



# *This is* **OUR CHURCH**

## 2020 Catholic Appeal *Procedural Guide*



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# *This is* OUR CHURCH

*My Dear Friends in Christ,*

*Each new year brings with it a renewed sense of hope. This is particularly true for the start of a new decade when we are full of expectations of what the future may hold. Wherever our journey may take us, we can be comforted in our faith that Christ and His Church will always be there for us.*

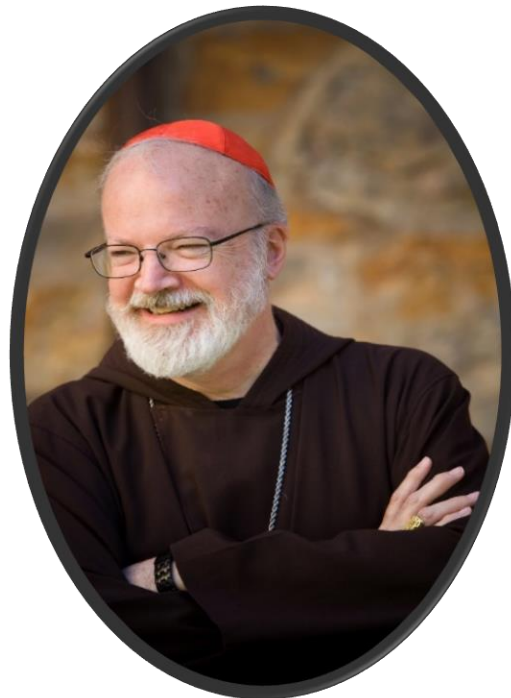
*Thanks to your participation there are many thriving ministries that give us hope for our Church both now and in the future.*

*When you participate in the Catholic Appeal you help to strengthen our parish communities, our Catholic schools, and enable us to continue living our faith together through the beauty and joy of the Gospel. I am truly grateful for your support.*

*May God bless you and your families.*

*+ Sean, OFM Cap*

Archbishop of Boston



# *This is* OUR CHURCH

Dear Pastors, Volunteers, and Parish Staff,

Thank you for the commitment and leadership you provide each year to our Catholic Appeal. We cannot thank you enough for all that you do for your parishes and the Archdiocese.

This Catholic Appeal Procedural Guide is created to assist and support you with valuable tools to conduct a successful parish Appeal. While these materials have been proven to be extremely helpful, it has been demonstrated year after year that the most effective resource to a successful Appeal can be found in the positive approach and sincere enthusiasm you exhibit when motivating and inspiring your parishioners to participate.

We thank you for all you do to support the many ministries of the Archdiocese of Boston, which are only made possible by the support of you and your parishioners.

As always, we look forward to working with you in 2020 and are here to help you in any way we can. Please do not hesitate to contact us if the need arises.

Gratefully,

The Catholic Appeal Team

Kathleen Driscoll	Secretary for Institutional Advancement
Maribeth Wahle	VP of Development Marketing
Sandy Dowd	VP of BCDS Operations and Finance
Arlene Dubrowski	Catholic Appeal Manager
Wendy Bartlett	Gift Processing Manager

**WHAT THE CATHOLIC APPEAL FUNDS**  
**2020 Catholic Appeal Goal: \$16M**

The funds raised through the Catholic Appeal provide approximately 50% of the \$33M Archdiocesan Central Ministries budget. In addition, more than \$1.4M of the 2019 Catholic Appeal funds raised were returned to parishes as rebates to be used for their local parish programs.

<b>Support Area</b>	<b>FY19 % of Central Ministries Budget</b>
<b>Enriching Parish Life</b> – Pastoral Planning and training for faith formation for youth and adults, parish nurses and pastoral associates and providing parish services support. Outreach and support for the multicultural communities and persons with disabilities, Deaf Apostolate, Ethnic Ministry, and more.	37%
<b>Administrative Support</b> – These offices provide services to parishes, schools and many other entities in our Archdiocese in the areas of Real Estate, Risk Management, IT, Human Resources, Benefits, Legal Counsel and more.	21%
<b>Vocations and Clergy Support</b> –Encouraging and fostering vocations to the priesthood, permanent diaconate and religious life; Clergy Personnel; and more.	12%
<b>Church Leadership</b> –Support for the leadership in our Archdiocese and our relations with the larger Church, Canonical Affairs, Communications, and the Cardinal’s Office.	10%
<b>Support for Those in Need</b> – Chaplaincy programs in hospitals and prisons, bereavement support, palliative care, healing ministries, and spiritual care for those affected by addiction.	8%
<b>Support for Families</b> – Preserving Catholic family values through activities to promote the dignity of life from conception to natural death; Project Rachel, Pro-Life Office, Family Life Office; and the Metropolitan Tribunal.	6%
<b>Catholic Education</b> – Central office support and training for the 110 Catholic schools in the Archdiocese of Boston.	6%

