

# Communications & Bulletin Insert Templates for Conferences



Fall 20**18**

## Bulletin Insert Templates for Conferences

As you know, we have a wide variety of publicity, promotion and communications resources to help you tell your story to your Parish donors and others. We are committed to helping you prepare all the materials you need to help with your communications plans.

We have organized a comprehensive file of Bulletin Insert formats and samples to help you. And we have the capability to help you with any communications project that will help you do your work efficiently and productively.

Just email Jim McFarland at 206-767-9975, Ext. 1104 or email him at [jimm@svdpseattle.org](mailto:jimm@svdpseattle.org) or contact Danielle Johnston at 206-767-9975, Ext. 1100 or [daniellej@svdpseattle.org](mailto:daniellej@svdpseattle.org)

We have attached:

1. Conference Monthly | Quarterly Report Format
2. Conference Mission & Accountability
3. Conference Thank You To Parish
4. Conference Ask For Financial Donations From Parish
5. Conference Ask: Financial Donations From Parish
6. Conference Food Pantry Needs Donations
7. Conference Food Pantry Needs Donations
8. St. Vincent De Paul (SVdP) Story
9. Client Story Template
10. Client Stories (Short And Long Versions)
11. Fund Raising Template (one page case statement)
12. Stuff the Truck Sunday Bundle Bulletin Announcement

# CONFERENCE MONTHLY OR QUARTERLY REPORT FORMAT

**HEADLINE** St. Vincent de Paul Helps Parish Neighbors

**MISSION** St. Vincent de Paul Parish Conference helps people who have lost hope and need help making ends meet.

**CLIENTS** Most of the people who need help in our area are young single mothers with kids. We provide rent to prevent eviction, food, diapers, and referral to other agencies. (*who served depends on conference.*)

**REPORT** Data from last month:

Families helped	31
Eviction Prevention	18
Avoid utility Shutoff	5
Food	8

**DONATIONS** Total Donations Received: \$1,300.00 via Mass collections & mailed checks of \$258.00 for \$1,558.00.

**THANK YOU & CONTACT:** Our team of 10 Smith Parish volunteers is doing all this work. We would love to have you think about joining us. As Pope Francis says; "Looking after the poor should not be the work of only "specialists," but engaged in by all members of the Church. Thank You! Contact \_\_\_\_\_ at \_\_\_\_\_ for more



## St. Vincent de Paul Helps Parish Neighbors

**(Name of Conference)** helps people who have lost hope and need help making ends meet. Most of the people who need help in our area are **(explain who needs help)**. We provide rent to prevent eviction, food, diapers, and referral to other agencies. Data from last month:

- Families helped 31
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## CONFERENCE MISSION & ACCOUNTABILITY

Our mission is pure and simple: “Inspired by Gospel values, St. Vincent de Paul, a Catholic volunteer organization, leads individuals to join together to offer person-to-person service to the poor and the suffering. And in doing this work, we all enrich our lives spiritually.”

Our Conference makes home visits to families living in our neighborhood. We help them with rent and utility assistance, food and other social support services.

Know that 100% of your Parish donations stay here in our neighborhood to help our neighbors. St. Vincent de Paul has been helping neighbors in King County for over 90 years. Contact \_\_\_\_\_ at \_\_\_\_\_ for more information.



**HEADLINE:**

### **St. Vincent de Paul Helps Parish Neighbors**

**MISSION:**

The **(Name of Conference)** mission is pure and simple:  
“Inspired by Gospel values, St. Vincent de Paul, a Catholic volunteer organization, leads individuals to join together to offer person-to-person service to the poor and the suffering. And in doing this work, we all enrich our lives spiritually.”

**MESSAGE:**

Our **(Name of Conference)** volunteers make home visits to families living in our neighborhood. We help them with rent and utility assistance, food and other social support services.

**THANK YOU:  
& CONTACT**

Know that 100% of your Parish donations stay here in our neighborhood to help our neighbors. St. Vincent de Paul has been helping neighbors in King County for over 90 years.  
Thank you! Contact \_\_\_\_\_ at \_\_\_\_\_ for more information.

