



ADA 2016

Stewardship and Development

Pastor / ADA Chairperson Training

January 2016



ADA 2016

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Pastor/Chairperson Training Agenda

- **Prayer & Introductions**
- **ADA 2015 Results**
- **ADA 2016 Campaign Theme**
 - Rejoicing in God's Mercy, Together in Christ
 - Campaign Calendar
 - Pledge Materials
- **ADA 2016 Manual Overview**
 - Materials Distribution & Campaign Promotion
- **ADA Video**
- **Leadership and Responsibilities**



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- **In House resources**

- Bill Matthews bmatthews@dsj.org (408) 983-0244
Director Stewardship and Development
- Melanie Lara mlara@dsj.org (408) 983-0246
ADA Bookkeeper
- Evan Linick elinick@dsj.org (408) 983-0294
System Support/Data Analysis Manager
- Sue Pershon spershon@dsj.org (408) 983-0293
Administrative Assistant



ADA 2015 Results

1/1/2016 *(unofficial)*

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	2015	2014	Change
Goal	\$5,802,967	\$5,669,848	\$133,119
Pledged	\$8,093,959	\$7,856,625	\$237,334
Collected to date	\$7,804,512	\$7,543,475	\$261,037
Uncollected pledges	\$289,447	\$313,151	-\$23,704
Uncollected goal	-\$19,237	-\$39,437	\$20,200
Collected over goal/rebates	\$2,020,782	\$1,913,064	\$107,718
Donors	20,703	21,133	-430
Average Gift	\$390.96	\$371.77	\$19.19
Percent Participation	24.2%	24.86%	-0.7%



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The ADA 2016 Campaign

- Theme this year is:

“Rejoicing in God’s Mercy, Together in Christ”

- 2016 Goal: \$5,943,885
- Calendar (pages 3-5 in ADA Manual)
- Pledge Materials Handouts (show & tell)



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A Closer Look at the ADA Manual

(pages 5 & 6)

- Direct Mail
- In Pew
- Announcements
- Tabling
- Second Mailings
- Goals
- Follow-up Administrator
- Make it Public
- Thank Your Donors



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A Closer Look at the ADA Manual

Pledge Facts & FAQs (page 7)

- Pledge Online – *the easiest for the Donor and you*
- Pledge with check, CC and direct debit too
 - Reminders sent for check Donors
- For gifts of stock (see page 33)
- Pledges can be made in 10 Monthly payments and must be completed by 12/31/2016
- Pledges of Prayers count!



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A Closer Look at the ADA Manual

Pledge Facts & FAQs (pages 9-12)

***Why is the ADA
important?***



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The ADA Video



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ADA Manual

(pages 13-26)

Pastor and Chairperson

- Leadership Responsibilities
- Keys to a Successful Campaign
- Pre-Pledge Weekend
- Pledge Weekend



Best Practices Highlights

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- Encourage Participation
- Show ADA video at least twice
- We encourage all parishes to do 2nd mailings
- Keep your “Thermometer Poster” updated
- Post weekly progress updates in the bulletin and on your website



Did you know?

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- A weekly internal ADA newsletter is delivered during the active campaign phase and once a month through December
- Real time ADA reports are available through ParishSOFT ConnectNow . Call Evan Linick for details



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ADA Tools and Resources

Available on the web

- Video
 - <http://www.dsj.org/ways-to-give/annual-diocesan-appeal/>
- Brochure
- Logos
- Manual
 - <http://www.dsj.org/ways-to-give/annual-diocesan-appeal/ada-resources/>



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Questions?
Concerns?
Winning Lottery Tickets?



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