization on the path to stability and mission success.

Contact Steve today for your FREE consultation.

You can reach Steve at: ssplonskowski@ewtn.com or 701-367-8493

AND Check out our **EAR.EWTN.COM** webpage for more support!

EWTN, 5817 Old Leeds Rd, Irondale, AL 35210

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