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OVERVIEW

The Catholic Appeal

"I can do things you cannot, you can do things I cannot; together we can do great things."

Saint Teresa of Calcutta, canonized September 2016

In our Archdiocese of Boston, we have more than 50 ministries that enrich parish life, inspire and educate future generations, strengthen families, and advance Church leadership. These ministries, called central ministries, are made possible through the Catholic Appeal.

Once a year, Catholics throughout the Archdiocese are asked to support central ministries by giving a gift to the Catholic Appeal. Through a shared commitment to the Catholic Appeal, we unite our hearts and hands with one another as the body of Christ in the Archdiocese of Boston.

Central ministries provide vital programs and services that serve 289 parishes in 144 cities and towns, 114 Catholic elementary and secondary schools, and thousands of Catholics. The Appeal is funded through the generosity and commitment of those who believe in these ministries and want to ensure that they remain strong.

By working together and supporting each other, we truly can do great things for our Church of Boston.

*Thank you for your commitment and dedication to the
Archdiocese of Boston and the Catholic Appeal.*

Our Catholic Mission at Work in Your Parish

Ministries Supported by the Catholic Appeal

Enriching Parish Life

Supporting our Priests and Deacons

- Clergy Personnel
- Clergy Support and Ongoing Formation
- Permanent Diaconate
- Diaconal Life and Formation

Serving the Parish Community

- Pastoral Planning
- Lifelong Faith Formation and Parish Support
- Divine Worship
 - Rite of Christian Initiation of Adults (RCIA)
- Spiritual Life
 - Why Catholic?
- Outreach and Cultural Diversity
 - Airport Chaplain
 - Black Catholic Ministries
 - Deaf Apostolate
 - Hispanic Apostolate
 - Ministry of Persons with Disabilities

Strengthening Parish Operations

- Parish Support and Training
- Parish Services
- Property Management
- Human Resources
- Information Technology
- Risk Management and Insurance
- Finance and Accounting

Educating Future Generations

Teaching the Faith to the Next Generation

- Catholic Schools
- Faith Formation of Children
- Faith Formation of Youth and Young Adults
 - Catholic High School Ministry
 - Catholic Youth Organization (CYO)
 - Athletic Ministry
 - Middle School/High School Parish
 - Youth Ministry
 - Scouting Ministry
 - Young Adult Ministry
- College Campus Ministry
- Archives

Inspiring New Vocations

- Vocations Office
- Redemptoris Mater Seminary

Strengthening Families

Building Stronger Marriages

- Marriage Ministry
 - Transformed in Love Marriage Preparation Program
- Natural Family Planning (NFP)

Renewing the Adult Faith Journey

- Small Group Discipleship

Healing Families in Times of Difficulty

- Chaplaincy Programs
 - Bereavement Ministry
 - Healthcare Ministry
 - Prison Ministry
 - Pastoral Outreach to the Sick and Homebound
- Health and Social Services Ministry
 - Addiction Recovery Pastoral Support Services
- Pro-Life Ministry
 - Pregnancy Help
 - Project Rachel
- Tribunal

Preserving Catholic Family Values

- Family and Intergenerational Ministry
- Massachusetts Catholic Conference (MCC)

Promoting a Culture of Life

- Respect Life Education
- Palliative Care

Advancing Church Leadership

Supporting the Cardinal and Vicar General

- Cardinal's Office
- Vicar General and Moderator of the Curia
- Chancellor's Office
- Regional Bishops' Offices
- Delegate for Religious
 - Vocations to the Consecrated Life
- Canonical Affairs
- General Counsel
- Communications and Public Affairs
- Institutional Advancement
- Finance
- Ecumenical and Interreligious Affairs
- Professional Responsibility and Oversight
- Episcopal Vicar for the New Evangelization
- Support to the Holy See and Other Affiliates

Catholic Appeal Leadership Committee

The Catholic Appeal is led by a dedicated group of clergy and lay persons who provide advice and support throughout the year. We are very grateful to the members of the 2017 leadership committee.

