



2017  
**A**nnual  
**A**ppeal

*Building Our Family of Faith*

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Catholic Diocese of Richmond

***PARISH  
INFORMATION  
MANUAL***

## **2017 Annual Appeal Prayer**

Good and loving Father, you are the giver of all gifts. We give you thanks for the gift of faith that we share, and we give you glory for the hope of Eternal Life that welcomes us into your Kingdom.

Father, hear your Church's prayer that we may always serve you and your people with a true spirit of humility and generosity. May our Diocesan Appeal be an opportunity for us to strengthen our effort to live always in your Spirit working for your greater glory.

We ask this as your Church, as your children, and as your family, through Christ our Lord, Amen.



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## **Why Should People Give to the Appeal?**

It is important to provide parishioners with an opportunity to share their financial gifts to help provide Catholic outreach, ministry and services to the people and parishes throughout the Diocese.

The Appeal also provides the opportunity for parish leaders to talk about the connectedness of our Church. Every time that we say the Creed, we reaffirm the fact that we are members of the “One, Holy, Catholic and Apostolic Church”. However, often people don’t reflect on the meaning of these words.

Every Catholic is part of a local Church and of the Universal Church. Each of us is responsible not only for his or her parish, but also for the well-being of the Church throughout the Diocese and throughout the world. Since we are one community of believers, members of all parish communities throughout the Diocese of Richmond are asked to give to this effort.

## **The Difference Between *Living Our Mission* and the Annual Appeal**

The *Living Our Mission* campaign was designed to build major endowments and capital to support our parishes and larger Church leading into the future. In contrast, the Annual Appeal is initiated every year to meet ministry and program needs of the present. While the *Living Our Mission* campaign was an overwhelming success and set our Church up for a strong financial future, the Appeal is still a necessary component of meeting our goals in the short-term.

**2017 ANNUAL DIOCESAN APPEAL**  
*Building Our Family of Faith*  
**CASE FOR SUPPORT**

Case Element	2017 Target
<b><u>Advancing Our Parishes</u></b>	<b>\$1,108,971</b>
Parish Sharing	\$576,471
Fuel and Hunger Fund	\$250,000
Christian Formation and the Lay Ecclesial Ministry Institute	\$147,500
The Basilica of St. Mary of the Immaculate Conception	\$100,000
ParishSoft Implementation	\$25,000
Liturgy and Worship	\$10,000
<b><u>Supporting Our Clergy</u></b>	<b>\$750,000</b>
Seminarian Education	\$300,000
Retired Priests	\$200,000
International Priests	\$200,000
Clergy Formation and Advanced Study	\$50,000
<b><u>Growing Our Faith</u></b>	<b>\$612,500</b>
Campus Ministries	\$170,000
Hispanic Ministry	\$110,000
Youth and Young Adult Ministries	\$100,000
New Evangelization	\$72,500
Segura Educational Initiative for Children	\$60,000
Center for Marriage, Family and Life	\$35,000
Migrant Ministry	\$35,000
Black Catholics, African and Asian Ministries	\$15,000
Social Ministry Discipleship	\$15,000
<b><u>Fees and Administration</u></b>	<b>\$200,000</b>
<b>2017 Appeal Overall Target</b>	<b>\$2,671,471*</b>

*\*Funds raised in excess of the 2017 Appeal overall target are shared 50% with the parishes. The remainder will be allocated among the Case for Support items with oversight from the Pastors Advisory Committee.*

# 2017 Annual Diocesan Appeal

## *Building Our Family of Faith*

### Timetable of Major Activities

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November 21, 2016	Email to parishes containing: <ul style="list-style-type: none"><li>- Case for Support</li><li>- In-Pew Dates</li><li>- Timetable of Major Activities</li><li>- Request for identification of Appeal volunteers as well as any updates to parish secretaries and parish business managers/bookkeepers if applicable</li><li>- Request for completion of order form for materials</li></ul>
December 14, 2016	Deadline for: <ul style="list-style-type: none"><li>- Identification of Appeal volunteers and updates to parish secretaries and parish business managers/bookkeepers if applicable</li><li>- In-Pew materials order form</li></ul>
December 14, 2016	Email to parishes containing 2017 Appeal parish targets, leadership reception date and clergy training days
January 10, 2017	Email to clergy regarding pastor letter <ul style="list-style-type: none"><li>- Pastors will be asked to edit a template letter that is provided and email their version (in Word doc format) to the Office of Development along with their electronic signature (in jpeg format) and their parish letterhead (in Word doc format). <u>We will only ask for signatures and letterhead if they were not provided previously.</u></li><li>- <u>Electronic signatures will be securely maintained</u></li></ul>
January 18, 2017	Bulletin and pulpit announcements promoting the Appeal are sent to parishes
January 24, 2017	Pastor letter, electronic signature and parish letterhead due to the Catholic Community Foundation by today
January 27, 2017	Tax letters for 2016 calendar year contributions sent* <i>*Sent to any donor who made payments of \$250 or more to the Annual Diocesan Appeal</i>
January 31, 2017	Clergy Informational Meeting #1 (Only need to attend one or the other – it will be conducted remotely.)
February 2, 2017	Clergy Informational Meeting #2 (Only need to attend one or the other – it will be conducted remotely.)
February 14, 2017	<b>Annual Diocesan Appeal Mailing #1 from Bishop DiLorenzo</b>

