
















Archdiocese of Louisville – 2023 CSA Parish Support Menu

5 STRATEGIES FOR ALL	 Pulpit Speaker	 Participation Goal	 Pastor Letter	 CSA Video	 Call Us!	
	<p>Share a personal message from the pulpit at weekend Masses in order to ensure the success of the Appeal.</p>	<p>The donor participation goal is important as well! Remind parishioners that their gift, in any amount, makes a difference!</p>	<p>Mail a letter of support from the Pastor to parishioners in advance of the Archbishop’s letter, which will be mailed in late September.</p>	<p>Promote and share the Archbishop’s 3-minute CSA video which highlights compelling stories about the ways that CSA impacts lives.</p>	<p>We are here for you! If you have questions or need additional resources, please call us at 502-585-3291. We are happy to help!</p>	
	ADDITIONAL STRATEGIES FOR GREATER SUCCESS	 Website Postings	 Email Blasts	 Sample Homily & Homily Talking Points	 Twitter, Facebook, Etc.	 Data Analytics
		<p>Update parish and school websites to promote CSA, including, but not limited to, having the CSA video on the parish home page.</p>	<p>Send reminder emails to the parish’s internal email address database. This is a very effective way to encourage parishioners to make their gift to CSA.</p>	<p>Sample Homilies & Homily Talking Points, compiled by the CSA Pastor Committee, are available as a resource for Pastors to promote the CSA.</p>	<p>Post the QR code, CSA reminders and updates on your parish Social Media accounts, keeping parishioners engaged and excited.</p>	<p>Review the weekly CSA donor reports provided by the Office of Mission Advancement to determine strategies to promote the Appeal.</p>
		 In-Pew Appeal	 Bulletin Blurbs	 Prayers of the Faithful	 Matching Gifts	 Over-the-Top Weekend
<p>Conduct an in-pew appeal weekend to help the parish reach its CSA goal. <i>(2023 recommended in-pew weekend is Oct. 7-8.)</i></p>	<p>Put bulletin blurbs & the QR code in the weekly bulletin and/or parish newsletter. Electronic versions are provided for your convenience.</p>	<p>Pray for the success of the Appeal in the Prayers of the Faithful. Electronic versions of CSA-themed prayer intentions are provided for your convenience.</p>	<p>Promote the impact of the multiple matching gift opportunities available this year. Donors respond to the opportunity to have their gift doubled!</p>	<p>When your parish is nearing its goal, select a weekend to challenge those who have not yet given to CSA. This method usually pushes most parishes over goal.</p>		