



Catholic Campaign for Human Development

Working on the Margins

The Catholic Campaign for Human Development (CCHD) carries out Jesus' mission "to bring glad tidings to the poor / to proclaim liberty to captives / and recovery of sight to the blind / [and] to let the oppressed go free" (Lk 4:18).

Speaker's Guide

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Promoting CCHD in Parishes

Because CCHD knows that pastors have many demands on their time, we provide suggestions for how you can promote CCHD at the parish level as a speaker.

One of the most effective ways to educate parishioners about poverty and about CCHD's mission and impact is to remind them that their generosity helps break the cycle of poverty. You can share your personal experiences—either your direct experiences with CCHD or your experiences with a group within the parish that receives support from CCHD.

These tips on talking about CCHD and other resources can be found at www.usccb.org/cchd.

What CCHD Materials Does a Parish Receive?

CCHD promotional materials are mailed directly to the parish each year at the request of the local diocese. CCHD diocesan directors work with parishes to determine quantities of promotional materials to request. The materials include a parish resource guide with bulletin announcements and prayers of the faithful, along with collection envelopes, posters, and fliers. The fliers can be inserted into the bulletin on the weekend before the collection and can be distributed among members of parish groups.

Tips for Talking About CCHD

Here is a step-by-step guide for writing your own talk, as well as an already prepared presentation. Follow the tips below or use the prepared speech to 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 on the weekend before. If the parish has not distributed the flier or does not plan to distribute it, 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 Witness Talk

- Keep your witness informative, simple, and short—ideally between two and four minutes.
- Practice your remarks 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 the 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 to help the person introduce 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, with the pastor's permission.

Parish Appeal

Today's special collection supports the Catholic Campaign for Human Development (CCHD). Nearly 37 million people in the United States live in poverty. CCHD supports those living in poverty by funding programs that empower local communities to address the challenges they face. It identifies and addresses the unique obstacles people confront as they work to lift themselves and their communities out of poverty. In addition, 25% of the funds we collect remain here in our diocese to fund local antipoverty projects. By supporting this collection, you are giving those on the margins a hand up, not a handout.

Please be generous.



Writing Your Own Witness Talk

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:

- The Catholic Campaign for Human Development was founded in 1969 by the bishops of the United States as a Catholic antipoverty initiative. For more than 50 years, CCHD has addressed the problem of poverty by working on its root causes. CCHD funds projects that promote self-reliance as a way to end poverty.
- The Catholic Campaign for Human Development was organized 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 who live in poverty to make permanent changes for themselves and their communities.
- Since beginning its work in 1970, CCHD has awarded **nearly \$465 million dollars** in grants supporting **more than 12,250** community-based, grassroots-led organizations. These projects aim to improve lives and promote financial stability through initiatives for fair housing, education, accessible healthcare and childcare, 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.” All projects funded through the national CCHD office are approved by the local bishop before funds are released.

- **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 describe your relationship to CCHD. Be specific and use emotional language. Tell the stories of those affected by the program, and describe how their lives have 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.”

A Sample Speech for CCHD 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 antipoverty initiative. For more than 50 years, CCHD has tackled poverty at its roots by funding community-led initiatives that promote self-sufficiency and long-term solutions. You might be surprised to know that nearly 37 million Americans, including 15 percent of children, live below the poverty line. Many of your fellow Americans are considered “working poor,” which means that they work but do not make enough money to cover essentials like housing, healthcare, childcare, and food.

However, CCHD projects are helping to lower that number. I’m here to share with you how CCHD has made an impact on our 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 break the cycle of poverty by becoming self-reliant. Since its beginning, CCHD has funded more than 12,250 projects that empower the poor to come together to solve community problems, with grants totaling nearly \$465 million. CCHD funds projects that produce real and lasting change.

These projects are supported financially by Catholic parishioners just like you who graciously donate to the CCHD collection. In parishes across the country, this collection makes a difference to end the cycle of poverty in our communities. In addition, 25% of your donation will be kept right here in this diocese to fund local projects. The remaining 75% goes to the CCHD national office to support antipoverty initiatives across the United States. All projects funded through the national CCHD office are approved by the local bishop before funds are released.

These days, we don’t find it hard to imagine being forced to choose between rent or healthcare, food or transportation, household bills or clothing for our children. For most Americans, these choices reflect job instability, wage stagnation, shrinking retirement funds, and ongoing economic uncertainty. For the tens of millions who live below the poverty line, these choices are only getting worse. CCHD needs your support in today’s collection. It makes a difference. Thank you for your generosity.



United States
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Catholic Campaign for Human Development | Office of National Collections | www.usccb.org/cchd

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