



2021 Catholic Appeal Parish Training



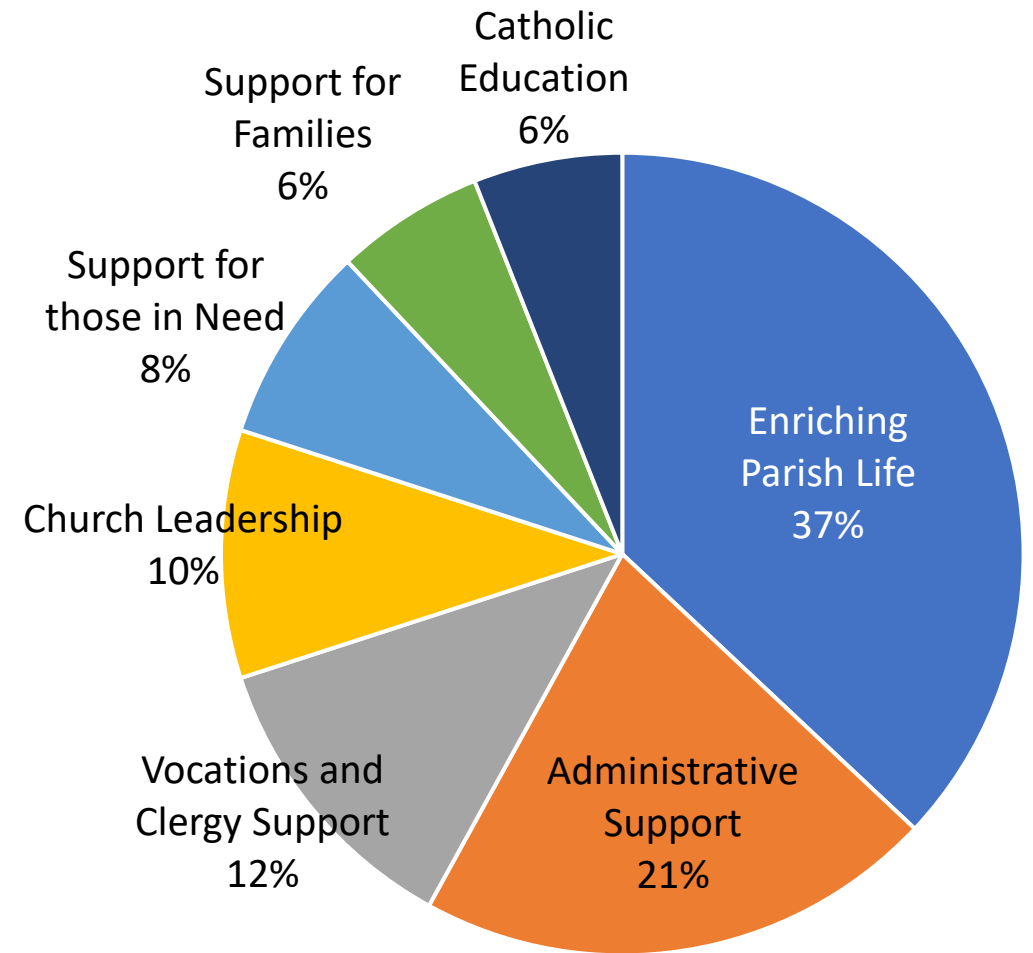
Agenda

- What is the Catholic Appeal
- 2020 Catholic Appeal
- 2021 A Safe Launch
- Rebates
- Resources for Parishes
- Gift Processing



What is the Catholic Appeal

- Supports 51 Ministries, 280 parishes, 100 schools throughout 144 communities
- Supports the Catholic Schools Office
- Provides resources that parishes need for their daily operations.
- In 2020
 - PPP loan guidance and assistance
 - “90 Days Now”: \$607k to 249 Parishes
 - Accurate Covid Updates



2020 Catholic Appeal: Some good news

Goal \$15M, raised \$14M

33,678 parishioners participated.

