

# 2025 CATHOLIC SERVICES APPEAL PRAYER



Lord God, we thank You for the untold blessings

You have bestowed upon us.

We offer these blessings back to You and  
we lay before You the labors and fruits of the

***Catholic Services Appeal.***

We pray that our sole desire may be to serve Your holy will.

United as Catholics, let us be reminded  
of our baptismal call to follow our Lord Jesus Christ

and bring His hope to others.

We make our prayer through Christ our Lord.

*Amen*



# CSA LAY ADVOCATES/WITNESS SCRIPT

*(Please feel free to edit, amend, or modify.)*

Good (Morning/Afternoon/Evening).

My name is [NAME] and I have been a member of [PARISH] for [YEARS] years. [DESCRIBE YOUR ROLE AND INVOLVEMENT IN THE PARISH AND/OR ARCHDIOCESE].

Father [PASTOR NAME] has invited me to speak to you today on behalf of the Archdiocese of Louisville's 2025 Catholic Services Appeal.

Since the Catholic Services Appeal began in 1968, it has served as the Archbishop's annual invitation to the people of the Archdiocese of Louisville to partner in the work of the local Church. The Appeal is one of three primary sources of funding which support more than 100 ministries and services within 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 scope of this work is well beyond the ability of our parish or any other single parish. Funds raised from the Appeal truly do support the work of our Church by helping to *Bring Christ to Others*.

I personally support the Catholic Services Appeal because - SHARE YOUR PERSONAL IMPACT STORY

*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.*

I ask you to prayerfully consider joining me in supporting this year's Catholic Services Appeal. Your gift or pledge, in any amount, makes a meaningful difference in the lives of our Brothers and Sisters in Christ and helps us **Bring Christ to Others**. You can make a gift easily by scanning the QR code in the bulletin, online or by using the envelopes you will find in your pew.

Thank you for your time and commitment to our faith community. Your generosity and your prayers for the success of the Appeal are very much appreciated.

**Thank You.**

# PRAYERS OF THE FAITHFUL

## **SEPTEMBER 20/21**

That God may bless our parish and the Archdiocese of Louisville, strengthen our faith and grant us the spirit of Christian stewardship by opening our hearts to this year's Catholic Services Appeal. We pray to the Lord...

## **SEPTEMBER 27/28**

That as faithful stewards of the gifts God has entrusted to us, we may give generously to the Catholic Services Appeal and help Bring Hope to All. We pray to the Lord...

## **OCTOBER 4/5**

For all those in need, that they may find comfort and support in the many ministries and services available through our generous support of the Catholic Services Appeal. We pray to the Lord...

## **OCTOBER 11/12**

That through the 2025 Catholic Services Appeal we might work to build communities of faith in our Archdiocese, sharing the good news of Jesus with others. We pray to the Lord...

## **OCTOBER 18/19**

That God will grant us a generous spirit so we may see the 2025 Catholic Services Appeal as an opportunity to practice Christian stewardship, to strengthen our families, our parish, and our Archdiocesan community. We pray to the Lord...

## **OCTOBER 25/26**

That we will recognize the Catholic Services Appeal as an opportunity to join with our brothers and sisters in the parish and throughout the Archdiocese as Christian stewards to build communities of faith. We pray to the Lord...

## **NOVEMBER 1/2**

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 and throughout December**

That all those who have so generously responded to the invitation to give to the Catholic Services Appeal may be rewarded with the joy that giving generously brings. We pray to the Lord...

That those who have not had the opportunity to make a gift to the Catholic Services Appeal will prayerfully open their hearts and make a generous commitment that will in turn answer the prayers of others. We pray to the Lord...



## What is the 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. Those who are able to make a gift at the Salt and Light level do so with 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:



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).

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 have 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
- Stewardship/Engagement Committee Chair/Members

## TYPICAL APPEAL TEAM RESPONSIBILITIES

### Pastor/Pastoral Administrator

The Pastor's personal endorsement of the Appeal is essential to the success of the Appeal. When a Pastor speaks enthusiastically and supportively from the pulpit about the Catholic Services Appeal, parishioners will be inspired and motivated to support the Appeal.

