It all starts with YOU

2022 Catholic Appeal
Agenda

Why the Catholic Appeal is Important

2021 Catholic Appeal: How did we do?

2022 Catholic Appeal:

Your parish Campaign:
   Preparation
   Announcement Weekend
   Commitment Weekend

Support for your parish
Why the Catholic Appeal is Important
The Catholic Appeal Supports our Parishes

• Team of experts from the Archdiocese
• Wide ranging support
• Services a parish could not afford on its own

Risk Management, Finance, Information Technology, Benefits Administration, Human Resources, Digital Media, Vocations, Permanent Diaconate, Real Estate, Office of Evangelization and Discipleship, Clergy Support and Ongoing formation
The Catholic Appeal Supports Programs that enrich our parish life

- Faith Formation programs
- Transformed in Love
- IThirst
- Faith Community Nursing
- Catholic Schools office
- Training of Pastoral Associates
- Deaconate Program
- Office of Cultural Diversity
- Persons with disabilities
The Catholic Appeal Supports those in need

- Serving Catholics and non-Catholics alike, throughout the Archdiocese
- Catholic Chaplains serving in our hospitals, prisons and airport
- Campus Ministry
- Collaboration with agencies that provide affordable housing for families in need.
- Support for programs that affirm life from conception to natural death
- Social Justice programs
The Catholic Appeal Supports: Your Parish, Your Parish Community and the Greater Community

2021 CATHOLIC APPEAL

- Parish & Operational Support
  Includes serving the 260 parishes across our Archdiocese, from offering support for wide-ranging operational needs to assisting with property damage and other maintenance.

- Education
  Includes supporting students and faculty at our 100 Catholic schools and providing education and guidance to future priests.

- Service to Others
  Includes offering support to those affected by addiction and training chaplains to work in hospitals and prisons across Greater Boston.

- Faith & Formation
  Includes providing vibrant religious education programs for all ages and overseeing campus ministry programs at more than 25 colleges and universities.
How did we do:

<table>
<thead>
<tr>
<th>Catholic Appeal</th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mail</td>
<td>$11.55M</td>
<td>$11.93M</td>
<td>$9.72M</td>
</tr>
<tr>
<td>Online</td>
<td>$1.83M</td>
<td>$1.36M</td>
<td>$916K</td>
</tr>
<tr>
<td>In-Pew</td>
<td>$1M</td>
<td>$603K</td>
<td>$3.52M</td>
</tr>
<tr>
<td><strong>TOTALS:</strong></td>
<td><strong>$14.39M</strong></td>
<td><strong>$13.91M</strong></td>
<td><strong>$14.16M</strong></td>
</tr>
<tr>
<td># Donors</td>
<td>34,612</td>
<td>33,815</td>
<td>41,800</td>
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</tbody>
</table>

What we learned:

Giving has shifted:
In pew down 28%, On-line up 50%

Donor Count Down from Pre-Covid
Our Loyalists are the base:
20,000 + gave 3 years plus

Leadership donors stepped up:
8% of donors are giving 51% of donations

In Pew is important:
1st time donors less than 2,000
**Our Parishes**

**How did we do:**

- Close to $1.5M will be paid in rebates this year!

**Parish Stats:**

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<thead>
<tr>
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<th>CA21**</th>
<th>CA20</th>
<th>CA19</th>
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</thead>
<tbody>
<tr>
<td>Parishes earning rebate</td>
<td>176</td>
<td>148</td>
<td>196</td>
</tr>
<tr>
<td>% of parishes receiving a Rebate</td>
<td>68%</td>
<td>56%</td>
<td>70%</td>
</tr>
<tr>
<td>Total Rebates $$</td>
<td>$1,498,967</td>
<td>$1,111,248</td>
<td>$1,485,496</td>
</tr>
<tr>
<td>Parishes with Shortfall</td>
<td>68</td>
<td>114</td>
<td>76</td>
</tr>
<tr>
<td>% of parishes with Shortfall</td>
<td>26%</td>
<td>43%</td>
<td>27%</td>
</tr>
<tr>
<td>Shortfall Amount</td>
<td>$576,151</td>
<td>$890,871</td>
<td>$540,756</td>
</tr>
<tr>
<td>Abatement</td>
<td>$164,000</td>
<td>$214,332</td>
<td>$68,041</td>
</tr>
<tr>
<td># Parishes with billback</td>
<td>46</td>
<td>102</td>
<td>75</td>
</tr>
</tbody>
</table>

**What did we learn**

- Pastor support is crucial
- Parishioners are participating in different ways.
- Need to tell a better story
- Provide more ways to give
2022 Catholic Appeal
Launching Your Parish Campaign
2022 Catholic Appeal Timeline

**Plan**
- January
  - Sign up Volunteer Appeal Coordinator
  - Review parish Results
  - Plan a strategy
  - Enlist additional volunteers
  - Review Parish Materials

**Communicate**
- February
  - Cardinal’s letter drops
  - Hang posters
  - Add Bulletin ads
  - Follow us on Social Media
  - Add to your Parish website

**Launch**
- March
  - Announcement Weekend: 5-6th
    - Witness Talk
    - Show video
  - Commitment Weekend: 12-13th
    - In Pew Presentation
  - Follow Up Weekend
    - Pastor email
Launching Your Campaign: Preparation

- Review results and procedures from prior year.
- Review Roles and Responsibilities:
  - Parish Staff, Appeal Coordinator, Pastor
- Check Parish materials mailed to parishes 2/17
  - Posters, In pew envelopes, bulletin insert
- Prepare for the Launch
  - Speakers
  - Test Video Equipment
  - Extra Volunteers to collect envelopes
Announcement Weekend: March 5-6

• Bulletin Insert
  – Multi language available
• Witness Talk: Talking points available
• Show video at Mass and include on parish website
• On-line masses, too
Commitment Weekend: March 12-13

The Pastor’s support and endorsement is crucial to the success of the parish campaign.

- In-Pew presentation
  - Guidelines
  - QR Code
  - On-line Masses
Follow Up Weekend: March 19-20

- For collaboratives or parishes with multiple worship sites
- In case of inclement weather
- To reinforce, remind or thank parishioners
- Send Pastor Email
Parish Resources

• Parishes with multiple languages:
  – Spanish, Haitian Creole, Vietnamese and Portuguese
• 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:
  – Summary information (For Parishes Tab)
  – Detailed Donor reports (no change to parish login)
• Mid Appeal Campaign: June 2020
  – Help close out your parish campaign
Support Around your Parish Campaign
Let us do the heavy lifting

• We are Building Momentum
• Social media messaging
  – Facebook / Instagram
• Advertising and Editorial story are included in “The Pilot”
• Cardinal Seán’s endorsement on Twitter and on his blog.
• The Catholic Appeal video is promoted on Catholic TV
• Appeal Campaign announced to general media
The Pastor Letter

June letter to parishioners who have not given yet.
Printed on your parish letterhead, with your signature
Ability to edit / rewrite the letter
Two sided English / Spanish or Portuguese

100 parishes signed up in 2021:
Pastor letter had a higher response rate.

Sign up now. Forms will be mailed to parishes.
Gift Processing: Quick Tips

Secure all donations until they are ready for mailing.
Parish will receive:
• FedEx bags, labels for large batches
• Smaller envelopes
Do not open envelopes. Batch and mail as soon as possible
Parish Reports will be available the 1st week in March
How you can help

Share our video on Social Media, parish website, email
Share stories of your launch

Follow us
• Facebook - @GiveBostonCatholic
• Instagram - @givebostoncatholic
• Twitter - @give_bostoncath
Thank you!

We are here to help

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