**2024 Catholic Appeal**

A white circle with blue text and a bird

Description automatically generated

**Witness Talk Sample**

*Please take a few minutes to review this full script, add your own voice, and practice. As you review, keep these couple of things in mind:*

1. *Use language and a tone that works for your parish. This should feel like a conversation with a friend, not a directive.*
2. *Please share your script with your pastor. Your messaging should be aligned with his. This is also a nice time to review together which of your own parish ministries are supported by the Appeal and which you’d like to highlight.*
3. *Before printing, increase the font size for easy viewing at Mass.*

**Introduction**: *Please introduce yourself and your relation to the parish.*

***Good Morning / Afternoon / Evening:***

*Thank you for allowing me a few minutes to share the importance of supporting the annual Catholic Appeal.*

***Who***: **EXAMPLE** For those of you who don’t know me, my name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and I have been a parishioner here at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for \_\_\_\_\_ years. My husband, XXX, and I live in TOWN and have XXX children who attend NAME OF SCHOOL, Religious ed, are alter servers.. I feel that this parish is an extension of our family and a valued partner in raising our children.

***Why***: It’s no secret that [PARISH] is always quick to help when called upon. Today, I’d like to share my thoughts on the importance of supporting Cardinal Sean’s Catholic Appeal. There are so many wonderful and important reasons to support the Appeal- I realize that my challenge is to explain these reasons *and* encourage you to share your support in a brief amount of time. I promise to do my best!

***What***: The Catholic Appeal is the annual campaign that raises money to support all of our parishes, Catholic schools, and the many, many ministries that serve our neighbors in need throughout 144 communities in our Archdiocese of Boston. Its purpose is to sustain, strengthen, *and* *grow* the mission of our Church.

***How:*** The Appeal does this in two main ways.

1. It helps parishes like [NAME OF PARISH] by offering important resources and expertise to [PASTOR/ASSISTANT PASTORS] so that he/they can carry out his/their respective ministries. It is very different from the weekly offertory. Our offertory collection is to our parish what your paycheck is to your family. With those funds, we pay our parish bills: things like utility expenses, insurance, staff salaries, etc.

The Catholic Appeal pays for the work of the Central Ministries of our Archdiocese as directed by Cardinal Seán. Those ministries provide invaluable aid to parishes like ours in a variety of areas from training to financial expertise to real estate & engineering consultants to insurance & risk management services to evangelization training, youth ministry opportunities, encompassing all the various cultures represented in our area. [If time allows, provide a REAL LIFE EXAMPLE of how the Appeal supports [PARISH].]

1. The Catholic Appeal *also* supports essential ministries that serve *thousands* of people across the Archdiocese, Catholics and non catholics alike, who need support and care. The Catholic Church in Boston has been providing pastoral and charitable assistance for 216 years. Despite great changes in families, communities, and our world, the Church continues to bring Christ’s message of hope to those searching for light and love.

Gifts to the Catholic Appeal represent our participation as Catholics within the greater Church, caring for one another as Christ calls us to do. **This year, we are really hoping for 100% participation**- ***no*** gift is too small, ***every*** gift makes a meaningful difference. As we live to say, **extraordinary participation creates extraordinary impact**.

\*\*Video: I’d like to take a minute to share this year’s Catholic Appeal video. It highlights the ways in which the Appeal energizes our parishes and supports programs like the Hospital Chaplaincy ministry and the Office of Vocations. PLAY VIDEO.

\*\*No Video: I strongly encourage you to visit our parish website to view this year’s Catholic Appeal video. There, you will see the ways in which the Appeal energizes our parishes and supports programs like the Hospital Chaplaincy ministry and the Office of Vocations.

I know that so many of you give to different causes throughout the year- all of which are important and needed. I know that it can be hard to give and then give again. But as I listen to the news and think about the future, I understand why **Cardinal Seán is hoping for full participation this year.** Our support of the Catholic Appeal is a gift to the future- the future of our communities, our Church, and our faith.

I will leave you with the words that follow us each week as we depart from Mass: “Go forth to love and serve the Lord.” Today may those words translate to a commitment to continue our parish’s commitment to generosity by a gift to the Catholic Appeal.

On behalf of Cardinal Sean and [PASTOR], thank you for your time and attention. May God bless this parish and each one of you.

Emphases:

* The Catholic Appeal ***sustains, strengthens, and grows*** the mission of our Church.
* **Extraordinary participation creates extraordinary impact.**