

2024 ANNUAL CATHOLIC APPEAL
PARISH LEADERSHIP
PROMOTIONAL INFORMATION



Office of Development | 901-373-1220 | www.cdom.org

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Points of contact information:

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E-mail: allison.thron@cc.cdom.org	

THEME MESSAGE

Theme: Sanctity and Service
Doing Small Things Together

2024 Annual Catholic Appeal Talking Points

- Since inception, the Catholic Church has been a tireless defender of life, a comforter to the sick and dying, provider for widows and orphans, and shelter for the poor.
- She has been teacher, mother, hope and encouragement to every man, woman and child who has walked this earth. This is the heart of what it means to be Catholic.
- The mission of our Catholic Faith is to share the Gospel. We do this by sharing our Church teachings and by providing ministries.
- As members of the mystical Body of Christ, we are called through baptism to proclaim the Good News by living out the Truth of the Gospel.
- There is a need for us to make a difference in the lives of our Catholic people. We need to continue to reflect the face of Christ to everyone.
- In our local family of the Catholic Diocese of Memphis, we strive to offer the love of our Heavenly Father through the many ministries and services supported through the Annual Catholic Appeal.

REACHING ALL GENERATIONS AS A FAMILY

- 10 Seminarians- Providing the education for our future priests
- Family Life Ministries
- Catholic Campus Ministry – University of Memphis, Rhodes College, University of TN Health Science Center, and the University of Tennessee Martin.
- Catholic Cemeteries – Sacred ground for a family’s last resting place together
- Institute for Liturgical Studies – Classes to strengthen spiritual life to be better parents and family leaders
- Pro-life and Natural Family Planning Center
- Our Lady Queen of Peace Retreat Center – Parish men/women retreats, Cursillo retreats, and AA retreats
- Prison Ministry – 14 facilities visited regularly, Kairos retreat ministry, Storybook program – moms reading to their children
- RCIA training

ALL OF THESE IMPACT THE FAMILY IN MANY, MANY WAYS

- Goals:**
- To encourage every Catholic to participate in some way
 - To secure financial commitments of \$2.3 Million to support Diocesan ministries for fiscal year 2024-2025

Pledge Period: 10 months (February 2024-December 2024)

Organization: **The Diocese of Memphis in Tennessee**
Diocesan Leadership Team
Chairman – Father Carl Gregorich

Parish

Pastor – Parish Leadership Team: Lay Leaders, Parish staff members and assistants (as required for individual parish plans)

GENERAL TIMELINE

Nov 27	Letter sent to pastors with overview of 2024 Appeal
Dec 4	Pastor returns commitment packet to Catholic Center
Jan 8	Bishop's introductory email sent
Feb 2	Bishop's Letter (w/ACA brochure & <u>commitment card</u>) mailed to all families
Feb 10-11	Commitment and video weekend
Mar 20	Pastor's Letter (w/commitment card) mailed to all families

Receptions for Memphis on April 14 from 3-5pm and Jackson on April 21 from 3-5pm

Parishes are asked to use the following to promote the Annual Catholic Appeal:

- **Video** – 2024 Appeal video shown at all Masses in parishes
- **Lay Speaker** to deliver witness talk
- Pastor delivers **pulpit talk**
- Use of **inserts** and/or **announcements** in all parish bulletins (Run bulletin announcement one week before commitment weekend, see Addendum)
- **Intercessions** during Mass
- Implement the **Commitment procedure** – gifts/pledges made in all parishes at all Masses.

Following Commitment Weekend:

Parish secretary/staff: Follow procedure outlined on pages 28-30

Parish: Telephone follow-up calling phase begins

Bishop/Pastor: Thank you letter mailed to all making gifts

Bishop: Follow-up letter (w/commitment card) to all who have not yet participated

Electronic campaign: emails, Facebook postings, etc.