Maria Blewitt	St. Athanasius, Reading
Rev. John Capuci	St. Malachy, Burlington
Very Rev. Walter Carreiro	St. Anthony of Padua/St. Francis of Assisi, Cambridge
Chris Kierce (Co-Chair)	St. Anthony, Cohasset
Kevin Matthews	Our Lady of Fatima, Sudbury
Rev. Louis Palmieri (Co-Chair)	Sacred Heart/St. Ann/St. Mary, Quincy
Bill and Anne Sullivan	St. Robert Bellarmine, Andover
Jim and Eileen Tempero	St. Mary, Brookline

Honorary Committee Members:

Rev. Rodney Copp	St. Gerard Majella, Canton
Rev. Msgr. William Helmick	St. Theresa of Avila, West Roxbury
Rev. Msgr. Francis Strahan	St. Bridget, Framingham



2017 Appeal at a Glance

Phase 1 - Advance Phase	
December 1	Verify Parish Selection Form information Select (lay volunteer) Catholic Appeal Coordinator(s)
January – February	Pastors, Appeal Coordinators, and staff attend Appeal training session/webinar
January 16	2017 Catholic Appeal website goes live; online gifts can be made for parish credit
January 17	1st Request letter mailed to prior donors
January 28-29	Bulletin and Mass announcement reminding parishioners to respond to 1st request letter
February 7	Parish donor reports are available on the Appeal website. Reports will be updated every Tuesday (Lybunt reports available beginning April 12)
Week of February 13	Appeal materials sent to parishes Email Catholic Appeal video to parish leaders, staff, volunteers, parishioners, and religious education families Include video on parish website and social media platforms
March 1	Ash Wednesday
Phase 2 - Parish Launch	
March 2	1st (and only) request letter mailed to lapsed donors (donors who have not pledged support in 3+ years) 2nd Request letter mailed to prior donors
March 4-5 <i>Announcement Weekend</i>	Appeal bulletin insert Appeal witness talk at Mass
March 11-12 <i>Commitment Weekend</i>	Play Cardinal's two minute audio message (not a homily) Conduct in-pew presentation
March 18-19	Place leftover pledge forms at Church exits and remind parishioners to make a pledge by taking one of the forms and returning it to the Church or rectory
Phase 3 - Closeout	

April 9-16	*Holy Week/Paschal Triduum/Easter
April 27	3rd and final request letter mailed to prior donors
April 29-30/May 6-7 <i>Mid-Appeal Weekend</i>	Mid-Appeal update, follow-up in-pew if needed
June 6-7	Catholic Appeal Thank-a-thon
Week of July 17	1 st rebate distribution
October 15 th	Cardinal's Appreciation Mass and Reception for Appeal Coordinators and donors \$1,000+
Week of October 16	2 nd rebate distribution
November 13	Cardinal's Christmas Campaign mailing
December 3	Advent Mass and Reception
December 29	Catholic Appeal abatement request forms due to Chancellor
Week of February 15 (2018)	3 rd and final rebate distribution

**During Holy Week and Easter Sunday, please refrain from promoting the Catholic Appeal. Please pray for the success of the special Clergy Health and Retirement Trust collection, which will take place on Easter Sunday.*

Please note: All solicitation letters may be found online at bostoncatholicappeal.org under Parish Resources.

THE SUCCESSFUL PARISH CAMPAIGN

Advance Phase

November 2016 - February 2017

1. December 1, 2016: Verify Parish Selection Form Information

All parishes are asked to verify their parish selection form information and to email any changes to catholic_appeal@rcab.org or mail to Arlene Dubrowski at 66 Brooks Drive, Braintree, MA 02184. The form is available at **bostoncatholicappeal.org** under Parish Resources.

2. December 1, 2016: Select a Volunteer Parish Appeal Coordinator

Appeal Coordinators should be lay volunteers and their involvement will encourage the generous support of others. Please see page 16 for an outline of roles for the Catholic Appeal.

The ideal Appeal Coordinator is a volunteer, donor to the Appeal, insightful, and well-respected in the parish community. The most effective coordinators lead Appeal efforts in the following ways:

- *Providing a brief witness talk explaining why he/she supports the Appeal and encouraging fellow parishioners to participate*
- *Assisting the pastor in any personal outreach to individual parishioners or families, requesting their support of the Appeal campaign*
- *Giving generously to the Appeal, preferably prior to the launch of the parish campaign*
- *Attending Archdiocesan trainings/webinars*
- *Providing feedback that will help to strengthen the Appeal in the future*
- *Reaching out to donors and thanking them for their support*

Members of the Appeal team can help you identify and recruit an Appeal Coordinator. For assistance or questions, please contact Jacqui Miller at jmiller@rcab.org or 617-746-5874.

3. January 23, 2017: Display 2017 Posters Prominently Throughout Your Parish

Please note that this year there is only one, multi-lingual version of the poster to display. Parishes will be receiving the posters the third week of January. In an effort to raise early awareness of the Catholic Appeal, please hang posters beginning January 23.

