

# Archdiocese of Louisville 2007 Catholic Services Appeal Parish Leadership Guide

## Table of Contents

Mission of the Archdiocese of Louisville.....	2
Section 1. The Catholic Services Appeal Overview.....	3
Section 2. 2007 Catholic Services Appeal Highlights.....	4
Section 3. Strategy for Success.....	5
Section 4. Appeal Timeline & Elements .....	6
Solicitation Efforts.....	7
Parish Team Training .....	7
Awareness Weekend.....	7
In-pew Weekend.....	8
Follow-up Weekend.....	8
Importance of Pledges .....	8
Section 5. The Parish Appeal Team .....	9
Section 6. The In-pew Process.....	12
1. What is the In-pew Effort and Why Is It Conducted? .....	12
2. Conducting the In-pew Effort at Mass.....	12
3. Processing In-pew Envelopes .....	15
Processing Gifts Received at Other Times .....	18
Section 7. Frequently Asked Questions.....	19
Section 8. Appendix Guide.....	20
Appendix A- Sample letters for the Pastor / Pastoral Administrator	
Letter to Prior Donors.....	21
Letter to Major Donors .....	22
Letter to Non-Donors.....	23
Pastor’s Follow-up Letter .....	24
Appendix B Appeal Prayer .....	25
Appendix C Lay Advocates Script.....	26-29
<i>For use on Awareness Weekends, Sept. 29<sup>th</sup>/30<sup>th</sup> and/or Oct 6<sup>th</sup>/7<sup>th</sup></i>	
Appendix D Additional Talking Points for Pastors & Lay Leaders.....	30
Appendix E Bulletin/Newsletter Announcements .....	31-32
Appendix F Prayers of the Faithful .....	33
Appendix G In-pew Leader’s Script .....	34-36
<i>For use on In-pew weekend, Oct. 13<sup>th</sup>/14<sup>th</sup></i>	
Appendix H In-pew Gift Transmittal Form .....	37
Appendix I In-pew Envelope Processing Flow Chart .....	38
Appendix J In-pew / Parish Gift Processing at a Glance .....	39

*Many of these resources will also be available online at [www.archlou.org](http://www.archlou.org)*

## Archdiocese of Louisville Our Mission

*We are the Catholic Church in Central Kentucky, a community of believers rich in our tradition and in our diversity striving for fullness of life in God. In communion with the Bishop of Rome, our mission is to proclaim the good news of Jesus Christ by:*

- ***Worshipping*** God in word and sacrament.
- ***Teaching*** and sharing the faith.
- ***Serving*** the human needs of society, especially the poor and oppressed.
- ***Promoting*** holiness of life through continuing conversion.
- ***Fostering*** reconciliation and harmony among all God's people.

In support of this mission, the Archdiocese provides hundreds of **ministries and services** to serve the spiritual, educational, and human needs of approximately **200,000 Catholics** living in **70,000 households** within the **24 counties** of central Kentucky. In addition, many archdiocesan agencies serve the needs of those in the community at large.

Archdiocesan ministries and services such as Catholic Charities, Vocations, Lay Ministry Development, and Lifelong Formation and Education reach beyond the scope and abilities of any single parish or school.

***For, the diocese is not merely an administrative structure but instead joins communities called parishes into a 'local church' and unites its people in faith, worship, and service.***

*U.S. Bishop's Pastoral Letter  
Stewardship – A Disciple's Response*

### **2007 Catholic Services Appeal Prayer**

God, our Father, You lovingly give to us all that we are and all that we have, the earth and its fullness. You ask that we share a just portion of these gifts in love and service with others. Please open the hearts of your people with the Spirit, so that all will answer the call to support the work of your Church in our Archdiocese with a gift to the Catholic Services Appeal. Help us to always remember that as we have received your gifts, we are called to use those gifts in service to one another. We humbly ask this through your Son, Jesus Christ, our Lord.

Amen.

## Section 1 - The Catholic Services Appeal Overview

The Catholic Services Appeal is one of three principal means of support for the ministries and services provided through the Archdiocese of Louisville. The other two areas of support are assessments and miscellaneous income from bequests, special donations, and investments.

**Today, gifts to the Catholic Services Appeal account for nearly 25% of the annual funding need for archdiocesan ministries and services.**

Since 1968, Catholics have donated more than **\$63 million dollars** to the Catholic Services Appeal. While the annual gift total continues to rise each year, so also does the funding need and the number of those served.

### **Last Year's Catholic Services Appeal Recap**

#### **2006 Campaign Results:**

- **Gifts and pledges - \$3,183,473**
- **Household participation - 20,230**
- **Average Household Gift - \$138**
- **Increase over previous year (2005 Appeal) - \$394,273**
- **Gifts and pledges received through the parish and in-pew - 3,200**

**Last year, 97 cents of every dollar received went to fund archdiocesan ministries and services. Only three cents (\$76,200) went to pay for appeal expenses such as printing and postage.**

Last year, parishes reported gifts and pledges from the In-pew process ranging in size from \$1 to \$2,000. One parish collected more than \$18,000 in gifts and pledges from 90 donors in one weekend. Another much smaller parish raised more than \$10,000 from 142 donors in the course of two weekends. In 2006, the In-pew method produced an overall result of more than \$325,000 in gifts and pledges to the Catholic Services Appeal.

It is certainly worth noting that last year's overall total exceeded the 2005 total by almost \$400,000. This clearly demonstrates the generosity of area Catholics.

## Section 2 - 2007 Catholic Services Appeal Highlights

### 2007 Goal: \$3,300,000

**Parish Target:** Parish targets (parish goal) for the 2007 Appeal are based on a 5 % stretch over the parish's 2006 Appeal target.

**Example:** If last year's parish target = \$30,000, then the 2007 Parish Target = \$31,500.

The Archdiocese believes that the 5 % increase can be obtained by encouraging current donors to consider increasing their annual gift level and engaging lapsed and non-donor households through the in-pew effort and other personal solicitation efforts.

**Theme:** *Answer the Call... Catch the Spirit*

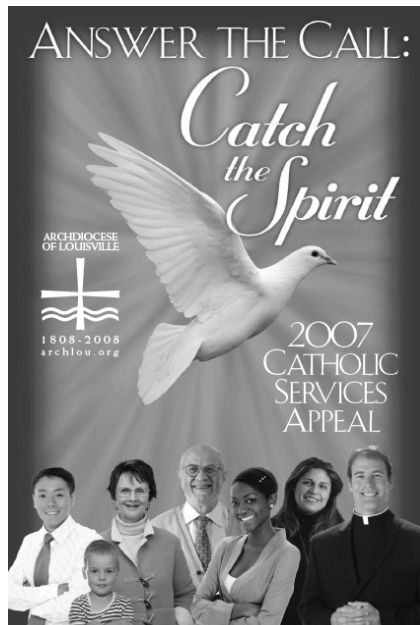
**Spiritual Quote:** "As each has received a gift, use it to serve one another." 1 Peter 4:10

### Theme and Design:

The theme, design, and supporting quotation remind us of *our baptismal call* to use the gifts that we have received to be active partners in Christ's work.

**We ask that when you are talking about the Appeal, always refer to it by its formal name – The Catholic Services Appeal. Simply using the initials "CSA" does not tell the potential donor what the appeal is, and the initials are often confused with other activities or organizations.**

This year's theme continues the awareness campaign that was introduced with the Vocation Office's *Every Day, Answering the Call* billboard campaign in 2006.



## Section 3 – Strategy for Success

The Strategy for Success is built upon a cooperative effort between parishes and archdiocesan staff.

The strategy relies on five principals:

- Utilization of Parish Appeal Teams
- Answering the question: “Who benefits?”
- Promoting the Appeal
- Promoting increased giving and pledging
- Providing multiple opportunities for donors to respond

### ***Utilization of Parish Appeal Teams***

- A) The Parish Appeal Team consists of the pastor along with key members of the parish community who will assist in conducting the Catholic Services Appeal (see detailed description on pages 9-10)
- B) The Office of Stewardship & Development will offer 6 training / information sessions beginning August 29<sup>th</sup> for parish teams.
- C) The Archdiocese will provide weekly Appeal updates via email to parishes and parish appeal chairs.

### ***Give people a reason to give – Tell stories about “who benefits”***

- A) Gather stories on ways your parish / parishioners benefit from archdiocesan services and assistance – e.g. financial aid, consultation and training, grants, personnel benefits such as life insurance, etc.
- B) Utilize the talking points provided by the Archdiocese.
- C) Promote visits to the archdiocesan web site at [www.archlou.org](http://www.archlou.org) .
- D) Encourage school students and religious education students to learn more about the work of the Archdiocese through class projects and the web site.

### ***Promoting the Appeal***

- A) A positive attitude goes a long way in dispelling donor reluctance.
- B) Utilize the promotion materials provided by the Archdiocese.
- C) Allow parishioners or a staff member the opportunity to speak at Masses on the Appeal Awareness Weekend (October 6 / 7). Let the presentation be a *focused effort* and more than just an announcement at the end of Mass.
- D) Take a few minutes at the beginning of every parish meeting or gathering during October to speak about the importance of supporting the Appeal.

