



### Why emphasize personal visits?

Personal, face-to-face contact remains the single, best way to ask for support. It emphasizes the personal nature of giving, allows for a thorough presentation of the campaign case, gives potential donors the opportunity ask questions and allows volunteers to express their own enthusiasm.

### What can I expect during my personal visit?

A fellow parishioner will reach out and ask for 10-15 minutes of your time at a location convenient for you. During this meeting, you can ask questions about the campaign and review the proposed plans. The Campaign Ambassador will then explain how to fill out your pledge card. You will have time to fill out the pledge card, place it in a sealed return envelope, and pass it back to the volunteer.

### Why emphasize pledges?

Pledges allow donors to consider giving more than is possible through “one-time” gifts. This is important in a campaign of this magnitude. Our pledge period will be 3 years.

### Is my pledge confidential?

Yes; if you are asked to participate in a personal visit, the volunteer does not know the requested pledge amount. The only people who see pledge information are Fr. Steve, a parish staff member who processes all church donations, and Emily, the Steier Group campaign manager.

### Why can't I just make a pledge over the phone?

We ask that each parishioner fill out their own card due to the sensitive nature of the financial information included. We do not want to risk any miscommunication or misunderstanding. This also helps maintain pledge confidentiality among parishioners.

### How was a pledge amount determined?

We base our “requested amounts” on past giving histories and answers given in the planning study. We also ask that you consider a gift above your normal support. The amount in the letter may be too high or too low—we invite you to prayerfully consider something sacrificial!

### Are pledges the only kind of gifts?

While such gifts will be the type most often made to the campaign, other types such as gifts of stock, trust and estate gifts are also options.

### To what extent are campaign commitments tax deductible?

Gifts to the campaign are tax deductible to the fullest extent of the law. The application of such laws vary with individual circumstances. Donors with specific questions regarding tax deductibility should contact their attorneys.

### Can I change my pledge payment time frame?

Yes, all we ask is that you notify the Saint John's parish office.

### Are pledges legally binding?

No; pledges are an act of good faith, but you are not legally bound to the amount you put on the card.