4. January 28/29, 2017: Bulletin and Mass Announcements

Include announcements in your parish bulletins and during Mass, asking parishioners to respond to Cardinal Seán's 1st request letter mailed the previous week. See **bostoncatholicappeal.org**, **Parish Resources**, for all bulletin and Mass announcements.

5. February 13-17, 2017: Review Launch Materials

Packages will be mailed to each parish and will contain the following:

- 4 FEDEX labels, large packs, and clear bank bags
- 5 manila return envelopes for smaller batches to use throughout the Appeal
- Procedural Guide
- Audio CD of Cardinal's Appeal message
- Pencils (if requested)

6. February 13, 2017: Send Email Solicitation with Link to the Catholic Appeal Video

Pastors will be asked to forward a "ready to send" email to parish leaders, staff, volunteers, parishioners, and religious education families with a link to a short Catholic Appeal video. Parishes also are asked to include the video on their website and social media platforms. The video will also be available at **bostoncatholicappeal.org** under Parish Resources.

7. February 18/19 AND 25/26, 2017: Bulletin Announcements

Include a bulletin announcement each weekend reminding parishioners about the upcoming launch of the Catholic Appeal. See **bostoncatholicappeal.org**, Parish Resources for all bulletin and Mass announcements.

Announcement Weekend

March 4 & 5

1. Include the Catholic Appeal Insert in Your Bulletin

If your parish uses LPI or Pilot Bulletins, the Catholic Appeal insert will be placed in your bulletin automatically (unless you have notified your bulletin company otherwise). If your parish does not use LPI or Pilot Bulletins, the insert will be mailed to your parish the week of February 13 along with all other Appeal materials. ***Please be sure to include the insert in your bulletin.***

2. Witness Talk

Parishes are asked to provide a brief witness talk about the Catholic Appeal prior to the close of Mass. This can be given by the pastor, Appeal Coordinator, or other volunteer from the parish. See **bostoncatholicappeal.org**, Parish Resources for sample witness talks.

Commitment Weekend

March 11 & 12

1. Play the Cardinal's Audio Appeal Message (2 minutes) or Read Text Copy

Prior to conducting the in-pew presentation, please play the Cardinal Seán's audio message about the Appeal or read the text copy (this is not a homily). At the end of the message, the Cardinal will include a brief introduction of the in-pew campaign.

2. Conduct the In-Pew Request at All Masses

The ability to reach goal by June 30, 2017 and increase donor participation relies heavily on your efforts on Commitment Weekend, in particular, the in-pew presentation. We have provided two versions of the in-pew script: please note that Option A has proven to be most effective. Both can be found in the Appendix (starting on page 18), as well as at bostoncatholicappeal.org under Parish Resources.

3. Here are some helpful tips for a successful Commitment Weekend:

- ❖ **Supply the Church with plenty of in-pew pledge forms and pencils ahead of Commitment Weekend.** Do not place in-pew pledge forms in the pews before Mass; they are to be handed out during Mass.
- ❖ **Recruit help for Commitment Weekend. Ushers may need some extra help to distribute and collect in-pew pledge forms.** Religious education students, members of the Parish Council or Finance Council, or other volunteers will be helpful.
- ❖ **After the Cardinal's message, invite parishioners to support the Appeal by completing and returning their pledge forms during Mass.** In cases where scheduling prevents the pastor from being present at every Mass, the celebrant, Appeal Coordinator(s), or other volunteers may lead the in-pew presentation.
- ❖ **Collect completed in-pew pledge forms during Mass.** Have ushers, religious education students, or other volunteers assist in collecting completed forms during Mass. Do not ask them to take the pledge form home; this greatly reduces parishioner response.
- ❖ **Be available and prepared for parishioners to ask questions.** It is recommended that pastors, celebrants, and volunteers remain after Mass to answer questions about the Appeal.
- ❖ **Ensure safekeeping and processing of in-pew envelopes. DO NOT OPEN ENVELOPES.** Send them directly for processing using bank bags and FEDEX labels. See Gift Processing section on page 11 for proper handling.

