

Hope allows  
us to see a  
tomorrow

~ Pope Francis



**2017 CSA Parish Guide**



# Archdiocese of Louisville

## 2017 Catholic Services Appeal Parish Guide

### Table of Contents

Prayer .....	4
Section 1. Purpose & Case for Support.....	5
Section 2. Appeal Goal & Theme .....	6
Section 3. The Salt and Light Giving Society .....	6
Section 4. Strategy for Success .....	7
Section 5. Appeal Calendar .....	8
Section 6. The Parish Appeal Team.....	9
*Helpful Hints for Pastors.....	10
Section 7. Appendix Guide.....	12
Appendix A    Sample Letters for the Pastor / Pastoral Administrator:	
Sample Endorsement Letter to Parishioners .....	13
Sample Pastor Follow-up Letter .....	14
Appendix B    Bulletin/Newsletter Announcement .....	15
Appendix C    Prayers of the faithful .....	18
Appendix D    Lay Advocate Witness Script.....	19
Appendix E    The In-Pew Process.....	21
Appendix F    Facebook, Twitter, and Website Resources .....	28

***These Appendices resources are also available online at [www.ArchLou.org/CSA](http://www.ArchLou.org/CSA)***



## **2017 Catholic Services Appeal Prayer**

God, our Father, we praise and thank You for the gift of Your Son, Jesus.

We recognize we need Jesus in every area of life.

And we must bring Him to others through word and action.

Open the hearts of Your people to support this work

with a gift to the Catholic Services Appeal.

We make our prayer through Jesus Christ, Your Son, who lives and reigns with

You and the Holy Spirit, one God, forever and ever.

Amen.

## Section 1 – Purpose

### Purpose

The Catholic Services Appeal is the Archbishop’s annual invitation to the people of the Archdiocese to partner in the work of the local Church. As one of three primary sources that fund the work of the Archdiocese, Catholic Services Appeal gifts play a vital role in helping provide more than 100 ministries and services. This is work that brings Christ to others by providing for the spiritual and temporal needs of thousands of individuals and families as well as the parishes and schools within the Archdiocese.

### The Appeal is an Opportunity

Each year the Appeal receives gifts from new donors. We believe this is attributable to the work of pastors and parish teams who **inform, inspire, and invite** parishioners to partner in the work of the local Church.

The Catholic Services Appeal is an opportunity to:

- **Inform** parishioners regarding the wide array of ministries and services provided by archdiocesan agencies and offices.
- **Inspire** parishioners to respond to their baptismal call to share their blessings.
- **Invite** parishioners to generously support the work of the local Church.

### Who benefits from the Appeal?

Individuals, families, parishes, and schools benefit from the work of archdiocesan agencies and offices. Below is a small sample of the many works supported by the Appeal. A full listing can be found online at:

[www.ArchLou.org/case-for-support/](http://www.ArchLou.org/case-for-support/)

- Offered more than 100 hours of liturgy formation classes to 800 liturgical ministers from parishes
- Welcomed 506 individuals who completed catechetical formation and entered the Catholic Church
- Convened an advisory board of 52 high school students to share their visions and insights as the “voice of youth”
- Visited 3,400 students at schools and parishes to give talks about Catholic vocations
- Provided emergency assistance (rent, utilities, food, clothing, personal items, prescriptions, etc.) to 3,891 individuals in need.
- Assisted 66 individuals who were victims of human trafficking and held 120 human trafficking prevention sessions for 4,481 attendees.

**Section 2 – Appeal Goal & Theme**

**2017 Catholic Services Appeal Goal: \$3,750,000**

**2017 Donor Participation Goal: 15,180 Households**

2017 Catholic Services Appeal Theme: *Bringing Christ to Others*

2017 Catholic Services Appeal Quote: *Hope allows us to see a tomorrow*  
-- Pope Francis

**Section 3 – Salt and Light Giving Society**

**Salt and Light Giving Society**

Founded in 2015, the Salt and Light Giving Society honors donors who provide for the work of the Archdiocese of Louisville with an annual leadership gift to the Catholic Services Appeal. Salt and Light Society members carry on the teaching of Jesus in Matthew 5:13-14 to shine light throughout the world. Every gift to the Catholic Services Appeal is important and the true reward for Society members is the knowledge that their leadership gifts are supporting efforts that offer hope and bring Christ to others.

**Giving Circles of the Salt and Light Society:**

- Circle of Faith            Gifts from \$500–\$999
- Circle of Hope            Gifts from \$1,000–\$2,499
- Circle of Charity        Gifts from \$2,500–\$4,999
- Disciple Circle         Gifts from \$5,000–\$9,999
- Steward Circle         Gifts from \$10,000–\$19,999
- Shepherd Circle        Gifts of \$20,000 or greater



Membership in the Salt and Light Society is based on a donor’s yearly gift to the Catholic Services Appeal. Members are recognized online for their contributions at [www.ArchLou.org/SaltandLight](http://www.ArchLou.org/SaltandLight)

## Section 4 – Strategy for Success

### 2017 Strategy for Success

Developing a Strategy for Success relies on 5 key items:

