

“Let us  
not hesitate  
when the  
Spirit calls.”

- Pope Francis



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# Archdiocese of Louisville

## 2018 Catholic Services Appeal Parish Guide

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



## **2018 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 – Welcome

Hello and welcome to the 2018 Catholic Services Appeal!

For more than fifty years, the Catholic Services Appeal has served as the Archbishop's annual invitation to the people of the Archdiocese to partner in the work of the local Church. The Appeal is one of the primary sources of funding that support the more than 100 ministries and services supported by the Archdiocese. These ministries provide for the spiritual and temporal needs of thousands of individuals and families as well as the parishes and schools within the Archdiocese. The Appeal truly supports our Catholic mission of *bringing Christ to others*.

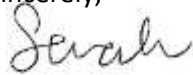
Each year the Appeal seeks to retain existing donors and engage new households. As a member of the parish team, you are vital to the work of informing, inspiring, and inviting parishioners to support the work of the local Church. The Appeal is an opportunity to:

- **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.

The Office of Mission Advancement (OMA) seeks to be a resource for you and your parish throughout the Appeal. The OMA is available to assist with information, additional resources, supplies, and consultation to help your parish be successful in the 2018 Catholic Services Appeal.

Thank you for your leadership and support of the Catholic Services Appeal. The success of the Appeal would not be possible without all of our pastors, pastoral administrators, parish staffs, and volunteers coming together to support the work of the Archdiocese of Louisville.

Sincerely,



Sarah Wunderlin  
Director of Annual Giving

## 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/)

- 46 couples were trained to be part of the Companion Couple program. This new program partners couples who have been married at least 5 years with engaged couples for marriage preparation and support in their first year of marriage
- More than 500 young people from the Archdiocese of Louisville attended the 3-day National Catholic Youth Conference in Indianapolis, IN to grow in their Catholic faith
- More than 180 young people took part in overnight retreats offered by the archdiocesan Office of Youth and Young Adult Ministry
- 300 adults and students from the Archdiocese of Louisville attended the 2018 March for Life in Washington DC
- Catholic Charities of Louisville facilitated 107 presentations to our communities and schools
- The Sister Visitor Center provided emergency assistance (rent, utilities, food, clothing, household and personal items, prescriptions, etc.) to more than 8,379 people in need
- The Office of Multicultural Ministry served the community through 38,500 interactions of intergenerational programming at the Catholic Enrichment Center
- Catholic Charities' Bakhita Empowerment Initiative assisted 67 individuals who were victims of human trafficking and held 77 training sessions for 2,010 attendees
- Five men were ordained to the priesthood in May 2018 (the largest ordination class in almost 20 years), and three men were ordained to the transitional diaconate in March 2018
- More than 2,700 students participated in Catholic vocation talks through visits to their school, parish, or a field trip to the Cathedral of the Assumption
- More than 1,500 Catholic school educators attended over 67 professional learning sessions presented by the archdiocesan Office of Catholic Schools
- 501 people entered the Catholic Church through the Rite of Election and the Call to Continuing Conversion in 2018
- 800 participants attended more than 100 hours of archdiocesan liturgical formation classes

## Section 2 – Appeal Goal & Theme

**2018 Catholic Services Appeal Goal: \$3,900,000**

**2018 Donor Participation Goal: 14,869 Households**

2018 Catholic Services Appeal Theme: *The Saints Next Door*

2018 Catholic Services Appeal Tagline: *Bringing Christ to Others*

2018 Catholic Services Appeal Quote: *Let us not hesitate when the spirit calls.*  
-- 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

### 2018 Strategy for Success

Developing a Strategy for Success relies on 5 key items:

1. **Leadership of Pastors**

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 13/14 and November 10/11, 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 2019. *Example: A one-time gift is usually based on cash in hand, such as \$20, however 8 monthly gifts of \$20 each by June 2019 = \$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, Text-To-Give, 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 invite them to 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.
  - E) **New in 2018** The Archdiocese of Louisville has launched a Text-To-Give function. Donors can respond by using their smartphone- text **CSA2018** to **41411**.

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

<b>Section 5 – Appeal Calendar</b>
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**Timeline**

August 21/23	Information sessions for parish staff involved in CSA promotion/support
Aug 28/29, Sept. 4/6	Pastors meetings with Archbishop Kurtz
September 5	Salt and Light Giving Society reception with Archbishop Kurtz
September 14	Campaign Awareness phase begins on the Archdiocese website
September 14	Pastors’ CSA endorsement letters mailed from the parish
October 1	The Catholic Services Appeal begins, Archbishop Kurtz’s letters arrive this week.
October 6/7	Catholic Services Appeal Awareness Weekend #1
October 13/14	Catholic Services Appeal In-Pew Weekend (Preferred)
October 20/21	Catholic Services Appeal continued follow-up/Optional 2 <sup>nd</sup> In-Pew
October 25	CSA mail-in envelope insert #1 in <i>The Record</i>
Oct 22 – Nov 30	Parishes and Archdiocese conduct follow-up with non-donors
November 10/11	Archbishop Audio Recording Message available for this weekend
Mid-November	Pastors’ CSA follow-up letter mailed from the parish
November 22	CSA mail-in envelope insert #2 in <i>The Record</i>
Nov 2018 – Jun 2019	Archdiocese mails thank you letters and pledge reminders
December 3	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 – Sept. 29/30, October 6/7**

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 13/14**

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 20/21**

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. **A CSA envelope will be inserted into the October 25 edition of *The Record***

<h2><b>Section 6 — The Parish Appeal Team</b></h2>
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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 (Reports will be released on Thursday afternoons unless otherwise noted).