Closeout Phase

March 18/19 through June 30, 2017

1. Remind Parishioners they can still give to the Catholic Appeal

Beginning the weekend of March 18/19, parishes should notify parishioners during Mass that if they have not yet made their pledge they may do so online or by completing an in-pew pledge form available at the back of the Church. **See bostoncatholicappeal.org, Parish Resources for Mass announcements.**

2. Stewardship: Remember to Thank Your Donors!

Although Catholic Appeal donors are thanked promptly by Cardinal Seán, we recommend that your parish also sends a thank you letter from the pastor and/or Appeal Coordinator(s). Thanking donors is one of the most important elements of your parish Catholic Appeal and will positively impact your parish's current and future campaigns. Furthermore, thanking donors is another way to strengthen your relationship with families and individuals in your parish. **See bostoncatholicappeal.org, Parish Resources for a sample thank you letter template.**

3. Provide weekly updates regarding your Parish Appeal

Share the great news of Appeal success with parishioners. Use bulletin and Mass announcements to update the congregation on the progress of the Appeal. Invite the Appeal Coordinator or other lay witness to provide brief updates and to ask for support. **See bostoncatholicappeal.org, Parish Resources for all bulletin and Mass announcements.**

Gift Processing

All Catholic Appeal pledge forms, checks, and envelopes should be submitted as soon as possible for processing using the envelopes, bank bags, and FEDEX materials sent to your parish. Each parish will receive four FEDEX bags and labels* to use at the beginning of the Catholic Appeal. In addition, we are sending each parish five pre-addressed manila envelopes for smaller gift batches to be used after Commitment Weekend. **To ensure donors are thanked promptly, please send in all envelopes as soon as you receive them.**

***PLEASE ONLY USE FEDEX LABELS PROVIDED FOR THE 2017 CATHOLIC APPEAL.**

Confirm the recipient as: Datamatix, 480 Neponset Street, Bldg. 16, Canton, MA 02021.

If you need additional materials or if you have any questions, please call Arlene Dubrowski at 617-779-3706 or adubrowski@rcab.org.

Instructions for Processing Donations:

1. Do NOT open donation envelopes

- a. For the purpose of donor security, we ask that you DO NOT open envelopes.
- b. Write your three-digit parish number on all envelopes to ensure parish credit.
- c. Bundle all in-pew envelopes and ensure they are stored in a secure location until mailed.
- d. Place envelopes inside the (clear) bank bag, and write your three-digit parish number on it. Place bank bag inside FEDEX envelope, attach label, and drop in the closest FEDEX bin.

2. If parishioners give loose coins or bills (not in an envelope)

- a. Tally all loose coins/bills and deposit into your parish account
- b. Write a check from your parish account made payable to "The Catholic Appeal" for the corresponding amount
- c. Mail using bank bag and FEDEX envelope

3. For checks received WITHOUT an envelope

- a. **IF THE CHECK IS MADE PAYABLE TO THE PARISH:** Endorse the check over to the Catholic Appeal by writing "pay to the order of the Catholic Appeal" on the back of the check, followed by a signature from an authorized signatory of the parish. Bundle checks, place in (clear) bank bag with three-digit parish number written on it and place bag inside the FEDEX envelope. Attach the label and drop in the closest FEDEX bin.
- b. **IF CHECKS ARE MADE PAYABLE TO THE CATHOLIC APPEAL:** Bundle these checks together, place in (clear) bank bag and write three-digit parish number on it. Place bank bag inside the FEDEX envelope, attach label, and drop in the closest FEDEX bin.

4. Ship Package

- a. Retain a copy of the FEDEX air bill for tracking purposes
- b. To find the location of the nearest FEDEX bin go to **FEDEX.com**
- c. For security reasons, the Catholic Appeal FEDEX account number is no longer printed on the mailing labels. **Pick-ups are not available.**
- d. Packages should be addressed to the Catholic Appeal's secure lockbox agent, Datamatix, at:

**Datamatix, Inc.
480 Neponset Street, Bldg. 16
Canton, MA 02021**

Any pledges or donations that require special handling should be mailed to:

Catholic Appeal Office
Attn: Arlene Dubrowski
66 Brooks Drive
Braintree, MA 02184

Gift Processing Updates and FAQ

Donors often call the parish with questions about their Catholic Appeal donations. Below are some frequently asked questions to assist you, or you can always contact the gift processing team at 617-779-3700.

