



# Leadership Guide

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**ARCHDIOCESE**  
OF  
**SAINT PAUL &  
MINNEAPOLIS**

## OFFICE OF DEVELOPMENT AND STEWARDSHIP

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Find this guide online at [www.archspm.org/appeal](http://www.archspm.org/appeal)

## 2012 CATHOLIC SERVICES APPEAL

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# A LETTER FROM THE DIRECTOR OF DEVELOPMENT AND STEWARDSHIP

January, 2012

Dear Friends of the Catholic Services Appeal:

Thank you for agreeing to share your gifts of time and talent to promote the Catholic Services Appeal. As we begin the 2012 CSA, we want you to know the difference your commitment will make in our ability to assist families and individuals throughout the 12 counties of the Archdiocese of Saint Paul and Minneapolis.

As a result of your efforts, and the generosity of more than 62,000 Catholic households, last year's CSA was a great success – surpassing our goal with more than \$9.7 million in commitments.

This year, the theme of the Appeal is “Many are the promises of God”. Your support of the CSA enables the Archdiocese to share God's promise with thousands of our brothers and sisters in need.

In order to assist parish leadership team members in implementing a successful Appeal at the parish level, we have prepared this Parish Leadership Guide. I encourage you to review, become familiar with, and follow the plan as it will prove to be a valuable tool to assist you in the success of your parish appeal.

Thank you for your support of the 2012 Catholic Services Appeal. As always, please do not hesitate to contact the Office of Development and Stewardship if you have any questions or need anything.

May God bless you for all you do for the success of the Catholic Services Appeal.

Sincerely,

A handwritten signature in cursive script that reads "Mike Halloran".

Mike Halloran, Director  
Office of Development and Stewardship

# CASE STATEMENT FOR THE CATHOLIC SERVICES APPEAL

For more than 42 years, the Catholic Services Appeal has provided a way for Catholics of our Archdiocese to build-up the body of Christ here in our local Church by sharing a portion of the gifts He has given us.

The Catholic Services Appeal is a primary source for funding the shared ministries of the local Church - those ministries that no one single individual or parish can accomplish on their own. These shared ministries include:

- Education and formation of 68 seminarians who will become our priests; caring for the spiritual and sacramental needs of our Archdiocesan family
- Providing need-based tuition assistance to hundreds of families who yearn for a Catholic education but cannot afford it
- Supporting our Archdiocesan mission in Venezuela by providing two of our priests to serve a parish of 65,000
- Sustaining countless parish ministries that serve individuals and families through the CSA parish rebate
- Providing more than \$1.2 million to Catholic Charities programs, including: family services, prenatal and parenting programs, food and shelter for the homeless and hungry, aging services, refugee support and adoption
- Assisting the marriage and family ministries of the Church that support individuals and families from the beginning through the end of life
- Supporting the Byrne Residence, a home for our retired priests who continue to meet the spiritual needs of the faithful.

# YOUR INVESTMENT IN THE 2011 CATHOLIC SERVICES APPEAL

<b>Parish Rebates</b> .....	<b>\$2,010,000</b>
<b>Clergy Services</b> .....	<b>\$1,480,000</b>
St. John Vianney College Seminary	
The Saint Paul Seminary	
Hospital Chaplains	
Prison Chaplains	
Byrne Residence for Retired Priests	
<b>Catholic Charities</b> .....	<b>\$1,236,000</b>
Prenatal Services	
Parenting Services	
Aging Services	
Refugee Support	
Adoption	
<b>Catholic Education</b> .....	<b>\$2,410,000</b>
Elementary Schools	
Secondary Schools	
Campus Ministries	
<b>Parish Outreach</b> .....	<b>\$749,000</b>
Archdiocesan Council of Catholic Women (ACCW)	
Latino Ministry	
Indian Ministry	
Deaf Ministry	
Venezuelan Mission	
<b>Marriage, Family and Life</b> .....	<b>\$618,000</b>
Marriage Preparation	
Persons with Disabilities	
Respect Life Programs	
<b>Fundraising / Communications</b> .....	<b>\$797,000</b>
<b>Total</b> .....	<b>\$9,300,000</b>

