

# Families are struggling. Faith is calling.

## Catholic Campaign for Human Development

### 2009 SPEAKER'S GUIDE

#### Promoting CCHD in Parishes

*Because CCHD knows that pastors have many demands on their time, we are providing suggestions about how you can help to promote CCHD at the parish level.*

*One of the most effective ways to educate parishioners about poverty and CCHD's mission and outreach is to remind them that their generosity helps break the cycle of poverty. You can help by sharing with your parish your personal experiences with CCHD or a group receiving support from CCHD.*

*These tips on talking to pastors and other parish staff are available online at [www.usccb.org/cchd/resources](http://www.usccb.org/cchd/resources).*

#### **What CCHD Materials Does a Parish Receive?**

CCHD promotion materials are mailed directly to the parish each year before the Collection takes place. Quantities of promotional materials are determined by CCHD diocesan directors. The materials include announcements for the parish bulletin, prayers of the faithful, collection envelopes, posters, and fliers. The fliers can be inserted into the bulletin the weekend before the Collection and distributed among members of parish groups.



#### **Parish Appeal 2009**

The economic crisis in the United States has left many Americans without security: the security of having a job, the security of having health care, or the security of having a sufficient retirement fund. For the nearly 40 million Americans who have been living in poverty, these kinds of security have always been out of reach, and the current crisis has amplified their struggles. For nearly 40 years, the Catholic Campaign for Human Development (CCHD) has helped the poor fight for fair wages, affordable housing, and access to health care. Now more than ever, CCHD needs our support to help lift people up and out of poverty. Families are struggling. Our faith is calling. Join the numbers who care. Please be generous in this year's Collection.

## Tips for Speaking About CCHD

On these pages are a step-by-step guide to writing your own speech, as well as an already-prepared speech. Follow the tips below, or use the prepared speech, to help make a difference by spreading the good news of CCHD!

### Before You Speak

- Talk with the diocesan director about the time and place for your speech.
- Review the national or local flier for 2009. This flier can be found with the diocesan director or on [www.usccb.org/cchd/resources](http://www.usccb.org/cchd/resources).
- Call the parish to confirm the Masses at which you will speak about CCHD. Ask to meet the pastor or responsible staff member 20 minutes before Mass to find out exactly when you will speak and where you will stand.
- Ask whether the CCHD flier will be distributed to parishioners that day or the weekend before. If the parish has not distributed or does not plan to distribute the flier, ask the diocesan director for copies to distribute after Mass or to place in the church vestibule (with permission of the pastor).

### Preparing and Practicing Your Speech

- Keep your speech informative, simple, and short—ideally, between two and four minutes.
- Practice your speech in front of a mirror and with friends and family. Speak slowly, loudly, clearly, and with conviction. More practice makes you relaxed and confident! Most importantly, speak from your heart.



### Giving Your Speech

- When you arrive, introduce yourself to the celebrant or appropriate parish staff member. If you are not already acquainted with this person, offer a card with your name printed on it and a sentence about your connection with CCHD, so he or she can use it in introducing you. Arrive in time to practice speaking from the podium and using the microphone, if one is provided.
- Stay after Mass or the meeting to greet people and answer questions. If fliers have not been distributed, hand them out as people leave.

## Writing Your Own Speech

Remember to keep it short, informative, simple, and, most importantly, from the heart.

