



**FOR IMMEDIATE RELEASE**

## **St. Vincent de Paul Launches Marketing Campaign to Grow Volunteer Base**

**[Atlanta, GA]** St. Vincent de Paul Georgia (SVdP), a leading nonprofit organization committed to providing Help and Hope to neighbors in need, is launching a recruiting campaign to grow their parish-based volunteers, known as Vincentians, in response to the growing need in our communities. The mission of the organization is deeply rooted in the tradition of serving neighbors in need through personal relationships and direct aid offered with dignity and respect.

Rising costs for food, housing and medical services have caused a storm of need throughout the state of Georgia. Vincentians are often at ground zero of economic trends, witnessing first-hand the effects on our working-class neighbors. St. Vincent de Paul Georgia membership is made up of 3,000 parish-based volunteers who provide about \$20 million annually in direct aid to neighbors in need of rental and utility assistance. About 2 million pounds of food is distributed through 39 pantries across the state. Growing needs for basic support, particularly in the areas of housing and food instability, have placed significantly more demand on our Vincentian volunteers, spurring the need for a recruiting campaign.

The campaign theme - "Love Your Neighbor. Live Vincentian." - is a direct call to action for prospective volunteers, capturing the essence of the St. Vincent de Paul mission centered on love and life. Vincentians see their neighbors in need as equal to themselves and worthy of love, regardless of their difficult situation. The recruiting campaign is set to kick off on April 23rd, the date of the founding of The Society of St. Vincent de Paul and will conclude on September 27th, the Feast Day of St. Vincent de Paul.

Vincentians offer Help and Hope to the impoverished, the unhoused, those facing a temporary bump in the road to stability and self-sufficiency, and anyone else beset by burdens that might be lightened by personal intervention. Whether a mother and children fleeing an abusive relationship, a homeless family living in a tent, an elderly

man facing eviction, or someone just laid off from their job and unable to pay the bills, all are among the nearly 200,000 neighbors served each year by the men and women of St. Vincent de Paul Georgia and its 73 parish-based chapters (called "Conferences") throughout the state.

"Through this campaign, St. Vincent de Paul is looking to target prospective Vincentians, including active Catholics, who are looking for a place to live out their faith through service, in community, and with purpose. The Vincentian growth and outreach plan is designed to help grow Vincentian membership throughout Georgia with strategic communications and outreach tactics to support Conference-level recruiting for those Conferences that choose to participate," said Executive Director, Mike Mies.

The objectives of the campaign are multiple to include: creating communications which build the Vincentian identity as a means to grow in Catholic faith and service to God and those neighbors in need; helping build awareness and credibility within parish communities and beyond; educating on the impact St. Vincent de Paul is making, and its relevance to the vast needs of neighbors throughout the state; creating messaging which broadens the appeal to serve by encouraging diversity, including those with limited time to give.

The campaign plans to use testimonials of Vincentians who have grown in their faith and spirit through service to their Neighbor, as well as case studies of Neighbors who have realized hope and the hand of God's love through the service of a Vincentian volunteer. Simply stated, the campaign is hoping to grow a network of friends, inspired by Gospel values, growing in holiness and building a more just world through personal relationships with, and service to, people in need. There will also be a host of marketing materials and resources created that will pique someone's interest to learn more.

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### **St. Vincent de Paul Georgia:**

With a mission to provide Help and Hope to neighbors in need, St. Vincent de Paul Georgia has been serving individuals, families, and communities across the State since 1903, stabilizing those in crisis and creating paths to self-sufficiency through a focus on Hunger, Housing and Health. St. Vincent de Paul Georgia is one of the oldest, largest, and most trusted State-wide social services safety net organizations in Georgia. For more information or to get involved, please visit [www.svdpgorgia.org](http://www.svdpgorgia.org).