<i>Parishioner Question</i>	<i>Response</i>
Parishioner is receiving duplicate, inaccurate, or unwanted mailings	Please email or call us with the details so that we can update our records: catholic_appeal@rcab.org or 617-779-3700
Parishioner's check to the Catholic Appeal has not cleared OR parishioner made a donation and it is not listed on your donor report	Contact our office to ensure we are not behind with our gift processing at 617-779-3700 OR catholic_appeal@rcab.org **PLEASE NOTE: at the launch of the Appeal it is not uncommon to have a three week processing delay.
Parishioner needs to change their credit card information	Please advise parishioners to use proper security when updating their credit card. Card information should never be sent via fax, email, or left in a voice message. Contact the Catholic Appeal office at 617-779-3700 and we can make the necessary changes.
Parishioner made an electronic gift on the parish website meant for the Catholic Appeal	Transfer the money into the Parish account and send a check, made payable to "The Catholic Appeal." Please include parishioner's name and address for proper processing and acknowledgement.
Donor is looking for his or her tax letter	Tax letters are mailed the 3 rd week in January to donors who gave \$250 or more January 1 to December 31. If a donor did not receive their letter or made a donation of under \$250, we can generate a tax letter for his or her records.
Donor wants to submit a matching gift request with his/her donation	Parishioners can view a list of companies that will match to the Catholic Appeal on our website: bostoncatholicappeal.org/waystogive
Parishioner would like to donate stock or make a gift of appreciated securities	Ask the parishioner to contact his/her broker for the transfer. Instructions and required documents are available on our website: bostoncatholicappeal.org/waystogive
Parishioner would like to make a donation to the Catholic Appeal using his/her donor-advised fund (i.e. Fidelity Charitable Gift Fund)	The tax ID number for the Archdiocese of Boston Catholic Appeal is: 04-2106175 This is the number donors can use to identify where grant recommendations should go.

APPENDIX

Catholic Appeal Website Information

The Catholic Appeal website, bostoncatholicappeal.org, is a valuable resource for your parish. Each tab has important information for you and your parishioners.

- **HOME:** Catholic Appeal results by parish are available on the home page and are updated each Tuesday. Passwords are not required to access this report.
- **WAYS TO GIVE:** Our secure website allows parishioners to give online to your parish campaign. This section also provides information regarding other types of donations including checks, matching gifts, appreciated securities, stocks, and donor-advised funds.
- **PARISH RESOURCES:** Overall parish results and any other resources for running a successful Appeal will be available on the Parish Resources home page and will not require a password. The password protected section is for your donor and LYBUNT reports only.

Parish Reporting

Catholic Appeal results are updated weekly on Tuesday afternoons. An email is sent to pastors, Appeal Coordinators, and Business Managers when the reports are available. Using your parish username and password, you can access the following reports under Parish Resources:

1. **Donor Report (Password Protected):** This is a parish specific report which lists current Appeal year gifts and pledges by donor as well as progress towards goal, assessment, and parish rebate.
2. **LYBUNT (Last Year But Unfortunately Not This) Report (Password Protected):** This is a parish specific report which lists parishioners who gave in 2016 but have yet to make a gift to the 2017 Appeal. **Please review periodically for deceased or inactive parishioners. Send all updates to Catholic_Appeal@rcab.org.**
3. **Parish Results:** Reports progress towards financial and donors goals, and assessment for all parishes. This report is available on the Catholic Appeal website homepage and Parish Resources landing page, and does not require a password. **Parish results are updated as quickly as possible. During peak remittance times (March through mid-April) it may take longer for parish results to reflect all receipts.**

**Please note that your username and password will remain the same as last year (unless otherwise requested) and will be mailed to parishes along with Appeal materials in February. Pastors of a collaborative may request one username and password that can be used to access reporting for each parish within the collaborative.*

Goals, Rebates, and Abatements

Parish Goals

Every parish in the Archdiocese of Boston is given a *financial* and *in-pew donor* goal for the annual Catholic Appeal, including each parish within a collaborative. Parish goals are available on the Catholic Appeal website and are mailed to parishes in February. **See bostoncatholicappeal.org, Parish Resources, for a detailed explanation of parish goals.**

Catholic Appeal Rebates

Rebates are awarded to all parishes that exceed their Catholic Appeal assessment. Rebates are equal to 60% of **paid pledges** over assessment or 65% if both the assessment and in-pew donor goal are met. Please visit the Appeal website for further information on Catholic Appeal rebates.

For questions regarding rebates, please contact Arlene Dubrowski at adubrowski@rcab.org or at 617-779-3706.

