

2025 CATHOLIC SERVICES APPEAL GOAL & THEME



2025 Catholic Services Appeal Goal & Theme

2025 Catholic Services Appeal Goal:

\$4,350,000

2025 Donor Participation Goal:

11,752

2025 Catholic Services Appeal Theme:

Giving Hope to All

2025 Catholic Services Appeal Tagline:

Bringing Christ to Others

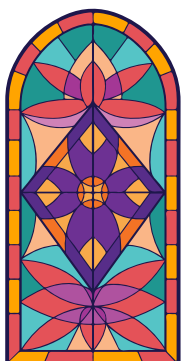


CSA IMPORTANT DATES/WEEKENDS



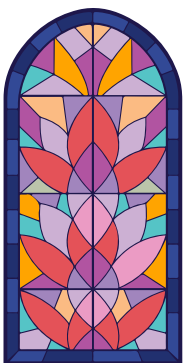
Awareness Weekends - Sept. 20/21, Sept. 27/28

The purpose of Awareness Weekends is to generate enthusiasm and support for the Appeal. These weekends provide Pastors and their CSA 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. We are One Church, made up of over 100 Parishes.



The In-Pew Weekend - October 4/5

Perhaps one of the most important aspects of the Catholic Services Appeal are the pulpit presentations, especially the Pastor's presentation. The In-Pew Weekend effort is a proven way to inform, inspire and invite donors to support the CSA. When parishioners hear the Pastor speak about the Appeal from the pulpit, they are 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 invitation to support the Catholic Services Appeal or the Pastor's letter.



Follow-Up Weekend - October 11/12

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.

MEDIA AND WEBSITE RESOURCES

It is highly recommended that parishes utilize available online resources during the 2025 Catholic Services Appeal. These resources allow us to reach and engage a much larger audience of people. The following are suggestions for utilizing Facebook, X/Twitter, Instagram, and the CSA website.

X/TWITTER

Tweets will be sent out from Archbishop Shelton (@ArchbishopFabre) and the Archdiocese of Louisville (@ArchLouKY). Please follow these accounts and retweet information regarding the 2025 Catholic Services Appeal.

FACEBOOK

If your parish has a Facebook page, please post the CSA video to your page using the link provided. The Archdiocese of Louisville also has a Facebook page that will be updated with shareable content and impact stories throughout the Appeal. Posting regular updates regarding your parish's progress is important! This raises excitement and motivates donors!

INSTAGRAM

If your parish has an Instagram account, please follow the Archdiocese of Louisville (@archlouky). Instagram is a great place to share and post videos, reels and photos to promote CSA and your parish's progress!

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 periodic blurbs emailed to each parish, or you can use the weekly bulletin blurbs as well.

PASTOR RESOURCES LINK

Last year we added a link designated for pastors on the CSA Parishes Resources Page! This page contains sample pastor letters, homilies and homily talking points. If you have additional resources please send them to us and we will add them!

<https://www.archlou.org/csa-pastors>

CUSTOM CSA GRAPHICS

Our CSA marketing team will be creating custom CSA graphics and videos for social media throughout the Appeal. We will make these available to you and ask that you please share these graphics and videos on your parish/school social media pages.

WHAT'S NEW IN ARCHLOU?

Check out the monthly Podcast/Youtube shows that highlight current events happening in the Archdiocese and share Catholic Services Appeal impact stories throughout the Appeal. Share the links to listen with your parishioners via email, webpage or social media pages.

CSA PARISH RESOURCES WEBPAGE

Find all CSA parish resources, in digital form, on our webpage: <https://www.archlou.org/services-appeal-parish-resources/>

CONTACT FOR SUPPORT

If any assistance is needed with Facebook, X/Twitter, Instagram, or your parish website, please contact Gary Hermann at the Pastoral Center by phone at (502) 585-3291 or by email ghermann@archlou.org or Melissa Herberger at (502) 585-3291 or mherberger2@archlou.org.

WHY THE CATHOLIC SERVICES APPEAL IS IMPORTANT

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 over the last year.

