

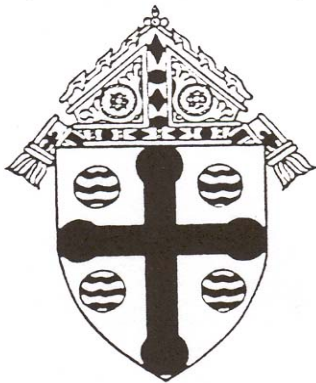
2008

ANNUAL CATHOLIC

APPEAL

LEADERSHIP MANUAL

SHARING GOD'S GIFTS WITH THOSE IN NEED



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**2008 *Annual Catholic Appeal*
Leadership Manual**

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Annual Catholic Appeal Prayer

Heavenly Father, You are the center
and source of all that we have
and all that we are.

The awesome seas,
the majestic mountains,
the fertile earth
and wondrous sky,
a child newly born...
all these are gifts of Your creative love.

Help us to appreciate what we have received.
Make us just, faithful and generous
stewards who truly believe
that what we do for the least of
our brothers and sisters, we do for You.

May the sorrow, pain and poverty
of the world be diminished because
we have responded joyfully with love.

We ask this through
our Lord and Savior, Jesus Christ.

Amen

Please reproduce and use during the active fund-raising period – March 15 through June 30, 2008.



Dear Father and Volunteer Team Members,

I want to thank you in advance for the time, talent, and treasure that you will give to this year's *Annual Catholic Appeal*.

The magnitude of the work you do on the *Appeal* is very much appreciated by myself and by our team in the Office of Stewardship and Development. The partnership we share will once again ensure that this, the 49th *Appeal*, will be as successful as last year's. Without your generous commitment of time, talent, and treasure, we would not have raised over \$2.9 million. To you, my heartfelt thanks and admiration.

My thanks, as well, to those of you who, this year, begin your journey with the *Appeal*. We are working for an *Appeal* that respects our generous donors, and brings more attention to and prayers for the agencies, ministries and programs funded through your hard work and generous gifts.

Our case statement is simply stated - donations to the *Appeal* fund services to the elderly, families, youth, those in need, and assist our parishes and schools. The *Appeal* enables the Diocese to implement critical services in a comprehensive framework to carry out the work of Jesus Christ. Our theme is also very simple:

“Sharing God’s gifts with those in need.”

I ask that you give the *Appeal* a priority in your parish, affirming our Church's work by your efforts. This leadership manual, developed by the Office of Stewardship and Development, provides you with tools needed to present the *Annual Catholic Appeal* effectively in parish communities. Although it contains many answers to potential questions from parishioners, it certainly is not exhaustive in its content. Please do not hesitate to call Ms. Jen Aras, Assistant Director of the *Annual Catholic Appeal*, if you have any questions or seek clarification regarding this material.

I thank you for all that you do to further the mission and ministry of the Church in general and the *Appeal* in particular. We are working together in “Sharing God’s gifts with those in need.”

Yours in Christ,

A handwritten signature in black ink, reading "Timothy A. McDonnell".

Timothy A. McDonnell, Bishop

INTRODUCTION

Our parishioners are truly representative of the diverse peoples who live in Western Massachusetts, yet we are truly one in faith with Jesus Christ. We are members of a universal Church, and we practice our faith as individuals, families, in our homes, our parishes, and our Diocese. We share this wonderful gift not only with those we see everyday, but with others throughout our Diocese, our country, our world. It is this faith that we are called to live in a manner that reflects Christ in our midst.

While parishes rely on the financial support of parishioners through weekly offertory collections, the Diocese also relies upon parishioners and other faithful supporters to provide financial support which enables our Church to provide much needed assistance to our brothers and sisters in Berkshire, Franklin, Hampden, and Hampshire counties. The *Appeal* is an opportunity for every Catholic household to help further the mission of our Church in Western Massachusetts.

This manual has been prepared to familiarize the clergy, religious, and lay leadership of our Diocese with the operational plan for the *Annual Catholic Appeal*. The staff of the Office of Stewardship and Development looks forward to assisting you in the implementation of the *Appeal* plan to make it a successful endeavor.

Annual Catholic Appeal and Stewardship...

For 48 years, the *Annual Catholic Appeal* has enabled our Church to meet the many challenges we face together as a community of faith. The *Appeal* has been conducted as both a parish and diocesan effort which provides the financial support to enable our Church to provide for the educational, human, pastoral, and spiritual needs of our brothers and sisters in Berkshire, Franklin, Hampden, and Hampshire counties.

The *Annual Catholic Appeal* is an example of Gospel Stewardship and reflects God's requests to us "to love one another as I have loved you." Our Father has provided us with many blessings in our lives, and it is our responsibility to gratefully "cherish and steward these gifts in a faithful manner."

Every day, we witness outstanding examples of volunteerism and giving at both the parish and diocesan levels. Our parishioners themselves are stewards – generous and faithful people who make our parish communities and diocesan families strong, vibrant, and in service to those we love and to those we do not even know – who continue to feel supported in loving union with the ministry and mission of our church.

