



Pastor Recruitment Script

To ensure that your parish campaign gets off to a strong start, it is very important that we have good turnout for the Campaign Introduction Meeting. Reaching the minimum number of participants is the most important part of this process. To ensure success, it is best to have an invitation list that is larger than the target number, just in case some families are unable to attend.

The most effective manner of inviting people to the initial campaign meeting is a personal call from the pastor. As the leader of the parish, the pastor is well known and respected in the community. Knowing that you took a moment from your busy schedule to call will be very much appreciated and will signal that this is a very important meeting.

The campaign will benefit both the parish and the Diocese. Therefore, it should not be viewed as a “Diocesan” campaign. How the pastor speaks about the campaign will greatly influence participation. The following speaking points have been prepared to guide you through the initial telephone conversation.

“Hello, this is Father _____ at _____ Parish/Mission. May I speak with _____?”

Hi, _____ how are you doing today? [keep conversation brief]

*I am calling you today, to invite you to an upcoming Zoom meeting to hear about a new initiative we are launching here at the parish entitled **We Are the Body of Christ**. It is a campaign to help us prepare our church for the future.*

Our Diocese is growing, and we need to start planning so that we can continue to provide for the spiritual needs of the community in west Texas.

The meeting will take place on _____ at _____ o’clock via Zoom [or here at the parish in room...]. Can you and _____ (name of spouse) join us?”

If the response is “Yes!”

“Wonderful! I look forward to seeing you and _____ on Zoom on [restate day and time]. Thank you.”



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If the response is “What is this all about? Can’t you just tell me about it right now?”

The purpose of this call is simply to get people to attend the first meeting. It is not meant to share information about the campaign. It is best to say the following:

“This program is too important to explain over the phone. I simply couldn’t explain it very well over the phone. The meeting will only last about one hour. It would mean a lot to me if you could attend.”

If the response is “No, we are not able to attend.”

“I understand. Perhaps we can get together another time so that I can share with you what this is all about. Thank you for your time.”

TIPS FOR SUCCESSFUL RECRUITING:

- The only purpose of the call is to invite people to attend the Campaign Introduction meeting. You are not expected to explain what the campaign is all about on the phone. This is similar to inviting a friend to the movies. You wouldn’t spoil the ending by explaining the entire plot before you see the movie. The purpose of the meeting is to explain the campaign.
- Be sure to invite both spouses to the meeting. We will be asking them to consider a rather large gift, so it is best that they both need to hear the entire presentation before making a commitment.
- Be enthusiastic when speaking about the campaign. The campaign is good, not only for the Diocese, but for the parish. Between the amount that parishes keep (20%) and the amount that will be distributed to parishes from the Parish Emergency Fund (15%), more than 1/3 of all funds raised will go to parishes. In addition, parishes will benefit from additional training resources for religious education teachers and diaconate formation. This truly is a win-win situation for the everyone.
- Relax! The families you will be calling are among the most active and generous families at the parish. In fact, if you see that someone who should be on the list is not, please feel free to add them to the list. Just make sure to let your parish campaign director know who you added.