1. **Leadership of Pastors**
  - A) Pastor support for the Catholic Services Appeal can be the single most important factor in determining a parish's success. A positive attitude goes a long way in sharing a vision of service to the Lord, and dispelling donor reluctance.
2. **Case for Support**
  - A) Offer stories on ways your parish benefits from archdiocesan ministries and services – e.g. administrative support, training, grants, and program sponsorships.
  - B) Consider having parishioners or a staff member speak at Masses on the Appeal Awareness Weekends, describing how they have benefited from archdiocesan ministries and services. The presentation should be brief but more than just an announcement.
  - C) Show the CSA video at as many opportunities as possible, such as Masses, parish meetings, parish website, school website, and encourage parishioners to visit the archdiocesan website at [www.ArchLou.org/CSA](http://www.ArchLou.org/CSA) to view the CSA video and learn more about the Appeal.
  - D) Three separate audio messages from Archbishop Kurtz that can be played during Mass, or other functions, at key points in the Appeal. Two recordings will tie-in with scripture readings on October 7/8 and November 18/19, while the third is an at-large message that can be used at any date in the campaign.
  - E) Suggest that teachers and religious education catechists propose a class project or learning experience focused on the ministries/services of the Archdiocese.
3. **Enlist a Parish Appeal Team and Witness Speakers**
  - A) The Parish Appeal Team can provide valuable assistance to the pastor in promoting the Catholic Services Appeal and conducting an In-Pew effort (see Section 6).
4. **Promote Pledges and Increased Giving**
  - A) Pledges allow the donor to make a larger gift based on his/her ability to pay over a period of up to June 2018. *Example: A one-time gift is usually based on cash in hand, such as \$20, however 8 monthly gifts of \$20 each by June 2018 = \$160 gift.*
  - B) Inform donors about the various payment options available to make a gift:
    - Cash, Check, Credit Card, Electronic Transfer from checking account, online giving, stocks, and remember employer matching gifts may serve to “double” one’s gift.
5. **Provide Multiple Opportunities for Donors to Respond**
  - A) Don't be reluctant to request a gift from those who have said “no” in the past. People may be ready to give at a later date in the year. Follow-up requests in November and December often meet with success.
  - B) The In-Pew process has been shown to be a highly effective method of generating many gifts to CSA. **Many** new In-Pew gifts are made by Mass attendees who are not in the Archdiocese's database, and would therefore not receive Appeal information and donation form by mail.

- C) Consider having an “Over-the-Top” weekend to remind parishioners that the parish is close to goal and ask that they push you over goal that very week.
- D) Remind parishioners that each parish also has a donor participation goal in addition to a monetary goal. Encourage everyone to participate. Every gift is important to the Catholic Services Appeal.

*Remember – if you do not ask, you will not receive!*

<b>Section 5 – Appeal Calendar</b>
------------------------------------

**Timeline**

August 24/28	Information sessions for parish staff involved in CSA promotion/support
Aug 30/Sept 5,6,7	Pastors meetings with Archbishop Kurtz
August 30	Salt and Light Giving Society reception with Archbishop Kurtz
September 14/19	Archbishop Kurtz meetings with parish lay leaders
September 15	Campaign Awareness phase begins on the Archdiocese website
September 15	Pastors’ CSA endorsement letters mailed from the parish
September 23/24	Catholic Services Appeal Awareness Weekend #1
October 2	Archbishop Kurtz solicitation letters received by parishioners
Sept 30/Oct 1	Catholic Services Appeal Awareness Weekend #2
October 7/8	Catholic Services Appeal In-Pew Weekend (Preferred)
October 12	CSA mail-in envelope insert #1 in <i>The Record</i>
October 14/15	Catholic Services Appeal continued follow-up/Optional 2 <sup>nd</sup> In-Pew
October 21/22	Catholic Services Appeal Awareness Weekend #3
Oct 23 – Nov 30	Parishes and Archdiocese conduct follow-up with non-donors
Mid-November	Pastors’ CSA follow-up letter mailed from the parish
November 16	CSA mail-in envelope insert #2 in <i>The Record</i>
November 18/19	Archbishop Audio Recording Message available for this weekend
Nov 2015 – Jun 2016	Archdiocese mails thank you letters and pledge reminders
December 4	Archdiocese mails follow-up solicitation letters to previous CSA donors
February 1	Archdiocese mails follow-up solicitation letters to prior year CSA donors



### **Awareness Weekends – September 23/24, Sept. 30/Oct. 1, October 21/22**

The purpose of Awareness Weekends is to generate enthusiasm and support for the Appeal. These weekends provide pastors and Appeal teams the opportunity to remind parishioners of their connectedness to the ministries and services of the larger local Church (Archdiocese). It also provides an opportunity to offer concrete connections between the parish and the work of the Archdiocese.

### **The In-Pew Weekend – October 7/8**

The In-Pew effort is an effective way to increase donor participation and the number of gifts to the Catholic Services Appeal. The In-Pew Weekend is an opportune time for pastors to present the case for supporting the Catholic Services Appeal. When parishioners hear the pastor speak about the Appeal from the pulpit, they are often more motivated to give. The In-Pew process allows donors to take immediate action on what they just heard. This weekend also reaches the unregistered churchgoer who will not have received the Archbishop's or pastor's mailings. **Audio and video messages from Archbishop Kurtz are available to supplement the CSA Ask for this weekend.**

**An instructional guide to conducting and processing the In-Pew portion of the Appeal process can be found in Appendix E.**

### **Follow-Up Weekend – October 14/15**

Parishes are encouraged to consider using this weekend as a follow-up or second In-Pew Weekend. Many people do not attend Mass at their home parish each weekend. The Follow-Up Weekend offers parishes the opportunity to speak briefly about the Appeal and provide parishioners with another opportunity to respond with a gift.

