

# PARISH MANUAL 2012



## BECAUSE I AM CATHOLIC

Office for Stewardship and Development  
ARCHDIOCESE OF PHILADELPHIA  
PHILADELPHIA, PENNSYLVANIA  
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**PRAYER FOR THE 2012 CATHOLIC CHARITIES APPEAL**  
***OPEN YOUR HEART. OPEN A DOOR.***

*LOVING AND GRACIOUS GOD,*  
*WE THANK YOU FOR ALL THE GIFTS AND BLESSINGS*  
*THAT YOU HAVE GIVEN US OUT OF YOUR LOVE.*  
*WE ASK YOU TO OPEN OUR HEARTS*  
*TO RETURN TO YOU A PORTION OF WHAT WE HAVE BEEN GIVEN,*  
*THAT THROUGH THE CATHOLIC CHARITIES APPEAL,*  
*WE MAY OPEN A DOOR TO THOSE MOST IN NEED.*  
*OUR CHARITY TOWARDS OUR BROTHERS AND SISTERS*  
*IS A TRUE SIGN OF OUR GRATITUDE AND LOVE FOR YOU.*  
*MAY THIS YEAR'S CATHOLIC CHARITIES APPEAL*  
*HELP US TO MEET THE NEEDS OF:*  
*-A HOT MEAL FOR THE HOMELESS*  
*-A BLIND CHILD WHO RECEIVES A CATHOLIC EDUCATION*  
*-A WOMAN FREED FROM ADDICTION*  
*-A STUDENT NO LONGER AFRAID TO WALK TO SCHOOL*  
*-A DELINQUENT TEENAGER WHO IS GIVEN A NEW START.*  
*THROUGH THE INTERCESSION OF THE BLESSED MOTHER,*  
*MAY THE "POOR HAVE THEIR FILL" OF YOUR BLESSINGS.*  
*WE ASK THIS THROUGH CHRIST OUR LORD.*  
*AMEN.*

***SAINT KATHARINE DREXEL, PRAY FOR US.***  
***SAINT JOHN NEUMANN, PRAY FOR US.***

# STEWARDSHIP AND DEVELOPMENT

## 2012 CATHOLIC CHARITIES APPEAL

### SUB-COMMITTEE

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#### Chair

Msgr. Gregory Parlante

Pastor, St. Cornelius, Chadds Ford

#### Members

Mr. James Amato

Deputy Secretary, Catholic Social Services

Rev. Paul Brandt

Pastor, Blessed Teresa of Calcutta, Limerick

Mrs. Gloria Coyne

Parishioner, St. Ignatius, Yardley

Msgr. Joseph Duncan

Pastor, St. Charles Borromeo, Bensalem

Rev. Michael Fitzpatrick

Pastor, St. Peter, West Brandywine

Msgr. Michael Picard

Pastor, St. Andrew, Newtown

Mr. Clair Raubenstine

Parishioner, Our Lady of Good Counsel, Southampton

Sr. Suzanne Thompson, RSM

Finance Office, Sisters of Mercy

Dr. Richard Vasallo

Parishioner, St. John the Evangelist, Morrisville

### CATHOLIC CHARITIES APPEAL BOARD OF DIRECTORS

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Director

Mrs. Jeanne Raubenstine

Director

Ms. Nina Tinari

Director

Mr. Edward Tomezsko

Director

# STEPS TO FOLLOW FOR A SUCCESSFUL APPEAL

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## 1) Show the video on Appeal Weekend February 11th & 12th

- Every family should be asked to participate in the Appeal.
- Don't worry about a perfect presentation of the video. It is more important to highlight the importance of the Appeal by pausing to reflect on it. Even if your worship space does not create the most optimal viewing or listening environment, the importance of the Appeal is not lost.
- Ask for an increase in participation to help reach our goal of \$10 million.

## 2) Personalize the message for the parishioner

- Reflect on the reasons why you, the pastor, support the Appeal, and publicly comment on making your own gift.
- Talk about why you are proud to be Catholic and how we all need to profess our Faith and maintain our heritage despite the challenges we face.
- Mention a few of the ministries that are supported by the Catholic Charities Appeal, focus on basic needs like food, clothing, and housing. Comment on how the Archdiocese helps to provide these basic resources to help so many people and that we need everyone to help **now more than ever** for the people touched by these ministries.
- Mention the help they can provide today for the blind, poor, those with special needs, retired and sick priests, and our young adults.