**Note: The Catholic Appeal does not provide financial support for priests on administrative leave, or the financial settlements and counseling/medication costs for victims of clergy abuse.**

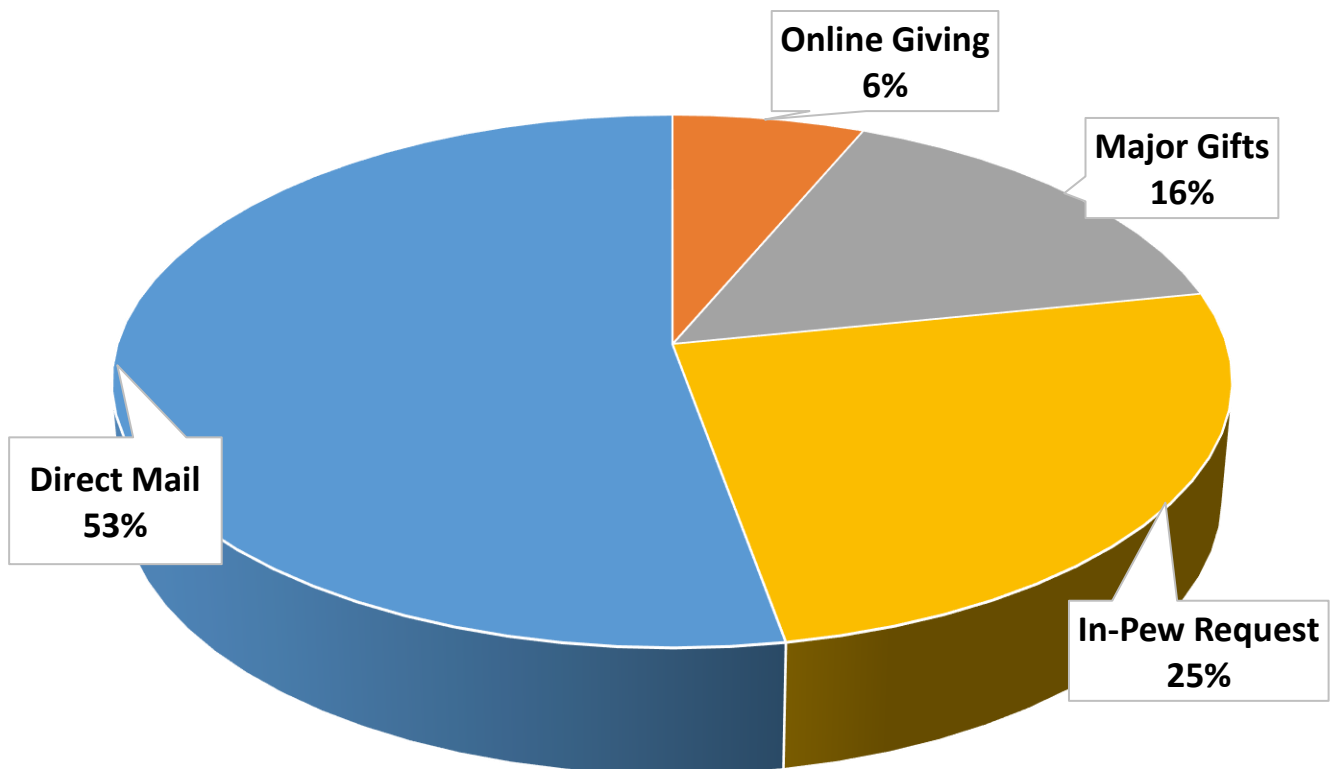
## **IMPACT OF A SUCCESSFUL PARISH APPEAL**

While the majority of donations to the Catholic Appeal are received through direct mail, this does not underscore the importance of the parish In-Pew Request. The two work hand in hand to educate and motivate participation.

It is primarily through the parish In-Pew Request, and specifically the pastor's encouragement, that parishioners are called to give. The In-Pew Request is the largest source of new donors and most effective way to re-engage lapsed donors.