# 2011 CATHOLIC SERVICES APPEAL RESULTS

## PLEDGES

	<i>2011</i>	<i>2010</i>
Goal.....	\$9,300,000	\$9,300,000
Pledged.....	\$9,752,221	\$9,430,863
Percentage of Goal.....	104.9	101.4

## PARTICIPATION

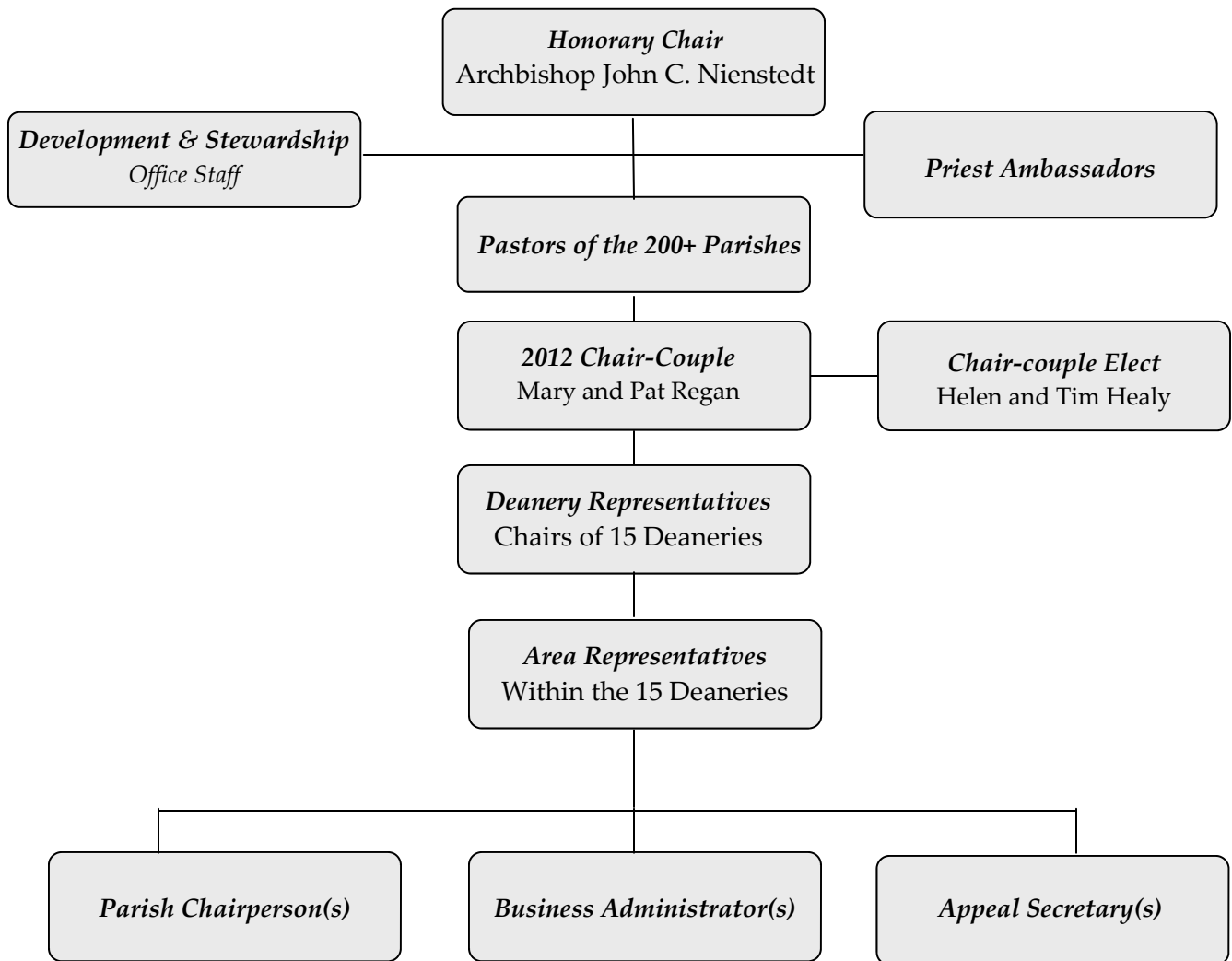
	<i>2011</i>	<i>2010</i>
Parishes Reporting.....	209	216
Parishes over Goal.....	99	92
Number of Households.....	212,713	213,856
Number of Actual Gifts.....	62,524	63,248
Percent Participation Based on Actual Gifts.....	29.4	29.6
Average Gift Based on Actual Gifts.....	\$156	\$149

