



# The In-Pew Process

## 1. What is the In-Pew effort?

The In-Pew effort is a component of the Catholic Services Appeal that allows for parish participation in both a communal and prayerful way at the weekend Masses. The preferred In-Pew Weekend is the weekend of **October 7/8**, although it may take two full weekends to catch everyone at Mass.

## 2. Why conduct the In-Pew effort?

While a number of parishioners will respond to the initial Catholic Services Appeal solicitation mailing, there will be many others that do not for a variety of reasons. The In-Pew process provides an opportunity to bring the Catholic Services Appeal to the forefront of the minds of parishioners while providing them with a convenient mechanism to respond at that moment. The In-Pew process can re-engage former donors as well as those who have never made a gift to the Appeal, or those who are not registered as members of a parish. Past experience has shown that some donors even make an additional gift through the In-Pew process after hearing an inspirational testimony from the pastor or a fellow parishioner.

## 3. In-Pew supplies

The Office of Mission Advancement will provide each parish a kit of In-Pew envelopes and special labels with the names of CSA 2020, CSA 2021, and CSA 2022 donors.

The process for conducting the effort outlined below is based on successful models in use around the country by several dioceses.

The Office of Mission Advancement is available to assist parishes with any questions or concerns regarding processing In-Pew gifts.

## Conducting the In-Pew Effort at Mass

*The following steps will guide you through the process of conducting the In-Pew process in your parish. While each parish is free to determine how to conduct its own In-Pew effort, the following steps will help ensure a smooth process.*

### Prepare for the In-Pew Weekend effort:

Before the In-Pew Weekend arrives, the pastor and Catholic Services Appeal parish chairperson should familiarize themselves with the entire process. They should also ensure that:

- The Appeal team member who will lead parishioners through the process is familiar with the process and script.
- Hospitality ministers are aware of what items will need to be distributed and collected during Mass.
- Parish office staff and volunteers are prepared to process the gifts after they are collected and apply the household labels on the appropriate envelopes.



- Music ministers are consulted and made aware that appropriate music may be needed during the In-Pew process.
- Make sure the CSA QR code is visible throughout church and at the ends of pews.

## **In-Pew Weekend, October 7/8:**

### **Before Mass:**

Before the Mass begins, the pastor, Appeal chairperson, or designated Appeal team member should consult with the hospitality ministers to ensure that the needed supplies are prepared and available.

### **During Mass:**

- Step 1** The homilist is asked to include a personal appeal for support of the Catholic Services Appeal in the homily. Homily Talking Points, written by the Pastors' Committee, have been included for your convenience.
- Step 2** At the conclusion of the homily (or at a time directed by the pastor), the homilist can introduce the Appeal team. The homilist or other designated member of the parish Appeal team should then explain how to complete the In-Pew envelope. A lay Appeal team member should never take the place of the homilist.

*A full In-Pew leader script is available online for reference at [www.archlou.org/services-appeal-parish-resources/](http://www.archlou.org/services-appeal-parish-resources/)*

*Note: By conducting the effort immediately after the homily, Appeal gifts can be included in the collection basket as the community's offering to God.*

- Step 3** The leader invites the hospitality ministers to come forward and distribute the In-Pew envelopes and pencils. During the envelope distribution, the leader should instruct parishioners to refrain from completing the envelope until all of the envelopes have been distributed. The speaker can use this time to discuss the option of making a pledge over a period of time and/or explain the various giving options. The leader should point out the CSA QR codes that is included on the envelope located throughout the Church and in the pews for parishioners that wish to make their gift online. Donors can scan the CSA QR code from their phone and it will take them to the online donation page on the Archdiocese of Louisville's webpage.
- Step 4** Once the envelopes have been distributed, the leader will invite one member of each household to open the envelope and follow along as the leader reviews the information and instructions for completing the form.
- Step 5** The leader should explain each section beginning with name, address, and parish information on the bottom half of the inside panel.

*Note: While we would prefer that each household indicate their name and current address, donors wishing to remain anonymous may leave their envelope blank or simply write "anonymous."*



**Step 6** The leader should point out the box below the personal information section that can be checked if the household has already mailed a gift or pledge to the Appeal. **If that box is checked, the household should not complete any other part of the In-Pew envelope other than their personal information.**

**Step 7** After explaining the gift giving options and referring to the sample pledge chart, the leader should invite the parishioners to take a few minutes to prayerfully reflect and complete the form.