INFORMATIONAL MATERIALS

To be delivered to the parish:

- Annual Catholic Appeal posters
- Annual Catholic Appeal brochure
- “In-Pew” commitment envelopes
- In-pew QR Code Flyers
- Parish Manual
 - General Timeline
 - Talking Points
 - Parish Leadership Team – Job Descriptions
 - Ways to Improve Participation
 - Annual Catholic Appeal Prayer
 - Suggested Bulletin Announcements
 - Suggested Prayers of the Faithful (Intercessions)
 - Postal-Mailing Calendars
 - Pledge Register
 - Pledge Guidelines for Parish Staff
- 2024 Annual Catholic Appeal Video (available in English and Spanish)

Available on the diocesan web page – www.cdom.org in various forms:

- Logo
- 2024 Annual Catholic Appeal Prayer
- Suggested Bulletin Announcements
- Suggested Prayers of the Faithful (Intercessions)
- Pledge Card (English/Spanish)
- In-pew QR Code Flyers
- Parish Manual
- Pledge Guidelines for Parish Staff
- Brochure
- Campaign Poster
- Progress Poster
- Steering Committee

PARISH LEADERSHIP TEAMS

JOB DESCRIPTIONS

This group should include the Presidents/Leaders of all parish clubs and organizations

LAY LEADERS WILL:

- Implement the procedures for the Annual Catholic Appeal and assist the Pastor in the parish effort.
- Recruit other members of the Parish Leadership Team, as needed.
- Help plan, stage, and host any meetings, as appropriate.
- Attend the Parish Leadership Kickoff Luncheon or Dinner.
- Ensure the Commitment Weekend procedures (especially Commitment at Mass) are implemented.
- Coordinate with parish staff person(s) to **implement promotion plan** at parish.
- Assist in showing the Appeal video at each Mass on commitment weekend.
- Be enthusiastic – make the Annual Catholic Appeal a success.
- Create a positive image – speak and publish positive points about the Appeal and the many programs that provide services to the people of West Tennessee.
- **Strive to obtain 100% participation.**

PARISH STAFF MEMBER(S) WILL:

- Establish and maintain parish calendar for Appeal activities.
- Maintain list of Parish Leadership Team and other Appeal volunteers.
- Attend the Parish Leadership Kickoff Luncheon or Dinner.
- Ensure promotional materials (posters, bulletin inserts, commitment cards/envelopes, brochures, etc...) are displayed and distributed at the proper time.
- Assist as required in arrangements for parish meetings, distribution of informational materials, and telephone calling plan.
- Have extra commitment cards available for distribution on Commitment Weekend.
- Coordinate collection of Appeal envelopes/donations with parish secretary on Commitment Weekend and all subsequent weekends during Appeal.
- Coordinate with the Diocesan Department of Development.

WAYS TO IMPROVE PARTICIPATION

(Can be implemented based on your parish needs)

COMMITMENT AT MASS

- One very successful method is to complete the commitment cards immediately following the presentation of the 2024 Annual Catholic Appeal video. This has resulted in very high participation and in reaching the parish goal quickly. The advantage of this process is it encourages people to act while the Appeal is fresh in their minds. This procedure will also reduce the burden of a telephone follow-up if families indicate their intentions on Commitment Weekend.
- The best results occur when the pastor/priest completes a pledge card with the parishioners. Verbally ask them to verify personal information and to prayerfully make a gift selection. If they did not bring a personalized card, have them complete the “in-pew” blank card. It is also beneficial to have either a special collection of the cards or have the parishioners come forward and place cards in a basket at the altar.
- Encourage pledging – instead of one-time gifts; remind people they may make a pledge and pay it over a **10-month** period.
- Assure people that every gift is important and every gift helps! Participation is critical to success and shows solidarity with one’s faith family. Those who are not in a position to make a gift are asked to fill out the commitment cards and indicate “prayers only” in the appropriate place. This will reduce the need for telephone follow-up and save expense of additional postage.
- For Commitment Weekend and the weeks to follow, it is very important to have extra “in-pew” commitment cards readily available and easily accessible to parishioners.

