



FORWARD *in* FAITH



ARCHDIOCESE
of BOSTON



Catholic Appeal Kick Off

Tonight's Topics

- The Impact of the Catholic Appeal
- 2023 Catholic Appeal Results
- Launching the 2024 Campaign
- 2024 Goals
- New in 2024
- Appeal Timeline and key dates:
 - ✓ *Announcement Weekend: March 2-3*
 - ✓ *Commitment Weekend: March 9-10*
- Contacts and Resources



Below is a list of allocated priorities from 2023

\$7,937,000 Vibrant Parishes

Services needed to ensure parishes have the resources and expertise to assist with issues of HR, IT, benefits, as well as pastoral planning; parish emergency services including risk management and property management.

\$2,467,000 Faith and Formation

Support for youth, young adult and adult faith formation programs; respect life, college campus, CYO ministries, permanent diaconate program.

\$2,269,000 Help for Those in Need

Chaplaincy programs in hospitals and prisons; bereavement support; palliative care; healing ministries; spiritual care for those touched by addiction.

\$2,017,000 Schools and Education

Central office support for the 93 Catholic schools in the Archdiocese of Boston. Formation for our Archdiocesan priests. Encouraging and fostering vocations to the priesthood, and religious life; clergy personnel; support for seminaries.

\$1,500,000 Rebates

Did you know \$1.5M is returned to parishes each year as rebates to be used for their local programs?

The Impact of The Catholic Appeal

2023 Catholic Appeal Results

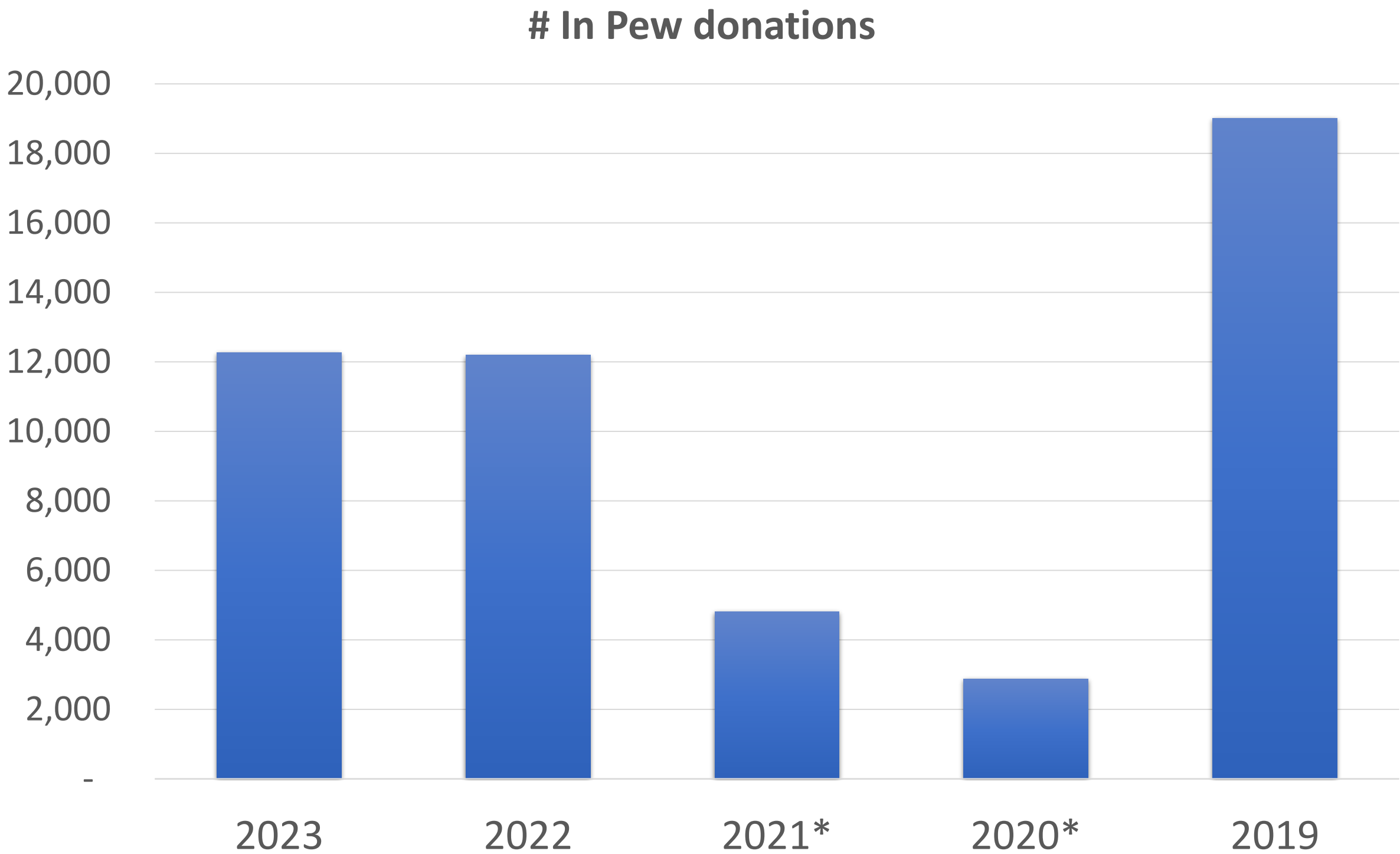
- 2023 Financial goal: \$15M – Raised \$15,297,417
- 2023 Donor goal: 38,000 – Donors: 35,409
- Leadership Giving: Getting us to Goal
 - Cardinal's Leadership Circle (\$10K+): 132 Donors / \$4.2M
 - Caritas Society (\$1K-\$9K): 2,727 donors / \$4.6M
 - 10% of donors provide 57% of all dollars contributed