Diocesan Goal...

Yearly, our diocesan goal is publicly announced in advance of the active fundraising activities. This goal is the amount required to provide financial assistance to the agencies, ministries and programs of our Diocese in order to enable these agencies, ministries and programs to forward the mission of our Church and carry out the work of Jesus Christ.

The goal for the '2008 *Annual Catholic Appeal* is \$2.9 million.

Priest Advisory Council for the Annual Catholic Appeal...

The purpose of this council is to study the *Annual Catholic Appeal* and effectuate an appropriate future for this effort. Its members, representing the clergy of our Diocese who bring their concerns and issues surrounding the *Appeal* to its monthly gatherings, include:

Rev. Daniel J. Boyle
Rev. Timothy J. Campoli
Rev. Thomas R. Champigny
Rev. Robert J. Coonan
Rev. David M. Darcy
Rev. Vernon P. Decoteau
Rev. George A. Farland
Rev. Roland J. Galipeau

Rev. Robert A. Gentile
Rev. Christopher A. Malatesta
Rev. Robert H. Riel
Rev. Thomas Shea
Rev. Msgr. Michael Shershanovich
Rev. Msgr. Richard Sniezyk
Rev. Kenneth J. Tatro

Honorary Chairs – Mr. & Mrs. Paul Sears (Josephine)

Each year, the Bishop asks an individual or couple to serve as Honorary Chair(s) of the *Annual Catholic Appeal*. The chair represents the tens of thousands of faithful and generous stewards who have shared their time, talent, and treasure with their parish community and diocesan family.

People of sacrifice and remarkable donors of their time and talent, Jo and Paul are life-long members of Holy Name Parish in Springfield, the first of three generations of parishioners. Jo and Paul are not just members of Holy Name Parish, they are active, loving members of this community recognizing that their heart, creates the sincere love of their parish, diocese, community and the world. Both have demonstrated a consistent commitment to our Catholic faith and have actively participated in bringing the Gospel message to their own community and in their missionary work to the world.

Allocation Board...

These board members are committed to the allocation of the money raised through the Appeal in a fiscally responsible manner. This process includes:

- Establishing the criteria used for the allocation process
- Reviewing the budgets of agencies, ministries and programs
- Interviewing those agencies, ministries and programs applying for grants from the *Annual Catholic Appeal* which are not diocesan agencies, but support the mission of the Church
- Recommending agency allocations to our Bishop

Members are:

Mr. Truman Cahill
Mr. William A. Collins
Mr. Carmen Massimiano
Rev. Adrian Benoit

Mrs. Marion Flynn
Mr. Mark Dupont
Mr. Thomas Finnegan

The Pledge of the Office of Stewardship and Development...

The office staff is committed to the general support of the *Appeal* and is prepared to assist our parish communities in the distribution of *Appeal* materials, maintenance of office records, contacting potential donors for advance gifts to the *Appeal*, acknowledging contributions, preparing mailing materials, receiving pledge payments, and overseeing the disbursement and accountability of funds to the agencies and programs.

If you have any questions\concerns, or would like suggestions for pulpit presentations, petitions, information on processing the gifts for sending to the Diocese, or information on the services provided to our parishes by our Diocese, please contact:

Jen Aras
Assistant Director of the *Annual Catholic Appeal*

Office of Stewardship & Development
(413) 452-0670
j.aras@diospringfield.org

Tips for a Successful Campaign

- Recognize that the *Annual Catholic Appeal* is part of the evangelization, communication and stewardship efforts of your parish community
- Recognize that the pastor and parishioners are the best marketing agents for the *Appeal*
- Understand that the *Annual Catholic Appeal* . . .
 - Is the *Appeal* conducted by our Church in Western Massachusetts
 - Provides funds to assist our brothers and sisters in need of educational, human, pastoral, and spiritual care, and enables our Diocese to implement and administer these and other critical services in a comprehensive framework to carry out the mission of our Church
 - Provides grants to agencies that are not part of the diocesan structure but may assist the Church in fulfilling its mission and providing a critical service to those in need
- Make the *Annual Catholic Appeal* part of your overall parish stewardship/development plan
- Follow the *Appeal* calendar closely
- Become familiar with the pieces affiliated with the direct mailing; i.e. brochure, pledge card, and remittance envelopes
- Provide appropriate homilies on the *Appeal* within a stewardship context
- Put up your parish lawn signs
- Display the *Appeal* posters preferably on the front doors of your church and other parish facilities
- Utilize lay witnesses – along with you, they are the best spokespersons for the *Appeal*
- Make your presentation about the beneficiaries of the *Appeal*, our brothers and sisters in Christ
- If you wish, be creative in promoting the *Appeal* by possibly:
 - Setting up informational tables during *Appeal* Weekend
 - Having an *Appeal* reception and inviting the director of a funded agency, ministry, or program to speak at your *Appeal* Mass
- Although Bishop thanks every donor to the *Appeal*, have the parish team thank donors as well
- Communicating with your parish family regarding parish goals and rebate plans
- The staff of the Office of Stewardship and Development is available to train parish teams on-site, please call the office to make arrangements

Donors may be referred to the Diocese's web site for information on types of gifts and on-line giving

ANNUAL CATHOLIC APPEAL LEADERSHIP ROLES

The most significant aspects of the *Appeal* are organization and leadership. Success is very closely tied to these factors and to the abilities of individuals who assume leadership roles in the *Appeal*. We ask for your enthusiasm and willingness to do what is necessary to make this effort achievable.

