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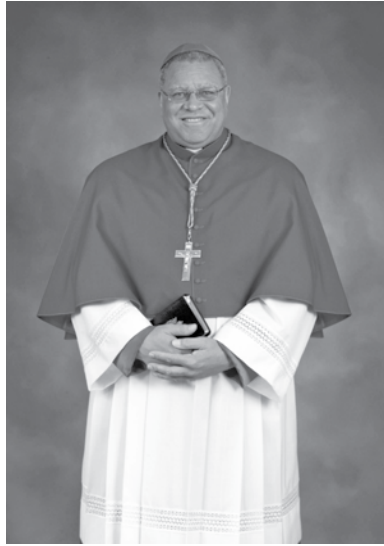
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My Brothers and Sisters in Christ,

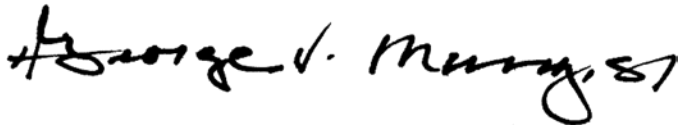
I am truly grateful for your willingness to share your gifts in support of our 2010 Bishop's Appeal for Catholic Charities and Church.

Your role in the success of our Appeal is significant. By following the process outlined in this Manual and promoting the Appeal, your parish can meet its goal and make a difference in the lives of so many.

I also ask that you pray for the success of the 2010 Bishop's Appeal for Catholic Charities and Church.

Together in faith, we can change lives...one family at a time.

Faithfully yours in Christ,



Most Reverend George V. Murry, S.J.  
Bishop of Youngstown

# INTRODUCTION

## **Leadership Manual**

This Manual was prepared to assist the parish leadership in planning and conducting the Bishop's Appeal for Catholic Charities and Church. It highlights the various phases of the Appeal, describes the important duties which our priests and laity are to perform and contains information to help ensure success. Please read the entire Manual thoroughly and use it as a guide. **Your parish results should prove rewarding if the recommendations in this Manual are followed.**

If there are any questions about any aspect of the Bishop's Appeal for Catholic Charities and Church please contact:

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Director of Development & Stewardship  
Catholic Diocese of Youngstown  
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Youngstown, Ohio 44503  
(330) 744-8451 ext. 325  
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Website: [www.doystewardship.org](http://www.doystewardship.org)

## **Christian Stewardship**

“A Christian Steward receives God's gifts gratefully, cherishes and tends them in a responsible and accountable manner, shares them in justice and love with others and returns them with increase to the Lord.”

(Taken from Stewardship - A Disciple's Response, the US Bishops' Pastoral Letter on Stewardship)

The Bishop's Appeal for Catholic Charities and Church offers our Catholic people an opportunity to practice Christian Stewardship by sharing their gifts of time, talent and treasure as members of the Church in the Diocese of Youngstown. Together, through our sacrificial support of the Appeal, we share in our responsibility of helping our Lord's needy and making possible the programs, services and ministries funded by the Appeal.

## **2010 Bishop's Appeal for Catholic Charities and Church Prayer**

Oh, Lord, our God, we thank you for calling us together as your Church as we grow in our faith and love through your Son Jesus Christ.

In you, though many, we are one. We know that together, inspired and empowered by your Holy Spirit, we are called to further your Kingdom here on Earth.

Lord, you are the giver of all we have and all that we are. Together we have all we need to answer your call.

Bless our efforts, Lord, that through our 2010 Bishop's Appeal for Catholic Charities and Church, we may call forth from each other the gifts you have given...gifts of time and abilities, of resources and devotion...to faithfully support the work of Christ our Appeal makes possible in the Diocese of Youngstown.

Make us ever more one in you, Oh Lord. May our offerings be made in the same spirit of sacrifice that Jesus taught us by his life and death for us.

