

Raising THE BAR



PHONE SCRIPT

Live Phone Call with Pastor – (4 Pages)

HELLO FATHER _____ (*Pastor Name,*) THIS IS _____
(*Caller First and Last name*) CALLING FROM _____ (*Apostolate Name.*)

(*After exchanging pleasantries*)....

I'M CALLING TO FOLLOW UP ON THE LETTER RECENTLY SENT TO
YOU FROM _____ (*Bishop / Archbishop / Cardinal Name*) ABOUT
_____'S (*City Name*) NEW CATHOLIC RADIO STATION AND THE
PARISH PRESENTATION PROJECT HE OUTLINED. CAN WE
SCHEDULE A WEEKEND PRESENTATION AT _____ (*Parish Name*)
SOMETIME SOON?

(*Let Father answer and jot down any pertinent notes*)....

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Six Answers to Common Pastor Responses:

1. *What is the presentation about?*

AS _____ (Bishop / Archbishop / Cardinal Name) EXPLAINED IN HIS LETTER, THE PRESENTATION IS A SIX-MINUTE SCRIPTED ANNOUNCEMENT. WE DO NOT TAKE UP A SECOND COLLECTION, THOUGH WE DO PUT PLEDGE CARDS IN THE PEWS AND ASK PARISHIONERS TO GIVE A GIFT AT A LATER TIME. WE REVIEW THIS AS PART OF THE PRESENTATION.

2. *That sounds like a very long presentation. I normally only allow three minutes at the most.*

I UNDERSTAND YOUR CONCERN. I KNOW THAT MANY TIMES OTHERS ASK FOR TWO OR THREE MINUTES TO TALK AND THEN GO ON MUCH LONGER. OUR PRESENTATION IS SCRIPTED, WELL DELIVERED AND WILL NOT TAKE ANY LONGER THAN THE SIX MINUTES OUTLINED IN _____'S (Bishop / Archbishop / Cardinal Name) LETTER.

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3. When would you like to come?

IN HIS LETTER, _____ (Bishop / Archbishop / Cardinal Name) HAS ASKED THAT THE PRESENTATIONS TAKE PLACE BETWEEN NOW AND _____ (Month / Year Listed in Letter.) WE HAVE A TEAM OF PRESENTERS WHO ARE MAKING THEMSELVES AVAILABLE DURING THAT TIME PERIOD, SO ANY WEEKEND THAT IS CONVENIENT FOR YOU WILL WORK FOR US.

4. When does the presentation normally take place?

_____ (Bishop / Archbishop / Cardinal Name,) IN HIS LETTER, HAS ASKED THAT THE PRESENTATION TAKE PLACE AFTER HOLY COMMUNION.

(If Father hints that he would like the presentation to take place following the homily, it is important to be open to that. If he says before Mass, appeal to him to allow you to do it after Holy Communion.)

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5. I am in the middle of a capital campaign.

I UNDERSTAND FATHER. DURING THE MEETING WITH _____
(Bishop / Archbishop / Cardinal Name,) WE DISCUSSED THE FACT THAT
SOME PARISHES MIGHT NOT BE ABLE TO SCHEDULE DURING THE
TIME FRAME THAT HE PUT FORWARD, AND IN THOSE
CIRCUMSTANCES, HE IS ALLOWING SOME TO BE SCHEDULED AT A
LATER DATE. WITH THAT IN MIND, WHEN WOULD YOU LIKE TO
SCHEDULE YOUR PARISH PRESENTATIONS?

6. Cites economic worries...uneasy asking parishioners for \$...

I UNDERSTAND FATHER. IT'S IMPORTANT TO SHARE WITH YOU
THAT MOST PEOPLE WHO FILL OUT A PLEDGE CARD GIVE TWENTY-
FIVE DOLLARS OR LESS. THE AMOUNT IS NOT WHAT'S IMPORTANT
TO US...IT'S THE FACT THAT WE KNOW IF THEY FILL OUT A PLEDGE
CARD FOR ANY AMOUNT, THEY WILL LISTEN TO THE STATION. THIS
IS THE BEST WAY TO HELP BUILD THE LISTENING AUDIENCE WITHIN
OUR LOCAL CATHOLIC COMMUNITY AND HAVE AS EFFECTIVE A
STATION AS POSSIBLE...IT'S WHY _____ (Bishop / Archbishop /
Cardinal Name) IS SUPPORTING THIS APPROACH.