

GENERAL OUTLINE FOR LAY PRESENTER TALKS

NOTE: Please follow steps 1- 7 and 11. When it comes to telling your story in steps 8-9, using every item on the list below is unnecessary, nor is it important to use them in the order presented. Circumstances and attitudes in your parish should determine what you must say to ensure a successful campaign. Remember to smile, pause, look directly at someone when speaking, and most of all, be you. Add humor where appropriate.

1. Pause...smile...scan and admire your audience
2. Have these two statements memorized. Look directly at one person as you say: "Imagine for a moment how many more children, youth, young adults, and families in need could be served by this parish if you were to give to this year's Annual Catholic Appeal. ***Pause for reflection.*** Imagine how many more children, youth, young adults, and families in need the Diocese of Yakima could serve throughout Central Washington if you committed to give to this year's Annual Catholic Appeal." ***Pause for reflection***
3. "My name is _____ and _____ (state your association and years with the parish/diocese.)
4. "Today, you will help kick off the 2025 ACA! You may think, "How often have I listened to this?" "Hopefully, today, you will not only listen with your ears but listen with your heart."
5. "By the time you leave the spiritual and emotional warmth of this house of God, you will take with you our theme for this year and how you can partner with your parish and the Diocese of Yakima in reaching our goal. Are you ready?" ***Pause for response***
6. "The theme for the 2025ACA is "Build the Mission Church" as the theme for our appeal because we are a Church that "goes forth." We are a community of missionary disciples who take the first step, are involved and supportive, bear fruit, and rejoice. *Pope Francis frequently reminds everyone that we are each responsible for our Mission. We must be a 'Church that goes out of herself' to proclaim the Gospel of Christ. And this task cannot be left only to certain elites or the boldest of us. Instead, we trust in the message of Jesus: that when we share it with the world, it will flourish. We are missionary people in everyday gestures, even when frail, distracted, poor, and battered.* Your ACA financial contribution allows the Bishop, together with YOU, to walk alongside families, youth, young adults, and those most in need. You are the face of Christ to others!
7. "Thanks to your generosity last year, our parish reached its 2024 ACA goal. We were able to _____. (Tell how their giving made a difference). Your special talents you shared made it possible for _____." (Share aspects of volunteerism and other outreach and how it made a difference).

Tell Your Story

8. Tell why you give to the Annual Catholic Appeal. Relate a personal story of why you give and some examples of what your gift does and how it helps others.
9. Tell how your parish and the Diocese of Yakima are partners in faith by working together to strengthen the Catholic Church throughout Central Washington.
10. **Complete the talk by making the “ask.”** “In God’s family, some plant seeds, and others will water. But in all things, God gives the growth. God has blessed us with a deep capacity to encourage, love, and give generously. May God work through you and me to bring hope to the people in this parish and throughout the Diocese of Yakima and use our gifts to glorify God. Please make a generous pledge to this year’s Annual Catholic Appeal.”
11. **Closing Prayer:** Let’s pray: Help me, God, remember that everything belongs to you and that I am the administrator of your gifts. May Your Face shine radiantly upon me as I give, and may I encounter Your Son Jesus in my brothers and sisters. Amen”