## **Section 6 — The Parish Appeal Team**

The Parish Appeal Team consists of the pastor and members of the parish community who will assist in conducting the Catholic Services Appeal. Previous Appeals have demonstrated that parishes that have a team approach often lead to greater success in reaching the parish's goal.

**A sample Parish Appeal Team may consist of the following:**

- Pastor/Pastoral Administrator
- Parish Appeal Chair(s)
- Lay Witness Speakers
- Parish Appeal Volunteers
- Parish Staff Member

## Typical Appeal Team Responsibilities

### **Pastor/Pastoral Administrator**

- Prays for the success of the Appeal.
- Guides the parish's Catholic Services Appeal effort.
- Enlists the Appeal chairperson(s) and team members.
- Speaks supportively of the Appeal from the pulpit. **The pastor's personal endorsement is the single most important part of a successful parish Appeal campaign.**
- Utilizes campaign materials – Prayers of the Faithful, bulletin announcements, posters, brochures, and prayers.
- Shows and encourages others to view the CSA video included in your parish kit. The video can also be viewed online at [www.ArchLou.org/CSA](http://www.ArchLou.org/CSA)
- Works with parish staff to send letters of support in advance of the Archbishop's invitation to participate in the Appeal.
- Utilizes the audio recordings with the Archbishop's invitation to participate at Mass. An audio CD is included in the parish kit.
- Encourages pledging as a means of greater giving.
- Recognizes and thanks donors and Appeal volunteers; a weekly list of contributors to the parish CSA goal will be emailed to pastors (typically on Thursdays).

#### **\*Helpful Hints for Pastors:**

- Share with parishioners your CSA gift for this year.
- Lay witness talks are key to Appeal success.
- Donor participation is also a goal for parishes to promote.
- Follow this manual to conduct an easy and successful In-Pew Weekend.

### **Parish Appeal Chair(s)**

- Prays for the success of the Appeal.
- Becomes familiar with Appeal materials and timelines.
- Motivates and guides others to consider supporting the annual Appeal.
- Fosters communication among the Appeal Team and within the parish under the guidance of the pastor.
- Assists pastor in enlisting CSA volunteers.

### **Lay Witness Speakers**

- Prays for the success of the Appeal.
- Makes a personal gift to the Catholic Services Appeal.
- Reviews the sample materials provided for Lay Witness presentations.

- Offers enthusiastic witness presentations at Mass(es) on designated weekends and at parish meetings/functions on the importance of the Appeal, why they have made/will make a gift, and encourages participation of other parishioners.
- May include Appeal Team members, long-time parishioners, parish council members, diaconate candidates, parish/school staff members, or those who serve on archdiocesan boards and advisory teams.

### **Other Parish Appeal Volunteers**

Additional Parish Appeal Team members may be needed to serve in general volunteer capacities, such as:

- Prays for the success of the Appeal.
- In-Pew Process Coordinator(s).
- Assists in processing and counting of In-Pew envelopes, gifts.
- Supports parish staff with Appeal-related mailings.

### **Parish Staff Members**

Parish staff also play a key role in the success of the Appeal. Staff duties may include:

- Pray for the success of the Appeal.
- Assist in preparing and mailing:
  - Pastor's Appeal endorsement correspondence
  - Pastor's thank you letters
  - Follow-up solicitation letters
- Processing gifts received at the parish.
- Utilizing materials such as bulletin blurbs and distributing CSA pocket cards.
- Reporting weekly parish progress updates in the bulletin and updating the thermometer poster.

## Section 7 – Appendix Guide

Appendix A	Sample Letters for the Pastor / Pastoral Administrator: Sample Endorsement Letter to Parishioners .....13 Sample Pastor Follow-up Letter .....14
Appendix B	Bulletin/Newsletter Announcements .....15
Appendix C	Prayers of the Faithful.....18
Appendix D	Lay Advocate Witness Script.....19
Appendix E	The In-Pew Process .....21
Appendix F	Facebook, Twitter, and Website Resources.....28

*These resources are also available online at [www.ArchLou.org/CSA](http://www.ArchLou.org/CSA)*

## Appendix A – Sample Pastor’s Letters

### Sample Endorsement Letter

September \_\_, 2017

<< Formal Salutation>>

<< Address>>

<< Address>>

Dear <<Personalized Salutation>>,

We often think of the Archdiocese as an administrative structure and yet archdiocesan ministries and programs serve thousands of individuals and families each year. In fact, there is probably no other private organization in our state that offers the scope of spiritual and human services as those provided through our archdiocesan agencies and organizations.

The Archdiocese also provides key support for our parish. I would like to share with you just one example of how <<insert parish name>> benefits from these archdiocesan services.

*<<insert a brief personalized parish story>>*

Whether responding to human needs, promoting vocations, providing ministry training, evangelizing, or assisting parishes, archdiocesan ministries and services reach beyond the ability of our parish or any other parish to do this work. It is the work that Christ has entrusted to his Church. It is work that we are called to support through our baptism. Through our gifts to the annual Catholic Services Appeal, we are partnering in the work Christ has given to the Church.

