



What's key to success at parish appeals?

By Ken Bresnan, CFCA advocate representative

During my lifetime, I have given talks about a lot of things. But making presentations for CFCA is the easiest and most fun public speaking I have ever done.

Early on, I realized I did not have to memorize a bunch of facts about CFCA in order to motivate people to become sponsors. I discovered what really inspires people is when I simply share my experience of sponsorship.

I start by telling the audience my sponsored child's name and a little about where she is from. I mention the types of things my monthly donation is used for. I also mention how I became involved in sponsorship. During my talk, I focus on my relationship with a particular youngster and the effect it has had on me. So you see, it is easy to make these presentations.

To share your sponsorship story, you don't need to tell the audience detailed information about CFCA—such as how many countries they are in, who runs it, how high a charitable rating it has or other facts about the



Ken Bresnan, CFCA advocate representative, gives presentations and assists with weekend events in Indiana and surrounding states.

organization. This can be a hurdle the first time you prepare to address a group. You can always refer your audience to the CFCA Web site, www.cfcausa.org, for more information.

What I have learned: Don't think you have to be an expert on CFCA. You don't! **Just tell your story.** I just tell MY story and people respond by coming to the folder table every time. ■

Please be sure to read *Compañeros Extra* for exciting information about our special advocate sponsorship campaign.

More 'diocesan reporters' needed

Last fall we asked for volunteers to help us by regularly scanning their diocesan newspapers and informing us of pastor changes and other items of interest to CFCA.

The good news is that, so far, 14 people have offered their services as "diocesan reporters." The bad news is that 90 percent of U.S. dioceses are still unrepresented.

Diocesan reporters help us greatly in our efforts to reach more church communities with the CFCA message of hope. If you would like to join this dedicated group, please contact Larry Livingston at cfcaoutreach@cfcausa.org, or call him at 1-800-875-6564.

We still need reporters for all U.S. dioceses **except** the following: Burlington, Colorado Springs, Cincinnati, Davenport, Dodge City, Kansas City (both Kansas and Missouri), Lexington, Madison, Manchester, Owensboro, Philadelphia, Santa Fe, Savannah, Seattle and Wichita.

What is the most important success factor?

by Jim Walsh

Many things are necessary for a successful sponsorship event in a parish. But do you know that sometimes, the most important factor for success is ... YOU?

For the child, youth or aging person whose folder sits on the table, waiting to be chosen, YOU can be the difference. Ask any one of our presenters and I'm sure they will agree. Because of large crowds and limited time between Masses, a potential sponsor may pass by the table unnoticed unless you are there to help.

I will never forget one CFCA event, six years ago. A woman approached me with a folder in her hand. She

had recently arrived in the United States from Poland and spent her savings to learn English. With only a small amount remaining, she said she wanted to become a sponsor. I will never forget this lady because she gave from her heart with what little she had. By getting involved, you may find yourself as inspired as the people you help.

Here is an easy way to get started. Check the calendar of events on the CFCA Web site. When you see an event in your area, contact the advocacy team and let them know at which Mass you can help. Jim's advice to advocates: Go ahead and be the difference! You're needed. ■



Jim Walsh, a CFCA advocate representative, gives presentations and assists at weekend sponsorship events in his home state of Pennsylvania.

Being a 'diocesan reporter' is easy

By Kathy Loomis, Davenport, Iowa

I had been a sponsor of a child through CFCA for about 10 years and wanted to be more involved in this wonderful organization. So I became an advocate.

One of the ways I help is by volunteering as a CFCA diocesan reporter. All this involves is reading my local diocesan paper! For me, that's the Catholic Messenger, in the Diocese of Davenport, Iowa.

The kinds of things I look for include:

- Parish closings or mergers
- Changes in the diocesan office personnel or priests
- Stories or ads mentioning CFCA or other sponsorship organizations, or other outreach to the poor in the developing world.

- Any other information that would help CFCA in their work with parishes. For example, in the past few years we had a tornado that destroyed a Catholic church and flooding in our diocese that also affected parishes.

When I find an article that might be useful, I cut it out (first checking if there is something of interest on the other side, too!). Then I send what I have collected from one or two papers in an envelope to the CFCA Director of Church Relations, Larry Livingston. If it's a short article, I can e-mail it. Since I really enjoy reading The Catholic Messenger, and often cut articles or columns out of it, this is easy and helps me be even more intentional in my reading. ■

We don't see poverty. We see potential.

We help families in developing countries put food on the table, send their children to school, access health care and have a decent place to live so that together, we can end the cycle of poverty. One sponsor partners with one child or aging person in a developing country, offering support and encouragement. CFCA's unique approach to sponsorship is based on listening to families, tailoring the sponsorship benefits to their needs, and giving them the tools to make a better life for their children.

If you have questions, please contact Kim or Drucie at 1-800-875-6564 or cfcaoutreach@cfcausa.org.