### ***Promote increased gifts***

- A) The Archdiocese will encourage last year's donors to consider increasing their level of support.
- B) Parishes should encourage lapsed and non-donors to make a first-time gift in any amount.
- C) Promote pledging (multiple payments). This method allows donors to make a larger gift by spreading the payments out over a longer period of time. Pledges can be paid out between now and June 30, 2008.
- D) Inform donors about the various options available to make a gift.
  - ✓ *Cash or Check*
  - ✓ *Gifts of Stock*
  - ✓ *Credit Card – MasterCard, Visa or Discover Card*
  - ✓ *Electronic transfer from a checking or savings account*
  - ✓ *Online gifts via the web site at [www.archlou.org](http://www.archlou.org)*
  - ✓ *Employer Matching Gifts for qualifying company programs*

### ***Provide multiple opportunities for donors to respond***

- A) Provide multiple giving opportunities by conducting the parish In-pew process and follow-up
- B) Keep asking until you receive an answer. No response does not necessarily mean “no gift.”
- C) Don't be reluctant to ask donors who have said “no” in the past. They may be ready to give this year.
- D) Conduct the In-pew process as suggested herein – this format has demonstrated that it works in promoting new and increased giving (see pages 12-14).
- E) Remember – if you do not ask, then you won't receive!

## **Section 4 – Appeal Timeline and Elements**

### **Catholic Services Appeal Timeline**

- August 21<sup>st</sup> through 28<sup>th</sup> Pastors meetings with Archbishop**
- August 29<sup>th</sup>-September 10<sup>th</sup> Parish Team Training Sessions**
- September 20<sup>th</sup> Campaign Awareness phase begins in *The Record* and on the web site**
- September 21<sup>st</sup> - 25<sup>th</sup> Pastors' endorsement letters mailed**
- September 22<sup>nd</sup> Posters and banners displayed in all parishes**
- September 27<sup>th</sup> General solicitation mailed from Archdiocese**
- September 29<sup>th</sup>-30<sup>th</sup> Catholic Services Appeal Awareness Weekend**
- October 6<sup>th</sup>-7<sup>th</sup> Catholic Services Appeal Awareness Weekend**
- October 13<sup>th</sup>-14<sup>th</sup> Catholic Services Appeal In-Pew Weekend**
- October 20<sup>th</sup>-21<sup>st</sup> Catholic Services Appeal Follow-up Weekend**
- October 23<sup>rd</sup>-November 30<sup>th</sup> Parishes and Archdiocese conduct follow-up with non-donors**
- December 1<sup>st</sup> Archdiocese conducts final mail campaign**
- October-June Pledge fulfillment period**

## **Solicitation Efforts**

Archdiocesan households should receive three to five invitations to make a gift to the Catholic Services Appeal. These opportunities include:

1. Personal request from the pastor to be sent September 21<sup>st</sup> (see sample pastor's letters in appendix A).
2. The Archbishop's donor invitation to be mailed by September 27<sup>th</sup>.
3. The In-pew process – October 13<sup>th</sup> /14<sup>th</sup> (see pages 12-14).
4. Parish follow-up process – October 21<sup>st</sup> / 22<sup>nd</sup>.
5. Pastor's follow-up letter – November 12<sup>th</sup> (see sample pastor's letters in appendix A).
6. Archdiocesan follow-up mailing - December 3<sup>rd</sup>.

## **Parish Team Training**

The Archdiocese will offer the following training sessions to assist parish teams in planning and conducting the appeal at the parish level:

August 29 – St. Augustine, Lebanon at 7:00 p.m.  
August 30 – St. Margaret Mary, Louisville at 7:00 p.m.  
September 4 – Flaget Center, Louisville at 7:00 p.m.  
September 5 – Catholic Enrichment Center, Louisville at 7:00 p.m.  
September 6 – St. James, Elizabethtown at 7:00 p.m.  
September 10 – St. Rita, Louisville at 7:00 p.m.

## **Awareness Weekend – September 29<sup>th</sup> / 30<sup>th</sup> and October 6<sup>th</sup> and 7<sup>th</sup>**

The timeline of the Catholic Services Appeal and the timing of the Awareness Weekends are planned so that momentum around the appeal is generated and the success of parish Appeal activities is optimized.

The function of the Awareness Weekends is to generate enthusiasm and support for the Appeal. Parishioners will have recently received their pledge forms and letters from Archbishop Kurtz in the mail, and Awareness Weekend presents the opportunity to remind parishioners of their connectivity to the work of the larger Church (Archdiocese) and the need to support that work.

It also presents the opportunity to reinforce the message that the In-pew Weekend will occur on October 13<sup>th</sup> / 14<sup>th</sup> when all parishioners who have not yet responded with a gift will be asked to demonstrate their commitment to the work of the local Church by making a pledge or gift.

**Parishes are encouraged to include an announcement reminding parishioners of the Catholic Services Appeal on the weekend of September 29<sup>th</sup> / 30<sup>th</sup> and provide a lay witness presentation on October 6<sup>th</sup> / 7<sup>th</sup>. Parishes may also elect to have lay witness presentations on both weekends.**

## **In-pew Weekend – October 13<sup>th</sup> and 14<sup>th</sup>**

The In-pew Weekend is the most opportune time for pastors to comprehensively present the case for supporting the Catholic Services Appeal. When donors hear the pastor speak about the Appeal from the pulpit, they are *motivated to give*. After the homily concludes, the In-pew process allows donors to take immediate action. This weekend also reaches out to the unregistered churchgoer who did not receive the Archbishop's or pastor's letter.

The In-pew effort has proven to be an effective way to increase donor participation and gifts to the Catholic Services Appeal. More importantly, the In-pew process reengages former donors as well as those who have never made a gift to the appeal or who are not registered as a member of a parish.

Last year, parishes reported gifts and pledges from the In-pew process ranging in size from \$1 to \$2,000. One parish collected more than \$18,000 in gifts and pledges from 90 donors in one weekend. Another much smaller parish raised more than \$10,000 from 142 donors in the course of two weekends. In 2006, the In-pew method produced an overall result of more than \$325,000 in gifts and pledges to the Catholic Services Appeal.

**A complete guide to conducting and processing the In-pew process is included in on pages 12-18.**

## **Follow-up Weekend – October 20<sup>th</sup> and 21<sup>st</sup>**

Parishes are encouraged to use this weekend as a follow-up for the In-pew weekend. Many people do not attend Mass at their parish each weekend. The follow-up weekend offers parishes the opportunity to speak briefly about the Catholic Services Appeal and provide parishioners with an opportunity to respond if they have not yet made a gift.

## **The Importance of Pledges**

Parishes are asked to encourage pledges over one-time gifts. The rationale is simple. Pledges allow the donor to make a larger gift based on his/her ability to pay out the pledge over a period of up to 9 months (until June 2008).

**Example: A one-time gift is usually based on cash in hand, e.g. \$20.**

**However, a \$20 gift plus 8 additional monthly gifts of \$20 by June 2008 = \$180 gift.**

## Section 5 - The Parish Appeal Team

The Parish Appeal Team consists of the pastor along with key members of the parish community who will assist in conducting the Catholic Services Appeal. The active participation of parishioners in the Appeal process allows these individuals to serve as examples of stewardship and often results in greater success at the parish level. In the 2006 Catholic Services Appeal, **95% of the parishes that utilized a Parish Appeal Team reached or exceeded their previous year's gift amount.**

Many elements contribute to the success of the Catholic Services Appeal at the parish level. To effectively include all of these elements often requires the work of several individuals. The Parish Appeal Team may consist of the following:

- Pastor/Pastoral Administrator
- Parish Appeal Chair(s)
- In-pew Process Coordinator
- Parish Appeal Secretary
- Lay Witnesses
- Additional Parish Appeal Volunteers
- Parish Staff

### **Typical Parish Appeal Team Job Responsibilities**

#### ***Pastor/Pastoral Administrator***

- Prays for guidance
- Makes a personal gift to the Catholic Services Appeal
- Guides the parish's Catholic Services Appeal effort
- Attends one of the pastor's meetings held by the Archdiocese
- Selects the Appeal chairperson(s)
- Speaks supportively of the Appeal from the pulpit. ***The pastor's personal endorsement is the single most important part of a successful parish campaign.***
- Utilizes prepared campaign materials – Prayers of the Faithful, bulletin announcements, posters, brochures
- Works with parish staff to send letters of support to parishioners in advance of Archbishop Kurtz's invitation to participate in the appeal and follow-up letters to those who haven't made a gift
- Provides multiple giving opportunities for parishioners and encourages the utilization of pledges as a means to increase one's gift
- Recognizes all donors and Appeal volunteers
- Celebrates the Appeal's success

