



COMMITMENT WEEKEND
PASTOR'S TALKING POINTS
JANUARY 9/10

INTRODUCTION

In the introduction, you should convey a sense of pride and relay what the Cathedral means to you personally and to the diocese. We have a great deal to be proud of! You should include the following items in your introduction:

- A very brief history of the Cathedral
- An example or two of your personal feelings and connection to the Cathedral
- A brief catechesis of the Cathedral and its connection to every member of the Diocese of La Crosse

THE CASE STATEMENT

Cover the essential points of the case, the damage and safety hazard of the state of the Cathedral; the critical nature and urgency of the repair ... and move on.

VIDEO

Introduce the video. "Today we have a special presentation for you – a brief video that addresses the critical needs of our Cathedral even further." **[Show video.]**

GOAL, ASK, AND CONTEXT

- **Mention the estimated cost of the restoration.**

"The estimated cost of the restoration project discussed in the video is \$6.1 million."

- Mention that all the faithful of the Diocese of La Crosse are being invited to participate in this historic campaign.

- Mention that we already have some very generous contributors. "As of today, \$_____ has already been raised! I know we can do our part and restore our magnificent Cathedral!"

(We will provide you with an up-to-date figure before Commitment Weekend.)

- **Mention the generosity of St. Ambrose Financial Services.** "I would like to emphasize that St. Ambrose Financial Services, Inc. (the diocesan bank to which all parishes belong) has agreed to match **\$2 for every \$1 generously pledged** to this campaign up to \$3 million. That doesn't just double your gift to the Cathedral, it triples it!"

- Ask parishioners to please pick up the Brochure and pen/pencil - they should be placed in the pews/chairs in line with your new seating protocol. For example, one set at the end of each pew; one set per 6ft social distance for chairs. Pens/pencils placed in pews can either be sanitized in between Masses or a new set may be placed for the next Mass. When placing or replacing materials in pews/chairs, please use masks and gloves.
- Take a moment to hold up the brochure and then walk the parishioners through the card instructing them how to complete it.
- Mention that while one-time donations are appreciated, we are encouraging everyone to **consider a pledge**. Several pledge plans can be found in the brochure on the attached card. These pledges can be payable over a three-year period. This allows your intention to flourish and take full advantage of the \$2 for \$1 matching opportunity.
- **Put the ask in context.** For example, just \$25 per month after a 10% down payment will amount to a \$1,000 gift over three years. AND, with the extraordinary matching opportunity of St. Ambrose, the Cathedral will receive a total of \$3,000!

ENCOURAGEMENT

“This will be challenging, but our Cathedral needs our help. I am confident that our parish family will come together with me and join the rest of the diocesan community to make this effort a success.”

“I will pause for a moment now while you think about your ability to give.”

- When you are finished, return to the Presider’s Chair for **two minutes** to provide parishioners the opportunity to complete the card. (You may wish to have an usher or other minister keep time for you.)

[Return to the presider’s chair. Please wait two minutes to allow enough time for card completion. Two minutes will seem like a LONG time, but we need to wait out the full two minutes so that people will have an adequate opportunity to think a moment and fill out the card. You may opt to ask your music ministry to provide a musical interlude to fill the silence. When two minutes have passed, follow your current process for collecting the offertory envelopes (whether through ushers or dropping in a collection box after Mass.) At this time, you can return to the pulpit.

Please deliver a closing message.]

“In closing, I wish to thank you for your kind assistance. If you would like to view the video once again or to pledge online, please visit cathedralsjworkman.org/cornerstone. Please keep our Cathedral and this campaign in your prayers. Success and progress forward depend on all of us working together -and together, we can accomplish great things!”