

The Appeal Process

A Week by Week Action Plan



2012 Catholic Charity Appeal

Diocese of Providence

Celebrating our 87th Anniversary

1925 – 2012


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Please Note: While reading this week-by-week guide, you will notice three small symbols that will appear in the left margin before certain text which describes a particular aspect of the action plan. Be sure to review these notations which are defined below.

 The “**Light Bulb**” graphic indicates a great idea. Please consider acting upon this good advice and information during your parish’s Appeal effort.

 The “**Reference Book**” graphic indicates the particular manual or guide which you can refer to for additional information relating to the topic discussed.

E The “**E**” graphic indicates that a full page exhibit has been displayed for this particular week’s action plan.

Action Plan for Week 1 of the Appeal

Another year is upon us - the start of the annual Catholic Charity Appeal. The annual Appeal unofficially begins the day after Ash Wednesday. What better time to conduct the Appeal than during the Lenten season, a liturgical season reserved for prayer, fasting and almsgiving.

Approximately one month prior to Ash Wednesday, all pastors, chairpersons and parish secretaries will be invited to attend one of four **Catholic Charity Appeal Workshops** which are held in the lower level hall of the Cathedral of Saints Peter & Paul in Providence. The workshops are divided into two novice sessions and two advanced sessions.



If this is your first year serving as a Catholic Charity Chairperson, please refer to **A Guide for the New Catholic Charity Appeal Chairperson** for a basic review of Appeal information.



Catholic Charity Appeal Tool Kits will be distributed to parish representatives at the workshops. Exhibit 4 on pages 5 and 6 summarizes **tool kit contents** which will be included in your box of materials. We encourage your parish leadership team to attend one of these workshops which will prove to be both educational and helpful, especially for those parishes that have had difficulty in achieving their goal.



Please refer to **A Guide for Pastors – Effective Strategies to Achieve Your Goal** and read how other parishes conduct successful Appeals.



Bulletin inserts and announcements serve to promote the Catholic Charity Appeal in your parish. It is very important that parishioners are kept informed about how their generosity to the annual Appeal enables our 39 diocesan ministries to provide assistance to those in need. Therefore, we recommend utilizing the bulletin insert in Exhibit 3 on page 4, and the bulletin announcement below, as part of your action plan for week one.

Exhibit 1: Bulletin Announcement for Week 1

Your gift to this year's Catholic Charity Appeal supports thousands of individuals who receive assistance and referrals from Project Hope. Because of your generosity, you bring hope to the lives of those who turn to the Church in their time of need. Thank you for your support.



For a complete listing of sample bulletin announcements, please refer to pages 35 and 36 in the **Leadership Resource Manual**.

Prayer is essential for the success of the annual Catholic Charity Appeal. Therefore, it is recommended that the following Prayer of the Faithful, as well as succeeding announcements, be utilized during your parish liturgies as part of your action plan for week one.

Exhibit 2: Prayer of the Faithful for Week 1

✠ That through our participation in the annual Catholic Charity Appeal, we continue to be channels of the living and loving presence of Christ in our world... We pray to the Lord.



For a complete listing of sample Prayers of the Faithful, please refer to page 34 in the **Leadership Resource Manual**.

Catholic Charity Appeal Prayer

“Give and Gifts Will Be Given to You.”

Luke 6:38

Our Lady of Providence Patroness of the Annual Catholic Charity Appeal

Dear Mary, Our Lady of Providence, we turn to you in prayer, and we seek your assistance as we begin our Annual Catholic Charity Appeal.

Inspired by your own example of service, we ask that you guide our works of love; help us to offer generous assistance to all who turn to the Church in their time of need.

Through your intercession, may we grow in faith, hope and love; inspire us to be generous in supporting the Catholic Charity Appeal, and allow us to see the face of Jesus in all those we serve.

Fill our hearts with a compassionate spirit, so that the Church in Providence may always fulfill your Son’s command to, “Love one another as I have loved you.”

Now filled with hope and confidence we pray: “Hail Mary, full of grace...”

Case Statement for the Catholic Charity Appeal

The Catholic Charity Appeal is the main source of support for our diocesan agencies providing for the physical, educational, and spiritual needs of Rhode Islanders each year. It is our responsibility to ensure that these agencies and programs have the resources available to help our brothers and sisters in need.

Please refer to the **Monthly Bulletin Inserts Booklet** which includes inserts for the months of February, March, April, May and June.



Exhibit 4: Catholic Charity Appeal Tool Kit Contents

Your parish tool kit contains all the necessary material that you will need to conduct a successful Catholic Charity Appeal at your parish. Be sure to open the tool kit box(es) as soon as possible. We ask that you refer to the enclosed packing slip to ensure that you are not missing any supplies. The listing below details the materials contained within your parish tool kit. If you are missing something, or you need additional supplies, please call Robert Spirito in the Office of Stewardship & Development at 277-2121.

Memorandum from Anthony T. Gwiazdowski - The Director of the Office of Stewardship & Development addresses some important topics regarding the Catholic Charity Appeal.

Leadership Resource Manual - The suggestions and guidelines contained within this comprehensive manual will prove to be a valuable tool to ensure the success of your parish Appeal effort.

Guide for the Lay Witness Presenter - This manual is an invaluable tool for those who have been recruited by the pastor to give a lay witness presentation during the parish's in-pew weekend.

Catholic Charity Appeal Donor Report - The Donor Report (including Bishop's Partnership in Charity donors) lists the parishioner's last gift. This report also contains three blank columns (pledge, payment on pledge and one-time cash gift) that you may use for record keeping purposes for donations made to the current year's Appeal.

Impact Statement Booklet - This booklet contains impact statements from our various diocesan ministries funded by the annual Appeal. Please incorporate these statistics about those who are served within your parish's bulletin announcements, pulpit announcements and lay witness remarks presented on your in-pew weekends.

Parish Goal Thermometer Poster and Red Marker - The parish goal thermometer and red marker can be used to monitor Appeal progress at the parish level.

"Thank You!" Stickers - These stickers are provided so that you may adhere to posters at the conclusion of the Appeal.

