



NEWSLETTER

BUILDING OUR FAMILY OF FAITH

2017
Annual
Appeal

2017 Annual Diocesan Appeal Results as of April 7, 2017

TOTAL GOAL:

\$2,671,471

TOTAL RAISED:

\$2,686,201

PERCENTAGE OF GOAL:

100.6%

NUMBER OF DONORS:

13,560

PARISHES OVER TARGET:

63

Upcoming Key Dates

April 21 (change)

Appeal Mailing #2

April 27 (change)

Debriefing Survey to All Pastors,
Business Managers and Key
Volunteers

Are You Still Receiving Appeal Donations at Your Parish?

Although the official in-pew process has concluded, you may still receive Appeal donations at your parish office or in the collection baskets. If you receive any further donations, please mail them to:

**Catholic Diocese of Richmond
Annual Diocesan Appeal
P. O. Box 79212
Baltimore, Maryland 21279-0212**

QUESTIONS, COMMENTS AND REQUESTS FOR ASSISTANCE

Alex Previterra
Catholic Community Foundation
Diocese of Richmond
(804) 622-5127
aprevitera@richmonddiocese.org

Annual Appeal Donor Reports – Recipient List

If you are currently not receiving Thursday Appeal donor reports and you should be, please contact
Veronica Scholle

804-622-5155

vscholle@richmonddiocese.org

Looking for the In-Pew Scripts or Other
Materials? Check the Appeal Toolkit!

<http://richmondcatholicfoundation.org/giving/annual-appeal/toolkit-for-administrators-and-volunteers/>

Faith



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THE ANNUAL DIOCEAN APPEAL EXCEEDS GOAL WHAT HAPPENS NOW?

We are pleased to tell you that on Wednesday we eclipsed our overall goal of \$2,671,471 and are now at **\$2,686,201** raised from **13,560** donors! This success would not be possible without the commitment of our pastors, volunteers and parish staff members! **THANK YOU!**

Even though donations continue to be processed daily, there is still much work to be done to keep the momentum going. As you're aware, we have several follow-up activities planned to encourage participation. In addition, I am going to begin following up with parishes under target to assist as necessary to help them accomplish their goals. One item I would suggest immediately, whether you're over or under target, is to keep talking about this in the pews and to have pledge envelopes readily available for those who want to give.

The key to talking about the Appeal in the pews over several weeks is to keep it fresh. In other words, on the first and second in-pew weekends, you followed the script, but maybe now that we're a little further down the line, you could discuss with parishioners the impact it's having at your parish more in depth. For instance, do you receive a Fuel and Hunger grant? That's supported 100% by the Appeal. Do you have a lay leader who went through the Lay Ecclesial Ministry Institute? That too is supported 100% by the Appeal. You can think along these lines for all the ministries in the case (although the Appeal isn't always funding something 100%, the idea can remain the same).

To this end, I would encourage you to revisit the brochure and see where your parish is benefiting and to share those ministries with your parishioners. And, of course, you'll want to continue talking up how you'll be using the money returned to you through the parish share.

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