February 14, 2017	Weekly Appeal Newsletter Begins* <i>*this is an approximate date and may be earlier or later</i>
February 20 – 24, 2017	All Appeal in-pew supplies sent and arrive at parishes (English/Spanish)
February 21, 2017	Weekly Parish Donor Reports Begin* <i>*this is an approximate date and may be earlier or later</i>
February 25 – 26, 2017	<b>Appeal Announcement Weekend</b>
March 11 – 12, 2017	<b><u>Annual Diocesan Appeal In-Pew Weekend #1</u></b>
March 18 – 19, 2017	<b><u>Annual Diocesan Appeal In-Pew Weekend #2</u></b>
April 14, 2017	<b>Annual Diocesan Appeal Mailing #2 sent from each pastor</b> to parishioners that have not yet responded to the Appeal
April 18, 2017	2017 Appeal debriefing survey sent to all pastors and Appeal volunteers
May 9, 2017	Final Weekly Appeal Newsletter* <i>*this is an approximate date and may be earlier or later</i>
May 15, 2017	<b>Annual Diocesan Appeal Mailing #3 from Bishop DiLorenzo</b> to previous five year contributors that have not yet contributed to the 2014 Appeal
May 23, 2017	Final Weekly Parish Donor Reports* <i>*this is an approximate date and may be earlier or later</i>
July 21, 2017	2017 Parish Sharing Check #1 sent to parishes (amount collected as of 6/30/2017)

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## **Your Best Resource: Annual Appeal Toolkit**

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

This link will be updated throughout the Appeal process and will have the tools you will need to conduct the Appeal effectively at your parish.

# 2017 Annual Diocesan Appeal - Overall Goal and Parish Targets

## Parish Targets

Based on the urgent needs of the Diocese, the overall goal for the 2017 Annual Diocesan Appeal is **\$2,671,471**. Each parish has a target based on the percentage of overall offertory (Sunday collections) that the parish receives each week. **These are targets, not assessments!** Money raised will **not** be subject to the cathedracticum.

$$\frac{\text{Total FY16 Offertory for Parish}}{\text{Total FY16 Offertory for Diocese}} = \text{Parish Percentage of Total Offertory} \times \text{Overall Goal of Appeal} = \text{Parish Target}$$

### **Definitions:**

**Total FY16 Offertory for Parish:** Total amount of plate collections, envelope collections and special collections from the individual parish.

**Total FY16 Offertory for Diocese:** Total amount of plate collections, envelope collections and special collections from all parishes together (Value currently: \$62,169,697).

**Parish Percentage of Total Offertory:** Percentage that the individual parish added to the overall Diocesan offertory in FY16.

**Overall Goal of Appeal:** \$2,671,471

**Parish Target:** Parish Percentage of overall Diocesan offertory applied to \$2,671,471 goal. This is the target amount for each parish to raise. Parish sharing formulas are based upon this number.

## 2017 Appeal - Parish Sharing Check Schedule

### 1<sup>st</sup> Round

Based on total collected as of 6/30/17  
Checks sent to parishes by 7/21/17

### 2<sup>nd</sup> Round

Based on total collected as of 9/30/17  
Checks sent to parishes by 10/13/17

### 3<sup>rd</sup> Round

Based on total collected as of 12/31/17  
Checks sent to parishes by 1/19/18

### 4<sup>th</sup> Round

Based on total collected as of 3/31/18  
Checks sent to parishes by 4/13/18



### The Parish Sharing Formula – Non-Mission Parishes

Each non-mission parish receives **20%** of collected funds from parishioners until its target is reached in cash. At that point, the parish receives **50%** of all additional funds collected over target. Parish sharing amounts will be dispersed quarterly beginning in July 2017. Parish sharing amounts are not subject to the cathedraticum and can be used for any purpose, such as building maintenance, program expansion, debt reduction, etc.

*Sample illustration: Non-mission parish with a \$50,000 target that raises \$75,000*

	<i>Up to Target</i>	<i>Over Target</i>	<i>TOTAL</i>
<i>Diocese</i>	<b>\$40,000 (80%)</b>	<b>\$12,500 (50%)</b>	<b>\$52,500</b>
<i>Parish</i>	<b>\$10,000 (20%)</b>	<b>\$12,500 (50%)</b>	<b>\$22,500</b>
<i>TOTAL</i>	<b>\$50,000</b>	<b>\$25,000</b>	<b>\$75,000</b>

### The Parish Sharing Formula – Mission Parishes

As in previous Appeals, a mission parish will receive **50%** of all funds collected from their Appeal effort. This increased sharing formula will allow mission parishes more financial strength so they can continue to fund their urgent local needs and minister to those whom they serve.