Posters - Posters should be displayed in appropriate locations to promote the upcoming Appeal. Catholic Charity Appeal posters are also available in Spanish.

Monthly Bulletin Inserts - These five monthly bulletin inserts can be used to promote the annual Appeal in your parish.

United States Postal Service Delivery Confirmation Receipts - Use these receipts if you prefer delivery confirmation of your return envelope.

United States Postal Service Priority Return Envelopes - Please use these envelopes when submitting returns to Letter Concepts for processing.

Exhibit 4: Catholic Charity Appeal Tool Kit Contents (continued)

Letter Concepts Return Labels - Please adhere these labels to the United States Postal Service Priority Envelopes when submitting returns to Letter Concepts for processing.

Parish Report Record - You may use this Parish Report Record as a summary of returns submitted to Letter Concepts for processing. This is intended for parish record-keeping purposes only – there is no need to submit this record to Letter Concepts or the Office of Stewardship & Development.

Pre-printed Pledge Cards - These pre-printed pledge cards are to be used for your parish's follow-up purposes. Simply enclose the pre-printed pledge card with a letter from the pastor along with a return envelope to those parishioners who have yet to make a gift to the annual Appeal.

Blank Pledge Cards - These blank pledge cards are to be used for new parishioners who have registered at your parish.

Bishop's Partnership in Charity Pledge Cards - These pledge cards are green and vertical and contain a giving history and ask amount for those parishioners capable of making a leadership gift to the annual Appeal.

In-pew Envelopes - In-pew envelopes are provided if your parish will be using the in-pew method of solicitation. The in-pew envelopes are also available in Spanish and Portuguese.

In-pew Labels - In-pew labels are provided if your parish will be using the in-pew method of solicitation. The packet of in-pew labels is in alphabetical order and includes a green cover sheet. These in-pew labels should be affixed in the gray area located on the in-pew envelope.

“New Parishioner” In-pew Labels - We have provided each parish with 5 sheets or 70 labels to be used when a parishioner label cannot be located. In most cases, this will occur when there is a new parishioner who has made a gift. We ask that if you cannot locate an in-pew parishioner label, simply place this label (which states that a label cannot be found) in the box indicated on the in-pew envelope. This will enable our gift processors to assign the correct parish affiliation for each gift, thereby ensuring that your parish receives credit for the new parishioner gift.

Mailing Labels - If previously requested, mailing labels have been provided. The packet of mailing labels is in alphabetical order and includes a pink cover sheet. These mailing labels should be used for your parish's follow-up efforts.

Pens - Pens have been provided in your tool kit only if your parish will be using the in-pew method of solicitation.

A Guide for Parish Leaders (The Appeal Process – A Week by Week Action Plan) – This guide for parish leaders details action plans for ten weeks of the Catholic Charity Appeal. From attending our workshops on week 1 to thanking donors on week 10, this is an invaluable tool for both the novice and seasoned chairperson. Throughout this guide, you will be introduced to information that will assist you in achieving your Catholic Charity goal. In addition, resource material has been referenced along with an occasional icon indicating a great idea which may be of help to you in your Appeal efforts. This guide may just be the blueprint you need for a successful Catholic Charity Appeal at your parish.

Action Plan for Week 2 of the Appeal

In two weeks, you will be conducting your first weekend of in-pew solicitation. Be sure to mention your in-pew weekend dates this week so that parishioners can reflect about their gift prior to the in-pew weekend. Also, at this point, the pastor should recruit a parishioner(s) to make a lay witness presentation during your parish's first in-pew weekend. The person selected should be an enthusiastic speaker who is comfortable speaking to large groups of people.



The **Catholic Charity Appeal posters** provided in your tool kit should be displayed at entrances to the church and within the parish center in order to promote the Appeal. We also suggest displaying the **Catholic Charity Appeal thermometer poster** in the church vestibule. The poster has a line space where you can write your parish goal and your total to date. Each week parishioners will notice the “red mercury” total grow as you approach your parish goal.

Also on week two, the Catholic Charity Appeal goal should be indicated in the parish bulletin. Your parish may have some pre-Appeal dollars from gifts made after the close of last year's Appeal. Therefore, we recommend indicating this amount along with the parish goal. You may call the Office of Stewardship & Development at 277-2121 to see if your parish has pre-Appeal money which will be counted towards this year's total.

Exhibit 5: Bulletin Announcement for Week 2

In two weeks, our parish will be conducting our Catholic Charity Appeal in-pew solicitation. Your support will enable the Interfaith Community Dire Emergency Fund to continue to serve thousands of clients annually. Because of you, our 39 diocesan ministries funded by the annual Appeal will be able to provide comfort and support to countless Rhode Islanders every year.

Parish Goal: \$ _____	Actual Parish Total to Date: \$ _____
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Pulpit announcements also help to promote the Appeal in your parish. Therefore we recommend utilizing the pulpit announcement below, as well as succeeding announcements, as part of your action plan for week 2.

Exhibit 6: Pulpit Announcement for Week 2

The annual Catholic Charity Appeal supports the work of the Catholic Church by responding to the abundance of human needs in our diocese. Your gift to the Catholic Charity Appeal provides much needed help to the poor, the sick, the disabled and to troubled families in crisis. This is an opportunity to join a unified effort in our diocese to further the mission and ministry of the Catholic Church in Rhode Island. Please take a moment to consider the many blessings that God has bestowed upon you and prayerfully consider what you are able to share in support of our diocesan Church.



For a complete listing of sample pulpit announcements, please refer to page 37 in the **Leadership Resource Manual**.

Exhibit 7: Prayer of the Faithful for Week 2

✠ That the Holy Spirit may continue to guide the work of the church in our diocese and that Christ's message of love may be realized by all... We pray to the Lord.

Catholic Charity Appeal Begins!

“Give and Gifts Will Be Given to You.”