## 3) Thank past contributors

- This is a general appeal that should have broad support throughout the Archdiocese, invite *every* family to make a gift and thank them for their past support.
- Invite the parishioners to joyfully share in every ministry of the local Church by giving a gift to share in all we do.
- Stress the importance of giving a gift of substance and sacrifice according to your means.

## 4) Keep the Appeal in front of the parishioners

- Use the clip art, announcements, and Appeal in Action bulletin inserts.
- Post your Appeal progress toward your goal in your bulletin (bi-weekly for several months, starting in Mid-March.)
- Mention the parish's progress periodically during announcements throughout the year.

## 5) Never forget the prayerful aspects of the Appeal

- Incorporate the prayers of the faithful into the liturgy.
- Offer to keep the parishioners in your prayers as they consider making their gifts.
- Always ask the parishioners to reflect on the blessings they have been given and their call to stewardship in their consideration of their donation.
- Ask the parishioners to offer their prayers as a service for the success of the Appeal and for all those who minister through the Appeal.

# 2012 CATHOLIC CHARITIES APPEAL

## CASE STATEMENT OUTLINE

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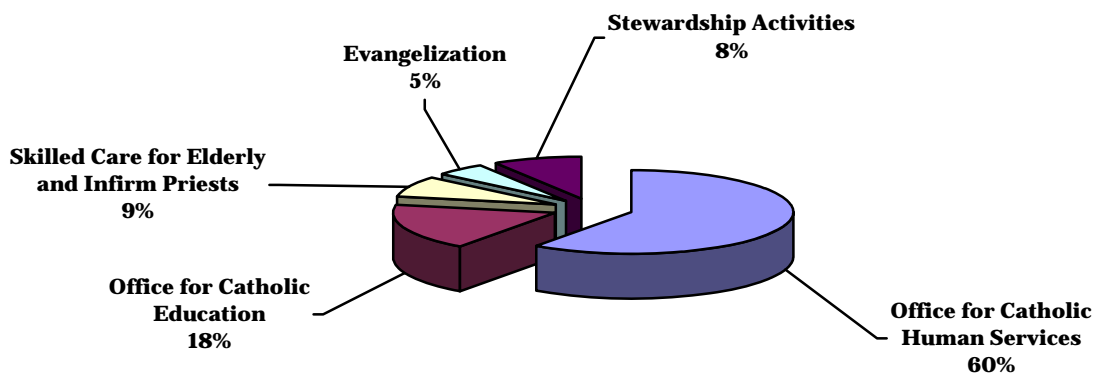
**Theme:** BECAUSE I AM CATHOLIC

**Appeal Objectives**

The Catholic Charities Appeal, the Archdiocese of Philadelphia’s single most important fundraising initiative, enhances the Archdiocese’s ability to serve the people of God throughout Greater Philadelphia. The 2012 Catholic Charities Appeal: BECAUSE I AM CATHOLIC, continues to build on the success of past years and reach out to the entire Catholic community of the Archdiocese of Philadelphia.

Archdiocesan programs supported by the 2012 Catholic Charities Appeal include:

- Catholic Human Services*.....60%  
Meeting the material needs of others, especially the poorest and most vulnerable among us
- Catholic Education*.....18%  
Maintaining the mission of Schools for Special Education and the Office for Youth and Young Adults
- Skilled Care for Elderly and Infirm Priests*.....9%  
Providing skilled care for those who have given their lives in service to the faithful of the Archdiocese of Philadelphia
- Evangelization*.....5%  
Support for the pastoral and sacramental guidance offered by the Family Life and Respect Life Offices as well as promoting the good works of the Church of Philadelphia through the \*Good News Marketing Campaign  
\*(Gifts to the Good News Marketing Campaign are restricted. These gifts would be in addition to the percentage listed above).
- Stewardship Activities*.....8%  
Stewardship is a way of life for a Christian disciple. These efforts help the Faithful grow in their love of the Lord, understand their gifts and talents, and encourages them to participate and give back to the Church



The funds provided to the 2012 Catholic Charities Appeal will remain separate and distinct from current Archdiocesan funds.

Catholic Charities Appeal funds will be deposited into the “CCA Fund” part of a *separate 501 (c) (3) charitable organization*. Funds given to the Catholic Charities Appeal will be used exclusively for the purposes outlined in the case for support.

