



*2026 Catholic Services Appeal
Goal & Theme*

2026 Catholic Services Appeal Goal:
\$4,350,000

2026 Donor Participation Goal:
11,752

2026 Catholic Services Appeal Theme:
One Body in Christ

2026 Catholic Services Appeal Tagline:
Moving Forward in Faith

AWARENESS WEEKENDS – September 19/20, September 26/27

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 more than 100 parishes.

THE IN-PEW WEEKEND – October 3/4

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 10/11

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 29 edition of *The Record*.**

MEDIA AND WEBSITE RESOURCES

It is highly recommended that parishes utilize available online resources during the 2026 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 2026 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 IS THE CATHOLIC SERVICES APPEAL 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 2,521 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 27 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 32,000 households.
- Catholic Charities of Louisville's (CCL) Immigration Legal Services (ILS) program served over 2,100 clients this past year. ILS provides legal assistance to low-income immigrants and refugees facing obstacles to family unity. CCL is one of nine agencies in the U.S. with a cooperative agreement with the U.S. government to formally resettle refugees. In the Catholic tradition to "welcome the stranger," ILS plays an essential role in making sure this vulnerable population is protected from unscrupulous practitioners and is afforded proper legal and human rights, which both affect one's human dignity.
- Mailed The Record newspaper to over 56,500 households each week.
- 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 148 catechist certification classes (retreats, workshops and classes) for 1,132 attendees (teachers, parish catechists, principals, parish catechetical leaders, and others in ministry).
- Provided an average of 9,000 instances of Food Pantry interactions through the Sister Visitor Center.
- Campus Ministry is growing at the University of Louisville. Almost 300 students attend Mass or one of the 24 weekly Bible Studies.

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

SAMPLE ENDORSEMENT LETTER

September __, 2026

<<Formal Salutation>>

<<Address>>

<<Address>>

Dear <<Personalized Salutation>>,

In the coming weeks, our parish will participate in the annual Catholic Services Appeal with the theme, *One Body in Christ, Moving Forward in Faith*.

Each year, the Appeal reminds us that the Church is larger than any one parish. Together, as the Body of Christ, we support ministries and services that bring hope, healing, education, and faith formation to thousands of people throughout our archdiocese.

The Appeal supports important ministries such as:

- seminarian and vocations formation,
- retired priests,
- Catholic education,
- outreach to those in need,
- youth and young adult ministry,
- and many other ministries that no one parish could accomplish alone.

As Catholics, we are called not only to receive the blessings of faith, but also to share them. Your participation in the Catholic Services Appeal is a meaningful way to put faith into action and help the Church continue Christ's mission.

No gift is too small, and every gift matters. When each of us responds according to our ability, together we accomplish extraordinary things through God's grace.

I ask you to prayerfully consider making a gift to this year's Appeal. Thank you for your faithful generosity, your love for the Church, and your continued support of our parish and the wider Catholic community.

Together, as One Body in Christ, may we continue moving forward in faith.

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

September __, 2026

<<Formal Salutation>>

<<Address>>

<<Address>>

Dear <<Personalized Salutation>>,

One of the greatest blessings of parish life is knowing that we are not alone. We belong to one another as members of the Body of Christ.

That spirit of unity comes alive each year through the Catholic Services Appeal. This year's theme, *One Body in Christ, Moving Forward in Faith*, beautifully reflects who we are as Church.

Because of the generosity of faithful people like you, lives are changed every day through ministries supported by the Appeal. Seminarians are formed for priesthood. Families receive assistance during challenging times. Young people grow in faith. The elderly and vulnerable experience care and compassion. Hope reaches people in ways we may never fully see this side of heaven.

The Gospel reminds us that gratitude naturally leads to generosity. We have all received blessings from God through the Church — through the sacraments, prayer, community, and the witness of faith passed on to us. The Catholic Services Appeal gives us an opportunity to share those blessings with others.

I invite every household in our parish to participate prayerfully in this year's Appeal. Whether your gift is large or small, your participation is a sign of faith and unity.

Thank you for all the ways you continue to strengthen our parish and support the mission of the Church.

May God bless you abundantly.

Sincerely yours in Christ,

<<Pastor's Name>>

<<Title>>

SAMPLE FOLLOW-UP LETTER

November __, 2026

<<Formal Salutation>>

<<Address>>

<<Address>>

Dear <<Personalized Salutation>>,

Jesus calls His disciples to move forward in faith — trusting that God can do remarkable things through willing hearts.

That mission continues today through the Catholic Services Appeal.

