

Best Practices

ANNUAL
CATHOLIC

Appeal

SOLELY DEDICATED TO THE SOCIAL MISSION OF THE CHURCH



Assisting people in need

KEYS TO SUCCESS

The following pages detail these proven steps

- Promote how your parish uses the 25% share
- Build awareness of charities funded by the Appeal
- Promote the Appeal before and after Appeal Weekend
- Play the Appeal video at Mass and other gatherings
- Plan for cultural and language diversity
- Try additional best practices parishes have shared
- Share results with parishioners throughout the year



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PROMOTE HOW YOUR PARISH USES **THE 25% SHARE**

- Invite a recipient or director of your parish ministry to speak at Mass
- Publish a letter of thanks from your parish ministry in your bulletin
- Invite volunteers from your parish ministry to speak about the impact of the Appeal on the success of their program
- Display information about your ministry in visible locations near Appeal posters and pledge envelopes
- Display information on your parish website about how your 25% share helps your parish ministry
- When posting social media about your parish ministry, remind people that funding comes from the 25% share

REINFORCE OFTEN

Not everyone can be on the frontlines of charity. The Appeal is an opportunity to demonstrate our gratitude to God for the many gifts He has given us, and to bring Christ to others.



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BUILD AWARENESS OF CHARITIES
FUNDED BY THE APPEAL

See CONTACTS PDF for charity contacts

- Host a tour of the charity for pastor, parishioners and parish groups
- Invite the director or someone who has benefited from the charity to speak at Mass
- Invite a person who volunteers at the charity to share their experience as a volunteer
- Ask for a thank you letter from the charity and publish it in the bulletin
- Invite a parishioner who is a donor to the charity to speak about why he/she is a donor

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PROMOTE THE APPEAL BEFORE **AND AFTER APPEAL WEEKEND**

The Annual Catholic Appeal is a year-round effort and an opportunity to live the Gospel message of our Lord Jesus.

- Remind parishioners about what is happening with the ministries you support with your 25% parish share
- Rotate posters throughout the year from the options provided with your parish materials
- Keep a supply of pledge envelopes in the vestibule for easy access for parishioners who wish to participate
- Produce a pop up banner for use in different locations throughout the year (*see downloadable artwork for pop up banners*)
- E-mail parishioners a link to the Appeal video
- Provide a link to the Appeal video on the parish website
- Post updates on your Appeal progress on your parish website

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PLAY THE VIDEO AT MASS AND OTHER GATHERINGS

Appeal results are significantly higher when the Appeal video is played at Mass on Appeal Weekend and other gatherings year-round.

Three options for playing the video are provided:

1. DVD ROM: Use on a computer (or computer + projector screen)
2. DVD VIDEO: Use on a DVD player + TV/Screen
3. Download Video files: www.scd.org/annual-appeal/parish-materials

A large screen and professional projection equipment will provide the best results in a large church.

Play the video at smaller gatherings:

- Parish Council / Finance Council
- Knights of Columbus
- Parish School / Religious Education Program
- Bible Study or Faith-Sharing Groups
- Youth and Young Adult Groups
- St. Vincent de Paul



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PLAN FOR CULTURAL & LANGUAGE DIVERSITY

- Include leaders of cultural communities in developing your plan
- Show the Spanish video on Appeal weekend at Spanish Masses and at parish gatherings
- Encourage other fundraising festivities such as Tamale Sales to contribute to the Appeal
- Encourage ALL households to use the Appeal envelope for their donation, even if they wish to remain anonymous, so that everyone can be counted as a participant
- Print and display information in other languages and display in visible locations at your parish about the parish 25% share. Place this information near the Annual Catholic Appeal poster and pledge envelopes

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ADDITIONAL BEST PRACTICES

Parishes say these steps add to their success:

- Encourage the pastor to give an inspirational talk about how funds are used in your parish - give examples
- Encourage the pastor to send a follow-up letter or e-mail to parishioners who have not yet participated. Emphasize participation is what matters, not the amount
- Link the Appeal to parish milestones, such as a major anniversary
- Thank donors often. Report back how funds are used, what is happening, how people are helped
- Conduct awareness activities on the weekends prior to Appeal Weekend – Ask parishioners to prayerfully consider a gift; actually ask the Holy Spirit for guidance
- When Appeal envelopes are collected, have your ushers carry extra envelopes, so they can have cash donors place their cash in an envelope before placing their gift in the collection basket

Please share your own best practices with Appeal Coordinators (see contacts).

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SHARE RESULTS THROUGHOUT THE YEAR

Your pastor receives updated parish results once a quarter from the Annual Catholic Appeal. The Parish Results Report shows total households participating to date and total gifts and pledges recorded to date. The report also projects the total 25% share amount your parish will receive, assuming all parishioners complete their pledges.

We encourage you to let your parishioners know how your parish is doing throughout the year and to ask those who have not yet participated to consider a gift.



2015 ANNUAL CATHOLIC APPEAL | RESULTS AS OF OCTOBER 31, 2015

Parish, City

PARISH COMMITMENTS

Progress by October 31, 2015 v Total 2014 Commitments

Participation			Dollars		
2015	2014	% change	2015	2014	% change

PARISH SHARE DISTRIBUTION

2014 (Actual Distribution)	2015 (Projected Distribution per YTD)

PARISH COMMITMENTS: a year-to-year comparison of the number of parish families who responded with a donation or pledge (Participation) and the total value of the donations and intended pledges (Dollars). Participation and Dollar amounts reflect all commitments collected and pledged.

PARISH SHARE: a year-to-year comparison of the actual parish share for 2014 and projected parish share for 2015. The 2014 parish share is 25% of actual dollars collected by the end of the 2014 Appeal (January 31, 2014). The 2015 projected parish share is based on dollars collected and pledged to date. Actual parish share for 2015 will be 25% of funds collected by the end of the 2015 Appeal (January 31, 2015).