

# Together as One

## **Combine a Parish Campaign With TAO Fundraising**

Parishes wishing to raise additional funds over its Together as One (TAO) parish goal can do so by linking a parish project(s) with TAO fundraising. The additional funds raised can accomplish a specific capital project, add to a savings/endowment, help with repairs or pay a debt.

***100% of everything raised over the TAO parish goal is returned to the parish.***

### Advantages:

- The parish can accomplish a special project(s) without having a separate fundraiser.
- Once the TAO parish goal is achieved, the excess is refunded back to the parish as non-ordinary income.
- The Diocese manages the pledge redemption so that you do not have to do additional mailings or accounting.
- You can ask parishioners for a gift that is equal to the TAO parish goal plus the parish project(s) amount divided by the number of envelope holders.
- Because of a parish project(s), more people are willing to participate because it is something concrete that benefits the parish while accomplishing the annual appeal responsibility.

### Some things to consider:

- The TAO parish goal has to be met first, before funds become available for any parish project(s).
- Parish leaders need to develop a flyer describing the parish project(s).
- The parish project(s) marketing materials need to be made available at the same time as the TAO annual appeal announcement.

### Suggestions:

- Do a parish mailing follow-up of non-respondents after a few weeks.
- Suggest that gifts are paid in installments whether that means biweekly, monthly or quarterly.
- State that whatever amount anyone can give is appreciated. Full parish participation is important.
- Be open to a parish campaign for a couple years if the parish campaign total is not achieved in the first year.

Our Diocesan Annual Appeal  
#whywegive