# CONFERENCE THANK YOU TO PARISH

We want to thank everyone who has donated to the St. Vincent de Paul (Name of Conference) in 2013. Your donations helped 234 families and individuals in our Parish neighborhood. Know that 100% of your Parish donations stay here in our neighborhood to help our neighbors. St. Vincent de Paul has been helping neighbors in King County for over 90 years. Contact \_\_\_\_\_ at \_\_\_\_\_ for more information.



**HEADLINE:**

**St. Vincent de Paul Helps Parish Neighbors**

**The (Name of Conference)**

**MESSAGE:**

We want to thank everyone who has donated to the St. Vincent de Paul (Name of Conference) in 2013. Your donations helped \_\_\_\_ (number of families and individuals) in our Parish neighborhood.

**ACCOUNTABILITY:**

Know that 100% of your Parish donations stay here in our neighborhood to help our neighbors. St. Vincent de Paul has been helping neighbors in King County for over 90 years. Thank you!

Again, thank you! Contact \_\_\_\_\_ at \_\_\_\_\_ for more information.

# CONFERENCE ASK: FINANCIAL DONATIONS FROM PARISH

**HEADLINE** St. Vincent de Paul Helps Parish Neighbors

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## St. Vincent de Paul Helps Parish Neighbors

**(Name of Conference)** assists people who have lost hope and need help making ends meet. Most of the people who need help in our area are **(explain who needs help)**. We provide rent to prevent eviction, food, diapers, and referral to other agencies. Data from last month:

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Contact \_\_\_\_\_ at \_\_\_\_\_ for more information.

# CONFERENCE FOOD PANTRY NEEDS DONATIONS

Our St. Vincent de Paul (Name of Conference) food pantry needs donations of non-perishable items. We need spaghetti sauce, chili, soups, beans, pasta, and other items. If you have questions about what we need, please contact \_\_\_\_\_ at \_\_\_\_\_. Know that 100% of your Parish donations stay here in our neighborhood to help our neighbors. St. Vincent de Paul has been helping neighbors in King County for over 90 years. Contact \_\_\_\_\_ at \_\_\_\_\_ for more information.



**HEADLINE:**

**St. Vincent de Paul Helps Parish Neighbors**

**NEED & MESSAGE:**

Our St. Vincent de Paul (Name of Conference) food pantry needs donations of non-perishable items. We need spaghetti sauce, chili, soups, beans, pasta, and other items.

**ACCOUNTABILITY:**

Know that 100% of your Parish donations stay here in our neighborhood to help our neighbors. St. Vincent de Paul has been helping neighbors in King County for over 90 years.

**THANK YOU &  
CONTACT**

Thank you! Contact \_\_\_\_\_ at \_\_\_\_\_ for more information.

# ST. VINCENT de PAUL (SVdP) STORY

Over 350 years ago, St. Vincent de Paul, a priest in France heard the call of Jesus. Born in 1580 in Paris, he believed each encounter with the poor gave him a glimpse of the face of Jesus, galley slaves, abandoned babies, widows, and the sick.

Vincent de Paul ran his ministry until he died in 1660. He was canonized in 1737. Just over 170 years after St. Vincent's death, a twenty-year old university student named Frederic Ozanam, organized a group of young people to visit the poor in their homes. They called themselves the Society of St. Vincent de Paul. SVdP came to the US in 1845 and to Seattle in 1920.

Know that 100% of your Parish donations stay here in our neighborhood to help our neighbors. St. Vincent de Paul has been helping neighbors in King County for over 90 years. Contact \_\_\_\_\_ at \_\_\_\_\_ for more information.



**HEADLINE:**

**St. Vincent de Paul Helps Parish Neighbors**

**HISTORY:**

St. Vincent de Paul, a priest in France, was born in 1580. He began his ministry as a young man. He served the poor including galley slaves, abandoned babies, widows, and the sick.

**BACKGROUND:**

Vincent de Paul managed his help for the poor until he died in 1660. He was canonized in 1737. About 165 years after St. Vincent's death, a twenty-year old university student, Frederic Ozanam, organized a group of young people to visit the poor in their homes in Paris, France. They called themselves the Society of St. Vincent de Paul. The Society came to the US in 1845 and to Seattle in 1920.

**ACCOUNTABILITY:**

Know that 100% of your Parish donations stay here in our neighborhood to help our neighbors. St. Vincent de Paul has been helping neighbors in King County for over 90 years.