*Sample illustration: Mission parish with a \$5,000 target that raises \$10,000*

	<i>Up to Target</i>	<i>Over Target</i>	<i>TOTAL</i>
<i>Diocese</i>	<b>\$2,500 (50%)</b>	<b>\$2,500 (50%)</b>	<b>\$5,000</b>
<i>Parish</i>	<b>\$2,500 (50%)</b>	<b>\$2,500 (50%)</b>	<b>\$5,000</b>
<i>TOTAL</i>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$10,000</b>

## 2017 PARISH TARGETS

	<b>2017 Target (Based on FY16 income)</b>
194: All Saints (Floyd)	\$ 1,380
3931: Shepherd of the Hills (Quinque)	\$ 3,640
4011: Francis de Sales (Mathews)	\$ 6,030
4073: Church of the Vietnamese Martyrs (Richmond)	\$ 7,400
4076: Resurrection (Moneta)	\$ 21,030
4077: Church of the Good Shepherd (Smithfield)	\$ 11,880
501: Cathedral of The Sacred Heart (Richmond)	\$ 44,200
502: Church of the Epiphany (Richmond)	\$ 49,020
503: Holy Rosary (Richmond)	\$ 12,980
504: Our Lady of Lourdes (Richmond)	\$ 29,450
505: Sacred Heart (Richmond)	\$ 14,610
506: Saint Augustine (Richmond)	\$ 34,630
507: Saint Benedict (Richmond)	\$ 26,800
508: Saint Bridget (Richmond)	\$ 84,650
509: Saint Elizabeth (Richmond)	\$ 6,580
510: Saint Mary (Richmond)	\$ 65,450
511: Saint Patrick (Richmond)	\$ 7,650
512: Saint Paul (Richmond)	\$ 20,180
513: Saint Peter (Richmond)	\$ 6,910
514: Good Samaritan (Amelia)	\$ 1,890
515: Christ the King (Abingdon)	\$ 7,730
516: Our Lady of Peace (Appomattox)	\$ 2,160
517: Saint Ann (Ashland)	\$ 23,940
518: Holy Name of Mary (Bedford)	\$ 12,210
519: Sacred Heart (Big Stone Gap)	\$ 1,600
520: Saint Mary (Blacksburg)	\$ 25,170
521: Immaculate Heart of Mary (Blackstone)	\$ 2,700
522: Saint Edward the Confessor (Richmond)	\$ 81,020
523: Saint Anne (Bristol)	\$ 32,530
525: Immaculate Conception (Buckner)	\$ 5,570
526: Saint Charles (Cape Charles)	\$ 9,110
528: Holy Comforter (Charlottesville)	\$ 17,790
529: Incarnation (Charlottesville)	\$ 28,910
530: Saint Thomas Aquinas (Charlottesville)	\$ 56,420
531: Prince Of Peace (Chesapeake)	\$ 29,120
532: Saint Mary (Chesapeake)	\$ 5,730
533: Church of Saint Therese (Chesapeake)	\$ 33,450
534: Saint Andrew the Apostle (Chincoteague Island)	\$ 5,900
536: Saint Catherine of Siena (Clarksville)	\$ 4,160
537: Saint Joseph (Clifton Forge)	\$ 2,800
538: Saint Joseph (Clintwood)	\$ 250
539: Saint Mary (Coeburn)	\$ 1,000
540: Saint Ann (Colonial Heights)	\$ 28,820
541: Saint Joseph's Shrine of St. Katharine Drexel (Columbia)	\$ 1,820