# 2012 MAJOR APPEAL HIGHLIGHTS

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## PARTICIPATION AND FINANCIAL TARGET

The financial goal of the 2012 Catholic Charities Appeal is \$10,000,000.

## PARISH GOALS

This year Archbishop Chaput has recommended goals be calculated based on 6% of 2010 offertory. This formula provides for aggregate parish goals of approximately \$10 million. Careful consideration has been given to each parish when assigning goals, and as such, a goal appeal process is in place to ensure each parish has a maximum chance of success.

## PARISH LEADERSHIP

**PASTOR:** The Pastor provides leadership, expertise, direction, and oversight to the Appeal and is essential to the success of the Catholic Charities Appeal at the parish.

- He introduces and endorses the video message during Appeal Weekend and instructs other celebrants to do the same.
- He also instructs and assures that the methods to conduct the campaign are fully implemented.

**APPEAL CHAIRPERSON:** Each pastor should also appoint an Appeal Chairperson who can enthusiastically represent the pastor and the parish during the Catholic Charities Appeal and coordinate the activities of the Appeal.

- Places the In-Pew pledge cards in the pews before mass.
- Oversees audio-visual equipment.
- Works with parish staff for prayers of the faithful and for timely bulletin announcements showing parish appeal progress and inserting goal/clip art throughout the year.
- Helps with follow-up: letter writing, calling past and potential donors, getting updates on parish progress toward goal.

## MATERIALS

The Stewardship and Development Office will provide the following materials to you prior to Appeal Weekend:

- A) **In-Pew Pledge Cards**
- B) **Video** to be shown during Preparation Weekend
- C) **Posters** to be prominently displayed for parishioners to see
- D) **Brochures**
- E) **Pens/Pencils**

## CATHOLIC CHARITIES APPEAL LOCKBOX

**DO NOT SEND CASH TO THE LOCKBOX!** *If you receive a gift in cash please deposit the cash into your bank account and issue a parish check in that amount and send it to the lockbox.* Established during the 2011 Catholic Charities Appeal, the lockbox is designed to take the burden of processing Catholic Charities Appeal gifts off of the parishes. Every parishioner in the Archdiocese who receives a request in the mail, will also receive a return envelope, which will have the lockbox address printed on it. All gifts made will go directly to the lockbox.

If any parishioner returns their envelope or makes a Catholic Charities Appeal gift through the Sunday collection, please forward it directly to the lockbox.

The address for the lockbox is: **Archdiocese of Philadelphia**  
**CL # 4710**  
**PO Box 95000**  
**Philadelphia, PA 19195-4710**

# TIMELINE FOR PARISHES 2012

## PRE-APPEAL WEEKEND

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10 Regional Lay Workshops	December to January
Leadership Recognition Dinner	<i>Rescheduled for the Fall</i>
Material Pick Up/Delivery	At Workshops, or directly to the parish
Pastor's Kick-Off <i>Mass of Intercession for Catholic Charities with Archbishop Chaput</i> <b>February 16 at 12:30 p.m.</b>	<i>Canceled</i>
Parish Preparation Weekend <b>February 4 - 5</b>	Pulpit announcement Display posters throughout the parish Publish bulletin inserts: Appeal in Action/Clip Art Begin Prayers of the Faithful
Initial mailing to arrive at homes <b>Week of February 6</b>	Approximately 400,000 letters with brochures arrive at parishioners' homes

## APPEAL WEEKEND

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Catholic Charities Appeal Weekend <b>February 11 -12</b>	Celebrant introduces the video Celebrant reads script for Appeal weekend Plays video/Issues brief homily Place pledge cards, pencils in pews Celebrant highlights why he is proud to be Catholic Publish bulletin inserts for Case Components: Appeal in Action/Clip Art Use Prayers of the Faithful provided for the weekend
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## POST APPEAL WEEKEND

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Thank You Weekend <b>February 18 – 19</b>	Keep pledge cards and pencils in pews Make Pulpit announcement: Celebrant thanks the parishioners for their generosity and asks them to make a pledge if they have not already done so Publish Bulletin Inserts: Appeal in Action/Clip Art Use Prayers of the Faithful provided for this week Thank all donors at Masses
Follow-up Letter <b>Mid-March</b>	A letter thanking those who have made a gift and asking all those who have not made a gift to please consider doing so