Most who give online or through direct mail only do so because of the In-Pew Request presentation and the endorsement of the Appeal by the Pastor.

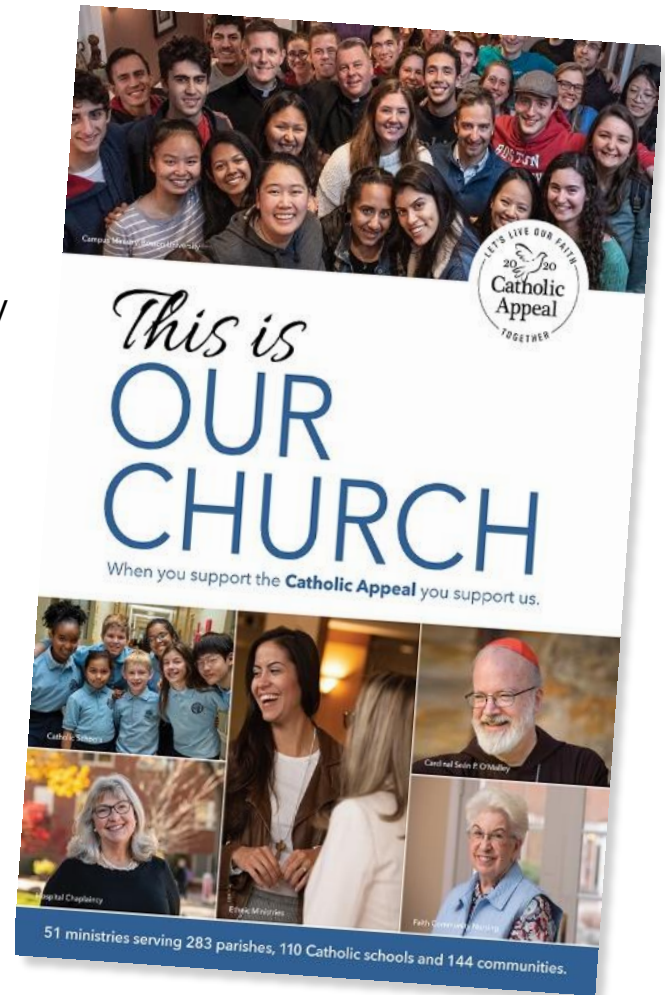
Below is a chart that shows a breakdown of where donations for the Catholic Appeal come from.



## **NEW THIS YEAR!**

### **Direct Mail Changes:**

- **Optional Pastor Letter and Thank You:** Pastors can directly reach out to their parishioners to ask for their support of the Catholic Appeal. Pastors will have the ability to view and edit the letter to add a personal touch. All that is required is the pastor's signature and a copy of the parish letterhead. All print and postage costs will be covered. In addition, pastors participating will have a thank you letter sent to all your parishioners who donated to the Catholic Appeal.
- **August Closing Letter from Cardinal Seán:** Based on survey results showing that many non-donors did not give because they forgot, did not know about the Appeal, or thought they had already donated, a fourth letter has been added to our schedule.



### **Social Media Program: Coming Soon!**

The Catholic Appeal will utilize social media messaging through Facebook and Instagram at the launch and throughout the 2020 Appeal. We hope to reach out to a younger generation who may not be attending Mass, with videos and stories of the good works being done throughout the Archdiocese. Stay tuned for updates so that you can “like” or “share” our content on your parish or personal social media pages!

### **New Catholic Appeal Website: [bostoncatholicappeal.org](http://bostoncatholicappeal.org)**

With a fresher and cleaner look, stories of the ministries supported by the Catholic Appeal will be featured. All content has been updated, as well. Please log onto our website to take a look! Parish resources will still be available on the “For Parishes” tab.

## **2020 CATHOLIC APPEAL TIMELINE**

### **FEBRUARY 2020**

#### **Week of February 3: 2020 Catholic Appeal launches**

- Letter from Cardinal Seán mailed to parishioners asking for their early support of the 2020 Catholic Appeal.
- NEW Catholic Appeal website launched.  
Parishioners can make online donations to the 2020 Catholic Appeal.

#### **Week of February 17: Parish materials mailed**

Each parish will receive materials to successfully launch their Catholic Appeal.

- In-Pew Envelopes
- DVD of Catholic Appeal video (if requested)
- Parish in-pew, assessment, and financial goal sheet
- Gift Processing materials and envelopes

#### **Weekend of February 22-23: Begin promoting the Appeal at your parish**

- Display 2020 posters prominently throughout your parish.
- Add bulletin and Mass announcements asking parishioners to respond to Cardinal Seán's 1st request letter.