Amen

# *Changing Lives...One Family at a Time*

*“And the king will say to them in reply, ‘Amen, I say to you, whatever you did for one of these least brothers of mine, you did it for me.’”*

Matthew 25:40

The Bishop’s Appeal for Catholic Charities and Church offers Catholics in the Diocese of Youngstown an opportunity to respond to Jesus’ teaching in Matthew Chapter 25 by helping those in need. The Appeal is the primary funding source that allows Catholic Charities to continue ***Changing Lives...One Family at a Time*** right here in our six-county diocese.

However, in the difficult economic times we are experiencing in our country, the number of needy persons coming to Catholic Charities has increased by thirty-five percent (35%) while resources have decreased. As a result we are challenged to encourage more people of the diocese to respond generously to the Bishop’s Appeal. Only with increased support can we effectively respond to the Gospel call that we serve the least among us in this time and place. Sixty-six percent of the funds raised in the Appeal are designated for Catholic Charities.

Diocesan Ministries impact every parish and all Catholics in our diocese. The support given the Bishop’s Appeal for Catholic Charities and Church makes evident our discipleship in Christ Jesus through programs promoting family life, the formation of youth and young adults, the sanctity of human life, religious education and others. Approximately twenty-nine percent of the funds from this Appeal are designated for Diocesan Ministries.

Finally, approximately five percent of the funds from this Appeal are returned to those parishes that surpass designated Appeal parish goals.

**2010 BISHOP'S APPEAL FOR CATHOLIC CHARITIES  
AND CHURCH**

**TIMELINE**

<b>DATE</b>	<b>ITEM</b>	<b>ACTION</b>
March 8	Mailing to Leaders, Pacesetters & Advanced Gift Prospects	Mailings generated from the Development Office
March 9, 10, 11, 16 & 18	Appeal Workshops	Parish Chairpersons and Volunteers attend one of five workshops.
March 26	Appeal Publicity Begins	Appeal Posters are displayed.
April 17 & 18	Announcement Weekend	Pastor announces the Appeal at all Masses. Brochures are distributed. Bulletin Announcement #1.
April 19	Mailing to Lapsed Donors Mailing to Non-Donors	Mailing generated from the Development Office. Mailing generated by parishes.
April 24 & 25	Commitment Weekend	Pastor delivers Homily at all Masses. Commitment Envelopes distributed and collected. Bulletin Announcement #2.
April 30	First Report	Parish Transmits First Report to Development Office using DOYLINK.
May 1 & 2	First Follow-up Weekend	Remind parishioners about Appeal and ask for support. Commitment Envelopes distributed and collected. Bulletin Announcement #3.
May 7	Second Report	Parish Transmits Second Report to Development Office using DOYLINK.
May 8 & 9	Second Follow-up Weekend	Remind parishioners about Appeal and ask for support. Commitment Envelopes placed in pews and collected. Bulletin Announcement #4.
May 10 through May 21	Personal Contacts	Parish volunteers contact those not yet responding by telephone.
May 24	Final Report	Parish Transmits Final Report to Development Office using DOYLINK.
June 8	Follow-up Mailing	Generated by the Development Office
September	Overtime Mailing	Generated by the Development Office

## SOLICITATION METHODS

The following Solicitation Methods will be used in the 2010 Bishop's Appeal:

- A. **Leadership Mailing** - Leadership gift prospects are those persons perceived as having the capacity to make a gift of \$1,000 or more. A Leadership Gift solicitation mailing will be sent by the Development Office on March 8th.
  
- B. **Pacesetter Mailing** - Pacesetter gift prospects are those persons perceived as having the capacity to make a gift between \$500 and \$999. A Pacesetter solicitation mailing will be sent by the Development Office on March 8th.
  
- C. **Advanced Gift Mailing** – Prospects perceived as having the capacity to make a gift between \$150 and \$499 will be sent a solicitation mailing on March 8th.
  
- D. **Lapsed Donor Mailing** – Lapsed donors are defined as those that made a gift to the Appeal in one or any of the years...2004 through 2008, but did not respond in 2009. A solicitation mailing will be sent by the Development Office on April 19th.
  