	<b>2017 Target (Based on FY16 income)</b>
542: Sacred Heart (Covington)	\$ 3,110
544: Sacred Heart (Danville)	\$ 22,350
546: Saint John (Dinwiddie)	\$ 3,240
547: Saint Patrick (Dungannon)	\$ 270
548: Holy Infant (Elkton)	\$ 3,570
549: Saint Richard (Emporia)	\$ 1,610
550: Saint Theresa (Farmville)	\$ 9,090
551: Saint Mary Star of the Sea (Fort Monroe)	\$ 6,530
552: Saint Jude (Franklin)	\$ 5,590
553: Saint Bernard (Gate City)	\$ 580
554: Church of Saint Therese (Gloucester)	\$ 18,010
556: Saint Francis of Assisi (Rocky Mount)	\$ 6,430
557: Immaculate Conception (Hampton)	\$ 31,490
558: Saint Joseph (Hampton)	\$ 25,140
560: Blessed Sacrament (Harrisonburg)	\$ 37,050
561: Saint John (Highland Springs)	\$ 10,720
562: Saint James (Hopewell)	\$ 10,260
563: Shrine of the Sacred Heart (Hot Springs)	\$ 3,460
564: Saint Victoria (Hurt)	\$ 3,880
566: Good Shepherd (Lebanon)	\$ 1,080
567: Saint Patrick (Lexington)	\$ 15,080
568: Saint Mary (Lovingston)	\$ 7,100
569: Holy Cross (Lynchburg)	\$ 28,490
570: Saint Thomas More (Lynchburg)	\$ 33,080
571: Saint John (Marion)	\$ 2,850
572: Saint Joseph (Martinsville)	\$ 8,230
573: Church of the Redeemer (Mechanicsville)	\$ 35,410
574: Saint Jude (Mineral)	\$ 8,970
575: Sacred Heart (Meherrin)	\$ 1,800
576: Church of the Sacred Heart (Prince George County)	\$ 12,010
577: Our Lady of Mt. Carmel (Newport News)	\$ 51,910
578: Saint Jerome (Newport News)	\$ 31,820
579: Saint Vincent de Paul (Newport News)	\$ 11,640
580: Blessed Sacrament (Norfolk)	\$ 23,510
581: Christ the King (Norfolk)	\$ 14,750
582: Anglican/ Roman Catholic Community of Holy Apostles (Virginia Beach)	\$ 3,820
583: Holy Trinity (Norfolk)	\$ 25,560
584: Sacred Heart (Norfolk)	\$ 20,390
585: Basilica of Saint Mary of the Immaculate Conception (Norfolk)	\$ 32,780
586: Saint Pius X (Norfolk)	\$ 24,180
587: Saint Anthony (Norton)	\$ 2,670
588: Saint Peter the Apostle (Onley)	\$ 8,440
589: Holy Family (Pearisburg)	\$ 2,250
590: Holy Spirit Catholic Community (Jonesville)	\$ 1,380
591: Saint Joseph (Petersburg)	\$ 14,870
593: Church of the Holy Angels (Portsmouth)	\$ 7,770

	<b>2017 Target (Based on FY16 income)</b>
594: Saint Paul (Portsmouth)	\$ 18,790
595: Church of the Resurrection (Portsmouth)	\$ 14,460
596: Saint John Neumann (Powhatan)	\$ 20,650
597: Saint Edward Mission (Pulaski)	\$ 2,600
598: Saint Jude (Christiansburg)	\$ 11,930
600: Our Lady of Nazareth (Roanoke)	\$ 47,980
601: Saint Andrew (Roanoke)	\$ 47,490
602: Saint Gerard (Roanoke)	\$ 7,850
603: Our Lady of Perpetual Help (Salem)	\$ 24,650
604: Saint George (Scottsville)	\$ 2,000
605: Saint Francis of Assisi (Staunton)	\$ 19,050
606: Saint Therese (St. Paul)	\$ 480
607: Saint Paschal Baylon (South Boston)	\$ 4,130
608: Good Shepherd (South Hill)	\$ 4,300
609: Risen Lord (Stuart)	\$ 1,460
610: Saint Mary of the Presentation (Suffolk)	\$ 8,880
611: Saint Timothy (Tappahannock)	\$ 7,950
613: Church of the Ascension (Virginia Beach)	\$ 40,260
614: Church of the Holy Family (Virginia Beach)	\$ 47,240
615: Church of the Holy Spirit (Virginia Beach)	\$ 43,320
616: Saint Mark (Virginia Beach)	\$ 35,410
617: Saint Gregory the Great (Virginia Beach)	\$ 75,800
618: Saint Matthew (Virginia Beach)	\$ 29,420
619: Saint Nicholas (Virginia Beach)	\$ 30,380
620: Star of the Sea (Virginia Beach)	\$ 36,740
621: Shrine of the Infant of Prague (Wakefield)	\$ 1,270
622: Saint John the Evangelist (Waynesboro)	\$ 24,820
623: Our Lady of the Blessed Sacrament (West Point)	\$ 9,140
624: Saint Bede (Williamsburg)	\$ 118,210
625: Saint Mary of the Annunciation (Caroline County)	\$ 9,500
626: Saint Joseph (Woodlawn)	\$ 3,440
627: Saint Mary the Mother of God (Wytheville)	\$ 4,960
628: Saint Joan of Arc (Yorktown)	\$ 32,390
630: Saint Michael (Richmond)	\$ 71,600
631: Saint John the Evangelist (New Castle)	\$ 1,410
635: Saint Luke (Virginia Beach)	\$ 12,350
637: Saint Kateri Tekakwitha (Tabb (Poquoson))	\$ 23,550
638: Church of the Transfiguration (Fincastle)	\$ 8,360
640: Saint Olaf (Williamsburg)	\$ 28,850
641: Saint Joseph (Richmond)	\$ 16,440
642: Saint Benedict (Chesapeake)	\$ 16,870
643: Saint Francis of Assisi (Amherst)	\$ 2,730
644: Our Lady of Lavang – Vietnam (Hampton)	\$ 3,320
646: Holy Spirit (Christiansburg)	\$ 6,970
647: Saint Peter the Apostle (Lake Gaston)	\$ 4,720
650: Our Lady of Lavang – Vietnam (Norfolk)	\$ 3,060