USE OF APPEAL PRAYER

- Pray the Annual Catholic Appeal prayer at all Sunday and daily Masses. Make it easily available by placing the prayer on the Missal, or have a copy available in the pew. As a prayerful community, joining in prayer for this intention is appropriate. (See addendum section for the prayer.)

USE OF DIOCESAN SPEAKERS

Individuals from various departments of the Catholic Diocese of Memphis have volunteered to come to parishes to speak about how the Appeal benefits and impacts their ministry. These people have been asked to speak, in their own words, for about 3-5 minutes about the work that they do for the diocese.

The Annual Catholic Appeal steering committee recommends having speakers the first weekend PRE starts in the fall of 2023. To make arrangements for one of these people to speak some weekend to promote the Appeal process, please call:

Allison Thron, Assistant Director of Development, (901) 373-1220 or email: Allison.Thron@cc.cdom.org

USE OF LAY SPEAKERS

A parish may prefer to have a lay speaker instead of a diocesan speaker. This parishioner would speak about 3-5 minutes giving personal witness as to the importance of the Appeal. These talks can be given prior to introducing the video, during commitment procedures, or at the conclusion of Mass.

*Note: The use of a diocesan or lay speaker is strongly recommended, but the decision is up to the pastor. If the pastor prefers to conduct the Commitment Weekend procedure himself, or have another priest do it, no lay speaker needs to be named.

For assistance in **identifying a lay speaker**, and/or preparing a lay talk, please feel free to contact the Department of Development:

Allison Thron, Assistant Director of Development, (901) 373-1220 or email: Allison.Thron@cc.cdom.org

TELEPHONE PRE-CALLING PLAN (GENERAL INSTRUCTIONS)

PURPOSE

- The calling plan has a very important purpose: to make each family aware of the importance of participating in the upcoming Annual Catholic Appeal.
- Prior to Commitment Weekend, it is important to contact each family to make them aware of the upcoming Annual Catholic Appeal and to encourage 100% participation.

SAMPLE SCRIPT

“Hi, my name is _____ and I am calling on behalf of Father/ Monsignor _____ (pastor). He asked that we notify all of our parishioners of his desire for 100% participation in the upcoming Annual Catholic Appeal. As Catholics, we are part of a larger church, and your participation is needed and appreciated. Please bring your pledge card to Commitment Weekend on _____, Thank you.”

ORGANIZING CALLERS

- The parish calling director is responsible for making arrangements for phone calling. He or she will recruit assistants and they, in turn, will recruit callers.
- The recommended formula for callers is as follows:
 1. Director recruits five assistants (or ten, if needed).
 2. Each assistant recruits five callers.
 3. Each caller calls ten parishioners.
- Some parishes have their own system in place for contacting parishioners. Local procedures instead of the plan given here is the option of the pastor, but the telephone plan is recommended.

Sample Pastor Letter
“Volunteering for the Phone Committee”

Dear:

Thank you for your willingness to serve on the 2023 Annual Catholic Appeal Calling Committee for **(Name of Parish)**.

I am asking that you please call the names on your allotted list beginning Monday, **(Date)** and before Saturday, **(Date)**. We are merely asking our parishioners to make a ten-month pledge to support the many ministries in which our diocese is involved. This is just a reminder call, and your brief message may be given personally or left on recorders. Please encourage parishioners to participate.

The Annual Catholic Appeal Commitment Weekend is **February 10-11, 2024**.

After you have made the calls, please return the list with response notes in the enclosed envelope. May we all pray for the success of God’s work through the Annual Catholic Appeal. Remember the many good things accomplished are done in our names as Catholics of the Diocese of Memphis in West Tennessee.