– 18,780 Loyalists

– 113 Leadership donors (\$10,000+)



25%

\$6.2M

\$3.8M

- Parish highlights

– 131 parishes earned over \$1M in rebates

– \$266K in abatements



Importance of the Pastor's Request

It is primarily through the parish campaign, and specifically the pastor's encouragement, that parishioners are called to give.

- Largest source of new donors
- Lapsed donors return
- Parishioners update their contact information
- Non-English speaking parishioner thanked in their own language



2021 Catholic Appeal Teamwork



Timeline



- Review Roles and Responsibilities
- Recruit additional volunteers
- Ensure all Safety Protocols are followed
- Launching at multiple parishes / worship sites



Timeline



- February 1st Cardinal's letter drops
- February 13th Add Bulletin Announcements
- February 27-28 Announcement Weekend
 - Witness Talk
 - Show video



Timeline

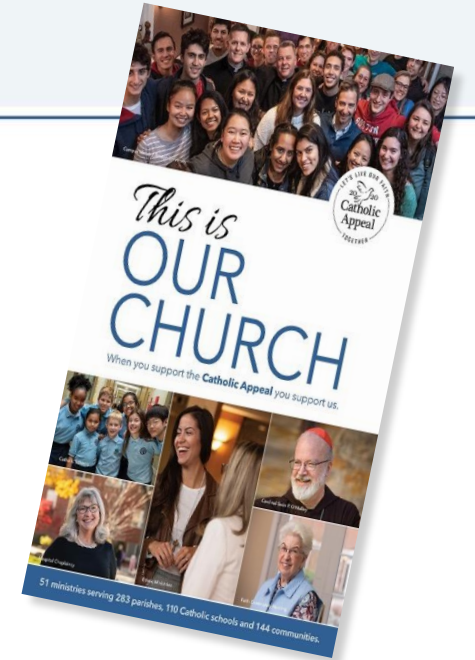


- March 6-7: Commitment Weekend
- Safe Presentation
- Follow up Email from Pastor



Announcement Weekend: February 27-28

- Witness Talk:
 - Introduce your self
 - State why your and your family support the Catholic Appeal.
 - Detail a ministry that benefits your parish
 - Encourage new donors “If you have never given...”
 - Thank and thank and thank