Luke 6:38

Your gift to the annual Catholic Charity Appeal helps to fund our 39 diocesan ministries that provide comfort and support to our sisters and brothers in Christ. Because of you and your unwavering generosity, the Catholic Church in Providence is able to:

- ✓ Care for the Poor
- ✓ Promote Peace and Justice
- ✓ Feed the Hungry
- ✓ Foster Discipleship
- ✓ Help the Elderly
- ✓ Embrace Our Diversity
- ✓ Counsel Families
- ✓ Shelter the Homeless
- ✓ Comfort the Sick
- ✓ Bring Hope
- ✓ Educate Our Youth
- ✓ End Suffering
- ✓ Strengthen Faith
- ✓ Support Those With Disabilities
- ✓ Spread the Gospel Message

Case Statement for the Catholic Charity Appeal

The Catholic Charity Appeal is the main source of support for our diocesan agencies providing for the physical, educational, and spiritual needs of Rhode Islanders each year. It is our responsibility to ensure that these agencies and programs have the resources available to help our brothers and sisters in need.

Action Plan for Week 3 of the Appeal

Your parish will conduct the first in-pew solicitation next weekend. This is the recommended method which, if carried out thoroughly and properly, will be an efficient means of raising money with minimal amount of volunteer time. This is a great method of soliciting donations from a large percentage of your parishioners on a single weekend. It is a great opportunity to reach out to these parishioners. Parishioners sitting in the pews listen to the lay witness describe how Catholic Charity dollars help those in need within our diocese.



For a compilation of stories of those benefiting from the annual Appeal, please refer to **Your Catholic Charity Fund Appeal Dollars at Work Booklet**.

The action plan for week 3 is to **prepare for the lay witness presentation**. The designated lay witness should jot down and outline their thoughts using double space and large print. The lay witness presenter should emphasize the opportunity donors have to give out of compassion in gratitude for their own blessings.



Please refer to **A Guide for the Lay Witness Presenter**.



There is no doubt that prayer has a key role in the conversion of heart that leads people to give generously to help those among us who are less fortunate. Therefore, a **parish prayer card** template is available from our office if your parish is interested. The front of the card asks parishioners to consider a certain gift amount (an amount that can be customized for your parish's average gift amount to last year's Appeal). The prayer to Our Lady of Providence for the success of the Catholic Charity Appeal appears on the back side of the card. Please refer to Exhibit 12 on page 10.

E

Exhibit 9: Bulletin Announcement for Week 3

Your gift to the annual Appeal impacts the lives of thousands of children and youth as well as volunteer catechists and aides through the Office of Religious Education. Thank you for your generous support of the Catholic Charity Appeal.

Exhibit 10: Pulpit Announcement for Week 3

The Catholic Charity Appeal will be conducted in our parish next weekend. A successful Appeal brings God's hope, love and comfort to thousands of men, women and children in the Diocese of Providence. Our parish and our diocese are "One Family, One Heart, One Spirit." Next weekend you will be able to make your gift through our in-pew solicitation. Our parish goal is to attain 100% participation – a goal that can only be reached with your sacrificial help and support. Remember no gift is too large or too small. All gifts, regardless of size, help to make a difference in the lives of so many individuals.

Exhibit 11: Prayer of the Faithful for Week 3

✠ That as we make our commitment to the Catholic Charity Appeal, we may remember God's generosity to us... We pray to the Lord.

Exhibit 12: Parish Prayer Card for Week 3

FRONT OF PRAYER CARD

"Give and Gifts Will Be Given to You."
Luke 6:38



2012 CATHOLIC
CHARITY APPEAL

A Guide to Giving for (Name of Parish Here)

If you haven't done so already, please consider becoming a member of the Bishop's Partnership in Charity with a gift of \$1,000 or more.

Or please consider donating (2011 Parish Average Gift Here) — our parish's average gift in 2011 — or more if you are able.

Every gift is deeply appreciated. And remember: Gifts can be budgeted over 12 months. Thus, \$500 is \$41.67 a month or \$9.62 a week. And a \$300 gift is only .82 a day.

Thank you for your generosity and God bless!

BACK OF PRAYER CARD

2012 Catholic Charity Appeal Prayer

Our Lady of Providence, Patroness of the Annual Catholic Charity Appeal

Dear Mary, Our Lady of Providence, we turn to you in prayer, and we seek your assistance as we begin our Annual Catholic Charity Appeal.

Inspired by your own example of service, we ask that you guide our works of love; help us to offer generous assistance to all who turn to the Church in their time of need.

Through your intercession, may we grow in faith, hope and love; inspire us to be generous in supporting the Catholic Charity Appeal, and allow us to see the face of Jesus in all those we serve.

Fill our hearts with a compassionate spirit, so that the Church in Providence may always fulfill your Son's command to "Love one another as I have loved you."

Now filled with hope and confidence we pray: "Hail Mary, full of grace..."

Action Plan for Week 4 of the Appeal

- E** This is your parish's **first of two in-pew weekends**. Please refer to Exhibit 16 on page 12 for some **secrets to success for in-pew solicitation**. It is recommended that the lay witness presenter ask for a specific gift request. Speakers should mention the good work that is accomplished through their generosity to the Appeal. When preparing their talk, presenters should include impact statements from our ministries that are funded by donations to the Catholic Charity Appeal. Impact statements have been documented to explain exactly what a particular ministry does, why they do it, how they do it and the number of people who are served on an annual basis. Please refer to the **suggested lay witness remarks** in Exhibit 17 on page 13.



Please refer to the **Impact Statement Booklet for the Ministries of the Secretariats for Catholic Education and Evangelization and Catholic Charities and Social Ministry**.

- E** After the lay witness presents his/her remarks, he/she should then give step-by-step **instructions for completing the in-pew envelope**, with emphasis on promoting the pledge system. For credit card donations, be sure to instruct parishioners to take the flap home and log on to our secure website and click "Make a Gift Now" at the top of the page. Please refer to Exhibit 18 on page 14.

Remember to replenish the supply of in-pew envelopes and pens in the pews after each Mass. Once all in-pew envelopes are collected, simply locate the parishioner in-pew label and attach in the shaded box on the completed in-pew envelope. In the event that parishioner in-pew labels cannot be located, be sure to use the "New Parishioner Labels" that have been provided in your parish tool kit.