#### **Promotion by the Catholic Appeal Team**

- Story published in *The Pilot*
- Social media posts will run throughout the Appeal launch
- Cardinal Seán's endorsement on Twitter and his blog
- The Catholic Appeal played on *CatholicTV*
- Press release about the Catholic Appeal will be distributed to the general media

### **MARCH 2020**

#### **Weekend of March 7-8: Announcement Weekend**

The focus of Announcement Weekend is to provide information about the impact/benefits of the Catholic Appeal and to advise parishioners that they will be asked to make a pledge on Commitment Weekend (March 14-15) during the In-Pew Request.

- **Include the Catholic Appeal insert in your bulletin:** If your parish uses LPI, Pilot, or JS Paluch, your bulletin will be automatically inserted. All other parishes should manually insert in your bulletins for this weekend.
- **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 Appeal coordinator or other volunteer from the parish. A sample witness talk is available on page 13.
- **Play video:** Parishes are asked to play a short video that shows how support of the Catholic Appeal has a direct and positive impact on the lives of so many in our Archdiocese.

## Weekend of March 14-15: Commitment Weekend

This weekend, all parishioners will be asked to participate in the In-Pew Request.

- **Conduct the In-Pew Request at all Masses:** The ability to reach goal by June 30, 2020 and increase parishioner participation relies heavily on your efforts on Commitment Weekend, in particular, the In-Pew Request. A sample script is available on page 16.

## Weekend of March 21-22: Follow-Up Weekend

For many reasons, a follow-up weekend may be necessary. For pastors of multiple parishes, it gives the opportunity to be present at the launch of each parish Appeal. Bad weather on Announcement or Commitment Weekend may necessitate additional time to launch your parish Appeal. There are no second collections in the month of March. Use this extra weekend to reinforce, remind or encourage your parishioner's support.

## Keeping the Appeal Going: Post Launch

- **Remind parishioners they can still give to the Catholic Appeal:** Continue to encourage parishioner support and participation beginning the weekend of March 28-29. Remind parishioners during Mass that every donation matters so if they have not yet made their pledge, they may do so online or by completing an in-pew envelope available at the back of the Church.
- **Provide weekly updates regarding your Parish Appeal:** Share the great news of the 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/or ask for support.
- **Celebrate Parish successes:** Congratulate your parishioners for helping to achieve success in your parish Appeal. Reaching parish goal, increasing parishioner participation, and receiving a rebate check are all messages that should be shared from the altar or through bulletin announcements. Check the Catholic Appeal website for updated messaging.





## **HELPFUL TIPS FOR A SUCCESSFUL COMMITMENT WEEKEND**

- **Develop a plan/strategy that will achieve your parish goal** by reviewing last year's results and evaluating the approaches that were taken.
- **Supply the church with plenty of in-pew envelopes** and pencils/pens ahead of Commitment Weekend.
- **Do not place in-pew envelopes in the pews before Mass.** They are to be handed out during Mass to the best of your ability.
- **Recruit and train help for Commitment Weekend.** Ushers may need some extra help to distribute and collect in-pew envelopes. Faith Formation students and members of the Parish Council or Finance Council are good resources to assist with in-pew envelope distribution and collection.
- **Prepare quiet background music** to be played during the In-Pew Request.
- **Invite parishioners to support the Appeal by completing and returning their pledge forms during Mass.** Encourage participation by asking those who may have already given to complete the form and check, "I have already given to the Catholic Appeal."
- **Collect completed in-pew pledge forms during Mass.** Have ushers collect completed forms during Mass and take to a secure place for safekeeping. Do not ask parishioners to take the pledge form home as 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. Advise counters to send them directly for processing using bank bags and FEDEX labels. See Gift Processing Instructions on page 18 for proper handling.

## **RESOURCES FOR PARISHES WITH NON-ENGLISH MASSES**

The Archdiocese of Boston is an incredibly diverse community. Oftentimes, parishes with ethnic or non-English speaking communities do not receive the same information or bulletin announcements that English speaking Masses have available.

Some interesting facts:

- Each week throughout the Archdiocese of Boston, Mass is celebrated in 22 different languages.
- 88 parishes celebrate Mass in a language other than English.
- Mass is also said in sign language and many parishes have devices to assist the hearing impaired.