- E. **Non-Donor Mailing** – Non-donors are those that traditionally do not respond to the Appeal. Parishes will be asked to send a mailing on April 19th to non-donors from their parish. Mailing labels and materials for this mailing will be provided by the Development Office. A suggested letter can be found on page 13 of this Manual.
  
- F. **In-Pew Phase** - Parishioners are solicited during the Masses on designated Appeal weekends. Appeal Commitment Envelopes are distributed. They are filled-out by parishioners and collected during Homily time. Every Catholic Household will be asked to consider a minimum commitment of \$150.
  
- G. **Parish Follow-up** - Parish Volunteers make telephone calls to those not yet responding to the Appeal. Upon request the Diocesan Development Office will provide parishes with parishioner mailing labels for this purpose. Labels are to be affixed to Commitment Envelopes and distributed to volunteers (one volunteer for every ten parishioners) who will make calls to those yet to respond.
  
- H. **Follow-up Mailing** – A mailing will be sent by the Development Office to those that contributed in recent years, but have not yet responded to the 2010 Bishop's Appeal. The mailing will take place the week of June 8th.
  
- I. **Overtime Mailing** - The Development Office sends a solicitation mailing in September to those that contributed in recent years, but have not yet responded to the 2010 Bishop's Appeal.

# APPEAL WEEKENDS

## Announcement Weekend – April 17 & 18, 2010

1. The Pastor announces the Appeal from the Pulpit at all Masses (see page 12). Brochures are distributed.

## Commitment Weekend – April 24 & 25, 2010

1. Appeal Homily delivered at all Masses (see page 15-1 & 15-2).
2. At the conclusion of the Pastor's Appeal Homily, Appeal Commitment Envelopes and pencils are distributed by ushers to parishioners. **Every Catholic Household is asked to consider a minimum commitment of \$150.** Commitment Envelopes are filled-out by parishioners. The envelopes are collected and the Mass continues.

## First Follow-up Weekend – May 1 & 2, 2010

1. Volunteers place Commitment Envelopes and pencils in the pews before each Mass.
2. At Homily time, parishioners are asked to fill-out a Commitment Envelope if they did not do so previously. Parishioners are reminded that if they do not respond at this time they will be personally contacted in the near future.

## Second Follow-up Weekend – May 8 & 9, 2010

1. The procedures followed on the First Follow-up Weekend are repeated.

## **ROLE OF THE PASTOR**

- \*Serve as Parish Leader for the Bishop's Appeal.
  
- \*Involve Parish Council, Parish Commissions and Organizations in working toward the successful attainment of the Parish Goal.
  
- \*Encourage participation of every registered parishioner through the procedures recommended in this Manual.
  
- \*Select, work with, and affirm the Parish Chairperson(s) and Volunteers.
  
- \*Oversee the Appeal effort at the parish ensuring adherence to the Appeal Timeline.
  
- \*Attend the Bishop's Appeal Deanery Meeting with Bishop Murry.
  
- \*Assist the Development Director in evaluating the Appeal effort.
  
- \*Work toward a goal of 40% or greater participation from your parishioner households.
  
- \*Plan as to how rebated dollars will be spent.

## **ROLE OF THE PARISH CHAIRPERSON**

The Parish Chairperson is the principal lay parish leader in the Bishop's Appeal for Catholic Charities and Church. The Parish Chairperson works closely with the Pastor in planning, implementing and evaluating the parish appeal effort.

### **Qualifications:**

- \*Recognized as a leader by members of the Parish Community.
- \*Visibly active in the Parish Community, i.e., member of Parish Council, Finance Committee, Lector, Eucharistic Minister, etc.
- \*An effective communicator.
- \*Experienced in supervising and coordinating volunteers.
- \*Able to accomplish tasks in accordance with a timetable.
- \*An Advance Gift Donor (\$150 pledge or more) in the 2009 Appeal.

