



CATHOLIC CAMPAIGN FOR HUMAN DEVELOPMENT

# WORKING ON THE MARGINS

## SPEAKER'S GUIDE

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- Tips for Speaking About CCHD
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## PROMOTING CCHD IN PARISHES

Because CCHD knows that pastors have many demands on their time, we are providing suggestions on how you can help 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 your personal experiences with CCHD or a group receiving support from CCHD with the parish.

These tips on talking about CCHD and other resources can be found at [www.usccb.org/cchd/collection](http://www.usccb.org/cchd/collection).

*What CCHD Materials Does a Parish Receive?* CCHD promotional materials are mailed directly to the parish each year. 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.

# TIPS FOR TALKING ABOUT CCHD

On this page is a step-by-step guide to writing your own speech as well as an already prepared speech. Follow the tips below or use the speech provided to help make a difference and spread the good news about CCHD!

- 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

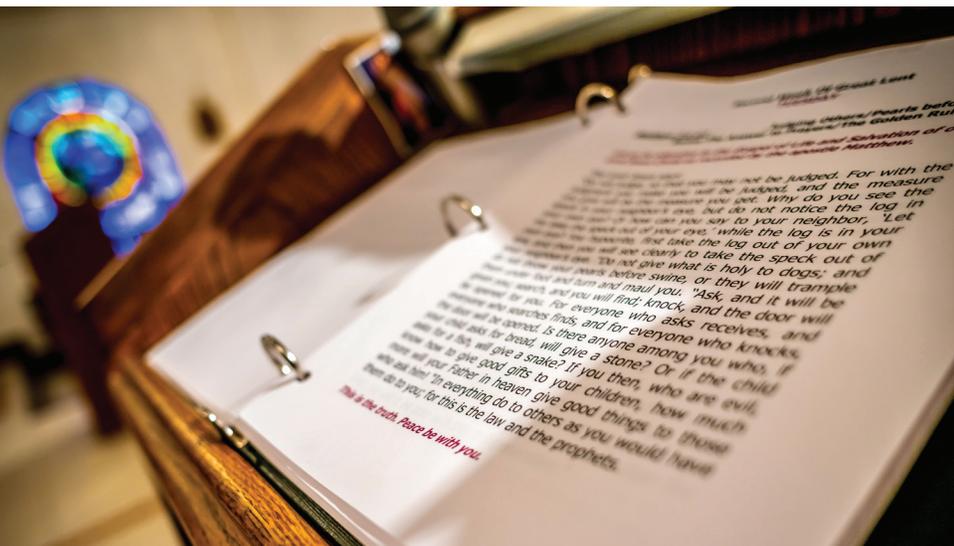
- Keep your speech informative, simple, and short—ideally between two and four minutes.
- Practice your speech in front of a mirror or with friends and family. Practice will make you relaxed and confident! Speak slowly, loudly, clearly, and with conviction. Most importantly, speak from the heart.

## The Day of Your Speech

- When you arrive at church, introduce yourself to the celebrant or the 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 for their introduction of you. Allow 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.

# PARISH APPEAL

Our second collection today is to support the Catholic Campaign for Human Development. There are over 43 million people in the United States living in poverty. This collection supports programs to empower local communities to address the challenges they face. In addition, 25 percent of funds collected will remain in our diocese to fund local anti-poverty projects. By supporting this collection, you are giving those on the margins a hand up, not a hand out. Please be generous.



# WRITING YOUR OWN SPEECH

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

1. **Tell the audience your name and your connection to CCHD.**
2. **Give a short overview of what CCHD is and how it works. Here are some suggestions that you may wish to use.**

- The Catholic Campaign for Human Development was founded in 1969 by the bishops of the United States as a Catholic anti-poverty initiative. For over 45 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 in order to end the cycle of poverty. CCHD works to make real, lasting changes in the lives and communities of the poor. CCHD provides funds to community-based programs that empower people living in poverty 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 created and managed by people with low incomes. 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 [number] 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 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 work to end poverty—not just for a day, but for a lifetime. Please give generously to the CCHD parish collection. Thank you.”

**CCHD** carries out Jesus’ mission “to bring good news to the poor . . . release to captives . . . sight to the blind and let the oppressed go free” (Lk 4:18).



# 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 with the Catholic Campaign for Human Development, or CCHD. CCHD was launched in 1969 by the bishops of the United States as a Catholic anti-poverty initiative. For more than 45 years, CCHD has addressed the problem of poverty by attacking its root causes and funding community projects that promote independence as a means of finding a permanent end to poverty. It might surprise you to know that 43 million Americans, including one in five children, live below the poverty line. Many of these are considered “working poor,” which means that they work but do not make enough money to cover essentials like housing, health care, child care, and food.

However, CCHD projects are helping to lower that number. I would like to 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 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 45 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. These projects are funded by Catholic parishioners just like you who graciously donate to the CCHD Collection. In parishes across the country, this collection gives us the opportunity to help make a difference and end the cycle of poverty in our communities. Twenty-five percent of your donations are kept 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, household bills or clothing for your children. For most Americans, these decisions stem from a recent layoff, pay freeze, or retirement fund decrease. For the millions of Americans who live below the poverty line, these choices are only getting worse. CCHD needs your support in today’s collection. Thank you for your generosity.