**THANK YOU &  
ACCOUNTABILITY:**

Thank you! Contact \_\_\_\_\_ at \_\_\_\_\_ for more information.



## CLIENT STORY TEMPLATES

Client stories are based on fact. That is what we want to report to our Parishioners and donors. We also want to create an emotional connection with the donor. Generally the client will give you all the information you need. In the home visit, just keep reasonably good notes.

### **WHO?**

A young mom who has five kids. She is a victim of domestic violence.

### **THE PROBLEM**

Her power is going to be shut off in several days. Her rent is overdue. She may not be able to feed the kids if the power is turned off. If the power is shut off on a Friday, she may not have heat or power till Monday. It is supposed to be cold and maybe snow over the weekend.

### **WHERE?**

She lives in our neighborhood.

### **WHEN?**

Her needs are now. There is not any time to waste.

### **THE FIX---WHAT DID WE DO?**

She was crying and didn't want her kids to go hungry or be cold around Christmas time. She was pleading for our help.

Donor contributions are the fix. SVdP Vincentians do the work and the finances are provided by Parishioner donations.

Again, the note that 100% of donations stay in the Parish needs to be included. Very important.

**THANK YOU**—offer thanks to the Parishioners

**CONTACT**---include who to contact

## CLIENT STORY

Fran is a single mom with two children, who works part-time and is struggling to get by. She called us when she learned her power was being disconnected. Without power her kids would freeze and could not eat. She was able to pay a portion of the past due, and we were able to pitch in with a \$100 pledge to help her get caught up. Contact \_\_\_\_\_ at \_\_\_\_\_ for more information.

### Long Story



**HEADLINE:**

**Our Conference Helped Our Neighbor Fran.**

**WHO IS IT &  
THE PROBLEM:**

Fran is a single mom with two children, who works part-time and is struggling to get by. She called us when she learned her power was being disconnected.

**THE FIX:**

Without power her kids would freeze and could not eat. She was able to pay a portion of the past due, and we were able to pitch in with a \$100 pledge to help her get caught up.

**MISSION:**

**The (Name of Conference)** mission is pure and simple:  
“Inspired by Gospel values, St. Vincent de Paul, a Catholic volunteer organization, leads individuals to join together to offer person-to-person service to the poor and the suffering. And in doing this work, we all enrich our lives spiritually.”

**ACCOUNTABILITY:**

Know that 100% of your Parish donations stay here in our neighborhood to help our neighbors. St. Vincent de Paul has been helping neighbors in King County for over 90 years.

**THANK YOU &  
CONTACT:**

Thank you! Contact \_\_\_\_\_ at \_\_\_\_\_ for more information.

# LONG STORY

**HEADLINE:**

**WHO IS IT?**

**THE PROBLEM:**

**THE FIX**

**THANK YOU &  
ACCOUNTABILITY:**



## **St. Theresa Parish | Federal Way Your St. Vincent De Paul Society in Action**

Many of the homeless we help actually live full time in inexpensive motels while waiting for low income housing to become available. They work at low paying jobs to pay weekly motel rent. They usually qualify for food stamps. When something happens that interrupts their income, such as sickness, an accident or loss of a job, they call us for assistance. Many of our clients are estranged from their families and friends and cannot get help from these sources. The Society serves as a safety net to help them get back on their feet.

This week we helped a frail, homeless, elderly man who is also receiving help from family members. He was diagnosed with Stage 4 lung cancer and had to stop work. His sister drives him to his medical appointments for chemotherapy several times a week, and his brother often helps him with his motel expenses. He has been approved for disability benefits which he will receive early next year. He is currently receiving financial aid from DSHS but this is insufficient to pay his shelter costs.

The Society, to keep this sick man from being turned out into the street, was pleased to provide him with an additional week of motel time until he can get help from his family once again, and also from the VA. This is all made possible through your donations to the Society.

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Thank you! Contact \_\_\_\_\_ at  
\_\_\_\_\_ for more information.

## CLIENT STORY SHORT VERSION

Julia is 75 years old, disabled, and is raising her four grandchildren. She is in a wheelchair and the one she currently owns is broken, making getting around extremely difficult. With your generous donations, we were able to get Julia a new wheel chair. We also had it delivered to her. She was ever so grateful and kept thanking us profusely.