Again, my thanks and may God bless you and your families,

In Christ,
Pastor’s Signature

Sample Pastor Letter
“Invitation to Make Calls”

Dear:

I would like to invite you to be involved in the phone calling phase of the Annual Catholic Appeal this year. A personal contact with each of our parishioners is invaluable in terms of encouraging all to be involved. **(Committee Chairperson Name)** has been most gracious in agreeing to be the Calling Committee Chairperson for this year’s Appeal.

As a member of the Calling Committee, you will be phoning fellow parishioners to remind them of Commitment Weekend, which will be **February 10-11, 2023**. Your brief message inviting them to participate may be given personally or left on recorders anytime between **(Date of Commitment Weekend)**.

You are invited to a Coffee/Pastry meeting **day, date and time**. At this time, each volunteer will be provided with a short list of names to contact. The list need not be returned to the church office unless it contains comments or information that would be beneficial for us to know: i.e. phone number, address or name changes, left parish, etc.

I hope that you can be present at this short gathering and I look forward to seeing you there. If you are unable to attend, but would still like to be part of the calling committee, please contact the church office (church office phone number).

In Christ,
Pastor’s name

SAMPLE PASTOR LETTER
“WITH PHONE SCRIPT”

Dear:

Thank you for agreeing to be part of the Annual Catholic Appeal Calling Committee.

Please begin calling Sunday, **(Date)** and finish by Saturday, **(Date)** before 4:30/5:00/5:30 p.m. Mass. Leaving a message on a parishioner’s recorder is permissible. You may use the following script or put the message in your own words.

“Hi, my name is _____ and I am calling on behalf of Father/Monsignor _____ (pastor). He asked that we notify all of our parishioners of his desire for 100% participation in the upcoming Annual Catholic Appeal. As Catholics, we are part of a larger church and your participation is needed and appreciated. Please bring your pledge card to Commitment Weekend on _____ Thank you.

Any information or comments you receive from parishioners you contact that you feel would be of interest to the church office, **(moved, new phone number, disconnected phone number, etc.)** please return your list with those notes attached. If there were no changes, you may discard your list when finished calling. I appreciate your help in this important task.

In Christ,
Pastor’s Signature

USE OF POST-COMMUNION ANNOUNCEMENT

“Last weekend we asked all parishioners to make their commitments to the 2024 Annual Catholic Appeal. So far we have received # _____ commitments made for a total of \$ _____. For those of you who have not had an opportunity to complete a commitment card, they are available in the pews. Please take a minute to complete your card and return it to the parish office.”

“Whether or not you contribute, it is important that you complete a commitment card. If you do not wish to contribute, please mark the box indicating you will pray for the Catholic Church in West Tennessee and for this year’s Annual Catholic Appeal

FOLLOW-UP CALLS
(IN THE WEEK(S) FOLLOWING COMMITMENT WEEKEND)

PREPARATION FOR CALLS

- Following Commitment Weekend, the parish secretary should record commitments made and forward to the diocesan office for recording.
- The phone committee organized for pre-calling should use the list prepared by the parish secretary or the diocesan offices for the phone calls. This list will indicate which families to call for follow-up.
- Follow-up calls should be made starting the week after Commitment Weekend. The recommended time is 6-9 p.m. Calls may be made from any location.
- The following materials should be readied for each follow-up session:
 - List of names of the families to be called
 - Copies of the Appeal brochure and diocesan website address (www.cdom.org) – for more information to answer any questions
 - Parish directory and telephone directory

ADDENDUMS
(MARKETING)

2023 ANNUAL CATHOLIC APPEAL PRAYER

God, whose love is never-ending,
You care for us in all ways and at all times
by providing nourishment for our bodies, minds, and souls.
You call us each by name to share Your love with everyone
we meet.

Awaken in us the desire to build our faith family,
and give us generous hearts and minds,
so that we use our gifts to show the Father's love to each
other.