Exhibit 13: Bulletin Announcement for Week 4

Your gift to the Catholic Charity Appeal reaches out to countless people in need throughout our diocese. No matter where you turn, you find someone who will benefit from your kindness. Please consider pledging your support to this worthwhile endeavor.

Exhibit 14: Pulpit Announcement for Week 4

Today is our parish's Catholic Charity Appeal in-pew weekend. Christian stewards recognize Christ as the giver of all our many gifts. We are grateful for these many gifts and are eager to give back and return some of these gifts in appreciation to show our love for Christ and for one another. All of us share as Christ's disciples in the mission of the Diocese of Providence. Only together can we accomplish God's work. After the homily and lay witness presentation, we will together, as a parish family, have an opportunity to make our pledge in support of those less fortunate. Won't you be a part of your larger family?

Exhibit 15: Prayer of the Faithful for Week 4

- ✠ As we proclaim Jesus as our crucified and risen Lord and savior, may we be inspired to share our gifts out of gratitude with those who benefit from the Catholic Charity Appeal... We pray to the Lord.

Exhibit 16: Secrets to Success for In-pew Solicitation

- 1.) Be sure that parishioners have at least two weeks advance notice before they are asked for their gifts. This way they will come to church prepared to make a pledge or cash donation.
- 2.) Posters should be displayed in appropriate locations. Utilize special bulletin announcements, pulpit announcements and Prayers of the Faithful to inform people of the upcoming Appeal and its benefits to those in need.
- 3.) Recruit a lay witness. The use of a lay witness is an effective means of increasing participation. Select those among your parishioners who are energetic and enthusiastic speakers. Remember that people give to people.
- 4.) One week prior to your in-pew weekends, remind and encourage parishioners to read the Catholic Charity Appeal Brochure that was mailed to them.
- 5.) On in-pew weekends, place in-pew envelopes and pens at the ends of the pews (be sure to replenish the supply after each Mass).
- 6.) After the celebrant gives a brief homily, a lay witness shares briefly his/her experience regarding the Catholic Charity Appeal.
- 7.) Either the celebrant or the lay witness should then give step-by-step instructions on how to fill out the in-pew envelope, with emphasis on promoting the pledge system. Be sure that a specific gift request (please refer to pages 20 to 23 in the Leadership Resource Manual for a listing of individual parish average gift amounts) is made as part of the instructions. Encourage the parishioners to complete the envelopes in church. Do not encourage them to take the envelopes home.
- 8.) At this point, the parishioners are now prepared to make their donations. Allow two to three minutes for the parishioners to make their contributions.
- 9.) The ushers or special collectors should now collect the completed envelopes.
- 10.) As with all methods of solicitation, the follow-up is an essential and integral part of the Appeal campaign. In some cases, personal circumstances may prevent someone from making a gift; however, it is important that every parishioner has the opportunity to give.



Please refer to pages 11 to 13 in the **Leadership Resource Manual** for more in-pew solicitation points and background information.

Exhibit 17: Suggested Lay Witness Remarks for the In-pew Solicitation

Good evening / good morning! I have been asked by (Pastor Name) to speak to you briefly today about the Catholic Charity Appeal. Since the annual Catholic Charity Appeal was established, the Catholic Community of Rhode Island, through its parishes, schools, ministries, and special ministries has enjoyed a long history of service and support for the many needs of the people of Rhode Island. It is very important to reach out beyond our individual parish boundaries and realize that a donation to the Catholic Charity Appeal will help address the needs of our entire diocesan family. The funds raised through our annual Appeal help to support the 39 diocesan ministries that provide physical, educational and spiritual needs of over 200,000 Rhode Islanders every year.

As Christians, we are called upon to be stewards or managers of the many gifts we have received from a gracious and loving God. We are reminded that we are accountable to God for the use of all things. Therefore, we must share our God given gifts of time, talent, and treasure. As Disciples of Christ, we have been called to stewardship and have responded to Jesus' invitation to "Come follow me."

As you consider your contribution to this year's Catholic Charity Appeal, I ask you to clearly focus on your many gifts and blessings...not just the material ones...but your most important ones...like your health, your family, your freedom and the promise of redemption...all of which come from God. As you consider your response, make a gift in gratitude to the Lord for all He has shared with you and for all He continues to share each day. Don't respond just to these many real needs our Church serves, but respond with a grateful and glad heart for all God has done for you!

As a result of your unwavering support to the Catholic Charity Appeal, more than 31,000 children and young adults are able to participate in a number of religious education programs. Your continued support and generosity provides financial assistance to 35 diocesan elementary schools and nine high schools. Through the Family Child Care Assistance Program, families who qualify will be able to secure a safe and nurturing environment for their children. The Social Ministry programs of the Diocese of Providence serve tens of thousands of people each year including the elderly who may need special assistance in their daily lives.

As you reflect on your contribution to this year's Appeal, please consider increasing your gift by taking advantage of a pledge plan. By making a pledge, it becomes a convenient way to spread smaller payments over a period of time, which will enable you to share more with those in need. In last year's Appeal, the average diocesan gift was \$_____ (please refer to page 8 of the Leadership Resource Manual for the overall average gift amount), while the average gift from our parish was \$_____ (please refer to pages 20 to 23 in the Leadership Resource Manual for a listing of individual parish average gift amounts). Please join me and my family in making a pledge, and consider increasing your gift just a little this year.

In closing, please accept my heartfelt appreciation for your continued generosity that will provide hope to those who sometimes view their lives as hopeless. If I may quote the New Testament, Matthew Chapter 25, Verse 40, "I tell you solemnly, in so far as you did this to one of the least of these brothers of mine, you did it for me."


 Please refer to pages 14 and 15 in the **Leadership Resource Manual** for additional hints and suggestions for developing and preparing your lay witness presentation.

Exhibit 18: Instructions for Completing the In-pew Envelope

With your help, we will now implement the in-pew solicitation for the Catholic Charity Appeal. I am going to proceed slowly and I ask for your patience as we do this together as a parish family. Our giving together as a parish is a sign of our commitment as a member of the Holy Catholic family in Christ.