2023 Catholic Appeal Results

Parishes reaching Assessment: 198 (78%) earning \$1.9M in rebates

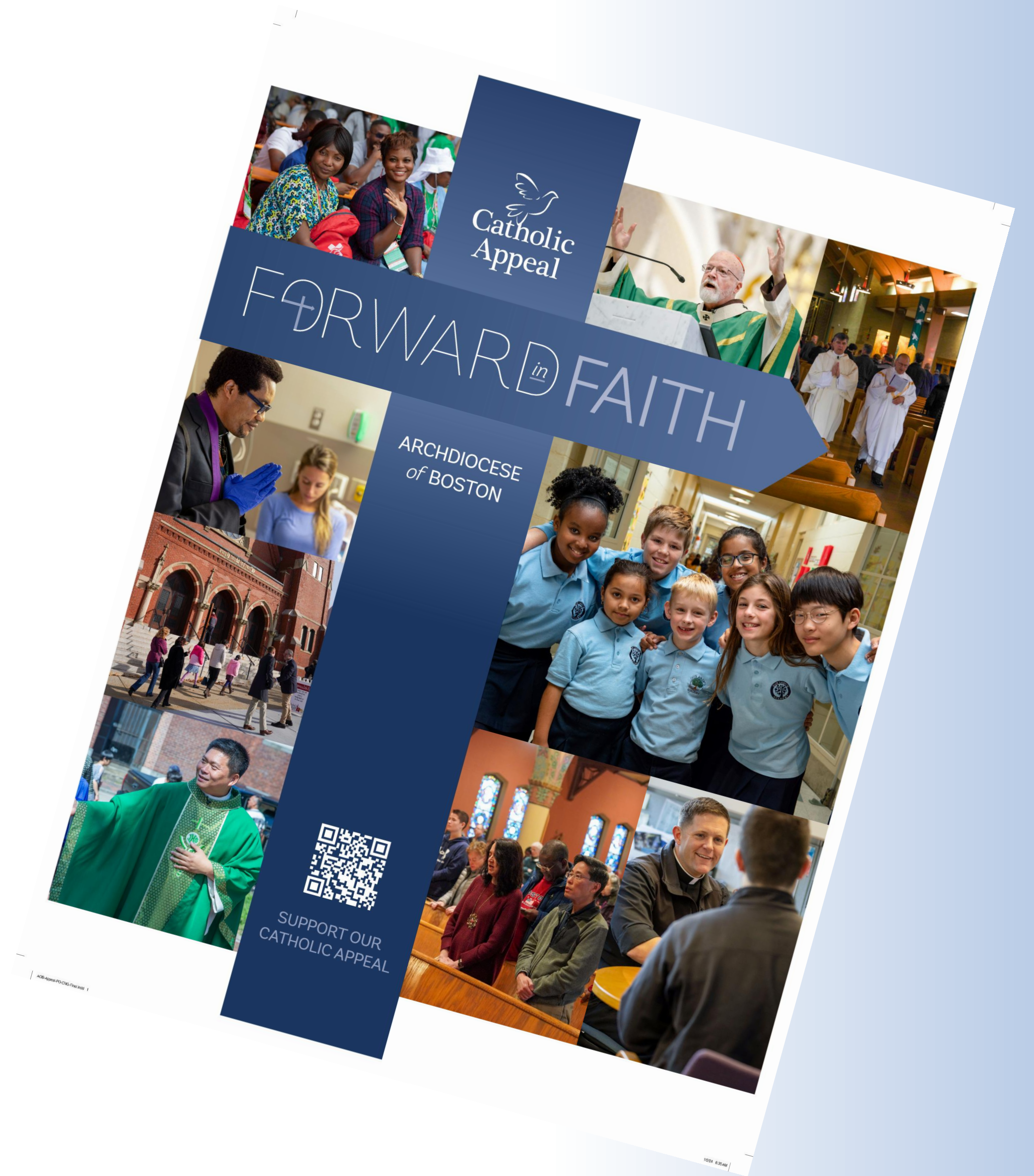
Parishes reaching Financial Goal: 118 (47%)