Abatement Requests

A parish may request a Catholic Appeal abatement if unable to meet its 8% assessment. Abatements are approved based on availability of funds, financial need, and the parish's implementation of the Appeal model. In order to be considered for abatement, parishes must demonstrate they have completed the following:

- Recruited a volunteer Catholic Appeal Coordinator (NOT an employee)
- Attended a Catholic Appeal training session in January/February
- Implemented best practice recommendations for Announcement and Commitment weekends including the in-pew request on Commitment Weekend

Catholic Appeal abatement forms will be available at bostoncatholicappeal.org, Parish Resources on December 1 and are due to the Chancellor by December 29, 2017.

Roles and Responsibilities

	Pastor <i>Leader of the Parish Appeal campaign</i>	Appeal Coordinators <i>Volunteers who lead with the pastor</i>	Administrative Staff <i>Assist with the Appeal throughout the campaign</i>	Business/F&O Manager <i>Inform Pastor, Appeal Coordinator and staff on progress of the Appeal</i>
Advance Phase	<ul style="list-style-type: none"> ▪ Select Appeal Coordinator(s) ▪ Attend a regional training session ▪ Send email solicitation with video link to parishioners and religious education families 	<ul style="list-style-type: none"> ▪ Attend a regional training session ▪ Ensure Catholic Appeal team is familiar with roles and responsibilities ▪ Oversee implementation of Advance phase, Announcement and Commitment Weekend activities 	<ul style="list-style-type: none"> ▪ Attend a regional training session ▪ Ensure all announcements are included in the parish bulletin ▪ Verify parish has received adequate supply of Appeal materials ▪ Post Appeal video to website and other social media platforms 	<ul style="list-style-type: none"> ▪ Attend a regional training session ▪ Ensure pastor, Appeal Coordinator(s), and administrative staff understand parish assessment and goal
Announcement Weekend	<ul style="list-style-type: none"> ▪ Provide brief witness talk about the Appeal* ▪ Include Appeal insert in bulletin 	<ul style="list-style-type: none"> ▪ Provide brief witness talk about the Appeal at all Masses 	<ul style="list-style-type: none"> ▪ Coordinate bulletin inserts (if not automatically inserted by Pilot/LPI bulletin company) 	<ul style="list-style-type: none"> ▪ Provide financial and donor update on Advance Phase results to pastor and Appeal Coordinator(s)
Commitment Weekend	<ul style="list-style-type: none"> ▪ Lead in-pew presentation immediately following Cardinal's audio message* 	<ul style="list-style-type: none"> ▪ Ensure in-pew request is made at all Masses and that forms are collected during Mass ▪ If requested by pastor, conduct in-pew presentation 	<ul style="list-style-type: none"> ▪ Confirm sufficient supply of in-pew pledge forms and pencils ▪ If needed, assist with in-pew presentation ▪ If needed, recruit help on Commitment Weekend 	<ul style="list-style-type: none"> ▪ Provide financial and donor update on Advance Phase results to pastor and Appeal Coordinator(s)
Post-Commitment Weekend	<ul style="list-style-type: none"> ▪ Provide brief remarks about the Appeal and refer to in-pew pledge forms at back of church* 	<ul style="list-style-type: none"> ▪ If requested by pastor, provide brief remarks about the Appeal and refer to in-pew pledge forms at back of church 	<ul style="list-style-type: none"> ▪ Confirm sufficient supply of in-pew pledge forms at rear of church 	<ul style="list-style-type: none"> ▪ Provide regular weekly updates on progress of Appeal campaign to pastor and Appeal Coordinator(s)
Mid-Appeal	<ul style="list-style-type: none"> ▪ Provide brief remarks about the Appeal refer to in-pew pledge forms at back of church* 	<ul style="list-style-type: none"> ▪ If requested by pastor, provide brief remarks about the Appeal and refer to in-pew pledge forms at back of church ▪ Participate in June Thank-a-thon 	<ul style="list-style-type: none"> ▪ If needed, confirm sufficient supply of in-pew pledge forms for in-pew presentation 	
Ongoing	<ul style="list-style-type: none"> ▪ Update parishioners on progress of campaign ▪ Thank donors through letters and personal outreach 	<ul style="list-style-type: none"> ▪ Assist pastor with donor thank you letters and personal outreach 	<ul style="list-style-type: none"> ▪ Collect and mail pledge forms on a weekly basis ▪ Update Catholic Appeal Office on changes to parish mailing list (deaths, moves, etc...) 	<ul style="list-style-type: none"> ▪ Assist in improving parish rebate by regularly informing pastor on status of rebate and paid pledges

**Duties also can be performed by Appeal Coordinator or other volunteer*

Purpose of the In-Pew Request

On Commitment Weekend (March 11/12), all Catholics attending Mass are invited to make a commitment in support of the Catholic Appeal. This is done through a parish-based invitation, called an “in-pew request.” It is a standard in most dioceses already, and many parishes in our area have incorporated it in the Catholic Appeal. Some parishes have even adapted it to help their offertory programs.