**Our parish goal for the 2017 Catholic Services Appeal is \$<<insert target>> and <<insert target>> households participating.** You will soon receive a letter from Archbishop Kurtz inviting you to make a gift to this year’s Appeal. I will be making a personal gift, and I hope you will join me with a generous gift of your own. Your support will mean so much to the people, parishes (including our own), and schools who rely on the ministries and services of the Archdiocese.

In gratitude for all that you do for << insert parish name>>,

Sincerely yours in Christ,

<<Pastor’s Name>>

<<Title>>

## Sample Follow-up Letter

November \_\_, 2017

<< Formal Salutation>>

<<address 1>>

<<address 2>>

Dear <<Personalized Salutation>>,

It is appropriate at this time of Thanksgiving that we reflect on the many blessings we have received throughout this year. As part of our reflection, we should also think about the ways we can answer God's call to share those blessings with others.

Last month, we began the 2017 Catholic Services Appeal. This Appeal is the annual invitation to all Catholic households in our area to support the ministries and services provided through our Archdiocese. Our parish goal for the 2017 Catholic Services Appeal is <<\$ insert parish target>>. To date, we have received gifts and pledges totaling <<insert current \$ total>>, through the support of <<insert participation total>> households.

If you have already made a gift to the Appeal, please accept my sincere thanks for your support. If not, I hope that you will respond today with a gift or pledge to this year's Appeal. Your gift can be made by picking up an Appeal envelope at the parish office, or you can make a secure gift online at [www.ArchLou.org/CSA](http://www.ArchLou.org/CSA).

A gift to the Catholic Services Appeal is a wonderful way to share our blessings with others and demonstrate our gratitude to God for all He has given.

Wishing you and your loved ones a blessed Thanksgiving and Advent season.

Sincerely yours in Christ,

<<Pastor's Name>>

<<Title>>

## Appendix B – Bulletin/Newsletter Announcements

The following may be used in the parish bulletin, newsletter, on the parish web site, or as dismissal announcements. Parishes may wish to personalize these announcements with specific references to services and benefits received by the parish over the past year.

### **Bulletin Announcement # 1 – September 23/24**

2017 Catholic Services Appeal - *Bringing Christ to Others*

Our Parish Target: \$ \_\_\_\_\_

Our Parish Participation Goal: \_\_\_\_\_ households

The annual Catholic Services Appeal invites area Catholics to join together in supporting the more than 100 ministries, services, and programs offered by the Archdiocese. For information on the work of the Archdiocese of Louisville, visit [www.ArchLou.org/CSA](http://www.ArchLou.org/CSA).

### **Bulletin Announcement # 2 – September 30/October 1**

2017 Catholic Services Appeal - *Bringing Christ to Others*

Our Parish Target: \$ \_\_\_\_\_

Our Parish Participation Goal: \_\_\_\_\_ households

Last year, archdiocesan services provided more than 3,891 men, women, and children with assistance for basic needs such as food, clothing, utility and rental assistance. Gifts to the Catholic Services Appeal help make this work possible. Please respond with a generous gift to the 2017 Catholic Services Appeal.

### **Bulletin Announcement # 3 – October 7/8**

2017 Catholic Services Appeal - *Bringing Christ to Others*

Our Parish Target: \$ \_\_\_\_\_

Our Parish Participation Goal: \_\_\_\_\_ households

Gifts to the Catholic Services Appeal invest in the future of our Church by promoting vocations and lay ministry development. For instance, this year the Archdiocese is supporting 19 seminarians in their formation for the priesthood. For more on the work of the Archdiocese of Louisville or to make a gift online, visit [www.ArchLou.org/CSA](http://www.ArchLou.org/CSA).

**Bulletin Announcement # 4 – October 14/15**

2017 Catholic Services Appeal - *Bringing Christ to Others*

Our Parish Target: \$ \_\_\_\_\_

Our Parish Participation Goal: \_\_\_\_\_ households

Your gift to the Catholic Service Appeal helps support the young people in our community by supporting the Office of Youth and Young Adult Ministry. In the summer of 2017 the office hosted the Christian Leadership Institute for 36 young people, who were able to return to their parishes and high schools with advanced leadership skills.

**Bulletin Announcement # 5 – October 21/22**

2017 Catholic Services Appeal - *Bringing Christ to Others*

Our Parish Target: \$ \_\_\_\_\_

Our Parish Participation Goal: \_\_\_\_\_ households

All households in our parish family are invited to support the ministries of our Archdiocese. These are pastoral, educational, and charitable ministries that reach thousands of individuals and families as well as every parish and school in our Archdiocese. If you have not yet responded with a gift, please do so today. Gifts to the 2017 Catholic Services Appeal can be made online at [www.ArchLou.org/CSA](http://www.ArchLou.org/CSA).

**Bulletin Announcement # 6 – October 28/29**

2017 Catholic Services Appeal - *Bringing Christ to Others*

Our Parish Target: \$ \_\_\_\_\_

Our Parish Participation Goal: \_\_\_\_\_ households

Thanks to those who have already responded with a gift to the 2017 Catholic Services Appeal. There is still plenty of time to respond with a gift. Gifts can be made through our parish office, or you may make a gift online at [www.ArchLou.org/CSA](http://www.ArchLou.org/CSA).