For the 2020 Catholic Appeal, translations are available in Spanish, Portuguese, Haitian Creole and Vietnamese for the materials listed below.

- **Posters:** mailed to parishes in early February.
- **Bulletin Insert:** Parishes can download from the Catholic Appeal website and print copies for insertion at Mass for Announcement Weekend (March 7-8).
- **Thank You Letters:** translated based upon the in-pew envelope submitted.

### **New This Year!**

- In-pew envelopes contain translations in Spanish, Portuguese, Haitian Creole, or Vietnamese with the reverse side in English. These are mailed to parishes in early February.
- The Catholic Appeal video highlights the ethnic ministries of the Archdiocese and is multilingual.

All translated materials can be found on the Catholic Appeal website **[bostoncatholicappeal.org](http://bostoncatholicappeal.org)** under the “For Parishes” tab

## **ROLES AND RESPONSIBILITIES**

Each of us plays an important role in ensuring a successful parish campaign. Because each parish is different, these roles and responsibilities provide guidelines on how to distribute tasks.

**Pastor:** There is no more important role or significant factor in the success of the Catholic Appeal than the support and participation of the pastor. The pastor provides leadership by publicly endorsing the Appeal and ensuring that the parish plan and schedule are followed.

<b>Pastor Impact</b>	
	29% of all new and renewed donors were from the Pastor's in-pew request (\$3.9M)
	4,700 NEW donors were acquired from the Pastor's in-pew request
	Over 8,000 parishioners updated their contact information including email address
	75% of all lapsed donors returned due to the Pastor's in-pew request
	Non-English speaking parishioners are identified and thanked in their native language
	From 2016-2018, 100 additional Pastors conducted a strong in-pew campaign. That number decreased by 10% in 2019

**Appeal Coordinator:** The Appeal coordinator works with the pastor to ensure a successful parish Appeal. To provide overall management for implementation of the Catholic Appeal, the Appeal coordinator(s) is/are asked to participate in and/or oversee the completion of the following activities:

- Attend a regional Catholic Appeal training or join a webinar in February.
- Review the overall Appeal set up in your parish. Ensure posters are hung, bulletin messages are added, and supplies are received.
- Oversee preparations for and implementation of Announcement and Commitment Weekend activities.
- Endorse the Catholic Appeal on Announcement Weekend:
  - Provide or schedule a brief witness talk about the Catholic Appeal at all Masses.
  - Show the Catholic Appeal video with a brief introduction.
  - Invite a speaker to endorse the Catholic Appeal.
- Assure that the In-Pew Request is completed at all Masses on Commitment Weekend.
- Be available at the back of the church for questions or comments on Announcement and/or Commitment Weekend.
- Provide updates to your pastor regarding parish results and participation.
- Continue to promote the Appeal throughout the year.

**Parish Staff:** The various staff members of a parish play a crucial role in providing administrative support for the annual Catholic Appeal. They are asked to ensure that the following tasks are completed:

- Verify the parish has received an adequate supply of Appeal materials: posters, in-pew envelopes, DVD, bank bags, bulletin inserts.
- Make sure that the bulletin announcements and Prayers of the Faithful are used. They can also be found on the website [bostoncatholicappeal.org](http://bostoncatholicappeal.org) under the “For Parishes” tab.
- If not automatically added, organize volunteers to place the Catholic Appeal bulletin insert into the parish bulletin for Announcement Weekend (March 7-8).
- Assist as needed with the Commitment Weekend In-Pew Request on March 14-15.
- Ensure controls are in place to store and send Catholic Appeal donations in a timely manner. Notify volunteer counters of the process to send Appeal donations for processing.
- Update the Catholic Appeal office regularly of any parishioner changes, (deceased, moved etc.) by emailing updates to [Catholic\\_Appeal@rcab.org](mailto:Catholic_Appeal@rcab.org).

## **SAMPLE WITNESS TALK**

**For Announcement Weekend (March 7-8):**

**For parishes not showing the vide.**

Good Morning / Afternoon / Evening:

Thank you for letting me take just a few moments of your time to share some thoughts with you on the importance—and impact—of making a gift to the 2020 Catholic Appeal.

I am \_\_\_\_\_ and I have been a parishioner at \_\_\_\_\_ Parish for \_\_\_\_ years. Being a Catholic and a member of this parish community has enriched my life, and the life of my family. This is one of many reasons why I support the Catholic Appeal.