#### ***Parish Appeal Chair(s)***

- Prays for guidance
- Makes a personal gift to the Catholic Services Appeal
- Becomes familiar with all Appeal materials
- Motivates and guides Parish Team Members in considering their own financial commitments to the annual Appeal

- Fosters communication among the Parish Appeal Team and supervises each phase of the Appeal within the parish under the guidance of the pastor
- Attends one of six Parish Team Training sessions offered by the Office of Stewardship & Development
- Enlists as many volunteers as necessary to effectively carry out the parish Appeal and follow-up efforts
- Recruits lay witnesses to speak at Masses and to various parish groups
- Recognizes all donors and Appeal volunteers
- Celebrates the Appeal's success

### ***In-pew Process Coordinator***

- Prays for guidance
- Makes a personal gift to the Catholic Services Appeal
- Attends one of six Parish Team Training sessions offered by the Office of Stewardship & Development
- Becomes familiar with all Appeal printed materials
- Oversees the In-pew gift process on the designated weekend and follow-up weekends
  - Ensures that supplies for the In-pew process are prepared and available in the church before each Mass
  - Meets with ushers/hospitality ministers before Masses to provide instruction
  - May lead parishioners during Mass in the In-pew process instructions
  - Ensures that remaining envelopes and pencils are removed from pews after each Mass
  - Supervises the collection of envelopes and ensures that they are secure after each Mass
- Celebrates the Appeal's success

### ***Parish Appeal Secretary***

- Prays for guidance
- Makes a personal gift to the Catholic Services Appeal
- Attends one of six Parish Team Training sessions offered by the Office of Stewardship & Development
- Becomes familiar with all Appeal printed materials
- Assists the pastor and chairperson(s) with preparations for the appeal
- Assists with preparation of bulletin announcements, pulpit announcements, and bulletin inserts and facilitates all other material needs
- Ensures that Appeal posters and progress "thermometer" posters are displayed and updated regularly
- Becomes familiar with the process in the Parish Leadership Guide that describes how to process and transmit information and gifts to the Archdiocese
- Assists parish staff and volunteers in processing all returned pledge envelopes/gifts and transmittal forms to be submitted to the Archdiocese
- Celebrates the Appeal's success

### ***Lay Witnesses***

- Prays for guidance
- Makes a personal gift to the Catholic Services Appeal
- Reviews the materials provided Parish Leadership Guide for Lay Witness presentations

- Offers enthusiastic witness presentations at Mass(es) on designated weekends and at parish meetings/functions on the importance of the Appeal why they have made/will make a gift, and encourages participation of other parishioners
- May include Appeal Team members, long-time parishioners, parish council members, Diaconate candidates, parish/school staff members, or those who serve on archdiocesan boards and advisory teams

### ***Other Parish Appeal Volunteers***

Additional Parish Appeal Team members may be needed to serve in general volunteer capacities such as:

- Aiding in the In-pew effort during Masses
- Assisting in processing and counting of In-pew envelopes, gifts
- Supporting parish staff with Appeal-related mailings
- Or other duties as necessary to suit your parish's needs

### ***Parish Staff***

Parish staff also play a key role in the success of the Appeal. Staff duties may include:

- Assist in preparing and mailing:
  - Pastor's appeal endorsement correspondence
  - Pastor's thank you letters
  - Follow-up solicitation letters
- Processing gifts received through the parish

## Section 6 – The In-Pew Process

### **1. What is the In-pew effort and why is it conducted??**

The In-pew effort is a component of the Catholic Services Appeal that allows for parish participation in a communal way. During the 2007 Appeal, parishes are asked to conduct the In-pew effort at Masses on the weekend of **October 13<sup>th</sup> and 14<sup>th</sup>**.

**Supplies:** Each parish is supplied with pre-printed In-pew gift envelopes and pencils based on average reported attendance. The process for conducting the effort is outlined in Section 2.

The process for conducting the In-pew effort is based on successful models in use around the country by several dioceses. The process has been designed to place a minimal burden on the parish staff and appeal team while maximizing the opportunity to generate gifts and new donors.

*The Office of Stewardship and Development is available to assist parishes with any questions or concerns on processing In-pew gifts.*

#### **Why conduct the In-pew effort?**

The In-pew effort has proven to be an effective way to increase donor participation and gifts to the Catholic Services Appeal. More importantly, the In-pew process reengages former donors as well as those who have never made a gift to the appeal or who are not registered as a member of a parish.

Last year, parishes reported gifts and pledges from the In-pew process ranging in size from \$1 to \$2,000. One parish collected more than \$18,000 in gifts and pledges from 90 donors in one weekend. Another much smaller parish raised more than \$10,000 from 142 donors in the course of two weekends.

In 2006, the In-pew method produced an overall result of more than \$325,000 in gifts and pledges to the Catholic Services Appeal.

### **2. Conducting the In-pew Effort at Mass**

The following steps will guide you through conducting the In-pew process in your parish. While each parish is free to determine how to conduct its own In-pew procedure, the following steps will help ensure a smooth process.

#### **Before the In-pew effort weekend:**

Before the In-pew weekend arrives, the pastor or Catholic Services Appeal parish chairperson should familiarize themselves with the entire process. They should also ensure that:

- The Appeal team member who will lead parishioners through the process is familiar with the process and script
- Ushers are aware of what special items will need to be distributed and collected during Mass
- Parish office staff and volunteers are prepared to process the gifts after they are collected
- Music ministers are consulted and made aware that appropriate music may be needed during the In-pew process

### **During In-Pew Weekend, October 13/14:**

**Before Mass:** Before the Mass begins, the pastor, Appeal chairperson, or designated Appeal team member should consult with ushers to ensure that the needed supplies are prepared and available.

#### **During Mass:**

**Step 1- Appeal from homilist** – The homilist is asked to include a personal appeal for support of the Catholic Services Appeal in their homilies on October 13<sup>th</sup> / 14<sup>th</sup>.

**Step 2- Instructions from Appeal Team Member** – At the conclusion of the homily, the homilist indicates that those who have not yet responded with a gift to this year's appeal will now have the opportunity to do so. A designated member of the parish appeal team should be invited to come forward to explain how to complete the In-pew envelope. (Please see In-pew Leader's Script in Appendix G.)

Note: By conducting the effort immediately after the homily, appeal gifts can be included in the community's offertory to God.

**Step 3-** The speaker invites the ushers/hospitality ministers to come forward and distribute the In-pew envelopes and pencils. During the envelope distribution, the speaker should instruct parishioners to refrain from completing the envelope until all of the envelopes have been distributed. He/she can use this time to discuss the option of making a pledge over a period of time or explain the various giving options.

Note: It is recommended that envelopes and pencils not be placed in the pews prior to this time in the Mass. Children will have a tendency to mark up or play with the pledge envelopes.

**Step 4-** Once the envelopes have been distributed, the speaker will invite one member of each household to open the envelope flap and follow along as the speaker reviews the information and instructions for completing the form. Ask parishioners to refrain from filling out the envelope until instructed to do so.

**Step 5-** The speaker should explain each section beginning with name, address, and parish information on the bottom half of the inside panel.

*Note: While we would prefer that each household indicate their name and current address, donors wishing to remain anonymous may leave their envelope blank or simply write "anonymous."*

**Step 6-** The speaker should point out the box below the personal information section that can be checked if the household has already mailed a gift or pledge to the appeal. If that box is checked, the household does not need to complete any other part of the In-pew envelope.

**Step 7-** After explaining the gift giving options and referring to the sample pledge chart, the speaker should invite the parishioners to take a few minutes to prayerfully reflect and complete the form. Remind the parishioners that every gift makes a difference.

*Note: The choir musicians should play appropriate offertory music while parishioners are completing the pledge portion of the envelope.*

**Step 8-** Once a sufficient amount of time has passed, the speaker should thank the people for their generosity and time and instruct them to place their gifts in the collection basket at the Offertory. Remind donors to place their Appeal gifts in the designated In-pew envelopes to distinguish these gifts from the regular parish offertory.

*Note: Parish may wish take a separate collection for the In-pew effort; this is left entirely to the discretion of the parish.*

**After Mass:** Once the Mass has ended, the pastor, appeal chairperson, or designated appeal team member should ensure that envelopes are delivered to the location where they will be processed and secured. Ushers/hospitality ministers should remove any remaining envelopes and pencils from the pews and ensure that supplies are sufficient for any remaining Masses.

### **In-pew Follow-up Weekend, October 20/21**

The weekend of October 20 and 21 has been designated as In-pew follow-up weekend. Parishes are asked to either conduct the In-pew process again or to conduct a shortened version of the process. This provides an additional giving opportunity for any parishioners who may have been absent on In-pew weekend.

***Parishes are free to modify the process as they see best; however, we ask that all parishes conduct the In-pew effort on the weekend of October 13<sup>th</sup> and 14<sup>th</sup>.***

Please see the proposed In-pew Leader's Script in Appendix G.