### **Duties:**

- \*Pray for the success of the Bishop's Appeal.
- \*Serve as Lay Parish Leader for the Appeal.
- \*Assist the Pastor in planning the Parish Appeal Process according to the Diocesan Timetable.
- \*Assist the Pastor in presenting the Appeal Plan to the Parish Council and other parish consultative bodies and societies.
- \*Work with the Pastor in identifying Leadership Gift prospects (\$1,000 and above) and soliciting them or sharing their names with the Diocesan Development Office.
- \*Recruit volunteers for the In-Church Appeal Phase, Parish Mailing to Non-donors, Follow-up Phases and the recording and reporting of Appeal results.
- \*Oversee the work of the Appeal Accountant and designated volunteers.
- \*Work with the Pastor in implementing the entire Appeal Process encouraging participation on all levels.
- \*Work toward a goal of 40% or greater participation from your parishioner households.
- \*Assist the Pastor in evaluating the Appeal Process.

## **ROLE OF THE APPEAL RECORDER**

The person who functions as Appeal Recorder plays an integral role as part of the parish leadership team. This role involves keeping records of incoming gifts and reporting parish appeal results to the Diocesan Development Office using the DOYLINK Communication System.

### **Duties Include:**

1. Pray for the success of the Bishop's Appeal.
2. Make your gift to the Bishop's Appeal early.
3. If necessary, attend a DOYLINK Refresher Workshop.
4. Record Appeal results using DOYLINK (see page 17).
5. Report Appeal results using DOYLINK (see page 17).
6. Report Appeal results to the Pastor and Parish Chairperson on a regular basis.
7. Provide parishioner labels to the Parish Chairperson for the mailing to non-donors on April 19th.
8. Provide parishioner labels to the Parish Chairperson for personal follow-up efforts.
9. See to it that all Appeal results are reported by May 24th using DOYLINK.

## **BULLETIN ANNOUNCEMENTS**

### **Bulletin Announcement #1 – April 18 -- Third Sunday of Easter**

2010 Bishop's Appeal for Catholic Charities and Church  
*Changing Lives...One Family at a Time*

For the next few weeks parishes throughout the Diocese of Youngstown will be participating in the 2010 Bishop's Appeal for Catholic Charities and Church. The Appeal is the primary funding source supporting the work of Catholic Charities in our diocese. In addition, traditional Diocesan Ministries like Religious Education and Youth Ministry Programs also receive support.

Appeal brochures will be distributed at the Masses this weekend. Please review them and prayerfully consider how you can best respond to the Appeal. It is our hope that every member of our parish community responds in some way. Please come to Mass next weekend prepared to make a commitment to the Appeal.

On behalf of those who will be served through the Bishop's Appeal...Thank you!

### **Bulletin Announcement #2 – April 25 -- Fourth Sunday of Easter**

2010 Bishop's Appeal for Catholic Charities and Church  
*Changing Lives...One Family at a Time*

This weekend every member of (parish name) is called upon to support the work of our Lord Jesus made possible through the Bishop's Appeal for Catholic Charities and Church. As followers of Jesus, we make sacrifices that will bring His love and hope to the less fortunate served by Catholic Charities. Our support will also enable our Diocesan Church to provide traditional programs which meet pastoral needs and enhance Jesus' Mission in our time and place.

Please make your sacrificial commitment to the 2010 Bishop's Appeal for Catholic Charities and Church. Bishop Murry is counting on the support of every parish family to meet our goal.

**Bulletin Announcement #3 – May 2 -- Fifth Sunday of Easter**

2010 Bishop's Appeal for Catholic Charities and Church  
*Changing Lives...One Family at a Time*

A heartfelt THANK YOU to everyone that made a commitment to the 2010 Bishop's Appeal for Catholic Charities and Church. To date (number responding) of our (number of parish families) have responded. However, we need the support of all members of (parish name) if we are to be successful in reaching our parish goal of (parish goal).

If you have not responded to the 2010 Bishop's Appeal for Catholic Charities and Church, please do so at this time using the Commitment Envelopes available in the church pews or by sending your commitment to the rectory. We will be personally contacting parishioners that have not yet responded to the Appeal.