- 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, sample Homily talking points, sample pastor letters, bulletin announcements, posters, brochures, and prayers.
- Shows and encourages others to view the CSA video. The video may 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.
- Encourages pledging as a means of greater giving.
- Recognizes and thanks donors and Appeal volunteers. A list of contributors to the parish CSA goal will be emailed to pastors bi-weekly from the Office of Mission Advancement.

### **\*HELPFUL HINTS FOR PASTORS:**

1. Share with parishioners why you give/find joy in giving.
2. Arrange for lay witness talks at Mass.
3. Encourage donor participation; each gift moves the parish closer to its participation goal. Each gift, no matter the size, has a meaningful impact.
4. Follow the suggested plan to conduct an easy and successful In-Pew Weekend.
5. Utilize the sample Homily talking points, compiled by the CSA Pastors' Committee.

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

- Prays for the success of the Appeal.
- Makes a personal gift to the Catholic Services 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 Speaker(s)**

- 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**

- Prays for the success of the Appeal.
- 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 prayers of the faithful.
- Reporting weekly parish progress updates in the bulletin and updating the thermometer poster.

## HOMILY TALKING POINTS

- Emphasize the theme for this year's campaign— **Giving Hope to All**
- Tie the message of the Appeal in with the Gospel readings:
  - **Sunday, October 5** – *"Faith the size of a mustard seed." Jesus reminds us that the smallest seed grows into something much larger. Even small acts of faith or generosity can have a significant impact! Our gifts to the Appeal are given in such a way – a heartfelt offering, of whatever size we are able, that will give hope to others in a multitude of ways.*
  - **Sunday, October 12** – *"Ten were cleansed, were they not? Where are the other nine? Has none but this foreigner returned to give thanks to God?" All 10 of the lepers were given the gift of healing but only one returned to thank Jesus for this tremendous gift. By expressing his gratitude to God, the Samaritan found salvation. Our salvation also is found in recognizing the gifts we have been given, knowing to whom we must offer our thanks and sharing those gifts with others.*
- Point to yourself and remind parishioners that without the Catholic Services Appeal, we would not have our priests! Funding for seminarian education is provided by the CSA. We are blessed to have a significant increase in the number of seminarians this year! How wonderful! However, this will require a budget of approximately \$1.44 million dollars! We must have your help to make this possible. Do any of the retired priests ever help out at your parish when there is a need? CSA provides funding for our retired priests, many of whom remain very busy assisting where needed.
- Most of us are not able to drop everything and volunteer full time for the Church, nor are we qualified to provide such services as prison ministry, sacramental preparation, marriage counseling, catechist certification, and many more. But we can, through our financial contributions, support the work of the Church in areas such as these. The Catholic Services Appeal is a way that we, as a parish, can get our individual "fingerprints" on these specific ministries that aren't feasible at the parish level, but that we support and from which we benefit!
- Without funding from the Catholic Services Appeal, the Catholic mission parishes in southern Kentucky in largely Protestant areas, would not be able to sustain their parish and ministries. We are part of the Body of Christ, which extends beyond our own parish to the larger community, throughout the Archdiocese.
- The annual Catholic Services Appeal provides a way to show our love of God and neighbor, participating in the good works of the Church by financially supporting Archdiocesan programs and services that serve our parish and other parishes as well. A number of Archdiocesan ministries have a direct impact on us here at this parish. (Mention some of the programs/services your parish receives, such as faith formation, youth ministry, tribunal assistance, lay ministry training, safe environment training, marriage preparation, etc.)
- As Catholics, we set aside a portion of our income every year to carry out the work of God in our community and to care for those in need. This is a once-per-year appeal from the Archbishop to serve the needs of everyone in the Archdiocese. All gifts (large and small) come together to make a big impact!
- Please remember that the Catholic Services Appeal is much different than a one-time special collection. It is a pledge campaign where you are encouraged to make a gift payable in installments. We are one team, made up of over 100 parishes throughout the Archdiocese!



## 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 4/5**, although it may take two full weekends to catch everyone at Mass.