### 3. Processing In-pew Envelopes

#### **Getting Started:**

- It is suggested that In-pew gifts be processed at the same time as the regular weekend collection. You may wish to utilize members of your parish Catholic Services Appeal team to supplement your regular collection counting team.
- Some donors may return their original pledge forms from the Archdiocese through the parish on the In-pew Weekend. These gifts can be processed and included in the same groups as the In-pew envelopes.
- Please be sure the collection counting team and parish staff understand the sorting and handling procedure below. Please do not hesitate to call the Office of Stewardship and Development at (502) 585-3291 with any questions or concerns.
- Parishes may wish to have a parish listing available to check off the names of those who respond to Catholic Services Appeal with an In-pew gift. This can help with follow-up efforts by avoiding contacting individuals who have already responded.

#### Sorting and Grouping In-pew Envelopes/Pledge Forms

**Step 1-** Separate Catholic Services Appeal In-pew gifts from the regular parish offertory.

**Step 2-** Open sealed In-pew envelopes by slitting the envelope **along the top fold**. Since gift information may be contained on the fold-over flap, be sure it remains attached to the In-pew envelope via the envelope's adhesive strip, or use tape if necessary. Leave the contents inside the envelopes at this time.

**Note:** An envelope opener is included in your parish kit.

**Step 3-** Sort the In-pew envelopes into the following groups:

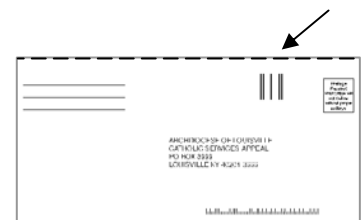
**Group A – Envelopes containing Cash** (*actual money*)

**Group B – Envelopes containing a Check**

**Group C – Other Types of Gifts** (*credit card, automatic bank transfer, stock gifts or pledges where no cash or check was enclosed.*)

**Group D – Already responded with a gift or will not be making a gift to the Appeal.**

**Step 4-** Verify that personal (name and address) and parish information is completed on the lower inside panel of the envelope. Some cash gifts may be anonymous; however, be sure the parish name is written inside the envelope.



**Step 5-** Processing each gift group:

**Group A. In-pew Envelopes Containing Cash**

- Any loose cash received is to be treated as a Group A gift.
- Before removing cash from envelope for deposit, be sure to verify that the cash amount is correctly listed on the “**Amount Enclosed**” line. Some gifts may be cash and pledges, so the donor may have a remaining balance. Be sure to include these envelopes in Group A.
- Once all Cash Gift envelopes have been verified, please have one person count the actual cash on hand while a second person runs a calculator tape on the “**Amount Enclosed**” line on the envelopes. The total cash on hand **must match** the “Amount Enclosed” total from the calculator tape. Mark the calculator tape “Group A.”
- List **Total Cash on Hand** and the **number of envelopes** on the **In-pew Parish Gift Transmittal Form** for Group A (Cash Gifts). Attach the calculator tape to the transmittal form.
- Rubber band Group A, (cash gift) In-pew envelopes (and pledge forms, if any) together and set aside for the parish office to send in with a parish check.
- **Cash is to be deposited into the parish bank account. The parish office is to mail a parish check for the total amount of the cash deposited along with the “Group A” envelopes and the transmittal form to the Archdiocese no later than Friday, October 19<sup>th</sup>.** (Please see mailing instructions in step 6.)



**Group B. In-pew Envelopes Containing Checks**

**Please do not remove checks from in-pew envelopes unless it is necessary to verify the signature and check amount. Checks must be left in their individual In-pew envelopes for final processing.**

- Verify that the enclosed check is signed and that the check amount matches the amount listed in the “**Amount Enclosed**” line.



*If a check is unsigned, parishes are asked to contact the donor and arrange for a signature. Set the check and In-pew envelope aside and notify the parish office. Please do not process or forward the gift to the Archdiocese until the check has been signed.*

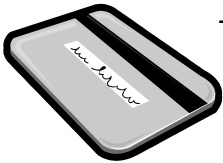
- After verifying that checks are signed and check amounts match the amount listed in the “**Amount Enclosed**” line, run a calculator tape on the “**Amount Enclosed**” line on all Group B In-pew envelopes (and any pledge forms, if any). Mark the tape as “Group B.”

- List the number of Group B envelopes on the Transmittal Form and indicate the total amount from the calculator tape in the “Total Amount of Checks Enclosed” line on the Transmittal Form. Attach the calculator tape to the transmittal form.
- Rubber band together all “Group B” In-pew envelopes leaving checks (and pledge forms, if any) inside the In-pew envelopes. These “Group B” envelopes are to be placed in one of the large, white mailing envelopes provided in your parish kit. Each white envelope should hold up to 500 In-pew envelopes. (Please see mailing instructions in step 6.) Use additional large envelopes if necessary, but **please complete a separate transmittal form for each large envelope.**

**Group C. Other Types of Gifts (envelopes that do not contain cash or checks)**

These will include In-pew envelopes indicating credit card, automatic bank transfer, stock gifts or pledges for future payments.

- Leave any voided checks or notes from donors inside envelopes.
- Run a calculator tape on the amount listed in the “**Total Gift**” box on the In-pew envelope (and pledge forms, if any). Mark the tape as “Group C” and attach the tape to the Transmittal Form for Group C gifts.
- List the number of Group C envelopes on the Transmittal Form and indicate the total amount from the calculator tape on the “Total Amount” line on the Transmittal Form.
- Rubber band together all Group C gifts and, space permitting, place in the same large white envelope as Group B gifts. (Please see mailing instructions in step 6.)



**Group D. Already responded with a gift/no gift to the Appeal**

These will include In-pew envelopes where the donor has either checked the box indicating that they have already responded with a gift to the appeal or that they will not be making a gift this year.

- Verify that the parish name is included on the lower inside of the In-pew envelope.
- List the number of envelopes in Group D on the Transmittal Form.
- Rubber band together all Group D envelopes and, space permitting, place in the same large, white envelope as the Group B and C envelopes. (Please see mailing instructions in step 6.)

**Step 6-** Mailing In-pew envelopes and Transmittal Forms to the Archdiocese

Your parish kit contains a number of large, white mailing envelopes for use in mailing the In-pew envelopes and Transmittal Forms to the Archdiocese.

- Mail Group A (cash gift) In-pew envelopes along with a completed Transmittal Form and **parish check** for the total amount of cash received to the Archdiocese no later than Friday, October 19<sup>th</sup>. Be sure to retain a *copy* of the Transmittal Form for parish records.
- Mail Groups B, C, and D In-pew envelopes along with a completed Transmittal Form to the Archdiocese no later than Tuesday, October 16<sup>th</sup>. These 3 groups may be mailed in the same white mailing envelope. **If more than one mailing envelope is needed, be sure to enclose a Transmittal Form with information for only those In-pew envelopes contained in that particular mailing envelope.** Be sure to retain a *copy* of the Transmittal Form for parish records.
- Due to the important nature of this mailing, parishes should use a postal service that has tracking capability.
- Please be sure to use mailing labels (see mailing address below) on the outside of the mailing envelope since ink or markers tend to smear when hand-written on the mailing envelope. Be sure that a parish return-address label is also affixed to the mailing envelope.
- All envelopes should be mailed to:

**Archdiocese of Louisville  
Catholic Services Appeal  
P.O. Box 3999  
Louisville, KY 40201-3999**



Note: Envelopes may be hand-delivered by the parish to the Chancery. Please be sure that envelopes are received by a member of the Finance Office.

### **Processing Appeal Gifts Received at Other Times**

Appeal gifts may be received by the parish at other times throughout the months of October, November, and December. These gifts should be processed and forwarded to the Archdiocese in the same fashion as outlined above for the In-pew weekend. These gifts should be forwarded to the Archdiocese on a weekly basis with a new Transmittal Form.

Reminder: Cash gifts should be processed in the same manner as on the In-pew weekend, i.e. the cash is deposited into the parish bank account, and a parish check is sent to the Archdiocese.