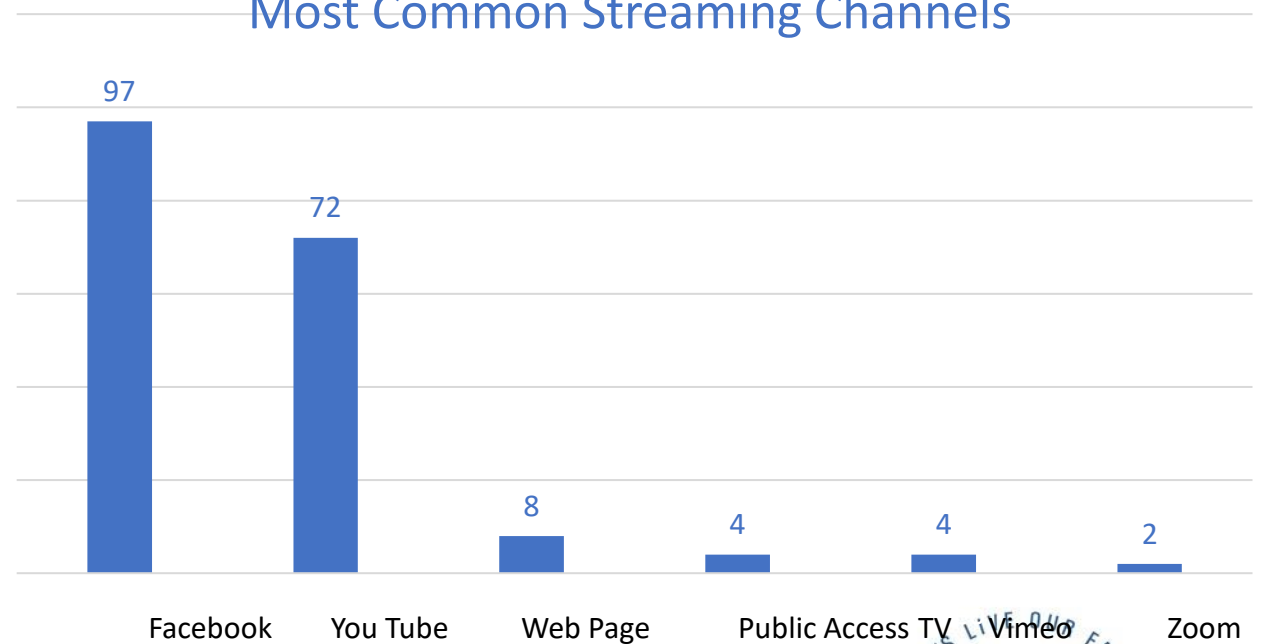


Show the video

- Show video at Mass. Link from Vimeo
- Show as part of your livestream Mass
- Add to Parish Website
- Email to parishioners with message
 - Sample message to be provided
- Share with your Finance Council

211 Parishes Live-Streaming Mass

Most Common Streaming Channels



A Safe Commitment Weekend

In Pew envelopes sent only upon request.

Ways to Give

Respond to Letter or email

QR code in Bulletin

On-line donation using mobile-phone at Mass

Provide a basket for “The Catholic Appeal” donations

Parish donation page, allocate to Catholic Appeal



Follow Up Weekend

- Remind parishioners they can still give
- For pastors with multiple parishes
- Send email blast to your parish list
- Continue to add Bulletin Announcements



Support Around your Parish Campaign

- Social media messaging
 - Facebook - @GiveBostonCatholic
 - Instagram - @givebostoncatholic
 - Twitter - @give_bostoncath
- Advertising and editorial included in “The Pilot”
- Cardinal Seán’s endorsement on Twitter and on his blog
- The Catholic Appeal video is promoted on Catholic TV
- Catholic Appeal announced to general media



More Frequency + Multi-Layers = More Effective



What happens next:

- April 6th: Letter 2 mailed to prior donors and non donors
- June 1st: Letter 3 from Pastor or Cardinal
 - Form sent in packet
- June 5-6: Closing your Appeal
 - In pew envelopes distributed / bulletin insert / closing message
- August 17th: Final letter mailed
- Appreciation Mass date TBD
- October 15th: 1st Rebate payment



Pastor Letter for June Mailing

- Mailed only to parishioners who have not given.
- On your parish letterhead / with your Pastor signature
- Can be personalized / translated

2020:

- 114 parishes signed up: \$294K from 1,495
- 147 parishes send Cardinal letter: \$220K from 1,046



Mr. and Mrs. John Smith
123 Main Street
Anytown, MA 01234

A letter from Father Smith



Parish Resources

- Detail donor reports emailed to Business Manager Secure email: BA123@RCABoston.org
- Email updates sent to Pastors, Appeal Coordinators, Parish staff:
 - Tips and resources to keep your campaign going
 - Updates on results, rebates, reporting
- Catholic Appeal website: www.bostoncatholicappeal.org
 - Summary information (for parishes tab)



Rebates, Billbacks, Abatements

Assessment: Amount the parish is required to raise

Based on 8% of offertory

Financial goal: Amount the parish has raised in the past

Donor goal: Participation rate. Using last year's totals



Sample Parish	Assessment	Donations	Overage / Shortfall	50%	Abatement	Final
Parish A	\$ 70,000	\$ 200,000	\$ 130,000	\$ 65,000	\$ (1,000)	\$ 64,000
Parish B	\$ 60,000	\$ 45,000	\$ 15,000		\$ 1,000	\$ (14,000)



Gift Processing Tips

This is not a second collection. Send all envelopes and checks.

- Do not open envelopes
- Mail using FedEx bags / Labels mailed to parish
- Send all donations as soon as possible
- Review process with your parish counters
- All In-pew envelopes reviewed for updates

Every donor is Thanked.

Donations \$250 + receive a tax receipt at year end



THANK YOU

We are here to help

Arlene Dubrowski
Adubrowski@rcab.org

Catholic_Appeal@rcab.org
www.bostoncatholicappeal.org

Please take a moment to take our survey and provide helpful feedback