And as you may know, the Appeal is the **annual** fund that **provides nearly half of the funding for 51 critical ministries supporting our parishes, our Catholic schools, and the many efforts helping those who turn to our Church for assistance.**

**On a local level,** the work of the Appeal provides guidance, support, and training for many people working in our parishes, including:

- \_\_\_\_\_, our religious education director(s) here at \_\_\_\_\_ parish and more than 350 directors in other parishes.
- It supports \_\_\_\_\_ here at our parish and many more pastoral assistants or associates helping to enrich parish life across our Church.
- And the Appeal provides guidance and training for Deacon(s) \_\_\_\_\_ and more than 150 other Deacons serving parishes through out the Archdiocese.

**In our communities** the work of the Appeal helps support the students, faculty, and leaders of our Catholic schools. It also provides programs for those who may need our help.

- The Appeal supports Campus Ministry programs at more than 20 colleges in the Boston area. These students are invited to participate in programs that foster the growth of their Catholic faith at a time that can be very challenging for young adults. The graduates of these programs are becoming Catholic leaders in our communities and in our parishes.
- The Appeal supports our Catholic chaplains as they work with folks from all walks of life facing difficult life challenges in our hospitals and in our prisons.
- And the Appeal supports our Pregnancy Help Centers that help 100 women each month. These centers receive 1,800 requests for help each year.

51 ministries, 283 parishes, and 110 Catholic schools across 144 communities. This is Our Church. When you support the Catholic Appeal, you support this life-changing work—work that cannot be done with *you*. And what we can do together far outweighs what any one of us could do alone.

I ask you to please review the stories in today's bulletin insert. Next week, Msgr./Fr. - \_\_\_\_\_ will share his own thoughts with you on the importance of this work, and I invite you to join me in supporting the appeal. When we support the Appeal, we live our faith, together, and make a real difference in our parish and in our communities.

On behalf of Cardinal Seán and Msgr./Fr. \_\_\_\_\_ I thank you so much for your time and consideration of this important request.

***For parishes showing the Catholic Appeal Video, a condensed version of this script is available.***

## COMMITMENT WEEKEND (March 14-15)

### In-Pew Request

The In-Pew Request is very important to the success of your parish Appeal. Up to this point, parishioners have heard about the Catholic Appeal and why it is so very important to support it. Some may have already made a pledge by mail. Now is the time to ask the rest of your parishioners for their financial support.

***Even if your parish conducted an In-Pew Request in 2019, it is important to launch your 2020 Catholic Appeal with the In-Pew Request again.*** Many parishioners see the pastor's endorsement as crucial to their support and are more likely to renew when asked directly.

If your parish has not tried this method, study it carefully and implement it this year.

#### **The reasons to conduct the In-Pew Request are:**

- **It seeks an intentional gift.** The In-Pew Request helps to ensure a moment when the ministries run by the Archdiocese can be recognized and supported 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 ensure the success of the Appeal.
- **It helps keep records updated.** Parishes making an In-Pew Request often identify new parishioners who are not registered at the time of the Appeal.
- **It helps ensure early success.** Most parishes that implement the In-Pew Request reach their assessment within a few weeks of Commitment Weekend, meaning a shorter and more successful Appeal.



*This is*  
**OUR  
CHURCH**

When you support the **Catholic Appeal**  
you support us.

51 ministries serving 283 parishes,  
110 Catholic schools and 144 communities.

## **IN-PEW REQUEST SAMPLE SCRIPT**

**Please take a few minutes to review, add your own voice, and practice.** This should feel like a request to a friend, not a directive. Use language and a tone that works for your parish. **A Word document version of this script is available on the website.**

**Please be sure to give the process time.**

Slow down and allow your parishioners time to complete the form. Many parishioners will need time to write out their check or credit card information.

**NOTE: Playing soft background music through the process sets a relaxed and comfortable tone.**

### **SAMPLE SCRIPT:**

In recent weeks, we have heard about the Catholic Appeal and how it supports the ministries serving our parishes, Catholic schools, and communities around the Archdiocese. Your generous gifts to the Catholic Appeal are allocated to many of these ministries and initiatives that are making a real difference, strengthening the work of the Church for thousands in our Archdiocese.