	<b>2017 Target (Based on FY16 income)</b>
651: Saint Stephen Martyr (Chesapeake)	\$ 47,530
652: Saint Gabriel (Richmond)	\$ 29,470
655: The Church of St. Theresa of Holy Family Parish (Tazewell)	\$ 5,030
670: Saint Rose of Lima and the Korean Martyrs Catholic Parish (Hampton)	\$ 11,030
726: Church of the Visitation (Topping)	\$ 5,270
815: Saints Peter and Paul (Palmyra)	\$ 13,180
816: Saint Elizabeth Ann Seton (Quinton)	\$ 10,230
817: Saint Kim Taegon (Richmond)	\$ 6,000
878: Saint John the Apostle (Virginia Beach)	\$ 48,030

## **Parish Leadership Job Descriptions**

Appeal volunteers, pastors and parish staff serve a vital role in the overall success of the Annual Diocesan Appeal. Depending on the parish size, it may be best to have one person managing the Appeal process or, in the case of our larger parishes, a committee may need to be formed to ensure proper execution. In general, we have found that having an Appeal Volunteer Chair and Co-Chair assisting the pastor in leading the effort goes a long way in helping the parish exceed its fundraising target.

### **PARISH APPEAL CHAIR**

The Parish Appeal Chair should be a well-respected member of the parish community who supports the goals of the Annual Diocesan Appeal. They should be able to motivate others, have knowledge of the parish and have the ability to present the Appeal to fellow parishioners.

#### **Responsibilities:**

1. Oversee preparations and implementation of the Announcement, Appeal and Follow-Up Weekends, ensuring that the in-pew gift process is properly executed;
2. Ensure that all Appeal parish leaders and parish staff are familiar with the Appeal plan and implementation dates;
3. Publicly endorse the Appeal and its Case for Support from the pulpit (if requested) and at parish meetings;
4. Work with pastor and parish bulletin editor to ensure that all announcements promoting the Appeal are properly submitted, reviewed and edited;
5. Oversee reporting of parish results to the Diocese;
6. Make a gift to the Appeal commensurate with their leadership

### **PARISH APPEAL CO-CHAIR**

The Parish Appeal Co-Chair's job description is very similar to the Chair's. They too should be a well-respected member of the parish community who supports the goals of the Annual Diocesan Appeal. They should be able to motivate others, have knowledge of the parish and have the ability to present the Appeal to fellow parishioners (if requested).

#### **Responsibilities:**

1. Assist Appeal Chair with all preparation and implementation of the in-pew gift process;
2. Work with pastor and Appeal Chair to ensure that the Appeal has been promoted in bulletins and announcements and that Appeal materials have been delivered and distributed;
3. Work with parish bookkeeper or business manager to affix in-pew stickers to pledge forms received through the in-pew process;
4. Work with parish bookkeeper or business manager to ensure that all completed pledge cards and payments are sent for processing on a weekly basis;
5. Make a gift to the Appeal commensurate with their leadership

### **PARISH BOOKKEEPER / BUSINESS MANAGER / SECRETARY**

Since these individuals are critical to parish administration, we are making a special effort to include them on all Appeal communications. Although not required, we encourage those serving in these positions to assist in the preparation and implementation of the Appeal at their parish along with the Appeal volunteers and pastor.

## **The In-Pew Gift Process**

In most dioceses, about 60% of all gifts come from the In-Pew phase and 40% come from the direct mail phases. The In-Pew gift process must be followed meticulously. Only about 15% of parish households donate in the first mailing. Many people ignore direct mail and many others are not on their parish list and, therefore, don't receive the mail.

It is important to do the full In-Pew gift process as directed in this Appeal plan because it will succeed in obtaining pledges from far more people than just inviting people to take envelopes home or to stop at a table. The In-Pew gift process assures that each parishioner who attends Mass on Appeal or Follow-up Weekends understands that he or she is being invited to consider a pledge at that time.

### **Announcement Weekend**

**February 25 – 26, 2017**

The focus of the Announcement Weekend is to provide substantial information about the use of Appeal funds and to advise parishioners that they will be asked to give during the In-Pew process.

#### *Prayer for the Faithful*

(Please include this in the prayer on the weekend of February 25 – 26, 2017)

**"That each of us will give generously to the *Annual Diocesan Appeal* as a sign of our gratitude for God's gifts to us. We pray to the Lord...."**

#### *Bulletin and Pulpit Announcement*

**Please print the Bulletin Announcement sent to you on February 1st during this weekend.**

In addition, please prepare a parish announcement referring to the Bulletin Announcement, calling attention to the fact that many people have already received the mailing asking them to participate in this year's Appeal. Ask them to reflect on God's gifts to them and to offer their generous support to the work of the Diocese.

### **Appeal Weekend**

**March 11 – 12, 2017**

**This is the weekend that Pastors will preach about the Annual Diocesan Appeal at each Mass.**

The Pastor's Appeal Weekend presentation is very important to the success of the campaign. Up to this point, people have heard and received information about the Appeal and why it is so very important to support it. Some may have pledged by mail. Now is the time to ask all the rest of the parishioners for their financial support! The fact that the Pastor is asking will have a very positive effect on the importance that people place on the request.