**Bulletin Announcement #4 and Ongoing Bulletin Reports on Appeal Progress**

2010 Bishop's Appeal for Catholic Charities and Church  
*Changing Lives...One Family at a Time*

THANK YOU to all who made a commitment to the 2010 Bishop's Appeal for Catholic Charities and Church. To date (number of households responding with a gift) have collectively committed (amount pledged) toward our Appeal Goal of (parish goal). If you have not yet made your commitment please do so by sending your response to (Pastor's name) attention at the rectory.

## **SAMPLE PULPIT ANNOUNCEMENTS**

### **Announcement Weekend - - April 17 & 18**

This week our parish will be joining parishes throughout the Diocese of Youngstown in asking every Catholic family to support the 2010 Bishop's Appeal for Catholic Charities and Church. The Appeal is the primary funding source for Catholic Charities in our six-county diocese. The increasing number of needy served by Catholic Charities depend on our support of the Bishop's Appeal.

The Bishop's Appeal also helps to subsidize traditional diocesan ministries including Religious Education, Youth and Young Adult Ministries and Lay Ministry Formation.

Finally, our parish was given an Appeal goal of (GOAL AMOUNT) and we receive a rebate of fifty cents of every dollar raised above that goal. We can use these rebated dollars for a need right here at (parish name).

Bishop Murry is counting on our support of the 2010 Bishop's Appeal.

Appeal brochures are being distributed at the Masses this weekend. Please take the brochure home and read it. Then prayerfully consider how you can best respond when asked to make a commitment next weekend.

Thank you.

### **Commitment Weekend - - April 24 & 25**

Refer to the Suggested Homily Outline offered on page 15 of the manual.

First Follow-Up Weekend - - May 1 & 2

Thank you to all who made a commitment to the 2010 Bishop's Appeal for Catholic Charities and Church. To date, (NUMBER RESPONDING) of our (NUMBER OF PARISH HOUSEHOLDS) have responded. However, we need the support of every member of (PARISH NAME) if we are to be successful in reaching our parish goal of (PARISH GOAL).

If you have not yet made your commitment, please find the Commitment Envelope in the pew and do so at this time. Please consider a commitment of \$150 that can be paid over twelve months.

Bishop Murry is asking that we invite every member of (PARISH NAME) to join us in faithful support of the 2010 Bishop's Appeal. Not just for the attainment of a monetary goal, but to demonstrate our willingness as a parish community to help those in need and strengthen the life and vitality of our Church.

Thank you and may our Lord bless you for whatever help you can give.

Second Follow-up Weekend - - May 8 & 9

Repeat the announcement used for the First Follow-up Weekend but add:

After this weekend, we will be personally contacting those not yet responding.

**After the Second Follow-Up Weekend, an updated Appeal Report should be announced each week until the parish goal is surpassed.  
The Report should include the amount committed as related to the parish goal.  
In addition, the number of participating families and that number as a percentage of the total number of parishioner households should be shared.**

**SAMPLE LETTER FROM PASTOR TO THOSE  
WHO TRADITIONALLY DO NOT SUPPORT THE APPEAL**

Mailing labels, commitment envelopes and brochures will be provided by the Development Office for this purpose. Parishes will need to secure volunteers to enclose the brochure, commitment envelope and letter in a #10 parish envelope and mail it on April 19. Below is a suggested letter from the pastor.

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April 19, 2010

Dear Parishioner:

This past weekend we announced the start of the 2010 Bishop's Appeal for Catholic Charities and Church.

The Bishop's Appeal is the primary funding source for Catholic Charities in our diocese. The number of families and individuals coming to Catholic Charities for help has increased by 35%. Many of them are unable to feed and clothe their children, some families are losing their homes, and a growing number of elderly individuals are going without necessary medications and heat in the winter.

In these times of hardship our faith challenges us to consider the blessings we have been given, and to respond by generously sharing with those that have less.

Please consider a gift to the 2010 Bishop's Appeal. Whatever you can afford to give will be put to work for those in need. Whether \$10, \$25 or more, your gift will make a difference.

Please use the enclosed Appeal Commitment Envelope for your response. Drop it in the collection basket or mail it to the address shown on the envelope. Your gift will be credited to our parish.