The Office of Stewardship and Development is responsible for the following Annual Catholic Appeal activities:

- The preparation of the *Appeal* plan and timetable
- The production of *Appeal* brochures and other printed materials
- Collecting all contributions to the *Annual Catholic Appeal*
- Mailing reminders to individual donors for the eight-month pledge period
- Thanking all donors in the name of our Bishop
- Sending tax letters to our donors for contributions
- Issuing periodical progress reports to our pastors of their parish donations to the *Annual Catholic Appeal*

The Parish is requested to do the following:

- Provide leadership which includes the Pastor, Lay Chairperson(s), Parish Leadership, Parish Secretary, and a small group of *Appeal* volunteers. If your parish has a Development Council, this group might be requested to do many of these roles.

The Pastor or Administrator of a parish community is requested to do the following:

- Implement the *Appeal* plan in the parish
- Set the pace and the tone of the endeavor so that optimum results are achieved
- Make the appropriate pulpit presentations so parishioners are adequately informed, prepared, and motivated to participate generously in the *Appeal*
- Recruit a Lay Speaker(s)
- Be involved in all parish activities associated with the *Appeal* by praying for the success of the *Appeal* during Mass and at various parish functions
- Outlining the program in an enthusiastic way to his parish family and ensure all parishioners are educated about the case outlined in the *Appeal* brochure
- Encouraging every parishioner to pledge
- Appointing and overseeing the following team members:

The Lay Chairperson(s) is requested to do the following:

- Assisting the pastor during the *Appeal*
- Making appropriate pulpit presentations (This person should be a recognized and respected parish leader who has been a consistent supporter of the *Appeal*)
- Making a leadership gift
- Projecting enthusiasm about the success of the *Appeal*
- Communicating regularly with the Pastor, volunteers, and the Office of Stewardship and Development
- Ensuring that each parishioner has the opportunity to make a gift to the best of their ability.

The Parish Secretary is requested to do the following:

- The various clerical tasks associated with the efficiency of the *Appeal* such as:
Providing *Appeal* materials to the Parish volunteers
- Be familiar with all *Appeal* materials
- Ensure that the *Appeal* newsletters are copied and inserted in the parish's weekly bulletin
- Ensure that pledge envelopes are placed in pews
- Assist with hospitality, publicity, telephoning, and/or visiting fellow parishioners at the request of the Pastor or General Chairperson.

The Appeal Volunteers are requested to do the following:

- Manning tables after Masses to assist fellow parishioners with *Appeal* questions.

ANNUAL CATHOLIC APPEAL MARKETING EFFORTS

Our primary means of contacting parishioners is through mailings from the Diocese to announce the *Appeal* and provide information about it. Also, we plan on a series of "in-pew" presentations of this mailing.

CALENDAR of EVENTS

March 28

- Leadership Appreciation Event

Mid-April

- Diocesan Mailing is sent to all registered parishioners in the parish and will include:
 - 1) Personal Letter of *Appeal* from Bishop McDonnell
 - 2) Personal Letter of *Appeal* from their Pastor
 - 3) *Appeal* Brochure
 - 4) Personalized Pledge Card and Return Envelope

April 26-27 **"*Appeal* Weekend"**

- Watch Chalice of Salvation - 10 am, Sunday April 27 for the "*Appeal*" Mass
This event will be televised and all people are invited to attend the opening Mass and/or the reception following the Mass
- Newsletter inserted in parish bulletin
- Additional pledge envelopes to be placed in pews and back of church
- Volunteers set up and man "information tables" after all masses to meet parishioners who have questions about making a pledge

May 3-4 **Parish Laity Weekend**

- Lay Chairperson(s) to speak at all Masses
- Newsletter inserted into parish bulletin
- Additional brochures and envelopes to be available in church
- Completed Pledge envelopes are given to Parish Secretary to be packaged and sent to the Diocese

May 10-11 **Follow-up & Thank You Weekend**

- Follow-up announcement at all Masses.
- Newsletter inserted into parish bulletin
- Completed Pledge envelopes are given to Parish Secretary to be packaged and sent to the Diocese

Early June

- Follow-up Mailing from Diocese to all families yet to participate:
(Follow-up Letter, Personalized Pledge Card, and Return Envelope)
- Follow-up phone calls to those families in your parish yet to participate