I won't presume to ask you how much to give. We only ask that we attain 100% parish participation. For some of you, participation may only be filling out the envelope indicating that you are unable to give to the Catholic Charity Appeal this year. Please be as generous as you can when you decide on your gift.

(Use only during second in-pew weekend)

Some of you may have already made your contribution last week or through the Bishop's Partnership in Charity. If this is the case, we ask that you now pray for the success of the Catholic Charity Appeal.

Having said this, let us now begin. In each pew, you will find a supply of in-pew envelopes along with pens. If you are sitting at the ends of the pew, please make sure that every parishioner sitting in your pew has what he or she needs.

Let's start by completing **Box A**. Clearly print your name, address and telephone number and e-mail address, if you have one, in the appropriate spaces. Please note that your gift will be credited to this parish unless you check the box indicating that you are visiting this parish and would like your gift credited to the parish where you are registered. *(Pause 20 seconds)*

Next, please consider the amount of your gift. *(Slow down)* Please note that you can make a gift by choosing one of three options.

The first option is to make a pledge with some portion of this amount paid today with the balance billed in accordance with the terms you specify. If this is your choice, please complete Box B now. *(Pause 20 seconds)*

The second option is to make a pledge with no deposit today and spread the payments across the terms you specify. If this is your choice, please complete Box B now. *(Pause 20 seconds)*

We ask that you consider making a pledge versus making a one-time cash gift. If you make a pledge, the Stewardship & Development Office will send you a reminder of the balance due based upon the payment schedule you have selected. If you would prefer to make a regular monthly or quarterly gift by using a credit card or through direct debit, please follow the directions on the form attached to the in-pew envelope. To ensure confidentiality when making a gift through direct debit, simply insert the completed form into the in-pew envelope and seal. Please remember to check the box in the lower right corner on the front of the in-pew envelope to indicate a credit card or direct debit gift. If making a direct debit gift from a checking account, a voided check is needed. If making a direct debit gift from a savings account, a savings deposit slip is needed. *(Pause 20 seconds)*

The third option is to make a one-time cash gift that will be paid today by cash or check. Make check payable to Catholic Charity Fund. Or, follow the instructions on the form attached to the in-pew envelope to make a one-time credit card or direct debit gift. Please complete Box C now. *(Pause 20 seconds)*

We now ask that you enclose your cash or check and seal the envelope. *(Pause 20 seconds)*

The ushers will now collect your envelopes. On behalf of the thousands of Rhode Islanders in our diocese who benefit from your generosity, I thank you for your patience and for sharing the many blessings bestowed upon you.



Please refer to pages 6 and 7 in **A Guide for the New Catholic Charity Appeal Chairperson** for more detailed instructions for completing the in-pew envelope.

Action Plan for Week 5 of the Appeal

It is recommended that in-pew solicitation be conducted on two consecutive weekends. Therefore, this is your parish's **second in-pew weekend**. Having two in-pew weekends will give those parishioners, who were unable to attend Mass last weekend, an opportunity to make a gift to the Appeal. Scheduling a second in-pew weekend will also reduce the number of parishioners who you need to contact during your parish's follow-up phase.

You will conduct the in-pew solicitation in the same way as you did last weekend with one exception. There will be no need to have a lay witness presentation during your second in-pew solicitation. Rather, it is suggested that in-pew envelopes and pens remain in the pews while allowing parishioners two to three minutes after the celebrant's homily to make their gift. The celebrant can make a brief announcement mentioning the tens of thousands of Rhode Islanders who benefit from the annual Appeal every year. It is very important that everyone has an opportunity to make a gift.



During the time when the parishioners are filling out the in-pew envelopes, some parishes choose to have the pianist or organist play a song such as "*Whatsoever You Do for the Least of My Brothers.*" This will eliminate awkward silence while creating a mood for giving. You may want to consider this great idea at your parish.

Exhibit 19: Bulletin Announcement for Week 5

Have you given prayerful consideration to your gift for the Catholic Charity Appeal? We need each of you to help us be the "Hands of Christ" in supporting the people and the work of the Diocese of Providence.

Parish Goal: \$ _____	Number of Families: _____
Actual to Date: \$ _____	Number of Cash Gifts: _____
Amount Needed for Goal: \$ _____	Number of Pledge Gifts: _____

Exhibit 20: Pulpit Announcement for Week 5

Thank you to everyone who made a pledge to the Catholic Charity Appeal last weekend. If you were unable to make a pledge last weekend, please consider doing so today. You will be given an opportunity to make your gift of treasure after today's homily. Your gift to the annual Catholic Charity Appeal makes a real difference in the lives of so many Rhode Islanders. Pledge envelopes are available in each pew. Once completed, please place them in the collection basket.

Exhibit 21: Prayer of the Faithful for Week 5

✠ That as we participate in the Catholic Charity Appeal to help others, we give thanks to our God for the gifts and blessings we have received... We pray to the Lord.

Action Plan for Week 6 of the Appeal

Leadership gifts during the Bishop’s Partnership in Charity phase of the Appeal are key to achieving your parish goal. Therefore, it is very important that contact be made with those BPC prospects who have not made a gift. The action plan for week 6 suggests that either the pastor or the parish BPC Chairperson(s) follow-up with those Bishop’s Partnership in Charity prospects.

It is recommended that these prospects be approached on a personal level through face-to-face or telephone contact. When following up, be sure to ask for the same gift amount indicated in the letter they received from Bishop Tobin. This suggested gift amount also appears on the donor’s BPC pledge card. Another option would be to send the **BPC prospect a follow-up letter from the pastor**. Please refer to Exhibit 22 below.

Exhibit 22: Sample Text for Pastor BPC Follow-up Letter

Recently, you should have received a letter from Bishop Tobin regarding the Catholic Charity Appeal. In his letter, Bishop Tobin thanked you for your past support and asked that you prayerfully consider a gift of \$ _____ to this year’s Appeal. As your Pastor, I am writing to you as a follow-up to the Bishop’s request with the hope that I can count on your support again this year.