## 2. 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 an inspirational testimony from the pastor or a fellow parishioner.

## 3. In-Pew supplies

The Office of Mission Advancement will provide each parish with a stack of In-Pew envelopes. If desired, OMA can also provide your parish with the information to print out mailing labels with the names of CSA 2022, CSA 2023, and CSA 2024 donors. (Please contact our office should you wish to receive this information.)

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

## 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.*

### Prepare for 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.
- Music ministers are consulted and made aware that appropriate music may be needed during the In-Pew process.
- Make sure the CSA QR code is visible throughout church and at the ends of pews.

## In-Pew Weekend, October 4/5:

### 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** The homilist is asked to include a personal appeal for support of the Catholic Services Appeal in the homily. Homily Talking Points, written by the Pastors' Committee, have been included for your convenience.
- Step 2** 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 form. 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. The leader should point out the CSA QR code that is included on the envelope, is located throughout the Church, and is in the pews for parishioners that wish to make their gift online. Donors can scan the CSA QR code from their phone and it will take them to the online donation page on the Archdiocese of Louisville's webpage.
- Step 4** Once the envelopes have been distributed, the leader will invite one member of each household to open the envelope and follow along as the leader reviews the information and instructions for completing the form.
- Step 5** The leader should explain each section including the location of where to fill in name, address, and parish information.
- Note: While we would prefer that each household indicate their name and current address, donors wishing to remain anonymous may leave their form 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 other than their personal information.**
- Step 7** After explaining the gift giving options, the leader should invite the parishioners to take a few minutes to prayerfully reflect and complete the form.

Remind the parishioners of the opportunity to make an additional gift to support Seminarian Education. Our number of Seminarians is increased again this year. This is wonderful, but will require a budget of \$1.44 Million!

*Note: The choir musicians should play appropriate offertory music while parishioners are completing the donor form.*

- 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 tear off the donor form and the envelope and insert the donor form in the envelope and place their gifts in the collection basket at the offertory.

*Note: The 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 ensure that supplies are sufficiently replenished in each pew for the next Mass.

***Parishes are free to modify the process as they see best; however, the preferred In-Pew Weekend is October 4<sup>th</sup> and 5<sup>th</sup>.***

## In-Pew Follow-Up Weekend, October 11/12:

The weekend of October 11/12 has been designated as In-Pew Follow-Up Weekend. Parishes are asked either to 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.

### Processing In-Pew Envelopes

As your parish approaches the Catholic Services Appeal In-Pew Weekend on October 5/6, 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 donated to CSA in the past 3 years have been provided in the past, but most parishes no longer use these labels. We will be happy to send the information to print your own labels if you desire. Please notify the Office of Mission Advancement if you would like to receive a list of donors from the past three years from your parish.

### 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 Melissa Herberger, Coordinator for Annual Giving and Stewardship at (502) 585-3291, ext. 1127 or [mherberger2@archlou.org](mailto:mherberger2@archlou.org) with any questions or concerns.

## **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 and verify that personal (name and address) and parish information is completed on the donor form. Some cash gifts may be anonymous; however, be sure the parish name is included.

**Step 3** 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, recurring 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 donor form.
- 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 the next day via a secure mailing envelope.

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

- Leave check and donor form inside In-Pew envelope.
- Verify amount enclosed, check amount and personal/parish information.
- 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 donor form and any additional paperwork, voided checks, or notes inside donor envelope.
- Verify personal/parish information.
- 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 18 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 17. 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 envelope. **If more than one mailing envelope is needed, enclose a Transmittal Form with information for only those In-Pew envelopes contained in that particular mailing envelope.** Keep 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 use mailing labels (see mailing address below) on the outside of the mailing envelope since ink or markers smear when hand-written on the mailing envelope.
- Be sure that a parish return-address label is also affixed to the mailing envelope.
- Please be sure to use a designated CSA Transmittal Form, not a regular transmittal from the Archdiocese's Finance Office.
- All envelopes should be mailed to:

**Archdiocese of Louisville  
Catholic Services Appeal  
P.O. 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 personally by a member of the 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.

**THANK YOU!**