The reasons to conduct the in-pew request are:

- **It seeks an intentional gift.** The in-pew request helps to ensure that there is a brief moment in time when the ministries provided by the Archdiocese are considered by parishioners.
- **It reaches more people than mailings alone.** While the response rate on Catholic Appeal mailings is excellent, a letter alone is rarely sufficient to implement the campaign.
- **It helps to keep records updated.** Parishes making an in-pew request often identify new parishioners who are not registered at the time of the Appeal. The Appeal team can help your parish update your records through the in-pew request. Additionally, the in-pew request often provides email addresses for parish outreach.
- **It helps to ensure early success.** Some parishes are able to reach their assessment within a few weeks of Commitment Weekend. This is especially helpful during the Lenten season, the busiest time in the parish year.
- **It is a powerful reminder that central ministries serve parishes.** Through witness talks, bulletin announcements, emails, and the in-pew request, parishioners can better understand the ways in which central ministries are at work in their parish.

If you have questions or concerns about the in-pew request in your parish, or if you would like to learn more about how it helps parishes succeed, please call the Catholic Appeal office at 617-779-3700.

The following pages contain two scripts for the in-pew request for your convenience. Please choose the one you think would work best at your parish and adapt as needed.

Scripts for the In-Pew Request

In-Pew Presentation Script (Option A):

In recent weeks, we have heard about the Catholic Appeal and how it sustains the central ministries serving our parishes, Catholic schools, and other organizations around the Archdiocese. Many of you have already made a gift or pledge. Thank you! To date, our parishioners have made gifts totaling **\$XX**. Our goal in support of central ministries is **\$XXX**.

Today, we're going to take a few minutes to invite everyone to support the Appeal. At this time I would like to ask one member of each household to raise your hand so that we can give you a pledge envelope and a pencil. Please take an envelope even if you have already given or cannot give at this time. You can indicate either of those choices on the envelope. Completing a form will help our parish ensure we have your most up-to-date information. Please know your personal information is confidential and will not be shared with any organizations outside the Archdiocese.

While we are waiting, please open the flap, look at the suggested giving guidelines that are on the top and consider making a pledge that makes the most sense for you and your family.

(Pause and make sure that everyone has received an envelope and pencil; then continue with the script.)

Now, please look at the pledge form (if appropriate, note Spanish/Portuguese translation on reverse side).

(Pause)

First, check off how you would like to be addressed. On the next line, print your first and last name.

(Pause)

On the next line, write your spouse's first and last name, if applicable.

(Pause)

Next, write your address, including apartment number, if applicable.

(Pause)

On the next line, print your city, state, and zip code.

(Pause)

On the next line, provide your preferred phone number along with your email address. The email address is especially helpful to us.

(Pause)

Next, please write **PARISH NAME/TOWN** on the space indicated. This is important so that your gift can be properly credited to our parish. If you are visiting from another parish, you may write that parish name and town in the space instead.

(Pause)

If you have already made your pledge to the Catholic Appeal, check the box indicated. If you are unable to pledge today, please check that box.

(Pause)

If you wish to pay by check, please mark that box and make your check payable to “The Catholic Appeal.”

If you wish to make a gift by credit or debit card, please select the type of card you are using. Include all of your card information and be sure to sign the form so your card may be charged. Please indicate if you are making a one-time gift or paying in ten monthly installments.

(Pause and wait until about half of those participating are looking back at you.)

Moving to the right side of the form, write the total amount you wish to pledge. Again, there is a guide on the top flap to help you make your pledge.

(Pause)

It’s not necessary to make a payment today. Fill in the amount of your total gift, the amount you are enclosing, and the balance due. You will be sent monthly reminders for any balance due.

Please be sure to tear off the commitment form, place it in the envelope and seal it. Keep the pencil separate and drop it in the collection basket along with your completed pledge envelope. The ushers will now collect your pledge envelopes and pencils.

On behalf of Cardinal Seán and myself, thank you for your contribution to the Catholic Appeal. God bless.