Your gift, given in gratitude for all the blessings that God has bestowed upon you and your family, will make a tremendous impact on many lives. Whenever and wherever needy people are helped, your support of the Catholic Charity Appeal is truly making a difference in the lives of your sisters and brothers who turn to the Church in their time of need.

Never underestimate the impact you have by bringing hope to the less fortunate within our diocese. If you are one “*to whom much has been given,*” please consider becoming a member of the Bishop’s Partnership in Charity. By doing so, you will join many other good stewards in our journey of faith together.

I want to personally thank you in advance for your generosity in support of this most worthy cause.

Exhibit 23: Bulletin Announcement for Week 6

The Catholic Charity Appeal is more than just another collection. It is the way by which every Catholic shares in the work of our diocese and the mission of the Church.

Parish Goal: \$ _____	Number of Families: _____
Actual to Date: \$ _____	Number of Cash Gifts: _____
Amount Needed for Goal: \$ _____	Number of Pledge Gifts: _____

Exhibit 24: Prayer of the Faithful for Week 6

- ✠ That God’s blessings are 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 Diocesan annual Appeal...We pray to the Lord.

Catholic Charity Appeal

“Give and Gifts Will Be Given to You.”

Luke 6:38

Supports 39 Diocesan Ministries and Programs That Serve Over 200,000 Rhode Islanders Annually

It is the goal of every Catholic Charity Appeal ministry to continue the redemptive work of Christ in our world.

What We Do:

1. We teach God’s truth
2. We love our neighbor
3. We serve with grateful hearts

Why We Do It:

1. To promote peace and justice
2. To proclaim the dignity of each person
3. To share our values

How We Do It:

1. Through 39 ministries and programs
2. Through dedicated clergy, staff and volunteers
3. Through living what we believe

Case Statement for the Catholic Charity Appeal

The Catholic Charity Appeal is the main source of support for our diocesan agencies providing for the physical, educational, and spiritual needs of Rhode Islanders each year. It is our responsibility to ensure that these agencies and programs have the resources available to help our brothers and sisters in need.


Action Plan for Week 7 of the Appeal

The action plan for week 7 signals the beginning of the very important **parish follow-up phase** of the Appeal. Your parish has conducted two in-pew weekends and is now ready to contact those individuals who have not responded to your primary method of solicitation. As with all primary methods of solicitation, a follow-up with those who have not made a gift is vital to the success of the Appeal at the parish level.

It will be evident who did not respond to your parish's in-pew solicitation based upon the fact that their in-pew label will still be intact on your sheet of alphabetical labels. Another way to determine which parishioners have not made a gift to the Appeal is by reviewing the weekly donor report that is mailed to the pastor. In addition to listing just those parishioner gifts received from Monday to Friday of the previous week, our weekly donor report will also include a summary of the cumulative total number of gifts, total number of donors, total raised, average gift amount, percent of parish goal and percentage of participation.

E In order to follow-up with these past donors who have not responded to your parish's two weekends of in-pew, simply locate their alphabetical mailing label (if requested, mailing labels have been provided in your parish tool kit and do not have a bar code) and adhere to a parish envelope. Enclose a **letter from the pastor to non in-pew respondents** (please refer to Exhibit 28 on page 19) along with the parishioner's pre-printed pledge card. You may want to include a return envelope for the convenience of the donor who is making a gift.

E If in-pew solicitation is not your parish's primary method of solicitation, we suggest following up with your parishioners who have yet to make a gift by using the sample letter in Exhibit 29 on page 20. Please note that this particular **pastor follow-up letter** includes a space where you can request a specific ask amount to this year's Appeal. As mentioned previously in the week 3 action plan, consider requesting the parish's average gift to last year's Appeal.

 For a complete listing of parish average gift amounts, please refer to pages 20 to 23 in the **Leadership Resource Manual**.

We recommend that you continue to utilize bulletin and pulpit announcement along with Prayers of the Faithful until week 9 of the Appeal action plan.

Exhibit 26: Bulletin Announcement for Week 7

I would like to express my gratitude to those of you who have made a gift to the Catholic Charity Appeal. If you have not already contributed, please make your pledge today.

Parish Goal: \$ _____	Number of Families: _____
Actual to Date: \$ _____	Number of Cash Gifts: _____
Amount Needed for Goal: \$ _____	Number of Pledge Gifts: _____

Exhibit 27: Prayer of the Faithful for Week 7

✠ That as we share the benefits of our blessings with the Catholic Charity Appeal, we may better know Jesus by following his example of caring and sharing... We pray to the Lord.

Exhibit 28: Follow-up Letter from the Pastor to Non In-pew Respondents

Date

Name

Address

City/Town, State Zip Code

Dear *Name*:

I am sending you this personal note to ask your help with our parish efforts for a successful Catholic Charity Appeal. Your gift to the annual Appeal supports programs and services which benefit you, your neighbors and your parish.

Each year, one of our goals is to offer all members of our parish the opportunity to participate. We hope that every family will make a gift to this worthwhile cause. It is only when we combine our gifts of talent and treasure that we can accomplish more to help each other.

I ask that you consider a pledge to the Catholic Charity Appeal. We have no way of knowing how much you can afford to give. Only you can answer that question. All we ask is that you reflect for a moment and prayerfully consider what your response will be. For your convenience, we have enclosed your pledge card. Please return it by mail to the rectory or simply place it in the collection basket next weekend.

On behalf of all those Rhode Islanders whose lives are made better because of your generosity, I thank you. May God bless you and your loved ones for your generosity.

Sincerely yours in Christ,

Your Pastor

Exhibit 29: Follow-up Letter from the Pastor

Date

Name

Address

City/Town, State Zip Code

Dear *Name*:

The Catholic Charity Appeal is your annual opportunity to join with other members of our diocesan family to support the religious, educational, and spiritual programs and services of the Diocese of Providence.

To ensure the success of the Catholic Charity Appeal, our goal is to contact every member of our parish family and invite them to participate. If you have already made a contribution to this year's Appeal, please accept our thanks for your generosity and kindly disregard this letter. At this time, however, our parish records indicate that we have not yet received a response from you to our in-pew appeal.