## Section 7 – Frequently-Asked Questions

❖ **Who benefits from the Catholic Services Appeal?**

*The appeal benefits thousands of families and individuals in need of spiritual or temporal help as well as every parish and school. For more information, please see Appendix 2.*

❖ **How does my parish benefit from the Appeal?**

*Every parish and school in the Archdiocese benefits from specialized archdiocesan services, such as training and workshops; clergy, lay, and diaconate formation; personnel and strategic planning assistance; and funding for a portion of parish and school employee benefits.*

❖ **What options are available for making a gift to the Appeal?**

*Gifts can be made using the following options:*

- ✓ *Cash or Check*
- ✓ *Gifts of Stock\**
- ✓ *Credit Card – Mastercard, Visa or Discover Card*
- ✓ *Electronic transfer from a checking or savings account*
- ✓ *Online gifts via the web site at [www.archlou.org](http://www.archlou.org)*
- ✓ *Employer Matching Gifts for qualifying company programs\**

*\*For more information please call the Office of Stewardship & Development at (502) 585-3291*

❖ **Why are parishes asked to solicit donors “face-to-face”?**

*Experience has shown that personal solicitation from the Pastor or a leader in the parish is the most effective way to secure gifts at a higher level.*

❖ **How much should one give?**

*Your gift should be:*

- *In proportion to the blessings that you have received from God*
- *Determined after prayer for God’s guidance*
- *One that expresses your desire to answer your baptismal call to serve others*

## Section 8 – Appendix Guide

Appendix A	Sample letters for the Pastor / Pastoral Administrator Letter to Prior Donors .....21 Letter to Major Donors .....22 Letter to Non-Donors .....23 Pastor’s Follow-up Letter .....24
Appendix B	Appeal Prayer.....25
Appendix C	Lay Advocates Script.....26-29 <i>For use on Awareness Weekends, Sept. 29<sup>th</sup>/30<sup>th</sup> and/or Oct 6<sup>th</sup>/7<sup>th</sup></i>
Appendix D	Additional Talking Points for Pastors and Lay Leaders .....30
Appendix E	Bulletin/Newsletter Announcements .....31-32
Appendix F	Prayers of the Faithful.....33
Appendix G	In-pew Leader’s Script.....34-36 <i>For use on In-pew weekend, Oct. 13<sup>th</sup>/14<sup>th</sup></i>
Appendix H	In-pew Gift Transmittal Form.....37
Appendix I	In-pew Envelope Processing Flow Chart.....38
Appendix J	In-pew / Parish Gift Processing at a Glance .....39

*Many of these resources will also be available online at [www.archlou.org](http://www.archlou.org)*

## Appendix A – Sample Pastor’s Letters

### Sample Pastor’s Letter to Prior Donors

September \_\_, 2007

<< Formal Salutation>>

<< Address>>

<< Address>>

Dear <<Personalized Salutation>>,

We often think of the Archdiocese as an administrative structure, and yet archdiocesan ministries and services serve tens of thousands of individuals and families each year. In fact, there is probably no other private organization in our state that offers the scope of spiritual and human services provided through our archdiocesan agencies and organizations. I would like to share with you just one example of how we at <<insert parish name>> benefit from these archdiocesan services.

<<insert a brief personalized parish story>>

Whether responding to requests for basic human needs, promoting religious vocations, providing lay ministry formation, teaching and evangelizing, or assisting parishes, archdiocesan ministries and services reach beyond the ability of our parish or any other parish. It is the work that Christ has entrusted to his Church. It is work that we are called to support through our baptism.

The annual Catholic Services Appeal is one way that we can *answer that call*. The goal for the Archdiocese’s 2007 Catholic Services Appeal is \$3,300,000. **Our parish share of the goal is \$<<insert target>>**.

In a few days, you will receive an invitation from Archbishop Kurtz to support this year’s Catholic Services Appeal. I will be making a personal gift, and I hope you will join me with your own gift. Perhaps you will be able to increase your level of support this year. Gifts can be made in periodic installments by check, credit card, or automatic bank withdrawal between now and June, 2008. Gifts can also be made online through the archdiocesan web site at [www.archlou.org](http://www.archlou.org).

I hope you will *Catch the Spirit* and support this year’s Catholic Services Appeal with a generous gift or pledge. Your continued support will mean so much to the people, parishes (including our own), and schools who rely on the ministries and services of the Archdiocese.

In gratitude for all you do for << insert parish name>>,

Sincerely yours in Christ,

<<Pastor’s Name>>

<<Title>>

## Sample Pastor's Letter to Major Donors

September \_\_\_\_, 2007

<< Formal Salutation>>

<< Address>>

<< Address>>

Dear <<Personalized Salutation>>:

As pastor, I am keenly aware of the work that is being accomplished by the ministries and services provided through our Archdiocese. Although we often think of the Archdiocese as an administrative structure, archdiocesan ministries and services serve tens of thousands of individuals as well as parishes and schools. In fact, I would like to share with you just one example of how we at <<**insert parish name**>> benefit from archdiocesan services.

<<*insert a brief personalized parish story*>>

Whether assisting parishes and schools, responding to requests for human needs, promoting vocations, teaching or evangelizing, archdiocesan services reach beyond the ability of our parish or any other parish. It is work that Christ has entrusted to his Church. It is work that we are called to support through our baptism.

The Catholic Services Appeal is one way that we can *answer that call*. The goal for the Archdiocese's 2007 Catholic Services Appeal is \$3,300,000. **Our parish share of the goal is <<insert \$ target>>**.

Soon you will receive an invitation from Archbishop Kurtz to support this year's Catholic Services Appeal. I hope that you will join me in supporting this endeavor. If it has been a while since you last increased your gift amount, then perhaps you might consider doing so this year.

Last year, 97 cents of every dollar raised went to fund archdiocesan ministries and services. The remaining 3 cents was used to fund Appeal expenses such as printing and mailing costs. This allows your gift to have a much greater impact.

I hope that you will *Catch the Spirit* and support this year's Appeal with a generous gift or pledge. Your gift will mean so much to the people, parishes (including our own), and schools who are served by our Archdiocese.

In gratitude for all you do for << **insert parish name**>>,

Sincerely yours in Christ,

<<Pastor's Name>>

<<Title>>

## Sample Pastor's Letter to Non-Donors

September \_\_\_, 2007

<< Formal Salutation>>

<< Address>>

<< Address>>

Dear <<Personalized Salutation>>:

As pastor of << **insert parish name**>>, I see the work that is being accomplished by our parish family. I am also keenly aware of the ministries and services that are provided by our Archdiocese. Many of these ministries and services support the work of our parishes. I would like to share with you just one example of how we at <<**insert parish name**>> benefit from the services of the Archdiocese.

<<*insert personalized parish story*>>

Whether responding to requests for basic human needs, promoting religious vocations, providing lay ministry formation, teaching, evangelizing, or offering assistance to parishes and schools, the Archdiocese's work reaches beyond the scope and ability of our parish or any single parish. To help support the more than 100 archdiocesan ministries and services, the Archdiocese conducts the annual Catholic Services Appeal. The goal for the 2007 Catholic Services Appeal is \$3,300,000.

**Our parish share of the goal is <<\$ insert parish target>>.**

I believe that we can meet and exceed our goal if we all pitch in with a gift. In a few days, you will be receiving an invitation from Archbishop Kurtz to support this year's Catholic Services Appeal. I will be making a personal gift, and I hope that you will join me with a gift of your own. A gift of \$25, \$50, \$75, or more will mean so much to the thousands of people who depend on the ministries and services provided through our Archdiocese.

Gifts to the appeal can be made by check, credit card, or automatic bank withdrawal. Gifts can be made in periodic payments between now and June, 2008. If you prefer, you can also make your gift online through the archdiocesan web site at [www.archlou.org](http://www.archlou.org).

The Catholic Services Appeal is one way that we can answer our baptismal call to serve others. Please *Catch the Spirit* and make this year's Appeal a huge success.

In gratitude for all you do for <<**insert parish name**>>,

Sincerely yours in Christ,

<<Pastor's Name>>

<<Title>>

## Sample Pastor's Follow-up Letter

November \_\_, 2007

<< Formal Salutation >>

<<address 1 >>

<<address 2 >>

Dear <<Personalized Salutation >>

With the Thanksgiving holiday fast approaching, it is appropriate that we take time to reflect on the many blessings we have received throughout this year. As part of our reflection, we can also think about the ways in which we have shared our blessings with others. On October 1<sup>st</sup> the Archdiocese of Louisville began the 2007 Catholic Services Appeal. The Appeal is the annual invitation to all Catholic households to support the ministries and services provided through our Archdiocese.

The goal for this year's Catholic Services Appeal is \$3,300,000. Our parish share of this goal is <<\$ insert parish target >>. To date, we have received gifts and pledges totaling <<insert current \$ total >>. I am confident that we can reach and exceed our share of the goal.

If you have not yet made a gift to the appeal, then I urge you to *answer the call* today. Your gift can be made as a one-time cash or credit card gift, a gift of stock, or a pledge that can be fulfilled in monthly installments between now and June, 2008. For your convenience, you can also make a gift or pledge through the Archdiocese's web site at [www.archlou.org](http://www.archlou.org).

If you have already made a gift to the Appeal, then please accept my sincere thanks for your support. Your gift will certainly make a difference in the lives of many.

Prayerfully wishing God's continued blessing on you and your loved ones,

Sincerely yours in Christ,

Pastor's Name

Parish Name

Appendix B - Appeal Prayer
----------------------------

**Catholic Services Appeal Prayer**

(for use at parish meetings/gatherings during October and November)

**God, our Father, You lovingly give to us all that we are and all that we have, the earth and its fullness. You ask that we share a just portion of these gifts in love and service with others. Please open the hearts of your people with the Spirit, so that all will answer the call to support the work of your Church in our Archdiocese with a gift to the Catholic Services Appeal. Help us to always remember that as we have received your gifts, we are called to use those gifts in service to one another. We humbly ask this through your Son, Jesus Christ, our Lord.**

**Amen.**

## Appendix C – Lay Advocates Script

(To be Used October 6<sup>th</sup> / 7<sup>th</sup> and/or October 13<sup>th</sup> / 14<sup>th</sup> and at parish meetings)  
*Please feel free to edit, amend, or modify*

Good (Morning/Afternoon/Evening). My name is \_\_\_\_\_. I have been a member of \_\_\_\_\_ parish name \_\_\_\_\_ for \_\_\_\_\_ years. Father \_\_\_\_\_ has invited me to speak to you today on behalf of the Archdiocese of Louisville's 2007 Catholic Services Appeal.