**Bulletin Announcement # 7 – November 4/5**

2017 Catholic Services Appeal - *Bringing Christ to Others*

Our Parish Target: \$ \_\_\_\_\_

Our Parish Participation Goal: \_\_\_\_\_ households

Thanks to those who have already responded with a gift to the 2017 Catholic Services Appeal. To date we have raised \$ \_\_\_\_\_ toward our goal through the support of \_\_\_\_\_ households.



There is still plenty of time to respond with a gift to this year's Appeal. Gifts can be made through our parish office or online at [www.ArchLou.org/CSA](http://www.ArchLou.org/CSA).

**Bulletin Announcement # 8 – November through December**

2017 Catholic Services Appeal - *Bringing Christ to Others*

Our Parish Target: \$ \_\_\_\_\_

Our Parish Participation Goal: \_\_\_\_\_ households

Thanks to those who have already responded with a gift to the 2017 Catholic Services Appeal. To date we have raised \$ \_\_\_\_\_ toward our goal through the support of \_\_\_\_\_ households. There is still time to respond with a gift to this year's Appeal. Gifts can be made through our parish office or online at [www.ArchLou.org/CSA](http://www.ArchLou.org/CSA).

**General Mass Announcement for use following In-Pew Weekend:**

Each year at this time, Archbishop Kurtz invites every Catholic household to participate in the work of the Archdiocese with a gift to the annual Catholic Services Appeal. To date, our parish has raised \$ \_\_\_\_\_ toward our goal of \$ \_\_\_\_\_. Gifts to the Appeal play a vital role in funding the more than 100 ministries, services, and programs provided through our Archdiocese. If you have not yet made a gift, I urge you to join me in supporting this important work. Gift envelopes are available in the back of church or at the parish office.

## Appendix C – Prayers of the Faithful

**Prayers may be adapted or rewritten to reflect the style of petition utilized in your parish.**

### **September 23/24**

That Catholics throughout the Archdiocese will generously respond to the invitation to support this year's Catholic Services Appeal. We pray to the Lord...

### **September 30/October 1**

That the Spirit may open the hearts of all to support this year's Catholic Service Appeal with a generous gift. We pray to the Lord...

### **October 7/8**

That our commitment to the Catholic Services Appeal may be a sign of our generosity to the larger Church community in the same way that God has been generous to us. We pray to the Lord...

### **October 14/15**

May the support we offer today for the Catholic Services Appeal enable our local archdiocesan ministries to continue to bring Christ to all. We pray to the Lord...

### **October 21/22**

As we respond to this year's Catholic Services Appeal, may we remember God's unconditional love, and give in the same way that He has given to us. We pray to the Lord...

### **October 28/29**

As faithful stewards of the many gifts God has given us, may we answer our baptismal call to share those gifts by participating in the Catholic Services Appeal. We pray to the Lord...

### **November 4/5**

That those who are served by our gifts to the Catholic Services Appeal will come to know the transforming power of God's love. We pray to the Lord...

### **For use during the remainder of November**

During this month of thanksgiving, may our support for the Catholic Services Appeal be a sign of our gratitude for God's generosity to us. We pray to the Lord ...

## Appendix D – Lay Advocates Witness Script

*Please feel free to edit, amend, or modify*

Good (Morning/Afternoon/Evening). My name is \_\_\_\_\_. I have been a member of \_\_\_\_\_ parish name \_\_\_\_\_ for \_\_\_\_\_ years. Father \_\_\_\_\_ has invited me to speak to you today on behalf of the Archdiocese of Louisville's 2017 Catholic Services Appeal.

Over the next few minutes, I would like to share with you 3 areas:

1. Why the Archdiocese of Louisville conducts the annual Catholic Services Appeal.
2. Why I *am making/have made* a gift to the Catholic Services Appeal.
3. Why I would encourage you to participate in this year's Catholic Services Appeal with a gift of your own.

### **FIRST, WHY DOES THE ARCHDIOCESE CONDUCT THE CATHOLIC SERVICES APPEAL?**

Since 1968, the Catholic Services Appeal has played a vital role in supporting the annual funding needs of our Archdiocese. The work of the Archdiocese is carried out by more than 100 ministries and services that promote and teach the Catholic faith, serve the spiritual and human needs of individuals and families, care for the poor and needy, and provide essential support services for our parishes and schools. The scope of this work is well beyond the ability of our parish or any other single parish.

Just as we take pride in the work accomplished at << insert parish name >>, we can take pride in the good works being accomplished by the ministries and services of our Archdiocese.