Sincerely yours in Christ,

Pastor

## GENERAL INTERCESSIONS

*Fourth Sunday of Easter – Year C*

***Celebrant:*** **Jesus is the Good Shepherd who watches over those entrusted to him. With confidence we pray.**

1. For all who are ordained in the ministry of the Church, especially in its mission of evangelization, and for an increase in Vocations to this ministry,  
[pause] We pray to the Lord. Lord, hear our prayer.
2. For the needy in our diocese that go to Catholic Charities for help: may we be there to respond to their needs through our generous response to the Bishop's Appeal,  
[pause] We pray to the Lord. Lord, hear our prayer.
3. For those who are entrusted with civil authority, that they will lead with compassion,  
[pause] We pray to the Lord. Lord, hear our prayer.
4. For those who search for meaning and purpose in life, that they will be led to the only shepherd who brings true refreshment and peace,  
[pause] We pray to the Lord. Lord, hear our prayer.
5. For the sick, that they will know the healing power of the Good Shepherd,  
[pause] We pray to the Lord. Lord, hear our prayer.
6. For all who have died: that they will have eternal life, especially for N,  
[pause] We pray to the Lord. Lord, hear our prayer.

***Celebrant:*** O God, you sent your Son as our shepherd. Listen to our prayer and when we go astray, lead us back to you. We ask this through Christ our Lord. Amen

## **SUGGESTED HOMILY OUTLINE FOR COMMITMENT WEEKEND FOURTH SUNDAY OF EASTER - 2010**

### **I.     *Reading I—Acts 13, 14, 43-52***

In the face of hostility from their fellow Jews, Paul and Barnabas remain faithful to their call to proclaim the Gospel. In spite of persecution, they refuse to give up on their mission. Shaking the dust of the town of Pisidia from their feet, they move on, determined to proclaim the good news of salvation to any who will hear it. The Christian community, filled with the Holy Spirit, rejoices that the Word of God continues to be proclaimed even in the face of difficulty, even in the face of need. We, too, must continue to proclaim the Gospel even in the face of hostility, even in the face of those who do not share our values.

*Responsorial Psalm—Psalm 100—We are his people, sheep of his flock.*

God provides for his holy people as a shepherd provides for his flock. As members of his flock, as members of his people, we are called to serve the Lord—not begrudgingly—but with gladness. That means serving his people—the hungry, the homeless, the lonely, whoever is in need, with that same gladness, recognizing that in serving them, we serve the Lord, sharing in his mission as shepherd of his people.

*Reading II—Revelation 7, 9, 14-17*

The Elect will never know hunger or thirst, for the Lord will be their shepherd, providing for their needs, sheltering them, feeding them, comforting them, wiping every tear from their eyes. As members of His holy people, we are called to do the same—giving comfort to those in need so that they might know the tender embrace of their loving God through our efforts.

*Gospel—John 10, 27-30*

“My sheep hear my voice; I know them and they follow me.” If we are indeed members of God’s holy people, then we will hear his voice calling out to us in the voices of the hungry and the homeless, in the voices of the stranger and the immigrant, in the voices of those who seek justice, in the voices of those who yearn for peace. We will follow the example of Jesus in walking with those who are in need, not just in giving of our excess to provide for their needs but in giving of ourselves.

### **II.     Explain the case for the Appeal (see Appeal brochure) Talking points:**

- The Appeal is the primary funding source for the day-to-day services provided by the Catholic Charities agency in our county (see examples of people who have been assisted on next page...15-2). The number of individuals and families coming to Catholic Charities for help has increased by 35% this past year.
- The Appeal also funds diocesan-wide programs promoting family life, the formation of youth and young adults, religious education, and vocations.
- Inform parishioners of your Parish Appeal Goal and explain that fifty cents of every dollar raised above goal is rebated to the parish for its own use.

### III. Invite parishioners to make a commitment:

- Walk parishioners through filling out of the pledge envelope.
- Suggest a minimum commitment of \$150 for the year (\$12.50 per month).
- Acknowledge that some have already given as advance donors and ask those donors to fill-out an envelope marking that they already gave.
- Allow people the time to complete their pledge envelope.
- Thank parishioners on behalf of those who will be served and have people bring forward their commitment envelopes or invite the ushers to come forward and collect them.