# MAIL AND SOLICITATION SCHEDULE OFFICE FOR STEWARDSHIP AND DEVELOPMENT 2012

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<b>Early-February</b>	General Phase mailing to approximately 400,000 registered families
<b>Mid-March</b>	Second mailing to approximately 250,000 registered families (all who have not responded who have given a gift in the past, plus non givers)
<b>Mid-May</b>	Third mailing to approximately 150,000 registered families (all who have given in the past and not responded)
<b>Early September</b>	Fourth Mailing to 100,000 registered families (all who gave last year, and major gift donors from previous years who have not responded)

# SCRIPT FOR APPEAL WEEKEND

FEBRUARY 11TH & 12TH

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## **Guidelines and Celebrant's Script for "Appeal Weekend" following the video and before a brief homily**

**Celebrant:** Today is the day we launch the 2012 Catholic Charities Appeal; please direct your attention to the screen as Archbishop Chaput invites us to share in the work of Christ, here in the Archdiocese of Philadelphia.

### **PLAY THE VIDEO**

**Celebrant:** As you just heard, our overall goal for the 2012 Catholic Charities Appeal this year is \$10 million dollars. This is an increase from year's past, but we can no longer afford to hold off this increase. Quite simply our needs have grown and continue to grow beyond our current funding.

**Celebrant:** **(Distribute the pledge cards).** I ask you to take a moment, as we hand out our pledge cards, to prayerfully consider your contribution to help us reach our goal. For those of you who have given in the past, I sincerely thank you for your generosity and ask you to consider an increase in your gift to help all we do as Catholics.

For those of you who may have never contributed, I invite you to make the effort to do so this year. For us to reach our goal and impact the lives of so many in our area, we are going to need everyone to do their share. We need to have a heart like Jesus, who has preferential love for the poor and less fortunate.

We will wait a few moments to pray and fill in our information on the cards. (Pastor/Celebrant fills out his card at this time) Please place your cards in the basket during the offertory.

**Pause:** **(After the prayerful pause, the ushers will collect the pledge cards at the time of the offertory)**

**Celebrant:** On behalf of Archbishop I thank you for your donations and prayers. Your gift affirms all we do in Christ's name throughout the Archdiocese of Philadelphia. Thank you for teaching through your generosity.

God bless you and your families.

# SUGGESTED PRAYERS OF THE FAITHFUL

## \*USE PRE, DURING AND POST APPEAL WEEKEND

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### **February 4th and 5th - Preparation Weekend**

For the thousands of people needing assistance from the ministries supported by the Catholic Charities Appeal that their needs will be met. We pray to the Lord.

We pray that each of us will give generously to the Archbishop's request for our financial support of the Catholic Charities Appeal. We pray to the Lord.

That as we are called to support the ministries of our Church through the Catholic Charities Appeal, we resolve to practice our faith in this very meaningful and practical way. We pray to the Lord.

We pray for the success of the Catholic Charities Appeal so that we may continue to build on the wonderful heritage of the Catholic faith and prepare the way of the future. We pray to the Lord.

### **February 11th and 12th - Appeal Weekend**

That we may take time this week to reflect, pray, and decide how we will share out blessings with our Catholic family. We pray to the Lord.

That we as members of the Archdiocese of Philadelphia may unite in service to the Lord to support the education, spiritual, pastoral and charitable works of our diocese. We pray to the Lord.

For the success of the 2012 Catholic Charities Appeal and for the success of the many services and programs it makes possible. We pray to the Lord.

That as we are called to support the ministries of our Church through the Catholic Charities Appeal, we resolve to practice our faith in this very practical, meaningful way. We pray to the Lord.

We seek to gather the entire Catholic community as one through the Catholic Charities Appeal, recognizing God's blessings in our lives, offering out gifts as followers of Jesus, working together for the salvation of the world. Let us be united in prayer for those we serve, united in Christ through the Eucharist. We pray to the Lord.

### **February 18th and 19th- Post Appeal Weekend**

That we share the benefits of our blessings through the Catholic Charities Appeal, we may better know Jesus by following His example of sharing and caring. We pray to the Lord.

That we may see the work of the Catholic Charities Appeal as an opportunity to extend ourselves in love and service beyond the boundaries of our local parish. We pray to the Lord.

That God's blessings be upon all those in our parish family and in every parish throughout the diocese for their part in supporting the many ministries and services funded through the Catholic Charities Appeal. We pray to the Lord

Your participation in the Catholic Charities Appeal puts you in solidarity with those who suffer need of any kind...those to whom the Lord has promised comfort, mercy, gentleness, purity of heart, freedom from persecution and peace in the kingdom of heaven. We pray to the Lord.

