

## Archdiocese of Louisville – 2025 CSA Parish Support Menu

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| 5 STRATEGIES FOR ALL |  <p><b>Pulpit Speaker</b></p> <p>Share a personal message from the pulpit at weekend Masses in order to ensure the success of the Appeal.</p>                         |  <p><b>Participation Goal</b></p> <p>The donor participation goal is important as well! Remind parishioners that their gift, in any amount, makes a difference!</p>                        |  <p><b>Pastor Letter</b></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><b>CSA Video</b></p> <p>Promote and share Archbishop Shelton's CSA video which highlights the ways that CSA impacts every parish.</p>                                                |  <p><b>Call Us!</b></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>                                             |
|                      |  <p><b>Website Postings</b></p> <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><b>Email Blasts</b></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><b>Sample Homily &amp; Homily Talking Points</b></p> <p>Sample Homilies &amp; Homily Talking Points, compiled by the CSA Pastor Committee, are available as a resource for Pastors to promote the CSA.</p> |  <p><b>Social Media</b></p> <p>Post the QR code, CSA reminders and updates on your parish Social Media accounts, keeping parishioners engaged and excited.</p>                           |  <p><b>Data Analytics</b></p> <p>Review the weekly CSA reports provided by the Office of Mission Advancement to determine strategies to promote the Appeal.</p>                                           |
|                      |  <p><b>In-Pew Appeal</b></p> <p>Conduct an in-pew appeal weekend to help the parish reach its CSA goal. <i>(2025 recommended in-pew weekend is Oct. 4-5.)</i></p>   |  <p><b>Bulletin Blurbs</b></p> <p>Put bulletin blurbs &amp; the QR code in the weekly bulletin and/or parish newsletter. Electronic versions are provided for your convenience.</p>      |  <p><b>Prayers of the Faithful</b></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><b>Matching Gifts</b></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><b>Over-the-Top Weekend</b></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> |
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