**\*Helpful Hints for Pastors:**

- Share with parishioners your CSA gift for this year.
- Lay witness talks are key to Appeal success.
- Encourage donor participation- Each gift helps to move the parish closer to its goal.
- 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.

### **Other Parish Appeal Volunteers**

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

- Pray for the success of the Appeal.
- In-Pew Process Coordinator(s).
- Assist in processing and counting of In-Pew envelopes, gifts.
- Support 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

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## Appendix A – Sample Pastor’s Letters

### Sample Endorsement Letter

September \_\_, 2018

<< 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 2018 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 \_\_, 2018

<< 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 2018 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 2018 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 29/30**

2018 Catholic Services Appeal - *Bringing Christ to Others*

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

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

Last year, archdiocesan services provided more than 8,379 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 2018 Catholic Services Appeal.

### **Bulletin Announcement # 2 – October 6/7**

2018 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 15 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 # 3 – October 13/14**

2018 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 2018 the office



hosted the Christian Leadership Institute for 30 young people, who were able to return to their parishes and high schools with advanced leadership skills.

**Bulletin Announcement # 4 – October 20/21**

2018 Catholic Services Appeal - *Bringing Christ to Others*

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

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

This past year more than 2,700 students were able to participate in talks from the Vocations Office at either their school or parish. These sessions help plant the seeds of vocations in our young people and discover what God is calling them to do in their lives. If you have not yet responded with a gift, please do so today. Gifts to the 2018 Catholic Services Appeal can be made online at [www.ArchLou.org/CSA](http://www.ArchLou.org/CSA).

**Bulletin Announcement # 5 – October 27/28**

2018 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 2018 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 # 6 – November 2018**

2018 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 2018 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 # 7 – December 2018**

2018 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 2018 Catholic Services Appeal. To date we have raised \$ \_\_\_\_\_ toward our goal through the support of \_\_\_\_\_ households. During this season on Advent, please consider making a gift to the Catholic Services 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.

Some additional CSA “fast facts” that could be used to customize the General Mass Announcement:

- Through the support of the CSA more than 500 young people from the Archdiocese of Louisville were able to attend the National Catholic Youth Conference (NCYC) this past year.
- The Mother-Infant Care Program at Catholic Charities provided support to 170 expectant and new mothers to help them have healthy pregnancies and healthy babies.
- Assisted 155 clients from the Cathedral Lunch Program to obtain Identification Cards.
- The Office of Catholic Schools provided programing for over 200 parents of high school students to help support students with special needs as they pursue higher education.
- More than 300 participants from the Archdiocese of Louisville attended the national March for Life in March 2018.

## Appendix C – Prayers of the Faithful

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

### **September 29/30**

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 6/7**

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 13/14**

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 20/21**

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 27/28**

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 3/4**

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 2018 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 2018 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:**

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## **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 13/14**

#### **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, CSA 2016, and CSA 2017 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 13/14**

**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 20/21**

The weekend of October 20/21 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 13<sup>th</sup> and 14<sup>th</sup>.***

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

As your parish approaches the Catholic Services Appeal In-Pew Weekend on October 13/14, 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.)

The diagram shows an In-Pew envelope with the following fields: Name, Address, City, State, Zip, Phone, Email, and Parish. A dashed oval encircles the Name and Address fields, with an arrow pointing to it from the text 'Step 4'. To the right of the envelope is a form with the following sections:

Catholic Services Appeal Gift \$ \_\_\_\_\_  
 \*Additional Gift for Seminarian Education \$ \_\_\_\_\_  
 TOTAL GIFT \$ \_\_\_\_\_  
 AMOUNT ENCLOSED \$ \_\_\_\_\_

Please make check payable to: Catholic Services Appeal

\*A message from Archbishop Kurtz regarding Seminarian Education:  
 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.

I/We have made a gift to this Appeal.

I intend to pay my pledge by:

Check. (Please circle the months you wish to receive a reminder)  
 Nov. Dec. Jan. Feb. Mar. Apr. May June

Automatic Bank Withdrawal /  Credit Card (Please see section above)

Online at ArchLou.org/CSA  
 Stock: Name of Stock \_\_\_\_\_  
 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 26 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 26. 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 40232-2279**

*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 2018 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 2018 Catholic Services Appeal.

### **Facebook**

If your parish has a Facebook page, upon request 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.

### **Impacts: A Blog of the Office of Mission Advancement**

In the spring of 2018 that Office of Mission Advance launched *Impacts* to share the stories of how stewardship is making an impact across the Archdiocese of Louisville. Content is updated weekly with stories of ministries, personal testimonials, and reflections. The site is a great option for obtaining content to demonstrate the ministries supported by the CSA. The blog content can be accessed at <https://www.archlou.org/impacts/>.

### **Contact for Support**

If any assistance is needed with Facebook, Twitter, or your parish website please contact Gary Hermann at the Pastoral Center 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).



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