\*\*Please use the case for support on [www.ArchLou.org/CSA](http://www.ArchLou.org/CSA)

### **NOW, I WOULD LIKE TO SHARE WITH YOU A LITTLE ABOUT WHY I GIVE TO THE CATHOLIC SERVICES APPEAL.**

*Each speaker should personalize this part of his or her talk. Take time to reflect on why you feel that it is important to support the Appeal.*

*Suggestions:*

*You may give out of a sense of stewardship to honor God by returning a just portion of the blessings received from God.*

*You may wish to briefly share how you have experienced firsthand the work of one or more of the agencies of the Archdiocese in your personal life, a family member's life, or your parish's life. (Your pastor or parish staff can help with this last area.)*

*You may give in response to our call as Catholics to support the work of the Church beyond your parish boundaries.*

*You might relate how your parents set a wonderful example by their faithful support of the Appeal.*

**FINALLY, WHY I WOULD ENCOURAGE YOU TO PARTICIPATE IN THIS YEAR'S CATHOLIC SERVICES**

**APPEAL:**

Our parish goal for the 2017 Catholic Services Appeal is \$\_\_\_\_\_. I am confident that we can reach this goal if we all pitch in with a gift. Please remember that the Archdiocese is not simply an administrative structure. The Archdiocese of Louisville is all of us joined together in faith to *love and serve* the Lord. Finally, it is worth noting that 100% of all CSA donations are used to support ministries and services. Through diligent stewardship of the Archdiocese's investment portfolio, annual investment income is able to cover internal support services of the Archdiocese, allowing every dollar of CSA donations to flow entirely to those we serve.

**Thank You.**

**Notes/Ideas:**

---

---

---

---

---

---

---

---

## **Appendix E – The In-Pew Process**

### **1. What is the In-Pew Effort?**

The In-Pew effort is a component of the Catholic Services Appeal that allows for parish participation in both a communal and prayerful way at the weekend Masses. The preferred In-Pew Weekend is the weekend of **October 7<sup>th</sup> and 8<sup>th</sup>**.

#### **Why conduct the In-Pew effort?**

While a number of parishioners will respond to the initial Catholic Services Appeal solicitation mailing, there will be many others that do not for a variety of reasons. The In-Pew process provides an opportunity to bring the Catholic Services Appeal to the forefront of the minds of parishioners while providing them with a convenient mechanism to respond at that moment.

The In-Pew process can re-engage former donors as well as those who have never made a gift to the Appeal, or those who are not registered as members of a parish. Past experience has shown that some donors even make an additional gift through the In-Pew process after hearing inspirational testimony from the pastor or a fellow parishioner.

#### **Supplies**

Each parish will receive from the Office of Mission Advancement a kit of In-Pew envelopes and special labels with the names of CSA 2015 and CSA 2016 donors. Items needed for the In-Pew process during Mass are:

- In-Pew envelopes
- Pencils (if requested)
- Audio recording of Archbishop Kurtz (optional)

The process for conducting the effort outlined below is based on successful models in use around the country by several dioceses.

The Office of Mission Advancement is available to assist parishes with any questions or concerns regarding processing In-Pew gifts.

### **2. Conducting the In-Pew Effort at Mass**

The following steps will guide you through the process of conducting the In-Pew process in your parish. While each parish is free to determine how to conduct its own In-Pew procedure, the following steps will help ensure a smooth process.

### **Before the In-Pew Weekend effort:**

Before the In-Pew Weekend arrives, the pastor and Catholic Services Appeal parish chairperson should familiarize themselves with the entire process. They should also ensure that:

- The Appeal team member who will lead parishioners through the process is familiar with the process and script.
- Hospitality ministers are aware of what items will need to be distributed and collected during Mass.
- Parish office staff and volunteers are prepared to process the gifts after they are collected and apply the household labels on the appropriate envelopes.
- Music ministers are consulted and made aware that appropriate music may be needed during the In-Pew process.

### **In-Pew Weekend, October 7/8**

**Before Mass:** Before the Mass begins, the pastor, Appeal chairperson, or designated Appeal team member should consult with the hospitality ministers to ensure that the needed supplies are prepared and available.

#### **During Mass:**

**Step 1- Appeal from homilist** – The homilist is asked to include a personal appeal for support of the Catholic Services Appeal in the homily. The homilist has the option to include an audio recording from Archbishop Kurtz.

**Step 2- Instructions from Appeal Team Member** – At the conclusion of the homily (or at a time directed by the pastor), the homilist can introduce the Appeal team. The homilist or other designated member of the parish Appeal team should then explain how to complete the In-Pew envelope. A lay Appeal team member should never take the place of the homilist.

***A full In-Pew leader script is available online for reference at [www.archlou.org/services-appeal-parish-resources/](http://www.archlou.org/services-appeal-parish-resources/)***

*Note: By conducting the effort immediately after the homily, Appeal gifts can be included in the collection basket as the community's offering to God.*

**Step 3-** The leader invites the hospitality ministers to come forward and distribute the In-Pew envelopes and pencils. During the envelope distribution, the leader should instruct parishioners to refrain from completing the envelope until all of the envelopes have been distributed. The speaker can use this time to discuss the option of making a pledge over a period of time and/or explain the various giving options.

**Step 4-** Once the envelopes have been distributed, the leader will invite one member of each household to open the envelope flap and follow along as the leader reviews the information and instructions for completing the form.

**Step 5-** The leader should explain each section beginning with name, address, and parish information on the bottom half of the inside panel.

*Note: While we would prefer that each household indicate their name and current address, donors wishing to remain anonymous may leave their envelope blank or simply write "anonymous."*

**Step 6-** The leader should point out the box below the personal information section that can be checked if the household has already mailed a gift or pledge to the Appeal. **If that box is checked, the household should not complete any other part of the In-Pew envelope.**

**Step 7-** After explaining the gift giving options and referring to the sample pledge chart, the leader should invite the parishioners to take a few minutes to prayerfully reflect and complete the form.