Some examples are, that 37% of the Archdiocese budget is supporting parish ministry work such as pastoral planning and training for faith formation for youth and adults, parish nurses and pastoral associates and providing parish services support. The Vocations and Clergy Support portion of the budget is 12%. They are encouraging and fostering vocations to the priesthood, permanent diaconate and religious life and more; and 6% of the budget is supporting families with programs within the Pro-Life Office, Project Rachel and Family Life Office. All of this is very important work.

Today we want to take the next few minutes to invite everyone to prayerfully consider supporting the 2020 Catholic Appeal. If you have already given through the Cardinal's letter or on-line, Thank you! Your participation today is still important. It demonstrates a commitment as a parish to support the larger work of our church.





At this time our volunteers are walking around to distribute pledge envelopes. I would like to ask one member of each household to raise your hand. 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. Again, it is your participation today that is important.

I would like to give you some time to complete the form and consider making a pledge that makes the most sense for you and your family. As you complete the form, please know that your personal information is confidential and will never be shared with any organization outside the Archdiocese or this parish. No one else can or will have access to it

**\*\*\*It is important to stop here to pause and allow parishioners time to complete the form**

For parishioners who have already given online or through the Cardinal's request letter, please complete the shaded areas only. Please do not indicate any additional financial information on the envelope, so as not to double count your pledge.

Also, if appropriate, please note Spanish/Portuguese/Vietnamese/Haitian Creole translations on the reverse side.

**\*\*\*It is important to stop here to pause and allow parishioners time to complete the form.**

It is NOT necessary to make a payment today. Fill in the amount that you would like to PLEDGE. You will be sent monthly reminder cards so you can make payments by check, credit card, or even online—whatever is most convenient for you.

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

**\*\*\*It is important to stop again to allow parishioners time to complete the form. Wait until about half of those participating are looking back at you before you continue.**

Please be sure to tear off the pledge 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 volunteers will now collect your pledge envelopes and pencils.

On behalf of Cardinal Seán and myself, thank you for your contribution to the 2020 Catholic Appeal. May God bless you.

## **GIFT PROCESSING INSTRUCTIONS**

**Be sure to secure all Catholic Appeal in-pew envelopes and donations in a locked cabinet until they can be mailed for processing.** Please take a minute to educate your parish counters on the correct processing of Catholic Appeal donations.

For your convenience, each parish has been sent the following mailing materials.

- 5 FEDEX bags and labels
- 5 secure plastic bank bags
- 5 envelopes, size 5x7 to mail smaller batches. Parish to provide postage.

### **1. DO NOT OPEN DONATION ENVELOPES**

a. ***For the purpose of donor security, we ask that you DO NOT open envelopes.***

b. Write or stamp your three-digit parish number on all envelopes to ensure parish credit.

c. Mail using bank bags and FEDEX envelopes

### **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.

b. **IF CHECKS ARE MADE PAYABLE TO THE CATHOLIC APPEAL:** Bundle these checks together and mail using the envelopes provided.

### **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.**

After the launch of the Appeal, parishioners will be making pledge payments. If these payments are dropped in the offertory basket, please be sure to forward them to the Catholic Appeal office so that parishioners are not getting pledge reminders when they have already paid.

**Any donations that require special handling should be mailed to:**

Catholic Appeal Office / Attn: Wendy Bartlett  
66 Brooks Drive, Braintree, MA 02184

**If you need additional materials, please email [Catholic\\_Appeal@rcab.org](mailto:Catholic_Appeal@rcab.org).**

## **GIFT PROCESSING 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 for help.

<b><i>Parishioner Question</i></b>	<b><i>Response</i></b>
Parishioner is receiving duplicate, inaccurate, or unwanted mailings	Please email <b>Catholic_Appeal@rcab.org</b> or call us at <b>617-779-3700</b> with details so we can update our records for future mailings.
Parishioner's check to the Catholic Appeal has not cleared OR parishioner made a donation and it is not listed on your donor report	Please email <b>Catholic_Appeal@rcab.org</b> or call us at <b>617-779-3700</b> to ensure we are not behind with our gift processing. <b>**PLEASE NOTE: at the launch of the Appeal it is not uncommon to have a four-week processing delay due to large volume.</b>
Parishioner needs to change his/her 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 us at <b>617-779-3700</b> 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." <b>Please include parishioner's name and address for proper processing and acknowledgement.</b>
Donor is looking for his/her tax letter	Tax letters are mailed the 2 <sup>nd</sup> 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 under \$250, a tax letter can still be generated. Please call <b>617-779-3700</b> .
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 <b>bostoncatholicappeal.org</b> under the "Ways to Give" tab.
Parishioner would like to make a donation to the Catholic Appeal using his/her donor-advised fund (i.e. Fidelity Charitable Gift Fund)	<b>Please identify the Catholic Appeal using: Roman Catholic Archbishop of Boston tax ID 04-2106175.</b>

## **PARISH GOALS AND ASSESSMENT**

Every parish in the Archdiocese of Boston is given a *Catholic Appeal assessment*, *financial goal*, and *in-pew response goal* for the annual Catholic Appeal, including each parish within a collaborative. Goals are available on the Catholic Appeal website and mailed to parishes in February.

