















Archdiocese of Louisville- CSA Parish Support Menu 2019

5 STRATEGIES FOR ALL	 <p>Pulpit Speaker</p> <p>Sharing a compelling, firsthand account from the pulpit at weekend Masses is crucial to conveying how CSA gifts make a difference.</p>	 <p>Participation Goal</p> <p>In addition to the CSA monetary goal, promote donor participation as a way to surpass number of prior year CSA donors.</p>	 <p>Pastor Letter</p> <p>Pastors should mail a CSA endorsement letter to parishioners in advance of the Archbishop's initial letter in late-September.</p>	 <p>CSA Video</p> <p>5-minute CSA video depicts the Archbishop's support and witness accounts describing how CSA positively impacts lives.</p>	 <p>Info Cards</p> <p>CSA reminder and online giving info made available through stacks of small "business cards" located throughout the parish.</p>
	ADDITIONAL STRATEGIES FOR GREATER SUCCESS	 <p>Website Postings</p> <p>Parish and school websites can be easily updated to promote CSA. We can also embed the CSA video within your parish's home page.</p>	 <p>Email Blasts</p> <p>Using the parish's internal email addresses database, parishioners can be easily reminded of CSA and encouraged to participate.</p>	 <p>Impacts Blog</p> <p>Check monthly for new content you can share across multiple media platforms about the impact of stewardship on CSA supported ministries.</p>	 <p>Twitter, Facebook</p> <p>This technology allows the parish to post CSA reminders and updates in real-time and reach beyond print-media audiences.</p>
 <p>In-Pew Appeal</p> <p>We provide the materials and speaking points for an effective in-pew appeal weekend that can help the parish reach its CSA goal. <i>(Recommended on Oct. 13-14)</i></p>		 <p>Bulletin Blurbs</p> <p>Electronic content is available for the parish to easily cut-and-paste into the weekly bulletins and other publications.</p>	 <p>Prayers of the Faithful</p> <p>We provide parish Mass intentions for inclusion in weekly petitions seeking God's blessing and guidance in the CSA campaign.</p>	 <p>Text-To-Give</p> <p>Donors can easily text CSA2019 to (502) 237-1010 to make a gift securely online using their smart phone.</p>	 <p>Over-the-Top Weekend</p> <p>A parish near goal picks a weekend to challenge parishioners who've not yet given to CSA, to push the parish over goal.</p>