# THE IMPORTANCE OF ASKING...

Cardinal Edmund Szoka

*Former resident of the Prefecture for the Economic Affairs of the Holy See  
Speaking to the National Catholic Stewardship Council*

Very few people are self-sufficient. Most need others to provide goods and services. The Church lives in this world, so it needs money to purchase goods and services for its ministries.

St. Paul was a fund-raiser for the Church in Jerusalem. Fund-raising is not bad, nor is it tainted — although some bishops and priests may think otherwise. Things are not good or bad; only human acts are. Thus, money is not bad, and asking for money is not bad when it is done in support of the mission of the Church. Inviting support for the Church is something virtuous, and the asking itself is virtuous. The Temple at Jerusalem had a collection box, and Jesus didn't condemn it.

Every bishop and priest must have a clear vision of his responsibility for acquiring the resources the Church needs to carry out its mission. It is essential to their mission. We must have personal conviction in order to convince others and touch their hearts. Fund-raising in this context is both good and holy.

If we are to be effective in fund-raising, we must present clearly the purposes and needs for the funds. People have the right to know, since they have the responsibility to support the Church.

Priests who “do not speak about money” are failing to teach their people how to give and how to fulfill their stewardship responsibilities. It's not about “asking for money”; it's about helping people use their treasure to fulfill their responsibilities to the Church and to other people.

Pastors may say, “I can't ask my people for money — the people are poor.” This is wrong. Asking people respects their right to decide. Not asking deprives them of that right. Even in the poorest countries of Africa, the bishops support the right to be asked and to decide. Catholics in America in general are not poor, so don't be afraid to ask.

We must teach our young people to be good stewards. A wealthy man once told me, “If I hadn't begun to share some of the first dollar I made, I never would have given from the first million.” *Pastors should never give people a reason not to give. Don't make excuses — people already have enough of those. Instead, state the importance of the cause and the reasons to give; then let people make up their own minds. You never insult anyone by asking for more than he/she appears able to afford. They are flattered and encouraged by such a request.*

# FOLLOW UP PROCEDURES

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The Office for Stewardship and Development will begin communicating parish donation results to the Pastors and Catholic Charities Appeal Chairpeople in March. At that point pledges made via the General Phase mailing will be recorded. We will begin contacting parishes, **particularly those that have not yet reached at least 70% of their Catholic Charities Appeal goal**, to review their results and consult with the pastor and chairperson to determine appropriate follow up strategies. Possible steps could include:

- A more targeted In-Pew weekend (for parishes with a significant transient or seasonal population)
- Pastor's letter to parishioners
- Bulletin inserts with pledge cards
- Pulpit announcements
- Personal follow up with past donors

The Office for Stewardship and Development staff is committed to providing any support necessary to assist each and every parish in reaching their goal.

# CATHOLIC CHARITIES APPEAL BEST PRACTICES

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The most important individual promoting the Catholic Charities Appeal is the Pastor. Parishioners look to their pastor for leadership and guidance. When the pastor is supportive, the Appeal is successful. Each parish would benefit from an enthusiastic and well organized parish Chairperson to assist the Pastor with logistics, follow up and administrative duties.

## **Office for Stewardship and Development**

- Mailings to parishioners in February, March, May and September
- Production and distribution of Bishop’s video, posters, brochures, pledge documents, bulletin announcements, Prayers of the Faithful and sample letters.
- Phone follow up campaign
- Provide ongoing reporting and support services to the parishes

## **Individual Parish Techniques That Work**

- Use Bulletin Announcements, Prayers of the Faithful, posters and pulpit announcements to inform parishioners of upcoming Appeal Weekend
- Making a personal presentation in conjunction with the Appeal video
- Show the Appeal video, use celebrant’s script to endorse appeal and encourage full participation, provide and collect pledge cards.
- Parishes with multiple worship sites have two In-Pew weekends
- Spanish parishes have surpassed their goal by asking each family for a specific gift amount and collecting it during Mass
- Thank parishioners profusely and often for their support, from the pulpit, in person, through written notes, etc.
- Continue to keep Appeal in front of parishioners through bulletin updates, etc.
- Based on results, consult with the Office for Stewardship and Development about appropriate follow up activities

**“Remember, you get what you ask for”**