**The Catholic Appeal assessment** (what a parish is required to raise) is equal to eight percent (8%) of base revenue. Base revenue is calculated as the three (3) year average of the parish's income—both offertory and grand annual.

**The financial goal** (what a parish is capable of raising) is calculated by taking the **higher** of 1) your three-year PAID pledge average from 2017, 2018, and 2019 Catholic Appeal or 2) your 8% Catholic Appeal assessment.

**The in-pew goal** (how many in-pew forms we expect to receive from your parish) is calculated by using the parish Mass count to determine an estimated family count. The in-pew goal is 30% of parish family count. The parish in-pew count is equal to the total number of in-pews completed both with and without a stated gift/pledge. Blank envelopes are not included in the total.

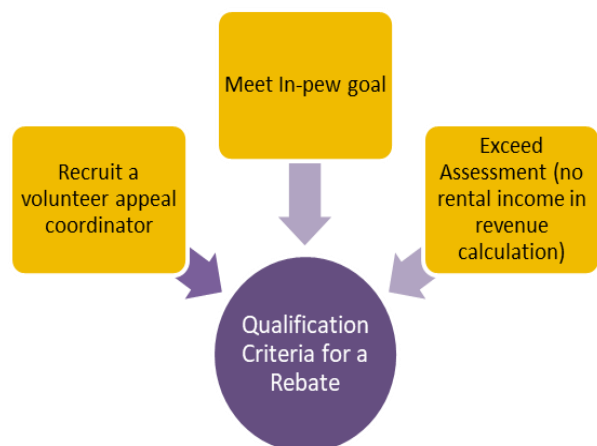
## **REBATES AND ABATEMENTS**

In order to qualify for a rebate or abatement, parishes must meet or exceed their in-pew goal by implementing the In-Pew Request best practices AND engage a volunteer Catholic Appeal coordinator.

Parish rebates will be issued twice a year (October 2020 and February 2021) and will no longer be issued by check. All rebates will be automatically deposited into the parish bank account.

### **Abatement Requests**

Parishes that do not meet their Catholic Appeal assessment and are experiencing financial difficulties may apply for an abatement. Forms will be made available November 2020.



## WEBSITE AND PARISH RESOURCES

[bostoncatholicappeal.org](http://bostoncatholicappeal.org)

The Catholic Appeal website is a valuable resource for parishes. Bulletin announcements, updated summary results, and other helpful information can be found on the “For Parishes” tab.

### Parish Reporting

Catholic Appeal results are updated weekly on Friday afternoons. An email is sent to all Pastors, Appeal Coordinators, and Business Managers when the reports are available. If you are not receiving this email update, please email [Catholic\\_Appeal@rcab.org](mailto:Catholic_Appeal@rcab.org) to be added to the distribution list.

No log-in is needed to view the parish summary report. This summary report lists total gifts and pledges, along with in-pew count for all parishes. 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 donations.

**\*\*Please note: Parish donations are sorted and processed by type (cash, checks, credit cards). Your results may not reflect the total submitted until all batches are complete. Credit card donations are especially time consuming and during peak volume periods may take additional time to be reflected.**

For parish detailed reports, log-in under the “For Parishes” tab.

- **Donor Report (Password Protected):** This is a parish specific report which lists current Appeal year gifts and pledges by donor. The report summarizes total giving to date, total over/under assessment, number of donors, and giving method.
- **LYBUNT (Last Year But Unfortunately Not This) Report (Password Protected):** This is a parish specific report which lists parishioners who gave in 2019, 2018 and/or 2017 but have yet to make a gift to the 2020 Appeal.
- Please review both reports periodically for deceased or inactive parishioners. It is important to send all updates to [Catholic\\_Appeal@rcab.org](mailto:Catholic_Appeal@rcab.org) so that we can update our records for future mailings.

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***Thank you for your support of the Catholic Appeal!***