**HEADLINE:**

**WHO IS IT &  
THE PROBLEM:  
THE FIX:**

**ACCOUNTABILITY:**

**THANK YOU &  
CONTACT:**



**St. Vincent Helped Our Neighbor Julia.**

Julia is 75 years old, disabled, and is raising her four grandchildren. She is in a wheelchair and the one she currently owns is broken, making getting around extremely difficult. With your generous donations, we were able to get Julia a new wheel chair. We also had it delivered to her. She was ever so grateful and thanked you from the bottom of her heart.

Know that 100% of your Parish donations stay here in our neighborhood to help our neighbors. St. Vincent de Paul has been helping neighbors in King County for over 90 years. Thank you! Contact \_\_\_\_\_ at \_\_\_\_\_ for more information.

# CLIENT STORY SHORT VERSION

Jessica is 63 years old. She was homeless for the last several years, but now has an apartment. However, she was in need of a bed, which St. Vincent de Paul was able to provide and deliver a bed to her.



**HEADLINE:**

**Our Conference Helped Our Neighbor Jessica.**

**WHO IS IT &  
THE PROBLEM:  
THE FIX:**

Jessica is 63 years old. She was homeless for the last several years, but now has an apartment. However, she was in need of a bed, which St. Vincent de Paul was able to provide and deliver a bed to her.

**ACCOUNTABILITY:**

Know that 100% of your Parish donations stay here in our neighborhood to help our neighbors. St. Vincent de Paul has been helping neighbors in King County for over 90 years. Thank you! Contact \_\_\_\_\_ at \_\_\_\_\_ for more information.

**THANK YOU &  
CONTACT:**

## CLIENT STORIES

Stephanie works for the school district as a substitute teacher. She has been getting steady assignments, but is still having trouble making ends meet. Her husband was laid off over a year ago and is looking for work. They have two sons and an 18 year old daughter at home, as well as a 15- month old grandson. They were short on their rent for a month and called us for help. Your donations helped us provide \$100 for the family to pay their rent. The family was very grateful.

### HEADLINE:

WHO IS IT &  
THE PROBLEM:  
THE FIX:

### ACCOUNTABILITY:

THANK YOU &  
CONTACT:



### Our Conference Helped Our Neighbor Stephanie.

Stephanie works for the school district as a substitute teacher. But she is still having trouble making ends meet. Her husband was laid off a year ago and is looking for work. They have two sons, an 18 year-old daughter at home, and a 15-month old grandson. They were short on their rent for a month. Your donations helped provide \$100 for the family to pay their rent.

The family was very grateful.

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Thank you! Contact \_\_\_\_\_ at  
\_\_\_\_\_ for more information.

## CLIENT STORIES

Rogelio has been rebuilding his life from addiction and criminal convictions. He is working full-time for a local non-profit that specializes in helping those with barriers to employment find and keep work. He has had an apartment for the last six months and is well on the road to self-sufficiency. With Rent taking up about half of his monthly income, Rogelio got behind. Your generous donations helped us pay his \$125 back rent to avoid eviction. While Rogelio is often "late" with rent, his landlord says at most it has been two days, and always because of a payday issue.

**HEADLINE:**

**WHO IS IT &**

**THE PROBLEM:**

**THE FIX:**

**ACCOUNTABILITY:**

**THANK YOU &  
CONTACT:**



### Our Conference Helped Our Neighbor Rogelio.

Rogelio has been rebuilding his life from addiction and criminal convictions. He is working full-time for a local non-profit that specializes in helping those with barriers to employment find and keep work. He has had an apartment for six months and is on the road to self-sufficiency. With rent taking up about half his monthly income, Rogelio got behind. Your generous donations helped us pay his \$125 back rent to avoid eviction.

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Thank you! Contact \_\_\_\_\_ at  
\_\_\_\_\_ for more information.

## CLIENT STORIES WRITTEN BY CLIENT

My name is Maria. My water was disconnected today and my electricity and gas will be disconnected soon. I have five children in my home and they cannot go without electricity, heat and water. If I do not get my water back on today, then I will have to wait until Monday and we will have to go the whole weekend without it. Also, if my electricity and heat are shut off today we will not be able to get it turned on until Monday and we can't go that long without heat. It's cold outside. I am also concerned that if I lose electricity, then what little food we have will spoil fast. Please, if there is any way you guys can help, please let me know. I really need a miracle here. I have

nowhere else to go. I don't want my kids to go through this, especially at Christmas time. Please, please help. We helped this young mother with \$200 to have her power bill paid so her and her kids could enjoy Christmas.