Over the next few minutes, I would like to share with you my thoughts on 3 areas:

1. Why the Archdiocese of Louisville conducts the annual Catholic Services Appeal
2. Why I am making (*have made*) a gift to the Catholic Services Appeal
3. Why I would encourage you to participate in this year's Catholic Services Appeal with a gift of your own

### **FIRST - WHY DOES THE ARCHDIOCESE CONDUCT THE ANNUAL CATHOLIC SERVICES APPEAL?**

Let me begin by telling you a little about our Archdiocese. The Archdiocese of Louisville consists of 24 counties of central Kentucky from the Ohio River to the Kentucky/Tennessee border on the south. We serve almost 70,000 Catholic households as well as many others throughout our area.

The work of the Archdiocese is carried out by archdiocesan offices whose ministries and services promote the Catholic faith, serve the poor and those in need, and provide essential support services for our parishes and schools. These offices provide ministries and services on a scale that is beyond the scope and ability of any single parish.

Here is just a sample of the work carried out by these agencies over the past year:

- Welcomed six new seminarians, bringing the total number to 9.
- Continued diaconate formation programs with 14 to be ordained in 2008 and 15 in 2010.
- Welcomed 560 new members to the Catholic Church at the Rite of Election.
- Hosted a multicultural young adult leadership development program that included members of the African American, Vietnamese, Hispanic, Haitian, and African communities.

Our Archdiocese also responded to the human needs of individuals and families through a wide array of social services. For example:

- Catholic Charities' Sister Visitor Center responded to more than 34,000 requests for assistance.
- The pastoral care team ministry at Baptist Hospital East and Kosair Children's Hospital visited 1,256 patients and their families.
- Provided more than 5,200 hours of counseling services to individuals and families.

The Archdiocese also provides specialized support services to parishes and schools in a number of ways. For example:

- The Office of Worship trained more than 375 Eucharistic ministers, bringing the total trained over the last several years to 5,200.
- Facilitated parish council retreats and days of reflection for 37 parishes.
- Organized quarterly safety meetings to educate all parish and archdiocesan safety coordinators about best practices to reduce accidents.
- Facilitated 82 professional development workshops emphasizing differentiated instruction for more than 1,500 Catholic school educators.

All of this is in addition to the services that the Archdiocese provides for clergy and lay leadership development, training for parish and school staff, assistance with capital campaigns, and speakers/leaders for retreats, parish missions, RCIA sessions, prayer days and much more.

As you can imagine, the work of our Archdiocese reaches thousands of individuals and families as well as every parish and school in the Archdiocese. All of this work requires financial support.

For 39 years, the Catholic Services Appeal has supported the annual funding needs of archdiocesan ministries and services. Just as we take pride in the work accomplished here at << **insert parish name**>>, we can take pride in the good works being accomplished by the ministries and services of our Archdiocese.

**NOW, I WOULD LIKE TO SHARE WITH YOU A LITTLE ABOUT WHY I GIVE TO THE CATHOLIC SERVICES APPEAL.**

*Each speaker should personalize this part of his or her talk. Take awhile to reflect on why your household feels that it is important to support the Appeal.*

*Suggestions:*

*You may give out of sense of stewardship to honor God by returning a just portion of the blessings received from God.*

*You may wish to briefly share how you have experienced firsthand the work of one or more of the agencies of the Archdiocese in your personal life, a family member's life, or your parish's life. (Your pastor or parish staff can help with this last area.)*

*You may give out of a sense of duty to support the work of the entire Church. This includes our call as Catholics to support the work of the Archdiocese and the universal Church (the second collections and special envelopes).*

*You might relate how your parents set a wonderful example by their faithful support of the appeal.*

**FINALLY, WHY I WOULD ENCOURAGE YOU TO PARTICIPATE IN THIS YEAR'S CATHOLIC SERVICES APPEAL.**

The theme for this year's Catholic Services Appeal is *Answer the Call... Catch the Spirit.*

It reminds me that we are united in faith as the *one body of Christ*. It reminds me that our parish, << *insert parish name* >>, is not an independent congregation but part of a much larger faith family. Most importantly, it reminds me of my baptismal call to serve others in the manner exemplified by the life of Jesus.

The Goal for the 2007 Catholic Services Appeal is \$3,300,000. Our parish share is \$\_\_\_\_\_. I am confident that we can reach our parish target if everyone makes a gift.

Please remember that the Archdiocese is not a corporate structure. Rather, the Archdiocese of Louisville is all of us joined together in faith to *love and serve* the Lord.

Even if your financial resources are limited, a gift in any size or amount can mean so much to those served by our Archdiocese, including all of us gathered here today. I urge you to join with me by making a gift to this year's Catholic Services Appeal.

Together we *can make a difference*. Please *Answer the Call* and Partner in Christ's work.

**Thank you.**

## Appendix D - Additional Talking Points for Pastors and Lay Leaders

1. Since 1968, area Catholics have personally contributed more than \$63 million dollars to fund Archdiocesan ministries services through the annual appeal.
2. As one of three main sources of funding for archdiocesan ministries, a healthy and vibrant appeal is essential for the Archdiocese to carry out its mission, a mission whose scope and range is beyond the ability of any single parish.
3. The appeal offers each Catholic the voluntary opportunity to make a conscious decision to be involved in the work of the Church beyond one's parish boundaries. It is the work that Christ has given to us.
4. A sampling of archdiocesan accomplishments over the past year:
  - Provided more than 5,200 hours of counseling services to individuals and families.
  - Trained more than 375 Eucharistic ministers in Eucharistic theology and the pastoral practice of distributing Communion, bringing the total trained over the last several years to 5,200.
  - Visited 1,256 patients and their families through the pastoral care team ministry at Baptist Hospital East and Kosair Children's Hospital.
  - Offered liturgical formation/training to 158 participants in the Archdiocese of Louisville Ministry Institute Liturgical Specialization Program.
  - Sponsored a meeting for state legislators and Catholic school leaders to discuss contributions, needs, and advocacy issues for Kentucky Catholic schools.
  - Provided formation and fellowship to 68 adults with mental disabilities through four Faith Clubs.
  - Conducted the Catechetical Assessment for 3,528 students in grades 5, 8, and 11.
  - Created an Archdiocese of Louisville Bicentennial Curriculum Manual to provide teachers and parish religious educators with lessons and strategies to incorporate bicentennial themes during the bicentennial year and beyond.
  - Provided ongoing formation and training to nearly 100 RCIA team members, coordinators, and clergy.
  - Consulted with 26 parishes on strengthening the effectiveness of youth ministry programs.
  - Welcomed 560 new members to the Catholic Church at the Rite of Election.
  - Held an African American Catholic revival with 600 participants.
  - Held a 12-month program on self-esteem, healthy families, and communication skills for 40 young people at the Catholic Enrichment Center.
  - Welcomed six new priesthood candidates, bringing the total number of seminarians to 9.
  - Began a "house of discernment" opportunity for men considering the priesthood. Through this new program, men in discernment live in a parish community and participate in parish ministry, under the supervision of the pastor, as they continue the discernment and application process for seminary.
  - Ordained 13 men to the permanent diaconate.
  - Continued diaconate formation programs for 29 deacon candidates in the classes of 2008 and 2010.
  - Held annual Jubilee Mass for Religious for 55 jubilarians celebrating 25 to 80 years of service.
  - Provided clothing, personal hygiene supplies, rent assistance, medicines, and referrals to more than 34,000 requests for service through the Sister Visitor Center.
  - Assisted more than 300 moms and dads in infant care classes through the Mother-Infant Care program.
  - Provided information and referred 7,200 people in need to community and governmental agencies.
  - Provided essential strategic planning and support services for parishes and schools throughout the Archdiocese.
  - Worked on improving the nutritional content of school lunches by centralizing menus for all elementary catholic schools.
  - Organized quarterly safety meetings to educate all parish and archdiocesan safety coordinators about best practices to reduce accidents.
  - Provided ten parishes with consultation services for proposed capital campaigns.

## Appendix E – Bulletin/ Newsletter Announcements

The following may be used in the parish bulletin, newsletter, on the parish web site, or as dismissal announcements. Parishes may wish to personalize these announcements with specific references to services and benefits received by the parish over the past year.

### **Bulletin Announcement # 1 – September 22 / 23**

2007 Catholic Services Appeal

*Answer the Call...Catch the Spirit*

This year's Catholic Services Appeal Goal is \$3,300,000.