### **CATHOLIC CHARITIES CASE EXAMPLES FOR APPEAL HOMILY**

Fred, wheelchair-bound and diabetic, called Catholic Charities in tears because he and his wife, Grace, were homeless. She had lost her job and when they couldn't pay the rent, they lost their home. Fred's disability supplements were paying for a motel, but the money was running out and they would soon be out on the streets. Fred's medications were also running low and he was desperate. Catholic Charities swung into action, securing an affordable apartment for the couple and helping out with the first month's rent. They also provided referral services to help Fred and Grace furnish the apartment with donated goods and arrange for medical care for Fred. Catholic Charities also helped the couple apply for food stamps. Now in a stable situation, Fred and Grace are more hopeful about the future. Grace is currently looking for a new job.

Carl and Jill, a young couple from Louisiana, relocated to our area because they had family here and heard that there might be work. The couple brought with them their infant daughter who was very sick. Not sure where to go for treatment and with no money, the couple came to Catholic Charities. The Catholic Charities Agency arranged for the baby to be seen at the immediate care center of the local Catholic hospital. Catholic Charities agreed to pay any fees that could not be waived, and for any medication that was needed. The case worker at Catholic Charities was also able to refer Carl and Jill to other local agencies, including employment programs so that they could begin the job search process. Each day Catholic Charities reaches out to families who feel like there is nowhere to turn. When Carl and Jill needed help and hope, they found warmth and compassion at Catholic Charities.

When Kim fled a domestic violence situation in another state, she was pregnant and due in two weeks. Fearing for her safety, Kim had to leave behind all of her own things, as well as the baby clothes and items that she had either purchased or received as gifts. Kim used all of the money she had saved working at a fast-food restaurant to get away from her abusive husband. She had no money left to replace what was left behind. Now, alone in a new state with no family or friends for support, Kim felt hopeless. Catholic Charities' First Step Program—through generous donations from Catholic parishes and other community partners—was able to provide Kim with all that she needed to welcome a little one into the world. The First Step caseworker was also able to refer Kim for prenatal services at the local Catholic hospital. Kim was a stranger to our area, but when she left Catholic Charities, she stated, "I think I have finally found a safe place to raise my little girl."

# TELEPHONE FOLLOW-UP

## **How Do You Prepare?**

1. Read the Bishop's Appeal Case for Support on page 4 of this Manual and in the Appeal Brochure.
2. Pray! Before each call ask the Holy Spirit to fill you with inspiration, strength and love as you invite a fellow parishioner to participate in this important initiative for our Church.
3. Make your gift to the Bishop's Appeal! One cannot ask others to commit before doing so themselves.
4. Relax and be enthusiastic! You're practicing good stewardship and asking others to join you.

## **What Do You Say?**

1. Introduce yourself and conduct "small talk."
2. Have a friendly conversation. Talk slowly and be a good listener.
3. Use the following suggested format but do not read it in a "canned" manner.

## **Sample Conversation**

Hello (person's name) this is (your name) calling from (parish). I am calling for (Pastor's Name) and Bishop Murry to invite you to make a commitment to our 2010 Bishop's Appeal for Catholic Charities and Church. Have you received information about the Appeal?

The Bishop's Appeal is the primary funding source for Catholic Charities in our diocese. Unfortunately, the number of people coming to Catholic Charities for help has increased by 35% while resources are decreasing. That is why the success of this year's Bishop's Appeal is critical.

For this reason we are asking every parish family to reflect on their blessings and prayerfully consider helping those that have much less. You can make a commitment of \$5 or \$10 a month and reminders will be sent to you later.

I have your Commitment Envelope in front of me. May I record your gift now? (Pause for response) Thank you for taking the time to talk to me and may God Bless you!

