

**Catholic Education Collection
September 18-19, 2021**

Promotion Guide

The following suggestions will assist you with your efforts to promote the upcoming Catholic Education Collection (CEC).

1. **50/50 split.** Stress the fact that **50% of the collection remains in your parish** to support your parish religious education and faith formation activities. (Try to be specific about what parish and/or school projects it will help to fund.)
2. Be sure to utilize the sample **bulletin announcements** (on the next page) in your parish bulletin during the weeks leading up to the collection weekend. An announcement from the pulpit the week before the CEC collection would also be effective.
3. Please utilize **Bishop Persico's letter of support** for your September 11-12 bulletin. (The letter will be sent to you in the Information Bulletin on August 30.)
4. **Parish testimony** – Have a parishioner or parish leader involved in a faith formation project give a brief talk about the programs made possible through this collection.
5. Remind parishioners that this collection is not only for Catholic schools but also helps to provide **financial support for religious education and lifelong faith formation programs and activities.**
6. Remind parishioners that this collection also helps to grow **the educational funds of the diocese (REEF) and the Catholic Foundation (CF)**, which benefit many of our Catholic school students with tuition assistance and provide grants for ministry training and education projects throughout the diocese. As these funds grow, more grant opportunities will be available for faith formation projects.
7. Please **hang the posters** at all your church and/or school entrances. Consider downloading the poster from the website and printing it as an 8 ½" by 11" insert for your bulletin. Or the poster image can be imbedded in the body of your bulletin. These resources are found here: www.ErieRCD.org/Catholic-Education-Collection.html
8. **There are two ways to give.**
 - Parishioners can give directly to your parish either using their offertory envelopes, or your parish's online giving platform.
 - Parishioners can make a gift to the diocese online at www.ErieRCD.org/Catholic-Education-Collection.html. When they make this gift, they will be prompted to indicate which parish will receive ½ of their gift. The diocese will track these online gifts and cut checks to your parish by year's end.

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Suggested Bulletin Announcements

September 4 – 5 - The 2021 Catholic Education Collection will take place on September 18-19. This important collection supports lifelong faith formation for all generations throughout our diocese. Please give generously and know that half of what you give will remain here at _____ parish to support our own religious education and faith formation programs.

September 11 – 12 - Next weekend is the 2021 Catholic Education Collection. Please give generously. Without you, our faith formation and religious education programs would not be as successful as they are. Because of you, our many children and their families, both young and old, are led to greater faith. THANK YOU for your support.

September 18 – 19 - Today is the 2021 Catholic Education Collection! Please support this important program that funds faith formation opportunities. Half of what you give will remain at our parish to support our own religious education and faith formation programs. You can make a gift by using the envelope provided in your offertory packet, online at [*include your own parish online giving link if you have one*] or online at www.ErieRCD.org/Catholic-Education-Collection.html. Thank you!

September 25 – 26 - Last weekend, our parish took up a second collection to help support the lifelong faith formation and educational needs of our parish and diocese. Many parishioners responded generously. Thank you! If you missed last week's Catholic Education Collection, please consider a donation by using the envelope provided in your offertory packet. Envelopes may be placed in the collection basket or mailed to the parish office. Or you can give online at [*include your own parish online giving link if you have one*] or www.ErieRCD.org/Catholic-Education-Collection.html.