## **Appeal Weekend Preparation**

As soon as you receive the shipment of Annual Appeal supplies (arriving during the week of February 20<sup>th</sup> or the beginning of the following week), open the boxes and check to make sure that you have received sufficient quantities of all items. Also, prior to Appeal Weekend, make certain that you have enough pencils and/or pens. To ease the process, please make sure that pencils and/or pens are available at each of the pews. By doing this, you assure that each person has everything he or she needs when they receive the In-Pew envelope.

During the week prior to the In-Pew process, we strongly suggest each Pastor be briefed on the In-Pew process. The Pastor will be leading the In-Pew process at every Mass. In the event that the Pastor is not the Presider, the Presider should introduce the Pastor immediately after the reading of the Gospel or after the short homily. Be sure to contact the other Presiders early in the week to remind them that they will not need to prepare a homily.

## **The Role of Ushers and Students**

The parish's regular ushers have the experience to follow the usual procedures regarding collections. Some parishes may want to recruit students who are preparing for Confirmation, in the parish youth group, involved in the parish, or attend local Catholic high schools, to distribute and collect the pledge envelopes as well. This not only provides a good service project and learning experience, it also assures that you will have plenty of help. If you choose to use students, please be sure that there is enough adult supervision and sufficient training to assure that everyone who should get a pledge envelope gets one and that all completed envelopes are retrieved.

You will need one usher in every section of your church, about every five to eight pews. You will need one usher in each side aisle to retrieve extra envelopes from some pews and to provide extra envelopes for pews that do not have enough. These ushers should also take care of any people who are standing or are in the cry room, the choir loft, or the choir. If there are large numbers of standing room people, assign extra adults to them.

Each parish should hold a practice session for the ushers and/or students. The Pastor should read through the entire script at the practice. The Pastor and the Appeal Chair should train the students. At least one member of the committee must be present at every Mass to make sure that the process goes smoothly and completed pledge envelopes are properly secured after each Mass. That person can brief the ushers before every Mass as to the Annual Appeal process and the role of the students. Assign the students and adults to their respective areas and then have them assemble in the area of the church where they will wait for the Pastor's signal.

It is hoped that all parishes will distribute the pledge envelopes by hand. If not, please make sure that a committee member and additional volunteers are available to put the pledge envelopes in the pew racks. Be sure the pencils and/or pens are inside the envelopes and pew racks are replenished before each Mass.

The ushers and/or students will collect the *Annual Diocesan Appeal* envelopes immediately after the In-Pew process. Make sure that the decision on who will do this is made and communicated well ahead of time. The kids love to do this collection but, often, the ushers are reluctant to allow them. If a parish cannot or chooses not to recruit student volunteers, the Mass ushers should be sufficient to distribute and collect the In-Pew envelopes. At each Mass, a committee member should be designated to take the *Annual Diocesan Appeal* envelopes to an appropriate, secure place after they are collected.



## Appeal Weekend In-Pew Presentation Guidelines

March 11 – 12, 2017

- Immediately after the homily, the Pastor should introduce the Appeal by showing the 2017 Appeal video.
- After the homily and video, the Pastor should ask the ushers/students/volunteers to come forward and distribute the pledge envelopes and the pens and/or pencils. While they are coming forward, add your support to the campaign by reading the In-Pew script.
- Be careful not to state or imply that people should take the In-Pew pledge envelopes home and bring them back. This approach always results in large numbers of envelopes never being returned. The publicity about the program has allowed everyone plenty of time to consider their level of support. Now is the time to ask them to decide whether or not they will make a commitment.

## Appeal Weekend In-Pew Presentation Script

March 11 – 12, 2017

*A note on the script: After the pastor has edited the following script, please double space it, enlarge it to 14 or 16 point type, print it, and place it in a notebook. Also, when talking with everyone, make sure to pause throughout so as to ensure people are filling out the envelopes.*

**This weekend we are conducting the 2017 Annual Diocesan Appeal – *Building Our Family of Faith* - and we are inviting all of our parishioners to make a financial commitment. I want to thank all of you who have given to the Annual Appeal in the past. Your gifts are deeply appreciated by the thousands of people served by our Diocese.**

**The Appeal not only provides an opportunity for you to support important ministries that impact many programs outside of our parish boundaries, it also supports the services the Diocese provides directly to our parish such as Fuel and Hunger Fund grants, youth and young adult ministry, retired or international priests who share in worship or the benefit of a seminarian who is stationed at your parish. (You may expand using other examples). The entire list of the nineteen ministries supported by the 2017 Appeal can be found in the brochures that we distributed.**

**In addition, our parish receives back a portion of the funds collected. This year, the funds returned will be used to *Highlight specific parish projects that will be addressed with 2017 ADA rebate funds.***