In-Pew Presentation Script (Option B):

In recent weeks, we have heard about the Catholic Appeal and how it sustains the central ministries serving our parishes, Catholic schools, and other organizations around the Archdiocese. Many of you have already made a gift or pledge. Thank you! To date, our parishioners have made gifts totaling **\$XX**. Our goal in support of central ministries is **\$XXX**.

At this time we are going to take a few minutes to give everyone the opportunity to respond to this year's Appeal. I'd like to ask one member of each household to raise your hand so we can give you a pledge envelope. Please take an envelope even if you have already given or cannot give at this time. You can indicate either of those choices on the envelope. Completing a form will help our parish to ensure we have your most up-to-date information. Please note your personal information will not be shared with any organization outside the Archdiocese.

(Pause and make sure that everyone has an envelope and a pencil.)

We'll now take a few minutes to fill out the form, (if applicable, note Spanish or Portuguese translation on reverse side). First, take a look at the left side of the form. Be sure to complete your name, address, town, and zip code. We also need you to complete your phone and email address. It really helps us to reach out to you if there are any questions. Make sure you include our parish name and town in the space indicated for home parish so we get credit for your gift. If you are visiting from another parish, you may write that parish name and town in the space instead. Now, I will wait for a minute or so until everyone has completed their personal information.

(Pause and make sure that it looks as though most people have completed their contact information.)

Now, take a moment to review the box on the top flap of the envelope. These are just suggested gift levels, but they show how a pledge can be paid over ten months. With this guide, take a moment to complete the amount of your pledge. You'll see that it's not necessary to make a payment today. Simply fill in the amount of your pledge, the amount you are enclosing in the envelope, and the balance due. If you are making a pledge, you'll be sent monthly reminders for any balance due. I know that some of you want to use a credit card or check, so I will wait for a moment or two to make sure everyone has completed their payment information.

(When it looks as though most have completed the form, continue with the script.)

Please tear off the commitment form, place it in the envelope along with any payment, and seal the form. The ushers will now collect your envelope. On behalf of Cardinal Seán, thank you for your contribution to the Catholic Appeal.

Frequently Asked Questions

1. How much funding does the Catholic Appeal provide for the Archdiocese of Boston?

The Appeal provides about half of the funding for central ministries. The budget for the Archdiocese is available at bostoncatholic.org under Annual Report.

2. How much should a parish family contribute to the Catholic Appeal?

While this is a personal decision, it is appropriate to ask a family to consider a particular gift level. Many households contribute 1% or 2% of their income; some are able to do more, and some provide less. Asking parishioners to trust in the Lord and to do what God asks of them is always appropriate. Above all, we ask for prayers in support of the work of the Archdiocese of Boston.

3. Why give to the Catholic Appeal when my parish needs money, too?

While parish support helps to alleviate direct expenses incurred by the parish, the Appeal helps make additional programs and services possible that are essential to parish programs and operation. Both need our support.

4. What should I do if parishioners do not understand the benefits of the Appeal?

It is best that you speak to the support that you and your parish receive, of which your parishioners may not be aware. Many parish-based programs and services are funded through the Appeal and would not be available without it. As pastors or active parishioners, your personal witness is the most compelling message.

5. Why should parishioners help?

Supporting the Catholic Appeal is the most effective way to carry out the work of the Church both within and beyond parish boundaries. Each parish's support of the Appeal is not only crucial to continuing these ministries, but it is a testament to how we live our Catholic faith together.

6. How can parishioners help?

Parishioners can support the Catholic Appeal through gifts of prayer and financial support. Each household can prayerfully determine how their family is being called to serve fellow Catholics in our greater region through the Appeal. Pledges can be made by responding to Cardinal Seán's request letter, submitting a completed pledge form to the parish, or by making a gift online at bostoncatholicappeal.org.

Inclement Weather Schedule

In the event of inclement weather, please go to **bostoncatholicappeal.org**, Parish Resources, for more information. The Catholic Appeal office will email parishes regarding any alternate schedules and will have a message on the Appeal phone line at 617-779-3700.

Catholic Appeal Contacts

For questions regarding parish reporting, donor updates, gift processing, Appeal materials, rebates, abatements, or issues accessing the Catholic Appeal website, please contact:

Arlene Dubrowski

Stewardship/Relationship Manager

617-779-3706

adubrowski@rcab.org

For general Appeal questions including implementation of your parish Appeal and recruiting an Appeal Coordinator, please contact:

Jacqui Miller

Catholic Appeal Manager

617-746-5874

jmiller@rcab.org