We ask that you consider a pledge of \$ _____. This pledge may be paid in monthly or quarterly payments. You may also make a one-time gift payment. Please give what you can because no gift is considered too small.

Thank you for your consideration of this request. Please fill out the enclosed pledge card and drop it into our collection basket next weekend.

Sincerely yours,

Your Pastor

Catholic Charity Appeal

“Give and Gifts Will Be Given to You.”

Luke 6:38

An Opportunity for You to Impact the Life of Someone in Need

- Because of you and your generosity to the annual Appeal, over 13,500 students and their families are served through the Catholic School Office. Thank you for your gift.
- At the Saint Martin de Porres Center in Providence, 8,958 elders and low-income families are served annually. Thank you for your gift to the Catholic Charity Appeal.
- Your support of the Catholic Charity Appeal will enable the Interfaith Community Direct Emergency Fund to continue to serve 19,000 clients annually. Thank you!
- Through your support of the Catholic Charity Appeal, 4,925 youth attended retreats from over 68 parishes and 13 schools. Thank you for your generosity.
- Your support of the Catholic Charity Appeal helps 500 deaf and hard of hearing, 600 developmentally disabled and 300 blind individuals. Thank you for your generous gift!
- Your gift to the annual Appeal impacts the lives of 32,400 children and youth as well as 4,100 volunteer catechists and aides through the Office of Religious Education. Thank you for your generosity!
- Your donation to the Catholic Charity Appeal impacts the lives of over 1,094 children who attended the Mother of Hope Camp in Chepachet. Thank you for your generous gift.

Case Statement for the Catholic Charity Appeal

The Catholic Charity Appeal is the main source of support for our diocesan agencies providing for the physical, educational, and spiritual needs of Rhode Islanders each year. It is our responsibility to ensure that these agencies and programs have the resources available to help our brothers and sisters in need.

Action Plan for Week 8 of the Appeal

The action plan for week 8 includes organizing a **parish phone-a-thon**. The phone-a-thon employs a group of volunteers who gather to make calls to members of their parish requesting support, or as a follow-up to the pastor letter sent to parishioners during last week's action plan. This method requires a limited number of volunteers and volunteer hours. A phone-a-thon also enables the volunteer caller to request an increased gift through pledging and allows the caller to talk to the donor about its importance.

E

The purpose of conducting a phone-a-thon is to reach out to all those parishioners who have thus far not made a commitment to the annual Catholic Charity Appeal. Telephone solicitation has been successfully used as a way of increasing gifts, winning new donors, etc. It is an especially effective way of reaching every member of the parish in this follow-up phase. Please refer to Exhibit 33 on page 23 for **suggested dialogue when conducting a phone-a-thon**.

If you choose to utilize this follow-up method, your first step will be to enlist volunteers who could make approximately 10-15 calls on weekends or in the evening between 6:30pm and 8:00pm. Next, prepare a prospect list, with telephone numbers indicated, from the pledge cards that remain. Be sure to have blank cards available on which to indicate name, address and amount of pledge.

Prior to calling, the pastor and/or Appeal chairperson(s) should discuss the various services of the Catholic Charity Appeal with phone-a-thon volunteers and sufficiently prepare them for questions.



Please visit our website and refer to our **Catalog of Ministries** which provides a brief description of the various ministries funded by the annual Appeal.

Volunteers call and ask for the support of the annual Appeal. Be friendly and considerate when calling. Let the phone ring at least five times before hanging up. Unless volunteers have been unable to reach a prospect by telephone within three attempts, do not leave messages on answering machines.

Exhibit 31: Bulletin Announcement for Week 8

If you have never needed to use one of the countless services provided by the Catholic Charity Appeal, consider yourself fortunate! Each year thousands of people in need utilize services provided by the Catholic Charity Appeal.

Parish Goal: \$ _____

Number of Families: _____

Actual to Date: \$ _____

Number of Cash Gifts: _____

Amount Needed for Goal: \$ _____

Number of Pledge Gifts: _____

Exhibit 32: Prayer of the Faithful for Week 8

✠ That we may respond generously to the annual Appeal as faithful stewards of the gifts God has entrusted to us... We pray to the Lord.

Exhibit 33: Suggested Dialogue for Parish Phone-a-thon

“Hello, (Prospects Name), this is (Your Name). I am a parishioner and volunteer from (Name of your parish). Father (Pastor Name) has asked us to contact those parishioners who have not yet responded to this year’s Catholic Charity Appeal. Our parish goal is (\$ Parish Goal) and we are hoping to reach this goal, and perhaps more, so we can ensure that the valuable services of the Catholic Charity Appeal ministries and programs reach even more people this year.”

If parishioner has given before to the Catholic Charity Appeal:

“I have your pledge card in front of me now and would be happy to record your pledge for this year. I hope you will consider making an increased pledge or a pledge for the amount you contributed last year. You can make your pledge over ten months. The Catholic Charity Appeal Office will send you reminder notices. I would be happy to record your pledge for you over the phone.”

If parishioner has not given before to the Catholic Charity Appeal:

“I have your pledge card in front of me now and would be happy to record your pledge for this year. I hope you will consider making a pledge, and if you will, we can handle the details over the phone. You can make your pledge over 12 months. The Catholic Charity Appeal Office will send you reminder notices.”

If the prospect is busy:

“When is a good time to call back?” (Make a note on the call sheet and call back when indicated.)

If the prospect responds yes:

“That’s great! I will record your pledge of (Restate pledge amount). On behalf of (Pastor Name), Bishop Tobin and the Catholic Charity Appeal, thank you for your support. (*Write dollar amount, pledge by phone, and date.*)

If the prospect responds no:

“Thank you for your time. Perhaps you will consider supporting the Appeal in the future. Please pray for the success of the Appeal and those who will benefit from the various ministries.” (*Write no Pledge beside name.*)

If the prospect has questions:

(Answer questions only if you know the answers, otherwise...) “Let me send you a Catholic Charity Appeal Brochure and pledge card that will answer your questions. There are telephone numbers provided as well in case you have further questions.” (If the prospect agrees, add the following.) “On behalf of the Catholic Charity Appeal, thank you for your consideration.” (*Write sent Brochure and pledge card beside name - a second call, one week later, is advised.*)

At the end of each calling shift, be sure to return all materials to the Phone-a-thon Captain. The captain will then do the preliminary processing of the materials and turn over all pledges, with the appropriate information, to the Appeal secretary.