Remind the parishioners that this year they have an opportunity to make an additional gift to support Seminarian Education. Our number of Seminarians is greatly increased this year. This is wonderful, but will require *almost double* the budget of last year!

*Note: The choir musicians should play appropriate offertory music while parishioners are completing the pledge portion of the envelope.*

**Step 8** Once a sufficient amount of time has passed, the leader should thank the people for their generosity and time and instruct them to place their gifts in the collection basket at the offertory. Remind donors to place their Appeal gifts in the designated In-Pew envelopes to distinguish these gifts from the regular parish offertory.

*Note: The parish may wish take a separate collection for the In-Pew effort; this is entirely at the discretion of the parish.*

### **After Mass:**

Once the Mass has ended, the pastor, Appeal chairperson, or designated Appeal team member should ensure that envelopes are delivered to the location where they will be processed and secured. Hospitality ministers or Appeal team members should remove any remaining envelopes and pencils from the pews and ensure that supplies are sufficient for the next Mass.

*Parishes are free to modify the process as they see best; however, the preferred In-Pew Weekend is October 7<sup>th</sup> and 8<sup>th</sup>.*

### **In-Pew Follow-Up Weekend, October 14/15:**

The weekend of October 14/15 has been designated as In-Pew Follow-Up Weekend. Parishes are asked either to conduct the In-Pew process again or to conduct a shortened version of the process. This provides an additional giving opportunity for any parishioners who may have been absent on In-Pew Weekend.

### **Processing In-Pew Envelopes**

As your parish approaches the Catholic Services Appeal In-Pew Weekend on October 7/8, you will need to be prepared to process the In-Pew envelopes. These instructions will assist you in correctly processing the In-Pew envelopes.



**Supplies** – Each parish will receive a kit from the Office of Mission Advancement. This kit will contain supplies including:

- In-Pew envelopes for distribution during Mass
- In-Pew Gift Transmittal Forms
- Large mailing envelopes
- ID labels for parishioners who have donated to CSA in the past 3 years

### **Getting Started:**

- In-Pew gifts may be processed at the same time as the regular weekend collection, or at another designated time. You may wish to utilize members of your parish Catholic Services Appeal team to supplement your regular collection counting volunteers.
- Some donors may return their original pledge forms from the Archdiocese through the parish on the In-Pew Weekend. These gifts can be processed and included in the same group as the In-Pew envelopes.
- Please be sure the collection counting team and parish staff understand the sorting and handling procedure below. Please do not hesitate to call Melissa Herberger, Coordinator for Annual Giving and Stewardship at (502) 585-3291, ext. 1127 or [mherberger2@archlou.org](mailto:mherberger2@archlou.org) with any questions or concerns.

### **Sorting and Grouping In-Pew Envelopes/Pledge Forms**

- Step 1** Separate Catholic Services Appeal In-Pew gifts from the regular parish offertory.
- Step 2** Open sealed In-Pew envelopes by slitting the envelope **along the top fold**. Since gift information may be contained on the fold-over flap, be sure it remains attached to the In-Pew envelope via the envelope's adhesive strip or use tape if necessary. Leave the contents inside the envelopes at this time.
- Step 3** Verify that personal (name and address) and parish information is completed on the lower inside panel of the envelope. Some cash gifts may be anonymous; however, be sure the parish name is written inside the envelope.
- Step 4** Using the labels provided by the Office of Mission Advancement, affix the label identifying the parishioner on the bottom half of the In-Pew envelope over the name and address area (Note: Please be sure you have matched the correct donor with the label before covering their name. Please see picture below.)



(Please fill out the information below. Tear off and return in envelope provided.)

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_  
 Email \_\_\_\_\_  
 Parish \_\_\_\_\_

I/We have made a gift to this Appeal.

Catholic Services Appeal Gift \$ \_\_\_\_\_

\*Additional Gift for Seminarian Education \$ \_\_\_\_\_

TOTAL GIFT \$ \_\_\_\_\_

AMOUNT ENCLOSED \$ \_\_\_\_\_

**Please make check payable to: Catholic Services Appeal**

**\*A message from Archbishop Shelton regarding Seminarian Education:** I ask you to consider adding an additional gift to help fund seminarian education. Thank you for your prayers and support for our future priests.

**I INTEND TO PAY MY PLEDGE BY:**

- Check (Please circle the months you wish to receive a reminder.)  
 Nov. Dec. Jan. Feb. Mar. Apr. May June
- Automatic Bank Withdrawal / Credit Card  
 (Please see section on reverse side.)