- Developed and maintained a monthly podcast series "**What's New in ArchLou**," highlighting the people and ministries of the Archdiocese of Louisville.
- Held safe environment training workshops or provided emergency video options for 3,145 staff and volunteers who work with children or youth.
- Provided liturgical direction, formation and resources to all parishes.
- The number of seminarians continues to rise. There are currently 22 men discerning a life in priesthood.
- Provided training, support, formation, and networking opportunities among those who minister to, with, and for young people (adolescence through young adulthood). Worked with parishes and other agencies to empower young people to live as disciples of Jesus Christ, to draw young people to responsible participation in the life, mission, and work of the Church, and to foster the personal and spiritual growth of each young person. Provided consultation and resourcing for parish-based Confirmation preparation, youth ministry, and young adult ministry, and local youth and young adult-serving apostolates.
- Coordinated the preparation and electronic mailing of *The Catholic Connection*, a monthly electronic newsletter sent to more than 30,000 households.
- Published a regular monthly section of *The Record* in Spanish - *Vida Catolica* - that is bulk-shipped directly to parishes with Hispanic populations.
- Mailed *The Record* newspaper to over 57,000 households.
- Provided days of reflection, weekend retreats, conference opportunities, and other faith sharing events to college students.
- Assisted parishes across the archdiocese with facility maintenance, planning and real estate.
- Offered 121 catechist certification classes (retreats, workshops and classes) for 831 attendees (teachers, parish catechists, principals, parish catechetical leaders, and others in ministry).
- Provided over 25,000 instances of Food Pantry interactions through the Sister Visitor Center.

A full listing can be found online at: www.ArchLou.org/case-for-support/

SAMPLE PASTOR LETTERS

SAMPLE ENDORSEMENT LETTER

September __, 2025

<<Formal Salutation>>

<<Address>>

<<Address>>

Dear **<<Personalized Salutation>>**,

Each year we are invited to participate in the Archbishop's annual Catholic Services Appeal, which is an opportunity for each of us to support our brothers and sisters in Christ. Your prayers and generous support of the Appeal are continuing to make a difference in the Archdiocese of Louisville and right here in our parish.

Did you know that funds raised through the Catholic Services Appeal benefit our community directly? The Appeal supports Youth & Young Adults and Faith Formation programs, which bring faith and comfort to our families and bring us closer to Christ. The CSA provides support to our Seminarians, as they prepare to make a lifetime of service to God and to the future of our Church.

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 alone. 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 2025 Catholic Services Appeal is \$<<insert target>>. You will soon receive a letter from Archbishop Shelton 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. It is only through our generosity that these vital programs and ministries funded by the CSA can continue their good work.

On behalf of those served through your generosity, I thank you and pray that God will continue to bless you and your loved ones. Please remember those with needs in your prayers as well.

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

Sincerely yours in Christ,

<<Pastor's Name>>

<<Title>>

PS - If you prefer to give online, you may make a secure online gift or pledge at www.ArchLou.org.

SAMPLE FOLLOW-UP LETTER

November __, 2025

<<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 2025 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 2025 Catholic Services Appeal is **\$<<insert 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 is a demonstration of your commitment to our mission and may be made by picking up an Appeal envelope at the parish office, or by making a secure gift online at 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>>

PARISH BULLETIN 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 13/14

2025 Catholic Services Appeal - *Giving Hope to All*

Our Parish Goal: \$_____

Our Parish Participation Goal: ____ households

The annual Catholic Services Appeal invites area Catholics to join together in supporting the more than 100 life-giving ministries, services, and programs offered by the Archdiocese.

For more information, visit www.ArchLou.org/CSA.

Bulletin Announcement # 2 - September 20/21

2025 Catholic Services Appeal - *Giving Hope to All*

Our Parish Goal: \$_____

Our Parish Participation Goal: ____ households

Gifts to the Catholic Services Appeal help to support people in our community by helping fund the Office of Faith Formation. Last year, the Office of Faith Formation offered 121 catechist certification classes for 831 catechists in schools and parishes.

Bulletin Announcement # 3 - September 27/28

2025 Catholic Services Appeal - *Giving Hope to All*

Our Parish Goal: \$_____

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 22 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.

Bulletin Announcement # 4 - October 4/5

2025 Catholic Services Appeal - *Giving Hope to All*

Our Parish Goal: \$_____

Our Parish Participation Goal: ____ households

Your gift to the Catholic Services Appeal helps support the young people in our community by helping fund the archdiocesan Office of Youth and Young Adults which provides minister formation, retreats, mentorship training, programming, and resources.