Catholic Charity Appeal

“Give and Gifts Will Be Given to You.”

Luke 6:38

Still Encourages Your Support

IT’S NOT TOO LATE!

- ❖ If you have yet to make a gift to the 2012 Catholic Charity Appeal, please call your parish today to make a pledge.
- ❖ Your gift may be made by check, credit card, or by direct debit from your bank account.
- ❖ For more information on ways to give, please contact the Stewardship & Development Office at 277-2121.
- ❖ Thank you for your continued support that impacts and makes a difference in the lives of those in need within the Diocese of Providence.
- ❖ If you have already made a gift to this year’s Appeal, THANK YOU for sharing your God-given gift of treasure.

Case Statement for the Catholic Charity Appeal

The Catholic Charity Appeal is the main source of support for our diocesan agencies providing for the physical, educational, and spiritual needs of Rhode Islanders each year. It is our responsibility to ensure that these agencies and programs have the resources available to help our brothers and sisters in need.

Action Plan for Week 9 of the Appeal



Is your parish still short of the goal? If so, an action plan for week 9 would be to send those parishioners, who have yet to make a gift, a **follow-up postcard** which can be obtained, free of charge, from the Office of Stewardship & Development. If you are interested, please call our office to obtain the quantity of postcards needed for your follow-up effort. Please refer to Exhibit 35 below.

Exhibit 35: Follow-up Parish Postcard for Week 9



Exhibit 36: Bulletin Announcement for Week 9

Christ has no body now on Earth but yours; no hands but yours; no feet but yours. Yours is the body through which He is to go about doing good; yours are the hands with which He is to bless people now. The Catholic Charity Appeal is a very practical means of "doing good."

Parish Goal: \$ _____

Number of Families: _____

Actual to Date: \$ _____

Number of Cash Gifts: _____

Amount Needed for Goal: \$ _____

Number of Pledge Gifts: _____

Exhibit 37: Pulpit Announcement for Week 9

We are still in need of your help to reach our parish goal. Please prayerfully consider making a pledge in support of the Catholic Charity Appeal. A gift in any amount is greatly received and sincerely appreciated. For your convenience, pledge envelopes are available in the vestibule of the Church. Thank you for your generosity and support.

Exhibit 38: Prayer of the Faithful for Week 9

✠ That each one of us will seriously consider how we can join in reaching out to the needs of others through our support of the Catholic Charity Appeal... We pray to the Lord.

Action Plan Week 10 of the Appeal

Congratulations! If your parish leadership team followed this 10 week action plan, you should have achieved your Catholic Charity Appeal goal. Conducting a successful Appeal at the parish level involves a tremendous amount of hard work and dedication. On behalf of the tens of thousands of individuals who benefit from our 39 diocesan ministries and programs funded by the annual Appeal, we thank you for sharing your gifts of time and talent for this most worthy charity.

At the conclusion of the Appeal in your parish, we recommend adhering the “Thank You” sticker (provided in you parish’s tool kit) to the Catholic Charity posters displayed within your church and parish center.

Additionally, the pastor may choose to send a letter to all parishioners to thank them for their overwhelming generosity to this year’s Catholic Charity Appeal. In the **sample pastor thank you letter** in Exhibit 41 on page 27, the pastor states, “*Thank you for your support of this year’s Appeal...Many people in our parish, such as you, have come together to make a difference.*”

Please be assured that the Office of Stewardship & Development stands ready to help you during the Appeal process. Working together, we can guarantee the success of the Catholic Charity Appeal in you parish. If you need any clarification regarding a particular week’s action plan or if you have any questions about the Catholic Charity Appeal, please contact us at:

**Office of Stewardship & Development
Roman Catholic Diocese of Providence
One Cathedral Square
Providence, RI 02903
Telephone: (401) 277-2121
Fax: (401) 277-2120
E-mail: stewardship@dioceseofprovidence.org
Web Site: www.providencediocese.org**

Exhibit 39: Bulletin Announcement for Week 10

Thank you for your unwavering support of the Catholic Charity Appeal. Because of your gift to this year’s Appeal, our parish has achieved our goal which will help our diocese to reach out and help those among us who are less fortunate. May God bless you for your unwavering generosity.

Parish Goal: \$ _____	Number of Families: _____
Actual to Date: \$ _____	Number of Cash Gifts: _____
Amount Needed for Goal: \$ _____	Number of Pledge Gifts: _____

Exhibit 40: Prayer of the Faithful for Week 10

✠ That those who have not taken the opportunity to support the Catholic Charity Appeal will find it in their hearts to respond in gratitude to those who need our outreach and support... We pray to the Lord.

Exhibit 41: Thank You Letter from the Pastor

Date

Name

Address

City/Town, State Zip Code

Dear *Name*:

Thank you for all you do to help (*Insert Parish Name*) and the Diocese of Providence.

Your gift to the Catholic Charity Appeal helps to reflect Christ's love to many people whose lives are touched by the ministries and services of this diocese. We are called to share ourselves and our resources. We are called to join together to make a difference.

Thank you for your support of this year's Appeal. The Appeal helps to provide services and resources to people in our community and throughout the diocese. Many people in our parish, such as you, have come together to make a difference.

I am proud to be your pastor. The enthusiastic response of so many parishioners is a wonderful testament to how we reach out to others. Your response gives me confidence that we will continue to journey in faith and grow in our understanding of what it means to "reflect Christ's love" (John 15:9-17).

Please keep our parish family and our broader community in your prayers, as I keep you in mine. Thank you for your generosity.

Yours in Christ,

Your Pastor

**If you would like more information about the Catholic Charity Appeal,
please call the Office of Stewardship & Development at 277-2121.**