Remind the parishioners that this year they have an opportunity to make an additional gift to support Seminarian Education.

*Note: The choir musicians should play appropriate offertory music while parishioners are completing the pledge portion of the envelope.*

**Step 8-** Once a sufficient amount of time has passed, the leader should thank the people for their generosity and time and instruct them to place their gifts in the collection basket at the offertory. Remind donors to place their Appeal gifts in the designated In-Pew envelopes to distinguish these gifts from the regular parish offertory.

*Note: Parish may wish take a separate collection for the In-Pew effort; this is entirely at the discretion of the parish.*

**After Mass:** Once the Mass has ended, the pastor, Appeal chairperson, or designated Appeal team member should ensure that envelopes are delivered to the location where they will be processed and secured. Hospitality ministers or Appeal team members should remove any remaining envelopes and pencils from the pews and ensure that supplies are sufficient for the next Mass.

### **In-Pew Follow-Up Weekend, October 14/15**

The weekend of October 14/15 has been designated as In-Pew Follow-Up Weekend. Parishes are asked to either conduct the In-Pew process again or to conduct a shortened version of the process. This provides an additional giving opportunity for any parishioners who may have been absent on In-Pew Weekend.

*Parishes are free to modify the process as they see best; however, the preferred In-Pew Weekend is October 7<sup>th</sup> and 8<sup>th</sup>.*

### **3. Processing In-Pew Envelopes**

As your parish approaches the Catholic Services Appeal In-Pew Weekend on October 7/8, you will need to be prepared to process the In-Pew envelopes. These instructions will assist you in correctly processing the In-Pew envelopes.

**Supplies** – Each parish will receive a kit from the Office of Mission Advancement. This kit will contain supplies including:

- In-Pew envelopes for distribution during Mass
- In-Pew Gift Transmittal Forms
- Large mailing envelopes
- ID labels for parishioners who have participated in the CSA in the past 2 years

#### **Getting Started:**

- In-Pew gifts may be processed at the same time as the regular weekend collection, or at another designated time. You may wish to utilize members of your parish Catholic Services Appeal team to supplement your regular collection counting volunteers.
- Some donors may return their original pledge forms from the Archdiocese through the parish on the In-Pew Weekend. These gifts can be processed and included in the same group as the In-Pew envelopes.
- Please be sure the collection counting team and parish staff understand the sorting and handling procedure below. Please do not hesitate to call the Office of Mission Advancement at (502) 585-3291 with any questions or concerns. If questions arise during the weekend, please call Sarah Wunderlin's cell phone at (502) 523-8382.

#### **Sorting and Grouping In-Pew Envelopes/Pledge Forms**

- Step 1-** Separate Catholic Services Appeal In-Pew gifts from the regular parish offertory.
- Step 2-** Open sealed In-Pew envelopes by slitting the envelope **along the top fold**. Since gift information may be contained on the fold-over flap, be sure it remains attached to the In-Pew envelope via the envelope's adhesive strip or use tape if necessary. Leave the contents inside the envelopes at this time.
- Step 3-** Verify that personal (name and address) and parish information is completed on the lower inside panel of the envelope. Some cash gifts may be anonymous; however, be sure the parish name is written inside the envelope.



**Step 4-** Using the labels provided by the Office of Mission Advancement, affix the label identifying the parishioner on the bottom half of the In-Pew envelope over the name and address area (Note: Please be sure you have matched the correct donor with the label before covering their name. Please see picture below.)

Name _____	Catholic Services Appeal Gift \$ _____
Address _____	*Additional Gift for Seminarian Education \$ _____
City _____	TOTAL GIFT \$ _____
State _____ Zip _____ Phone _____	AMOUNT ENCLOSED \$ <input type="text"/>
Email _____	<b>Please make check payable to: Catholic Services Appeal</b>
Parish _____	<b>*A message from Archbishop Kurtz regarding Seminarian Education:</b> Our Archdiocese is blessed with 17 seminarians. I ask you to consider adding an additional gift to help educate our seminarians. Thank you for your prayers and support for our future priests.
<input type="checkbox"/> I/We have made a gift to this Appeal.	
<b>I intend to pay my pledge by:</b>	<input type="checkbox"/> Online at ArchLou.org/CSA
<input type="checkbox"/> Check. (Please circle the months you wish to receive a reminder) Nov. Dec. Jan. Feb. Mar. Apr. May June	<input type="checkbox"/> Stock: Name of Stock _____
<input type="checkbox"/> Automatic Bank Withdrawal / <input type="checkbox"/> Credit Card (Please see section above)	<input type="checkbox"/> Employer Matching Gift _____ (Company Name)
For questions, please contact the Archdiocese of Louisville at (502) 585-3291 ext. 1127 or mission@archlou.org	

**Step 5-** Sort the In-Pew envelopes into the following groups:

**Group 1** – Envelopes containing Cash gifts.

**Group 2** – Envelopes containing Check gifts.

**Group 3** – Other Types of Gifts (*credit card, automatic bank transfer, stock gifts or pledges where no cash or check was enclosed*).