# 2012 CATHOLIC SERVICES APPEAL CALENDAR

- Quadrant Meetings ..... January 24, 25, 26, 30
- 1st Ministry Discovery Visits / Motor coach ..... January 31  
9 Locations
- 1st CSA Leadership Dinner with Archbishop Nienstedt ..... January 31  
*St. Peter, Mendota*
- Marketing and operative materials arrive in parishes..... February 3
- 2nd Ministry Discovery Visits/ Motor coach.....February 8  
9 Locations
- 2nd CSA Leadership Dinner with Archbishop Nienstedt ..... February 8  
*Basilica of St. Mary, Minneapolis*
- Letter from Archbishop Nienstedt to all registered households..... February 13
- Announcement Weekend all Masses ..... February 18 & 19  
*CSA video; Witness talk*
- Commitment Weekend all Masses ..... February 25 & 26  
*Pastors invitation to participate and pledge envelopes distributed*
- First Transmittal sent to Appeal office.....March 2
- Follow-up Weekend.....March 3 & 4
- Second Transmittal sent to Appeal office .....March 16
- Campaign updates sent to Parish and available online.....March 19
- Third Transmittal sent to Appeal office.....March 30
- Parish follow-up mail & phone .....March 26-April 13
- Final date for all Transmittals to be turned into Appeal office .....April 20
- Archdiocesan Follow-up ..... June 1

# 2012 CATHOLIC SERVICES APPEAL

## Archdiocesan and Parish Appeal Organization



# KEYS TO SUCCESS

1. Set a participation goal for your parish. It's important to stress that ALL gifts are important and make a difference.
2. Communicate the impact of your Parish CSA rebate – how it was used in 2011 and plans for its allocation in 2012.
3. Be sure your parishioners have at least two weeks notice before they are asked for their gifts, this way they will come to Church prepared to make a gift. Use your in-house parish newsletters and parish meetings to inform your parishioners.
4. Utilize the bulletin announcements, pulpit announcements, and Prayers of the Faithful to inform your parishioners of the upcoming Appeal and how it transforms lives.
5. Make arrangements to play the Appeal Video during Mass on Announcement Weekend. The video is powerful and moving, featuring people who have been directly assisted by programs supported by the CSA. Their testimonials will be a powerful motivator, along with the influence of the Pastor, in the hearts and minds of your parishioners.
6. Recruit a lay witness presenter. The use of a lay witness is encouraged in conjunction with or, (in case you are unable to show the video) in place of the video. Select a lay witness presenter who is informed about the impact of the Appeal, as well as energetic and articulate.
7. Implement the *Invitation to Participate* by the Pastor on Appeal Commitment Weekend. The success of the Appeal in the parish depends on a personal, intentional invitation to participate made by the Pastor from the Pulpit. A written format for this process is included in this leadership guide.
8. Make follow-up contact (phone and/or mail) with those parishioners who did not respond with a gift by the end of the Follow-Up Weekend in the parish.
9. Contact the CSA Office and utilize the on-line resources to help with your local parish efforts.
10. Express gratitude and accountability to your parishioners for the gifts they give and how their gifts to the Appeal are transforming lives in your parish and throughout the Archdiocese.