**HEADLINE**

**Maria & her Family Really Needed Help!**

**WHO IS IT:**

**THE PROBLEM:**

My name is Maria. My water was disconnected today and my electricity and gas will be disconnected soon. I have five children. They cannot go without electricity, heat and water. If I do not get my water back on today, then I will have to wait until Monday and we will have to go the whole weekend without it. Also, if my electricity and heat are shut off today we will not be able to get it turned on until Monday and we can't go that long without heat. It's cold outside. I am also concerned that if I lose electricity, then what little food we have will spoil fast. Please, if there is any way you guys can help, please let me know. I really need a miracle here. I have nowhere else to go. I don't want my kids to go through this, especially at Christmas time. Please, please help.

**THE FIX:**

We helped this young mother with \$200 to have her power bill paid so her and her kids could enjoy Christmas.

**ACCOUNTABILITY:**

Know that 100% of your Parish donations stay here in our neighborhood to help our neighbors. St. Vincent de Paul has been helping neighbors in King County for over 90 years.

**THANK YOU & CONTACT:**

Thank you! Contact \_\_\_\_\_ at  
\_\_\_\_\_ for more information.



## SAMPLE FUND RAISING | CASE STATEMENT TEMPLATE

### **Summary**

Thank you for this opportunity to inquire about a \$ \_\_\_\_\_ investment in St. Vincent de Paul of Seattle|King County (SVdP) to expand programs that are proving effective in assisting people with low incomes and multiple barriers to take steps toward self-sufficiency. With the help of the \_\_\_\_\_ (GRANTOR), SVdP will assist \_\_\_\_\_ low income individuals work to achieve self-sufficiency by providing home visits, eviction prevention assistance, energy assistance, food bank services, health assessments, and individualized case management services.

### **Mission and Problem Being Addressed**

*Inspired by Gospel values, SVdP, a Catholic volunteer organization, leads individuals to join together to offer person-to-person service to the poor and the suffering. In King County we operate with a staff of 117 and more than 1,100 volunteers, all committed to our work of social assistance and social justice.*

Many families in our area are struggling with poverty. Over 2.4 million people went to 52 food banks King County last year. An alarming 27% of African Americans and 20% of Hispanics in King Co. are living at the federal poverty level (defined as \$23,021 for a family of four), according to the \_\_\_\_\_ report. In addition, calls to our Helpline via the Crisis Clinic's 2-1-1 line have gone up to 49,000 annually, an increase of over 58 percent in the past two years.

### **Program Strategy and Activities**

St. Vincent de Paul of Seattle|King County provides critical services to the neediest in our community who are striving to meet immediate needs, stabilize housing, and build new livelihoods. SVdP is unique among social service agencies in that we meet the needs of people in part by training and deploying 1,300 volunteers to make home visits, thereby increasing volunteerism in our community while assisting thousands of need people where they live. As these families seek solutions, they often must overcome systemic and personal barriers to self-sufficiency. SVdP responded to this by launching the Case Management Program. The case management program assists clients to change self-defeating thinking patterns in order to build self-sufficient lives. SVdP not only directly provides for basic needs, but we link those in need to resources – public assistance and nearby nonprofit agencies – that they often do not know are available. We will provide you with a complete list of our community partners if we are awarded this grant.

### **Anticipated Outcomes**

SVdP's overall goal is to assist individuals to leave high-risk, unstable living situations to start building healthy, contributing lives in ways that are respectful, humble, and compassionate.

Expected outcomes:

1. Provide direct assistance including food, utility assistance, housing and service referrals, and financial assistance when needed to 205,000 participants (some duplicates included);
2. Increase case management services to serve 70 participants annually. Services will include weekly one-hour sessions, individualized Action Plans, CBT and support.
3. Provide health assessment services, including flu shots, blood pressure checks and health recommendations to approximately 150 clients at our food bank; and

With the assistance of the \_\_\_\_\_ SVdP will strengthen its core programs and expand its case management services to assist more individuals with both temporary and long-term solutions so they can take meaningful steps toward self-reliance.