**Group 4** – Already responded with a gift or will not be making a gift.

**Step 6-** Processing each gift group:

**Group 1: In-Pew Envelope – Gift containing cash**

- Verify amount enclosed and personal/parish information on In-Pew envelope.
- Record total amount and number of envelopes on Parish Gift Transmittal Form.
- **Deposit Cash into Parish Bank Account – Do Not send Cash in the Mail.**
- Rubber band Group 1 In-Pew envelopes and Gift Transmittal Form.
- Parish office to issue parish check for total cash amount deposited.
- Send parish check\* + Group 1 envelopes + Gift Transmittal Form to Archdiocese via a secure mailing envelope.

**Group 2: In-Pew Envelope – Gift containing a check**

- Leave check inside In-Pew envelope.
- Verify amount enclosed, check amount and personal/parish information on In-Pew envelope.
- Record total amount and number of envelopes on Parish Gift Transmittal Form.
- Rubber band together Group 2 In-Pew envelopes and Gift Transmittal Form.
- Send Group 2\*\* envelopes + Gift Transmittal Form to Archdiocese the next day via a secure mailing envelope.

**Group 3: In-Pew Envelope – Gift not containing cash or check**

*(credit card, automatic bank transfer, stock gift or pledge)*

- Leave any additional paperwork, voided checks, or notes inside donor envelope.
- Verify personal/parish information on In-Pew envelope.
- Record total amount and number of envelopes on Parish Gift Transmittal Form.
- Rubber band together Group 3 In-Pew envelopes and Gift Transmittal Form.
- Send Group 3\*\* + Gift Transmittal Form to Archdiocese the next day via a secure mailing envelope.

**Group 4: In-Pew Envelope – Gift marked “Gift Already Made” or “No Gift”**

- Rubber band together Group 4 and send to Archdiocese in the secure mailing envelope.

*\* Group 1 should be mailed with separate Transmittal Form by October 21 or as soon as the parish check is available.*

*\*\* Groups 2, 3, and 4 may be mailed together on the day after the collection is taken, if they will fit in the same mailing envelope. Otherwise, please **complete separate Transmittal Forms for each mailing envelope.***

**Step 7-** Mailing In-Pew envelopes and Transmittal Forms to the Archdiocese:

Your parish kit contains a number of large, white mailing envelopes for use in mailing the In-Pew envelopes and Transmittal Forms to the Archdiocese.

- Mail Group 1 (cash gift) In-Pew envelopes along with the corresponding completed Transmittal Form and **parish check** for the total amount of cash received to the Archdiocese by Friday, October 20. Be sure to retain a *copy* of the Transmittal Form for parish records.
- Mail all other groups of In-Pew envelopes along with a corresponding completed Transmittal Form to the Archdiocese. These groups may be mailed in the same white mailing envelope. **If more than one mailing envelope is needed, be sure to enclose a Transmittal Form with information for only those In-Pew envelopes contained in that particular mailing envelope.** Be sure to retain a *copy* of the Transmittal Form for parish records.

- Due to the important nature of this mailing, it is recommended that parishes use a postal service that has tracking capability such as priority mail.
- Please be sure to use mailing labels (see mailing address below) on the outside of the mailing envelope since ink or markers tend to smear when hand-written on the mailing envelope.
- Be sure that a parish return-address label is also affixed to the mailing envelope.
- All envelopes should be mailed to:

**Archdiocese of Louisville  
Catholic Services Appeal  
PO Box 32279  
Louisville, KY 40232**

*Note: Envelopes may be hand-delivered by the parish to the Pastoral Center. Please be sure that envelopes are received by a member of the Finance Office or Office of Mission Advancement.*

#### **Processing Appeal Gifts Received at Other Times**

Appeal gifts may continue to be received by the parish following the In-Pew effort. These gifts should be processed and forwarded to the Archdiocese in the same fashion as outlined above for the In-Pew Weekend.

## Appendix F – Facebook, Twitter, and Website Resources

It is highly recommended that online resources be used during the 2017 Catholic Services Appeal. This allows us to reach a large audience of people at great speeds. The following are ways to utilize your parish Facebook page, Twitter page, and website.

### **Twitter**

Tweets will be sent out from Archbishop Kurtz (@ArchbishopKurtz), the Archdiocese of Louisville (@ArchLouKY) and the newly created CSA Twitter account (@ArchLouCSA). Please follow these accounts and retweet information regarding the 2017 Catholic Services Appeal.

### **Facebook**

If your parish has a Facebook page, we will send you a link to the CSA video so that it too may be posted on your Facebook page.

### **Website**

The link to the Catholic Services Appeal video will be emailed to your designated email address. The video is very visible when it is displayed on the home page of the parish website. There will also be weekly blurbs emailed to each parish, or you can use the bulletin blurbs as well. These weekly postings will be in a blog format and will tell stories of those who were directly affected by gifts to the Catholic Services Appeal.

### **Contact for Support**

If any assistance is needed with Facebook, Twitter, or your parish website please contact Gary Hermann at the Chancery by phone at (502) 585-2391 or by email [ghermann@archlou.org](mailto:ghermann@archlou.org) or Sarah Wunderlin at (502) 585-3291 or [swunderlin@archlou.org](mailto:swunderlin@archlou.org).



Office of Mission Advancement

Archdiocese of Louisville Pastoral Center  
3940 Poplar Level Road  
Louisville, KY 40213

(502) 585-3291  
[mission@archlou.org](mailto:mission@archlou.org)  
[www.archlou.org](http://www.archlou.org)