2024 Catholic Appeal: *Forward In Faith*

“The Catholic Appeal serves as a tangible sign of our concern for those in need and allows us to bring them the presence of the Lord, to heal brokenness and restore hope.”

Cardinal Seán O'Malley



2024 Catholic Appeal Goals - Grow Participation

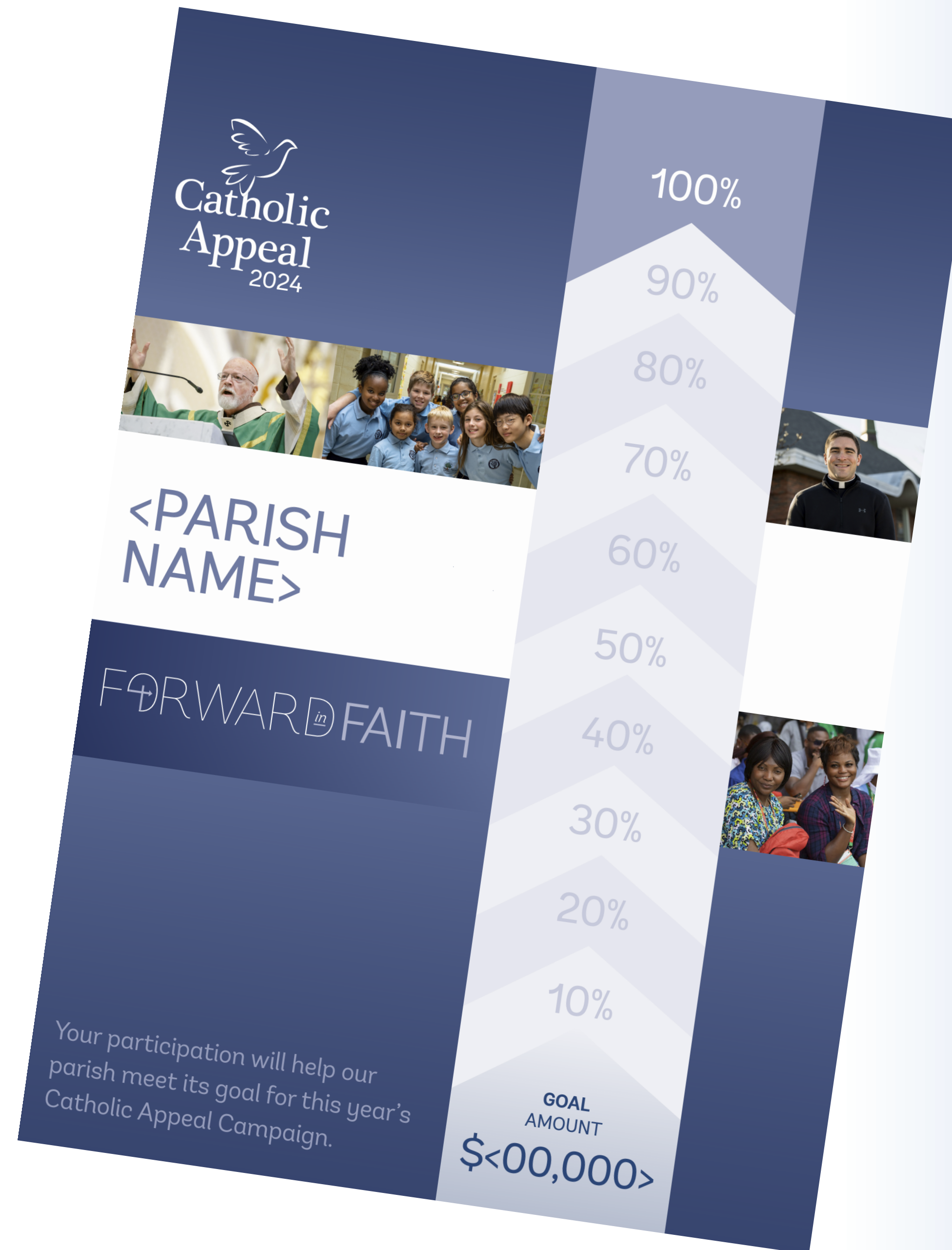
Forward in Faith

- 2024 Financial goal: \$15.5M
- 2024 Donor Goal: 40,000
- \$12 Million raised by June 30
- Revitalized Participation and More Meaningful Engagement
- For Parishes: Shorter Campaign, Greater Participation



New This Year

- Goal Poster
- More support and resources
- Explainer Videos
- QR codes for back of Pew
- Social media campaign
- Boots on the ground



90 Day Parish Launch

Preparation

- Sign up for Pastor Letter
- Review Parish Goals
- Gather your Team
- Materials Mailed

Communication

- February 1: Cardinal Sean letter mailed. Email to follow
- Hang Posters
- Add Bulletin Announcements
- Add Video to Website

Launch

- Announcement Weekend: March 2-3
- Commitment Weekend: March 9-10
- Follow up: March 17-18
- Pastor sends an email



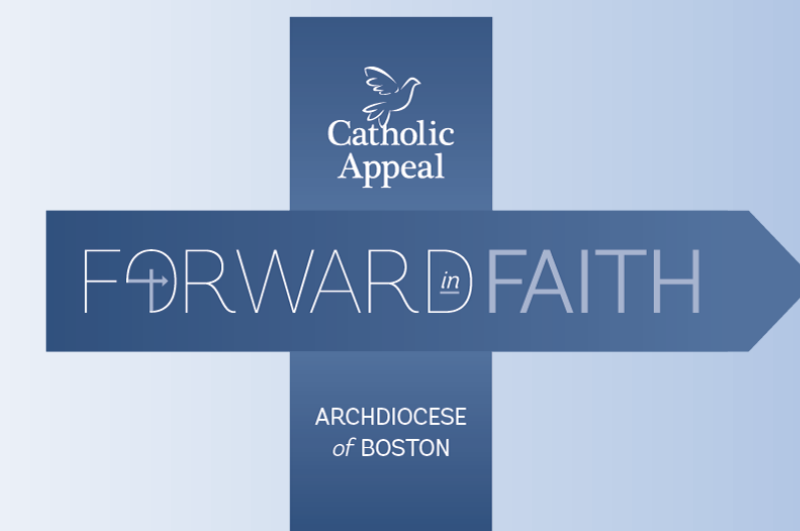
Announcement Weekend: March 2-3

The Witness Talk



Commitment Weekend: March 9-10

The Pastor In-Pew Presentation



Commitment Weekend: Importance of the In-Pew



- Seeks an **intentional gift**
- Helps to ensure **early success**
- **Reaches more** people than mailings alone
- A powerful reminder that **central ministries serve parishes**
- **Asks ALL to participate** in a meaningful way.

The most successful parishes take the time to execute an in-pew process that allows parishioners to feel that their gift, no matter the size, matters!

Tips for your “Best in Class” Commitment Weekend

- Do not place in-pew envelopes in the pews before Mass. **Pro tip: Hand them out during Mass.**
- A script is provided to help shape your message. **Pro tip: Make it more genuine by using language and a tone that speaks to your unique parish community**
- The in-pew is most effective when people are most attentive. **Pro tip: do it right after the homily.**



The Pastor Letter - Game-changer

- Makes your Appeal more “local”
- Demonstrates the **pastor’s endorsement** of the Appeal
- It highlights the **benefits a parish receives** from Appeal funds.
- It is effective!
 - Results show a **higher response rate** for parishes that sign up.
- It can help a parish **close its campaign earlier**.



**We are here to support your
campaign!**

www.bostoncatholicappeal.org

**Call or contact our team: Catholic_appeal@rcab.org
617-779-3706**