This year's theme, *One Body in Christ, Moving Forward in Faith*, reminds us that the Church's mission belongs to all of us. Through our prayers, participation, and generosity, we help bring Christ's love to people across our archdiocese.

The Appeal funds ministries that form future priests, support Catholic education, care for those in need, strengthen families, and help spread the Gospel throughout our communities.

As St. Paul reminds us in 1 Corinthians, "We are one body with many parts." Each of us has a role to play in the life of the Church. Together, our gifts become a powerful witness of faith and unity.

I ask you to prayerfully reflect on how God is calling you to support this year's Appeal. Your generosity makes a real difference and helps ensure that the Church can continue serving others for generations to come.

Thank you for your faithful support and for being part of our parish family.

In Christ,

<<Pastor's Name>>

<<Title>>

SAMPLE FOLLOW-UP LETTER

November __, 2026

<<Formal Salutation>>

<<Address>>

<<Address>>

Dear <<Personalized Salutation>>,

Recently, you should have received the mailing for our annual Catholic Services Appeal. I would like to personally thank those who have already made a gift or prayerfully pledged their support. Your generosity reflects the beauty of our theme, *One Body in Christ, Moving Forward in Faith*.

Every year, the Catholic Services Appeal strengthens ministries that no single parish could accomplish alone. Through your support, seminarians are formed for the priesthood, families receive counseling and assistance, children are educated in the faith, and outreach ministries bring hope and healing to those most in need. These ministries are not distant programs – they are the living work of the Church carried out in our communities each day.

St. Paul reminds us that “we, though many, are one body in Christ.” When one member serves, the whole Church is strengthened. Your participation in the Appeal is one meaningful way we live out that calling together.

I know there are many worthy causes asking for support, and I am deeply grateful for the generosity you continue to show our parish and to the wider Church. If you have not yet responded to the Appeal mailing, I invite you to prayerfully consider making a gift. No gift is too small, and every contribution makes a difference.

Most importantly, thank you for your faithfulness, your prayers, and your commitment to the mission of Christ and His Church. Together, as One Body in Christ, we continue moving forward in faith and bringing the love of Christ to others.

May God bless you and your family abundantly.

Sincerely in Christ,

<<Pastor’s Name>>

<<Title>>

PASTOR MESSAGE FOR BULLETIN

Catholic Services Appeal Coming Soon

Our parish will soon participate in the annual Catholic Services Appeal with the theme One Body in Christ, Moving Forward in Faith.

The Appeal supports ministries and services that strengthens our local Church, including seminarian education and formation, Catholic education, outreach ministries, and care for those in need.

Please begin prayerfully considering how you can participate in this year’s Appeal. Together, we can continue Christ’s mission throughout our community and beyond.

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 12/13

2026 Catholic Services Appeal — *One Body in Christ*

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 19/20

2026 Catholic Services Appeal — *One Body in Christ*

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 148 catechist certification classes for 1,132 catechists in schools and parishes.

BULLETIN ANNOUNCEMENT # 3 – SEPTEMBER 26/27

2026 Catholic Services Appeal — *One Body in Christ*

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 27 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 3/4

2026 Catholic Services Appeal — *One Body in Christ*

Our Parish Goal: \$_____

Our Parish Participation Goal: _____ households

Your gift to the Catholic Service 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 10/11

2026 Catholic Services Appeal — *One Body in Christ*

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 2026 Catholic Services Appeal may be made online at www.ArchLou.org/CSA.

BULLETIN ANNOUNCEMENT # 6 – OCTOBER 17/18

2026 Catholic Services Appeal — *One Body in Christ*

Our Parish Goal: \$_____

Our Parish Participation Goal: ____ households

Thanks to those who have already responded with a gift to the 2026 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 2026

2026 Catholic Services Appeal — *One Body in Christ*

Our Parish Goal: \$_____

Our Parish Participation Goal: ____ households

Thanks to those who have already responded with a gift to the 2026 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 2026

2026 Catholic Services Appeal — *One Body in Christ*

Our Parish Goal: \$_____

Our Parish Participation Goal: ____ households

Thanks to those who have already responded with a gift to the 2026 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 511 new Catholics (175 Candidates and 336 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 245 couples in the past year.
- Funding from the Catholic Services Appeal provides formation, support and resources for the 27 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 helps serve an average of over 9,200 individuals through the Food Pantry at the Sister Visitor Center each year.

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 2027. *Example: A one-time gift is usually based on cash in hand, such as \$25, however 8 monthly gifts of \$25 each by June 2027 = \$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 GIFTS

- 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.