**It's very important to know the Annual Appeal is distinctly different from the *Living Our Mission* campaign. The *Living Our Mission* campaign was a historic first-time effort to build major endowments and capital to support our parishes and larger Church leading into the future. Although many projects were realized in the short-term, the vast majority of funds raised were designed for the **future**. In contrast, the Appeal is initiated every year to meet ministry and program needs of the **present**. While the *Living Our Mission* campaign was an overwhelming success and set our Church up for a strong financial future, the Appeal is still a very necessary component of meeting our goals in the short-term. That is why we are asking for your prayerful support of a pledge or gift to the 2017 Annual Appeal.**

**Whether you have contributed already or not, we ask a member of each household to please take a pledge envelope and a pencil (or pen) at this time.**

**Our portion of the overall goal here at *Parish Name* is 2017 Parish Goal. Every gift, no matter the amount, makes a difference.**

*Pause and make sure that everyone who requested an envelope has received one. Pay special attention to people who are standing and in the cry room or choir loft and don't forget the members of the choir. Once everyone has an envelope, continue with the script.*

**On the front of the envelope you will find some biographical information that we need you to fill out. Please take a minute to complete this information in its entirety. Also, before opening the envelope, please make sure to check off one of the four circles indicating your gift intentions today.**

**Now I ask you to open the envelope. On the top flap you will find boxes with suggested gift amounts. Please check the amount that you wish to give. In the event that you wish to contribute an amount other than the ones indicated, please check the blank box and indicate the full amount of your gift on the blank line to its right.**

**An excellent feature of the Appeal is that you are able to make a pledge in support of this effort. This means you do not have to pay the full amount today. However, we hope you will put down as much as you can now as funds that are received are immediately spent on the programs and services supported by the Appeal. The sooner we are able to collect on our pledges; the sooner help will be delivered to those in need.**

**In the event that you are making a down payment, write the amount of the down payment in the next box. Subtract the down payment from the full amount of your pledge and note the remaining pledge balance on the line provided. If you would like to make a one-time gift, please indicate that on the line provided.**

**Now find the “Payment Options” information located on the right side of the top flap as well as the entire bottom of the envelope. You have six options and are asked to choose one.**

**The 1<sup>st</sup> is a contribution through a credit or debit card. If you are using this option, please fill in the “Credit Card” circle and fill in the required information.**

**The 2<sup>nd</sup> option is an auto-debit off your checking account. If you are selecting this option, please check the “Auto Debit” circle and then present the name of your bank along with your Routing # and Account #.**

**In addition, you can choose to donate securely online, receive a monthly invoice, enclose a check today (payable to the Catholic Diocese of Richmond) or donate via stock or securities.**

**Once you have completed your information, please seal the envelope. The ushers will now come around and collect them. On behalf of Bishop DiLorenzo and myself, I thank you for your contribution to the 2017 Annual Diocesan Appeal. May God bless you.**

## **Follow-Up Weekend**

**March 18 – 19, 2017**

### **Introduction**

The Appeal's primary objective is participation. Each year, after the initial mailing and the parish phase of the Annual Appeal have been concluded, a significant number of the donors from the previous year will not have renewed. These are not necessarily people who do not want to give. Many of them will renew during the follow-up mailings. Since people are given an opportunity to refuse to give when the In-Pew process takes place, it is fair to assume that most of those who skip a year of contributing to the campaign simply missed the mail and In-Pew solicitations.

There will be far fewer "non-donors" in those parishes that conduct the full In-Pew process on Appeal Weekend and again on Follow-Up Weekend. Conducting the process on two weekends also saves the campaign a significant amount of money in mailing costs. In-Pew solicitation is obviously the least expensive way to secure a pledge. Follow-up solicitations do cost money and it sometimes takes two or three mailings before a response is received.

### **Follow-up Weekend Preparation**

The person(s) coordinating the In-Pew process will need to perform the same set-up steps that were followed for Appeal Weekend. Prepare the pledge envelopes and pens and/or pencils. Be sure to arrange for the volunteers that will help with the process at each Mass. Make sure that one person is assigned to manage the process at each Mass.

On Follow-Up Weekend, however, there may be a different presenter at each Mass. Lay Parish Leaders will need to be asked to lead the In-Pew process, or the Pastor can lead the process again. The homily need not be about the Appeal but should be brief to allow time for repeating the In-Pew process. If you amended the script from last weekend, add those amendments here. Once the presenter for each Mass is selected, the In-Pew coordinator will need to meet with them to assure that they know what to do and will do it in a consistent manner.