The annual Catholic Services Appeal invites area Catholics to join together in serving others by supporting the more than 100 ministries and services offered by the Archdiocese. For information on the work of the Archdiocese of Louisville, visit the Archdiocese's web site at [www.archlou.org](http://www.archlou.org).

### **Bulletin Announcement # 2 – September 29 / 30**

2007 Catholic Services Appeal

*Answer the Call...Catch the Spirit*

Our Parish Target: \$ \_\_\_\_\_

Gifts to the Catholic Services Appeal help with the outreach and charitable works of the Archdiocese. Last year, archdiocesan services received more than 25,000 requests for assistance for basic human needs. For information on the work of the Archdiocese of Louisville or to make a gift online, please visit the Archdiocese's web site at [www.archlou.org](http://www.archlou.org). Please respond with a generous gift to the 2007 Catholic Services Appeal.

### **Bulletin Announcement # 3 – October 6 / 7**

2007 Catholic Services Appeal

*Answer the Call...Catch the Spirit*

Our Parish Target: \$ \_\_\_\_\_

Gifts to the Catholic Services Appeal help to promote Vocations and Lay Ministry Development. This spring, 14 candidates will be ordained as Permanent Deacons. In addition, several hundred people received training through the Archdiocese of Louisville Ministry Institute and other training programs. For more on the work of the Archdiocese of Louisville or to make a gift online, please visit the Archdiocese's web site at [www.archlou.org](http://www.archlou.org). Please respond with a generous gift to the 2007 Catholic Services Appeal.

### **Bulletin Announcement # 4 – October 13 / 14**

2007 Catholic Services Appeal

*Answer the Call...Catch the Spirit*

Our Parish Target: \$ \_\_\_\_\_

Gifts to the Catholic Services Appeal help ensure the continuation of ministries and services that promote lifelong formation and education. These ministries provide training for parish directors of religious education, catechists, Catholic school educators, and those involved in adult formation and youth ministry. For information on the work of the Archdiocese of Louisville or to make a gift online, please visit the Archdiocese's web site at [www.archlou.org](http://www.archlou.org). Please respond *today* with a generous gift to the 2007 Catholic Services Appeal.

**Bulletin Announcement # 5 – October 20 / 21**

2007 Catholic Services Appeal

*Answer the Call... Catch the Spirit*

Our Parish Target: \$ \_\_\_\_\_

All households in our parish family are invited to support the ministries of our Archdiocese. These are pastoral, educational, and charitable ministries that reach thousands of individuals and families as well as every parish and school in our Archdiocese. Every gift makes a difference. If you have not yet responded with a gift, then please do so today. Gifts to the 2007 Catholic Services Appeal can be made online at [www.archlou.org](http://www.archlou.org).

**Bulletin Announcement # 6 – October 27 / 28**

2007 Catholic Services Appeal

*Answer the Call... Catch the Spirit*

2007 Goal: \$3,300,000

Our Parish Target: \$ \_\_\_\_\_

Thanks to those who have already responded with a gift to the 2007 Catholic Services Appeal. To date our parish has raised \$ \_\_\_\_\_ in support of the Appeal. There is still time to respond with a gift. Gift envelopes are available through our parish office, or you may contact the Archdiocese of Louisville's Office of Stewardship & Development at (502) 585-3291 or make a gift online at [www.archlou.org](http://www.archlou.org).

**General Mass Announcement for use during October and November:**

2007 Catholic Services Appeal

*Answer the Call... Catch the Spirit*

2007 Goal: \$3,300,000

Our Parish Target: \$ \_\_\_\_\_

To Date, Our Parish has raised \$ \_\_\_\_\_ in support of the Catholic Services Appeal.

Please respond with a generous gift or pledge. Every gift can mean so much to those served by our Archdiocese. You may make your gift or pledge online through the Archdiocese of Louisville's web site at [www.archlou.org](http://www.archlou.org).

## Appendix F – Prayers of the Faithful

**Prayers may be adapted or rewritten to reflect the style of petition utilized in your parish.**

**1. September 22 & 23**

That Catholics throughout the Archdiocese will *Catch the Spirit* and generously respond to this year's Catholic Services Appeal. We pray to the Lord...

**2. September 29 & 30**

As faithful stewards of the many gifts God has given us, may we answer our baptismal call to share those gifts by participating in the Archdiocese's Catholic Services Appeal. We pray to the Lord...

**3. October 6 & 7**

As we respond to this year's Catholic Services Appeal, may we remember God's unconditional love and give in the Spirit that He has given to us. We pray to the Lord...

**4. October 13 & 14**

May the Spirit help us to recognize and understand how our gifts continue the ministry of Jesus Christ and his Church. We pray to the Lord...

**5. October 20 & 21**

That those who are served by our gifts to the Catholic Services Appeal will come to know the power of Christ's love. We pray to the Lord...

**6. October 27 & 28**

That the Spirit will open the hearts of all to respond with a gift to this year's Catholic Services Appeal. We pray to the Lord...

**7. November 3 & 4**

That our commitment to the Catholic Services Appeal be a sign of our generosity to the wider Church community just as God has been generous to us. We pray to the Lord...

**8. November 10 & 11**

During this month of thanksgiving, may our support for the Catholic Services Appeal be a sign of our gratitude for God's generosity to us. We pray to the Lord ...

## Appendix G - In-pew Leader's Script

*The following is a suggested script to use when conducting the In-pew effort on October 13<sup>th</sup> and 14<sup>th</sup>. Please feel free to edit in order to meet your particular parish's needs or situation or to draft a script tailored to your parish. This script is available from the Office of Stewardship & Development in electronic format for ease of editing.*

Good *(Morning/Afternoon/Evening)*

My name is \_\_\_\_\_. I will be leading this portion of our Catholic Services Appeal today.

At this time, I would like to: *(Option #1 below is the suggested option; however, the Parish may choose the option best suited for its needs.)*

**Option 1.** Invite the ushers to come forward and distribute Catholic Services Appeal envelopes to each pew. Please take only one envelope per household.

**Option 2.** Ask that the envelopes located at the ends of the pews be passed throughout the pew. Please take only one envelope per household. If there are not enough envelopes in your pew, please raise your hand and an usher will bring more envelopes.

If you are visiting us today from another parish, you can still participate. Simply include your parish name in the appropriate spot on the envelope.

Please wait until the envelopes have been distributed and we've had a chance to review the instructions together before you begin to complete the information. I ask for your patience as we do this together as a parish family. Our giving together is a sign of our commitment as members of the Body of Christ.

The Catholic Services Appeal In-pew envelopes contain the same information as the pledge form recently mailed to all households by Archbishop Kurtz. If you've already responded to the Catholic Services Appeal, please take one of the In-pew envelopes anyway. You will be able to indicate that you have already made a gift to this year's Appeal. If you have brought your pledge form and gift with you today, then you will not need to complete one of the In-pew envelopes.

While the envelopes are being distributed, I would like to remind you that it is not necessary to make your full gift today or even a down payment. The In-pew envelope will provide you with the opportunity to make a **pledge gift**. This type of gift will allow you to make a gift that can be paid out in installments between **now and June, 2008**.

There are also several ways that you can make a gift to the Catholic Services Appeal. You can make a gift by:

- Check
- Cash
- MasterCard, Visa, Discover Card
- Automatic withdrawal from your bank account
- You can also make a gift of stock.

There is a box to check for each type of giving option on the inside panel of the envelope.

Now, please take the envelope that you just received and open the flap.

***[Hold up a sample envelope to show the congregation the area that you want them to view.]***

Please fill in your name, both first and last, current address, and your parish name. If you happen to go by a nickname, please be sure to give us your real name as well! If you are visiting us this weekend, **please be sure to indicate your home parish name**.

If you have already mailed in your gift to the Catholic Services Appeal, simply check the box indicating “I have made a gift” in the area below the parish name. There is no need to fill out the rest of the envelope.

*[Pause briefly to allow people to fill in the name information]*

Next, you will see the spaces for indicating your gift. Before you complete the gift information, we ask that you reflect on how you have been blessed by God and what gift or pledge you would like to make to support His work in our Archdiocese. Every gift is appreciated and put to good use.

The top box is for the **Total Amount** of the Gift that you intend to give. The middle line is for the actual **Amount Enclosed** in the envelope today. The bottom line is for the **Balance** that you wish to pay at a later date.

If you would like to make a gift pledge today, you may want to refer to the Sample Pledge Plan above the fold of the envelope.

Below the gift amount is the information on the various options for paying your balance.

- If making your gift or pledge by CHECK, please make the check payable to: **Catholic Services Appeal.**
- If you are making a gift by credit card or wish to arrange for an automatic withdrawal from your bank account, please be sure to complete the appropriate section above the fold [*point this out*] so that your gift can be properly processed by the Archdiocese.
- If you are intending to donate stock for your gift, please mark the stock box and advise your broker of your intended gift.