Bulletin Announcement # 5 - October 11/12

2025 Catholic Services Appeal - Giving Hope to All

Our Parish Goal: \$_____

Our Parish Participation Goal: ____ households

Funding provided by the Catholic Services Appeal provided Safe Environment training sessions for thousands of staff & volunteers who work with children or youth throughout the Archdiocese of Louisville in the past year. If you have not yet responded with a gift, please do so today. Gifts to the 2025 Catholic Services Appeal may be made online at www.ArchLou.org/CSA.

Bulletin Announcement # 6 - October 18/19

2025 Catholic Services Appeal - Giving Hope to All

Our Parish Goal: \$_____

Our Parish Participation Goal: ____ households

Thanks to those who have already responded with a gift to the 2025 Catholic Services Appeal. There is still plenty of time to respond with a gift. Gifts may be made through our parish office or online at www.ArchLou.org/CSA.

Bulletin Announcement # 7 - November 2025

2025 Catholic Services Appeal - Giving Hope to All

Our Parish Goal: \$_____

Our Parish Participation Goal: ____ households

Thanks to those who have already responded with a gift to the 2025 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 may be made through our parish office or online at www.ArchLou.org/CSA.

Bulletin Announcement # 8 - December 2025

2025 Catholic Services Appeal - Giving Hope to All

Our Parish Goal: \$_____

Our Parish Participation Goal: ____ households

Thanks to those who have already responded with a gift to the 2025 Catholic Services Appeal. To date we have raised \$_____ toward our goal through the support of ____ households. During this season of Advent, please consider making a gift to the Catholic Services Appeal. All gifts are tax deductible. Gifts may be made through our parish office or online at www.ArchLou.org/CSA.

General Mass Announcement for use following In-Pew Weekend:

Each year at this time, Archbishop Shelton 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 throughout Central Kentucky in 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. Gifts may be made online at www.ArchLou.org/CSA.

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

- Funding from the Catholic Services Appeal provided support and resources for the faith formation of the 477 new Catholics (225 Candidates and 252 Catechumens) who were welcomed into the Church last year through the OCIA program.
- Funding from the Catholic Services Appeal provided marriage preparation and enrichment classes and/or retreats for 220 couples in the past year.
- Funding from the Catholic Services Appeal provides formation, support and resources for the 22 seminarians currently studying for the priesthood in the Archdiocese of Louisville.
- Funding from the Catholic Services Appeal provided Safe Environment Training for thousands of staff and volunteers who work with children or youth in the past year.
- Funding from the Catholic Services Appeal helped provide food assistance for over 25,000 individuals through the Food Pantry at the Sister Visitor Center last year.

2025 STRATEGIES FOR SUCCESS

Developing a Strategy for Success relies on 5 key items:

1. Leadership of Pastors

- A) Pastor support for the Catholic Services Appeal is the single most important factor in determining a parish's success. Pastors set the tone for the appeal with their endorsement, enthusiasm, and encouragement.

2. Case for Support

- A) Offer stories on ways your parish benefits from archdiocesan ministries and services – e.g. administrative support, liturgical training, facilities, and programs.
- 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 as often as possible, at Masses, parish meetings, on the parish website, school website, social media, etc. Encourage parishioners to visit the archdiocesan website at www.ArchLou.org/CSA to view the CSA video and learn more about the Appeal.
- D) 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 a successful In-Pew effort.

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 several months up to June 2026. *Example: A one-time gift is usually based on cash in hand, such as \$25, however 8 monthly gifts of \$25 each by June 2026 = \$200 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, by scanning the QR code, stocks, IRA's, etc.Remind donors to ask their employer if they offer matching gifts.

5. Recurring Gift Option

- A) Monthly recurring gifts allow donors to make their gift through convenient automatic deductions from their credit card, debit card or checking account.
- B) Recurring gifts allow the donors to divide their gift into manageable increments.

6. 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. Follow-up requests in November and December often meet with success. You are giving your parishioners an opportunity to do something good!
- B) The In-Pew process is vitally important to the success of the Appeal. **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 by mail. In fact, the largest single donation ever received was from an In-Pew envelope.
- C) Consider having an "Over-the-Top" weekend to remind parishioners that the parish is close to goal and ask that they help 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, no matter the size, is important to the Catholic Services Appeal.

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