***Please note:** Once the Follow-up Weekend presenters have had an opportunity to edit their script, please double space it, enlarge it to 14 or 16 point type, print it, and place it in a notebook.*

### **Follow-Up Weekend In-Pew Presentation Script**

**March 18 – 19, 2017**

**Good morning. I am \_\_\_\_\_ . As you may have heard, we are inviting our parish family to offer their financial support to the Annual Diocesan Appeal so we can provide ministry and services that will affect the lives of thousands of people. On behalf of our pastor and our own parish's Annual Appeal leadership, I want to thank all of those who have responded online, by mail or at our parish last weekend.**

**It is important that as many parishioners as possible make a sacrificial pledge to support this effort. It is our hope that we will receive a pledge form from all households in our community. Now, I ask a member of each household that has not had an opportunity to fill out a pledge form to raise your hand. A pledge envelope will be passed to you.**

*Pause and make sure that everyone has received an In-Pew envelope. Pay special attention to people who are standing and in the cry room or choir loft and don't forget the members of the choir. Once everyone has an envelope, continue with the script.*

**Now please take a couple of minutes to fill out the envelope in its entirety. I ask those who have already pledged to bear with us for just a few minutes. Perhaps each of you might offer a prayer for the success of this Annual Appeal.**

*Pause for a couple of minutes to ensure that most of the people have completed their pledge envelopes.*

**Once you have completed your information, please seal the envelope. The ushers will now come around and collect them. On behalf of Bishop DiLorenzo and myself, I thank you for your contribution to the 2017 Annual Diocesan Appeal. May God bless you.**

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## Processing In-Pew Weekend Envelopes

DO NOT OPEN THE SUBMITTED IN-PEW ENVELOPES. PLEASE DO NOT SEPARATE THE CONTRIBUTION FROM THE ENVELOPE.

- In advance of the In-Pew weekends, each parish will receive a packet of labels for their parishioners that we have in our database. These stickers will be in alphabetical order. **It is critical, before mailing the In-Pew envelopes to SunTrust, that the front of each envelope has the appropriate label affixed to it.** Not only will this ensure faster processing and timelier reporting back to the parishes, it will also significantly reduce the data processing costs to the Diocese. Please note: if a sticker is not provided for a particular donor (perhaps because they are a new parishioner), simply write “No Label” where the label would normally go.
- Loose bills and change (dollar bills or change not in an envelope) should be counted and deposited into your parish account. Write a check to the Catholic Diocese of Richmond (ADA) and place it in a parish envelope marked “Loose Change” check and record it on the Donation Summary Report.
- For Miscellaneous Checks (checks not placed into an envelope), simply total up the number of checks received and the total dollar amount and place in a separate parish envelope marked “Miscellaneous Checks”. If someone writes a check directly to the parish, you will need to deposit it into your parish account and write a check to the Catholic Diocese of Richmond (ADA) for the amount of the donation. Please make sure to include the donor’s name and address so they can receive proper crediting of their gift.
- Place all contents including the Donation Summary Report into the USPS Priority Mail Pac (Affix Supplied Postage). Make a copy of the Donation Summary Report for your records before mailing.
- Mail the USPS Priority Mail Pac of In-Pew envelopes with the corresponding In-Pew label by the **Wednesday mid-day** (after each In-Pew weekend) to the Appeal Post Office Box. **To ensure your donations arrive safely and securely to SunTrust, it is necessary for you to mail your packages through a live postal employee at the Post Office. They cannot be mailed through a blue outdoor drop-off mail box.**
- Subsequent Annual Diocesan Appeal donations and/or payments placed in the offertory basket should be sent directly to the Annual Appeal Post Office Box (listed on the Donation Summary Report) as soon as possible to avoid any incorrect application of donor payments.

## Donation Summary Report

*If you have any questions or problems, please call 804-622-5155.*

Please make a copy to keep for your records.

<b>Parish Name:</b>	<b>Parish ID#:</b>
<b>Address:</b>	
<b>Phone #:</b>	<b>Date:</b>
<b>Preparer's Name: (print)</b>	
<b>Preparer's Signature:</b>	
<b>1. Loose Change Check:</b>	
DO NOT send loose change/cash in the courier envelope.  (Deposit all loose change into your parish account and write a check for the amount payable to the Catholic Diocese of Richmond (ADA) and place in a parish envelope marked "Loose Change.")	\$
<b>2. Miscellaneous Checks (place in a separate parish envelope):</b>	
Total number of checks	
Total dollar amount	\$
<b>3. TOTAL NUMBER OF ENVELOPES ENCLOSED</b>	

Place all batches, the loose change check envelope, the miscellaneous checks envelope, and a copy of the Donation Summary Report in the USPS Priority Mail Pac to: Catholic Diocese of Richmond – Annual Diocesan Appeal, P.O. Box 79212, Baltimore, MD 21279-0212. **To ensure your donations arrive safely and securely to SunTrust, it is necessary for you to mail your packages through a live postal employee at the Post Office. They cannot be mailed through a blue outdoor drop-off mail box.**

## QUESTIONS, COMMENTS AND REQUESTS FOR ASSISTANCE

If you have questions, comments or need assistance with the implementation of the Annual Diocesan Appeal, please contact:

**Alex Previtara, CFRE**

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<http://richmondcatholicfoundation.org/giving/annual-appeal/>

**THANK YOU FOR YOUR SUPPORT OF  
THE  
2017 ANNUAL DIOCESAN APPEAL!**