Now, please take the next few minutes to prayerfully complete your envelope.

*[Please have your choir, cantor, or musicians play an appropriate offertory hymn during this period of silence. At the conclusion of the hymn, please conclude the process.]*

Once you have completed the necessary information, please enclose your gift, then fold and seal the flap on your envelope. Please place your envelope in the collection basket with your regular Sunday offertory.

On behalf of the ministries and services of our Archdiocese, Archbishop Kurtz, Father (*insert pastor's name*), and the parish Appeal Team, I would like to thank you for your participation today, but more importantly, for your support of the work of our Archdiocese and those served by its ministries. [*Or other appropriate closing*]

# Appendix H – In-pew Gift Transmittal Form

2007 Catholic Services Appeal

## In-pew Gift Transmittal Form

### Finance Office Use

Date Received: \_\_\_\_\_

Verified By: \_\_\_\_\_

Batch # \_\_\_\_\_

Please review instructions on the opposite side of this sheet. Expanded instructions are available in the "Guide to Conducting and Processing the In-pew Effort." Complete sections for all gift types that you will be mailing along with this transmittal form only.

Parish Name: \_\_\_\_\_ Parish ID #: \_\_\_\_\_

Prepared By: \_\_\_\_\_ Phone #: \_\_\_\_\_

E-mail: \_\_\_\_\_ Date Gifts Received at Parish: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

### Group A: Cash Gifts Parish check and Group A envelopes from In-pew weekend to be mailed by October 19

Total Number of Envelopes Enclosed: \_\_\_\_\_

Total Cash received in envelopes: \$ \_\_\_\_\_

Total Cash received as loose: \$ \_\_\_\_\_

\*Total Cash deposited for Appeal: \$ \_\_\_\_\_

Parish Check # \_\_\_\_\_ \*Parish Check Amount \$ \_\_\_\_\_

*\*Parish check amount should match the Total Cash deposited for Appeal and should be mailed with Group A envelopes & Transmittal Form*

### Group B: Check Gifts

Total Number of Envelopes Enclosed: \_\_\_\_\_

Total Amount of Checks Enclosed: \$ \_\_\_\_\_

### Group C: Other Gifts (credit card, bank transfer, or pledges without cash/check enclosed)

Total Number of Envelopes Enclosed: \_\_\_\_\_

Total Amount of "Total Gift" box: \$ \_\_\_\_\_

### Group D: Gift Already Made/No Gift

Total Number of Envelopes Enclosed: \_\_\_\_\_

Each package of In-pew envelopes mailed to the Archdiocese should be sent with a separate transmittal form reflecting the contents of that package only. A new transmittal form should be sent each time gifts are processed and mailed to the Archdiocese. Make additional copies of this form as needed. Contact the Office of Stewardship & Development at (502) 585-3291 with any questions.

# Appendix I – In-pew Gift Transmittal Form

1. Separate Catholic Services Appeal In-pew envelopes from regular parish offertory

2. Open sealed envelopes by slitting them **along the top fold**. Be sure flap remains attached to envelope via the envelope's adhesive strip, or use tape if necessary. **Leave the contents inside envelopes at this time.**

3. Sort envelopes into four groups:

**Group A- Cash**  
In-Pew Envelopes containing **Cash** (include loose cash and pledges with cash included)

**Group B- Checks**  
In-Pew Envelopes containing **Checks** (include pledges with a check included)

**Group C- Other**  
In-Pew Envelopes with other types of gifts and **containing no cash or checks** (credit card, automatic bank transfer, stock gifts or pledges where no cash or check was enclosed)

**Group D- Gift Already Made/No Gift**  
Donor has indicated "gift already made" or "no gift this year"

4. Verify that personal (name and address) and parish information is completed on the lower inside panel of the envelope. Some cash gifts may be anonymous; however, be sure the parish name is written inside the envelope.

**Group A - Cash**

- Verify cash amount listed on the envelope.
- Total the actual cash on hand and run a calculator tape on the "**Amount Enclosed**" box on envelopes. Amounts must match. Mark calculator tape "Group A."
- List Total cash on hand and number of envelopes on Transmittal Form for Group A Attach the calculator tape to form.
- Rubber band Group A envelopes.
- Cash is deposited into the parish bank account.
- Parish office mails a parish check for total amount of cash deposited with the "Group A" envelopes and transmittal form to Archdiocese by October 19<sup>th</sup>.

**Group B - Checks**

- Leave checks inside the envelopes
- Verify that checks are signed and that the check amounts match the amounts listed in the "**Amount Enclosed**" box.
- Run a calculator tape on the "**Amount Enclosed**" box on Group B envelopes. Mark calculator tape as "Group B."
- List the number of envelopes on Transmittal Form and indicate the total amount from the calculator tape in the "Total Amount of Checks Enclosed" line. Attach calculator tape to form.
- Rubber band Group B In-pew envelopes leaving checks

**Group C - Other**  
(credit card, automatic bank transfer, stock gifts or pledges with no check or cash)

- Leave any voided checks or notes from donors inside envelopes.
- Run a calculator tape on the amount listed in the "**Total Gift**" box envelopes. Mark the calculator tape as "Group C."
- List the number of envelopes on the Transmittal Form and indicate the total amount from the calculator tape in the "Total Amount" line.
- Rubber band Group C envelopes

**Group D – Gift Already Made/No Gift**

- Verify that parish name is included on the envelope.
- List the number of envelopes in Group D on the Transmittal Form.
- Rubber band Group D envelopes

6. Mailing – Large, white mailing envelopes are provided in parish kits

Mail Group A In-pew envelopes with a completed Transmittal Form and **parish check** for the total amount of cash received to the Archdiocese no later than Friday, October 19<sup>th</sup>. Retain a *copy* of the Transmittal Form for parish records.

Mail Groups B, C, and D In-pew envelopes with a completed Transmittal Form to the Archdiocese no later than Tuesday, October 16<sup>th</sup>. These three groups may be mailed in the same white mailing envelope. **If more than one mailing envelope is needed, be sure to enclose a Transmittal Form with information for only those In-pew envelopes contained in that particular mailing envelope.** Retain a *copy* of the Transmittal Form for parish records.

Due to the important nature of this mailing, parishes should use a postal service that has tracking capability.

Please be sure to use mailing labels (see mailing address below) on the outside of the mailing envelope since ink or markers tend to smear when handwritten on the mailing envelope. Be sure that a parish return-address label is also affixed to the mailing envelope.

All envelopes should be mailed to: Archdiocese of Louisville, Catholic Services Appeal, P.O. Box 3999, Louisville, KY 40201-3999

## Appendix J - In-pew / Parish Gift Processing At A Glance

### 1) **Group A** - In-pew Envelope/Gift containing **Cash**

- Verify amount enclosed and personal/parish information on In-pew envelope
- Record total amount and number of envelopes on Parish Gift Transmittal Form
- Deposit Cash into parish bank Account
- Rubber band Group A In-pew envelopes and Transmittal Form
- Parish office to issue parish check for total cash amount deposited
- Send parish check,\* Group A envelopes, and transmittal form to Archdiocese in a secure mailing envelope

### 2) **Group B** - Any In-pew Envelope/Gift containing a **Check**

- Leave check inside In-pew envelope
- Verify amount enclosed, check amount, and personal/parish information on In-pew envelope
- Record total amount and number of envelopes on Parish Gift Transmittal Form
- Rubber band together Group B In-pew envelopes and Transmittal Form
- Send Group B\*\* envelopes and Transmittal Form to Archdiocese the next day in a secure mailing envelope

### 3) **Group C** - Any In-pew Envelope/Gift **not containing** cash or check (credit card, automatic bank transfer, stock gift or pledge)

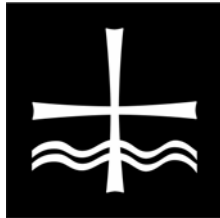
- Leave any additional paperwork, voided checks, or notes inside donor envelope
- Verify “Total Gift” amount and personal/parish information on In-Pew envelope
- Total amounts listed as “Total Gift”
- Record total amount and number of envelopes on Parish Gift Transmittal Form
- Rubber band together Group C In-pew envelopes and Transmittal Form
- Send Group C\*\* and Transmittal Form to Archdiocese the next day in a secure mailing envelope.

### 4) **Group D** - Any In-pew Envelope/Gift marked “**Gift Already Made**” or “**No Gift**”

- Leave any notes from donor inside the envelope
- Verify personal/parish information on In-Pew envelope
- Record number of Group D envelopes on Parish Gift Transmittal Form
- Rubber band together Group D In-pew envelopes and Transmittal Form
- Send Group D\*\* and Transmittal Form to Archdiocese

\*Group A should be mailed with separate Transmittal Form by October 19 or as soon as parish check is available.

\*\*Groups B, C, and D may be mailed together (in the same envelope) on the day after the collection is taken, if they will fit in the same mailing envelope. Otherwise, please complete separate Transmittal Forms for each envelope.



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