We ask this as through your Son,
Jesus Christ, our Lord. Amen

2024 ANNUAL CATHOLIC APPEAL SUGGESTED BULLETIN ANNOUNCEMENTS

Bulletin Announcement

(Weekend Prior to Commitment Weekend)

Next weekend, _____, is Commitment Weekend for the 2024 Annual Catholic Appeal. Please bring the personalized commitment card you received in the mail to Mass with you as we join together to support our Catholic Church.

Bulletin Announcement

(Commitment Weekend)

This weekend is Commitment Weekend for the 2024 Annual Catholic Appeal. Our parish goal is \$_____. Please complete your pledge card, indicating your gift or pledge to our diocesan church. If you do not have a card, please fill out a commitment card located in the _____. It is important for all of us to participate in order to support our diocesan church.

Bulletin Announcement

(Weekend after Commitment Weekend)

Last weekend was our Parish Commitment Weekend for the 2024 Annual Catholic Appeal. If you have not yet completed your card, please prayerfully make your pledge and return it to the church office. Our goal is to have **100% participation** in our church family that is the Diocese of Memphis.

Bulletin Announcement

(Use until the parish goal is reached)

Thanks to all our parishioners who have made their gift to the Annual Catholic Appeal. _____ (parish name) is _____% towards our goal of \$_____. If you have not yet made a gift or pledge, please fill out a commitment card located in the _____. Please participate in the support of our diocesan church.

2024 ANNUAL CATHOLIC APPEAL SUGGESTED PRAYERS OF THE FAITHFUL

- That God will bless our participation in the Annual Catholic Appeal as we continue to offer the love of our Heavenly Father here in West Tennessee...we pray to the Lord.
- That we understand that we touch many lives through the Annual Catholic Appeal, and that the people whose lives we touch may know Christ's love...we pray to the Lord.
- That we may respond generously to the Annual Catholic Appeal as good stewards of God's many gifts...we pray to the Lord.
- That we continue to show the face of Christ together through participation in the Annual Catholic Appeal...we pray to the Lord.
- That we may show generosity and love for one another by sharing our financial gifts for the good of the whole Church through the Annual Catholic Appeal...we pray to the Lord.
- That our good and gracious God will continue to bless the Diocese of Memphis...we pray to the Lord.
- By supporting the 2024 Annual Catholic Appeal, may our eyes be opened to the real needs of others...we pray to the Lord.
- That we continue to serve the Lord together through participation in the Annual Catholic Appeal ...We pray to the Lord.

2024 ANNUAL CATHOLIC APPEAL

DIOCESAN STEERING COMMITTEE MEMBERS

Chairman - Fr. Carl Gregorich

Allison Thron

Rev. Dennis Schenkel

Rev. Joey Kaump

Rev. Ben Bradshaw

Rev. Robbie Favazza

Rev. Yoelvis Gonzalez

Rev. Jacek Kowal

Lyssete Candia

Alexandra Wallace

ADDENDUMS
(BUSINESS/STAFF)

2024 ANNUAL CATHOLIC APPEAL PLEDGE CARD GUIDELINES FOR PARISHES

With an expectation of processing approximately 6,000 pledges, the following guidelines are designed to make the processing of such pledges flow as smoothly as possible at the parish and the Catholic Center.

Parishes will **NO LONGER** need to enter the pledge cards into PDS Church Office. The **Catholic CENTER** is the **SYSTEM OF RECORD** for all Annual Catholic Appeal pledges and contributions.

Please **REMOVE** the **ANNUAL APPEAL** from your parish **Online Giving** page.

Please follow the procedures below depending on how you send pledge cards to the Catholic Center. The 2 options are either **drop off** or **mail in** bundles.

Please **SUBMIT** one bundle per week if possible. Put the **Sunday collection date** on the lower left corner of envelope. You **DO NOT** need to run a tape on each batch.

*PLEASE submit a **HANDWRITTEN PLEDGE CARD** with payments that do not have a pledge card submitted. (Anonymous for cash given with no name attached) Be sure to put your parish name for credit towards your annual goal.*

If dropping off at the Catholic Center:

A) SEALED RETURN ENVELOPES – DO NOT OPEN any sealed return envelopes containing the pledge card and/or payment. These can be bundled together and just dropped off.