1. **Tell the audience your name and your connection to CCHD.**
2. **Give a short overview of what CCHD is, what it does, and how it works. Here are some suggestions that you are welcome to use.**
  - The Catholic Campaign for Human Development was founded in 1969 by the bishops of the United States as the Catholic anti-poverty initiative. For 40 years, CCHD has addressed the problem of poverty by attacking its root causes. CCHD funds projects that promote self-reliance as a means to end poverty.
  - The Catholic Campaign for Human Development was organized 40 years ago in order to end the cycle of poverty. Since then, CCHD has worked to make real, lasting reformations in the lives and communities of the poor. CCHD provides funds to community-based programs that empower the impoverished to make permanent changes in themselves and their communities.
  - Since its beginning, the Catholic Campaign for Human Development has made nearly 8,000 grants to projects that are created and managed by low-income people themselves. These projects aim to improve lifestyles and promote financial stability through fair housing, education, accessible health care and child care, and vocational training.
  - In the [arch]diocese of \_\_\_\_\_, the Catholic Campaign for Human Development has funded [projects]. (The CCHD diocesan director should have grant information for your area.)
3. **Make the connection between your CCHD project and the donations collected for CCHD.**
  - (*Donors want to be sure that CCHD funds are being used as promised.*) “I am here to let you know that your money is making a difference through the Catholic Campaign for Human Development. Our project is effectively improving our community.”
  - (*People respond to personal stories about experiences.*) Talk about your own CCHD experience as a member of a project that receives funding from CCHD (or whatever your relationship to CCHD is). Be specific and use emotional language. Tell the stories of those affected by the program and how their lives have been improved.
  - (*People respond when asked directly.*) Finish by reminding the congregation or audience of how important CCHD is. “The main source of funding for CCHD is the annual parish Collection. Without your support, CCHD’s mission would not be possible, and poverty would go on without a fight. With your help, we can help end poverty—not just for a day, but for a lifetime. Please give generously to the CCHD parish Collection. Thank you.”



# A Sample Speech for Catholic Campaign for Human Development Speakers



Good morning. I am [your name] from [parish or funded group]. I am here today to tell you about a life-changing experience.

This experience starts and ends with the Catholic Campaign for Human Development, or CCHD. CCHD was launched in 1969 by the bishops of the United States as the Catholic anti-poverty initiative in our country. For 40 years, CCHD has addressed the problem of poverty by attacking its root causes and funding community projects that promote independence as a means to find a permanent end to poverty. It might surprise you to know that nearly 40 million Americans, including one out of every five children, live below the poverty line. Many of these are considered “working poor,” which means that they work but do not have enough money to cover essentials like housing, health care, child care, and food.

However, CCHD projects are helping lower that number. I will share with you how CCHD has impacted my community. [Add your own brief personal example of how CCHD has made a difference to your community.]

Many people in our [arch]diocese, and thousands of people all across the United States, could tell you how CCHD has changed their lives. That is because CCHD not only provides funding, but also invests in the dignity of the poor and helps people to break the cycle of poverty by becoming self-reliant.

Over the course of 40 years, CCHD has funded nearly 8,000 projects that empower the poor to come together and solve community problems. CCHD funds projects that produce real and lasting change, such as developing and maintaining affordable housing, providing vocational training, creating worker-owned cooperative businesses, giving support for low-income working families and children, and promoting many other creative anti-poverty initiatives.

These projects are funded by Catholic parishioners, just like you, who graciously donate to the Collection. In parishes across the country, CCHD holds an annual Collection, giving us the opportunity to help make a difference and end the cycle of poverty in our communities. Out of your donations, 25 percent stays in this diocese to fund local projects, and the remaining 75 percent goes to the CCHD national office to support anti-poverty initiatives across the United States.

These days it is not hard to imagine having to choose between rent or health care, food or transportation, and household bills or clothing for your children. For many Americans, these choices are forced by a recent layoff, pay freeze, or retirement fund decrease. For nearly 40 million Americans who live below the poverty line, the options are only shrinking. The Catholic Campaign for Human Development (CCHD) makes a difference in low-income communities by funding programs that address the root causes of poverty. More than ever, CCHD needs your support in today’s Collection. Thank you for your generosity.



**Collection for the Catholic Campaign for Human Development** | Office of National Collections  
3211 Fourth Street, NE | Washington, DC 20017-1194 | 202-541-3346 | [www.usccb.org/cchd](http://www.usccb.org/cchd)

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