- Online at ArchLou.org/CSA
- Have you remembered the Church in your will or estate plan?  
 Yes  Please send me information

**Step 5** Sort the In-Pew envelopes into the following groups:

**Group 1** – Envelopes containing Cash gifts.

**Group 2** – Envelopes containing Check gifts.

**Group 3** – Other Types of Gifts (*credit card, automatic bank transfer, stock gifts, recurring gifts or pledges where no cash or check was enclosed*).

**Group 4** – Already responded with a gift or will not be making a gift.

**Step 6** Processing each gift group:

**Group 1: In-Pew Envelope – Gift containing cash**

- Verify amount enclosed and personal/parish information on In-Pew envelope.
- Record total amount and number of envelopes on Parish Gift Transmittal Form.
- **Deposit Cash into Parish Bank Account – Do Not send Cash in the Mail.**
- Rubber band Group 1 In-Pew envelopes and Gift Transmittal Form.
- Parish office to issue parish check for total cash amount deposited.
- Send parish check\* + Group 1 envelopes + Gift Transmittal Form to Archdiocese via a secure mailing envelope.

**Group 2: In-Pew Envelope – Gift containing a check**

- Leave check inside In-Pew envelope.

- Verify amount enclosed, check amount and personal/parish information on In-Pew envelope.
- Record total amount and number of envelopes on Parish Gift Transmittal Form.
- Rubber band together Group 2 In-Pew envelopes and Gift Transmittal Form.
- **Send Group 2\*\* envelopes + Gift Transmittal Form to Archdiocese the next day via a secure mailing envelope.**

**Group 3:** In-Pew Envelope – Gift not containing cash or check  
(credit card, automatic bank transfer, stock gift or pledge)

- Leave any additional paperwork, voided checks, or notes inside donor envelope.
- Verify personal/parish information on In-Pew envelope.
- Record total amount and number of envelopes on Parish Gift Transmittal Form.
- Rubber band together Group 3 In-Pew envelopes and Gift Transmittal Form.
- **Send Group 3\*\* + Gift Transmittal Form to Archdiocese the next day via a secure mailing envelope.**

**Group 4:** In-Pew Envelope – Gift marked “Gift Already Made” or “No Gift”

- Rubber band together Group 4 and send to Archdiocese in the secure mailing envelope.

*\* Group 1 should be mailed with separate Transmittal Form by October 20 or as soon as the parish check is available.*

*\*\* Groups 2, 3, and 4 may be mailed together on the day after the collection is taken, if they will fit in the same mailing envelope. Otherwise, please complete separate Transmittal Forms for each mailing envelope.*

**Step 7** Mailing In-Pew envelopes and Transmittal Forms to the Archdiocese:

Your parish kit contains a number of large, white mailing envelopes for use in mailing the In-Pew envelopes and Transmittal Forms to the Archdiocese.

- Mail Group 1 (cash gift) In-Pew envelopes along with the corresponding completed Transmittal Form and **parish check** for the total amount of cash



- received to the Archdiocese by Friday, October 20. Be sure to retain a *copy* of the Transmittal Form for parish records.
- Mail all other groups of In-Pew envelopes along with a corresponding completed Transmittal Form to the Archdiocese. These groups may be mailed in the same white mailing envelope. **If more than one mailing envelope is needed, be sure to enclose a Transmittal Form with information for only those In-Pew envelopes contained in that particular mailing envelope.** Be sure to retain a *copy* of the Transmittal Form for parish records.
  - Due to the important nature of this mailing, it is recommended that parishes use a postal service that has tracking capability such as priority mail.
  - Please be sure to use mailing labels (see mailing address below) on the outside of the mailing envelope since ink or markers tend to smear when hand-written on the mailing envelope.
  - Be sure that a parish return-address label is also affixed to the mailing envelope.
  - Please be sure to use a CSA Transmittal Form.
  - All envelopes should be mailed to:

**Archdiocese of Louisville  
Catholic Services Appeal  
P.O. Box 32279  
Louisville, KY 40232-2279**

*Note: Envelopes may also be hand-delivered by the parish to the Pastoral Center. Please be sure that envelopes are received personally by a member of the Office of Mission Advancement.*

**Processing Appeal Gifts Received at Other Times**

Appeal gifts may continue to be received by the parish following the In-Pew effort. These gifts should be processed and forwarded to the Archdiocese in the same fashion as outlined above for the In-Pew Weekend.

**THANK YOU!**