B) NO RETURN ENVELOPES – please bundle in the following groups

1) PLEDGES – With no payment (NON-ACH)

2) PLEDGES – With no payment (WITH ACH)

a. Please stack in order, first pledge card, then voided check, and repeat. Please do not staple voided check or paperclip to the pledge card.

***** ACH batches should be separated from NON-ACH batches**

3) PLEDGES – With check or credit card payment enclosed

a. Please stack in order; first pledge card, then check, and repeat. (Please do not staple OR paperclip)

4) PLEDGES – With cash payment enclosed

*For control purposes, ANY cash received with pledge cards **MUST** be deposited by the parish and a*

*parish check issued to the Catholic Appeal for the total amount of cash received. Please batch the pledge cards and parish check separately and make sure you tell us the donor name, Diocese ID# and amount for each person who gave cash. **PARISH CHECK MUST ACCOMPANY PLEDGE CARDS.***

If mailing in bundles:

Please send to: *Annual Catholic Appeal
PO Box 341669 Memphis,
TN 38184-1669*

A) SEALED RETURN ENVELOPES – DO NOT OPEN any sealed return envelopes containing the pledge card and/or payment. These can be bundled together and just mailed in.

B) NO RETURN ENVELOPES – please bundle in the following groups

1) PLEDGES – With no payment (NON-ACH)

2) PLEDGES – With no payment (WITH ACH)

a. Please stack in order, first pledge card, then voided check, and repeat. Please do not staple voided check or paperclip to the pledge card.

***** ACH batches should be separated from NON-ACH batches**

3) PLEDGES – With check or credit card payment enclosed

b. Please stack in order; first pledge card, then check, and repeat. (Please do not staple OR paperclip)

4) PLEDGES – With cash payment enclosed

*For control purposes, ANY cash received with pledge cards **MUST** be deposited by the parish and a **parish check issued** to the Catholic Appeal for the total amount of cash received. Please batch the pledge cards and parish check separately and make sure you tell us the donor name, Diocese ID# and amount for each person who gave cash. **PARISH CHECK MUST ACCOMPANY PLEDGE CARDS.***

ASSISTANCE

If you or a donor have any questions or need assistance regarding general donor or pledge matters, contact Karin Starnes at karin.starnes@cc.cdom.org or 901.373.1220.

Annual Catholic Appeal
2024
Pledge Bundle Submission Report

Parish Name _____ **# 1** _____

Sunday Date	Drop off/mailed in on	Sealed envelopes	Pledges only (Non-ACH)	Pledges only (ACH)	Pledges with checks/CC	Pledges with cash	Total # of Bundles Sent

This report is for the parish use only to track the count of bundles sent in or dropped off each week. The Catholic Center will track what we receive on a separate report.

Notes

Notes

ANNUAL CATHOLIC APPEAL LAY TEAM **MEMBER CHECKLIST**

- ___ Pray for the parish appeal's success.
- ___ Read the resource manual in its entirety.
- ___ Follow the timetable.
- ___ Become familiar with all the Annual Catholic Appeal materials.
- ___ Recruit a sufficient number of volunteers to assist you for campaign preparation, commitment weekend, follow-up, and telephone calling.
- ___ Assist your pastor in all areas of conducting a smooth in-church solicitation.
- ___ Display posters in visible places.
- ___ See that the bulletin announcements are placed in the parish bulletin weekly.
- ___ Arrange for pulpit announcements each week.
- ___ See that the Prayers of the Faithful for the appeal are available each week.
- ___ Make sure that a generous supply of Annual Catholic Appeal brochures and pledge cards are available in the pews.
- ___ Arrange for the Annual Catholic Appeal video to be shown based on commitment weekend.
- ___ Aim for 100% participation, and provide opportunities for every parishioner to be able to fill out a pledge card.