## **How Do I Respond?**

*“Yes, we’ll make a commitment.”*

Thank the donor and fill-out the Commitment Envelope. Remind the donor that he/she will be receiving reminders from the Diocesan Development Office.

*“We don’t make commitments or pledges.”*

Depending on why, you might mention that:

- A. It’s easier to pay smaller amounts on a commitment instead of an outright gift.
- B. A commitment allows one to be more generous and make a larger donation.
- C. A commitment nor a pledge are legally binding. If for good reason a commitment cannot be fulfilled, it is certainly understandable.

*“We need more time to consider our level of support.”*

That’s okay! Be sure to agree on a time when you can call back.

*“I am upset with the Church.”*

Whenever anyone expresses anger or frustration about any aspect of the Parish or Diocesan Church, listen attentively. Allow them time to vent the frustration and assure them you will note their concern and forward it to the appropriate party.

### **Never Do The Following:**

1. Force a commitment on someone.
2. Argue or interrupt.
3. Sluff-off a question you cannot answer. Promise to get an answer and keep that promise.

## RECORDING APPEAL RESULTS

Results are recorded and reported to the Diocesan Development Office using the DOYLINK Communication System. The person designated by the pastor to use DOYLINK should have attended a workshop or refresher workshop on the subject and have an instruction Manual.

Basically, one matches the information on a returned Commitment Envelope with that parishioner's listing on the DOYLINK File. **Please refer to the DOYLINK Manual.**

## REPORTING APPEAL RESULTS

### **Report #1 Due April 30, 2010**

Record in the DOYLINK File the information from the Commitment Envelopes received on Commitment Weekend. **Please send a check to the Development Office for the total dollars collected with the report. The report will not be posted until the check is received.**

### **Report #2 Due May 7, 2010**

After recording all of the Commitment Envelopes received on the First Follow-up Weekend, follow the procedure above and make your second report to the Development Office.

### **Report #3 \*\*\*Final Report\*\*\* Due May 24, 2010**

After recording all of the Commitment Envelopes received from the Second Follow-up Weekend and your Personal Contact Follow-up effort, follow the procedure for Report #1 above and make your final report to the Development Office.

### **Please Note The Following:**

1. The Development Office will do a Follow-up Mailing on June 8th soliciting those who have yet to respond. For this reason, **May 24th is the absolute deadline** for making your Final Report to the Development Office.

## PARISH CHECK-OFF LIST

- Parish Chairperson and Volunteers attend one of the Appeal Workshops. (March 9, 10, 11, 16 & 18)
- Volunteers put-up Appeal posters. (March 26)
- Pastor and Parish Chairperson conduct a planning meeting for parish Appeal volunteers. Volunteers prepare the mailing to non-donors. (April 14)
- Announcement Weekend. Pastor announces Appeal at each Mass. Bulletin Announcement #1 appears in Bulletin. Brochures are distributed. (April 17 & 18)
- Parish mailing to those who did not give in recent years. Mailing includes letter from pastor, Appeal brochure and commitment envelope. (April 19)
- Commitment Weekend. Homily delivered by the Pastor. Commitment Envelopes distributed and collected by volunteers. Bulletin Announcement #2 appears in Bulletin. (April 24 & 25)
- First Report is sent to Development Office via DOYLINK by Appeal Recorder. Check for cash received is mailed to Development Office. (April 30)
- First Follow-up Weekend. Pastor reminds parishioners about Appeal. Commitment Envelopes placed in pews and collected by volunteers. Bulletin Announcement #3 appears in Bulletin. (May 1 & 2)
- Second Report. Appeal Recorder sends second report to Development Office via DOYLINK. Check for cash received is mailed to the Development Office. (May 7)
- Second Follow-up Weekend. Pastor reminds parishioners about Appeal and asks for support. Commitment Envelopes placed in pews and collected by volunteers. Bulletin Announcement #4 appears in Bulletin. (May 8 & 9)
- Personal Contacts. Volunteers conduct telephone follow-up. (May 10 – May 21)
- Final Report. Appeal Recorder sends final report to Development Office via DOYLINK. Check for cash received is mailed to Development Office. (May 24)