# THE ROLE OF PARISH LEADERSHIP

## The Pastor

The role of the Pastor is paramount to the success of the Catholic Services Appeal. Your leadership starts the campaign on time and follows the progress of the Appeal to its conclusion. The necessary ingredients for a successful campaign are **enthusiasm and a conscious decision to succeed.**

Your commitment to the Catholic Services Appeal and personal invitation to your parishioners is vital to the success of the Appeal in your parish.

The Pastor...

- is **responsible** for guiding the parish Catholic Services Appeal
- **selects the parish leadership** to act as the CSA Chairperson(s), Appeal Secretary, and volunteers in his parish
- speaks supportively of the CSA from the pulpit. **Your personal endorsement is the single most important part of a successful parish campaign**
- **utilizes prepared campaign materials**—Prayers of the Faithful, video, CSA bulletin announcements, bulletin inserts, brochures, envelopes—during the Appeal
- provides enough **opportunities for parishioners to make a gift to the Catholic Services Appeal** and utilizes the “Invitation to Participate Script”
- pursues follow-up activities until the campaign concludes and all parishioners have been contacted; ultimate goal is to increase the number of contributions to the Appeal
- recognizes the time, talent, and treasure of all volunteer workers and donors
- supports the CSA by making your own pledge gift.

# THE ROLE OF PARISH LEADERSHIP

## The Parish Appeal Chairperson(s)

As a parish leader, you have the important *role of communicating* to the parishioners that they are an integral part of the Catholic Services Appeal mission. It is important that you express your *own commitment* as well as financial support of the Appeal.

Together, with your Pastor, your responsibility is to see that the overall Appeal plan is appropriate for your parish and that the steps of the plan are carried out within the time frame established for the CSA.

Communication between Appeal volunteers in your parish is essential. As Chairperson(s), you are the primary coordinator of this communication. You ensure that volunteers meet and that they understand the plan. You make certain that each individual knows his or her responsibilities and carries them out.

The specific responsibilities of the Parish Appeal Chairperson(s) include:

- *organize* the structure of the parish Appeal
- *supervise* every phase of the parish campaign under the guidance of the Pastor
- *enlist* volunteer workers as necessary to effectively carry out the primary solicitation, and follow up efforts
- *familiarize* yourself with all CSA printed materials, especially the list of ministries and programs funded by the CSA
- *promote* discussion among parish leaders about the use of the CSA parish rebate
- *confirm* the availability of the equipment necessary to play the video on Awareness Weekend
- *coordinate* all details of Commitment Weekend
- *oversee* the distribution of all operative materials necessary for the recruitment and training of all volunteers
- *coordinate* the follow-up phase in your parish through either personal contact, telephone contact, or direct mail
- *support* the Catholic Services Appeal by making your own pledge
- *recognize* the time, talent, and treasure of volunteer workers and the CSA donors.

# THE ROLE OF PARISH LEADERSHIP

## **The Parish Appeal Secretary**

As the Appeal Secretary, *you are the person who makes the parish campaign run smoothly*. You are the one whose presence is often unseen but whose efficiency, care and helpfulness has an impact on every aspect of the campaign. You also serve as the main communication link between your parish and the Catholic Services Appeal Office.

As a member of the parish leadership team, you will help your Pastor and Appeal Chairperson(s) to promote and implement the Appeal plan. This may entail assisting with scheduling meetings, handling pre-solicitation paperwork, follow-up mailings, etc.

The specific responsibilities of the Appeal Secretary include:

- assist the Pastor and Chairperson(s) with all preparations of the Appeal plan
- assist with preparation of Prayers of the Faithful, pulpit announcements, bulletin announcements and inserts, and facilitating all other material needs
- pay special attention to the leadership guide which describes how to transmit information and gifts to the Catholic Services Appeal Office
- help to coordinate all details for awareness and commitment weekends
- keep accurate records of parish Appeal results.

## **The Business Administrator**

As the Business Administrator, you are the person who oversees the business operations of the Appeal. You may also be the person who oversees the Appeal Secretary and the Appeal Chairperson(s) or you may even be the person who performs these roles.

Your assistance and duties are extremely important in that you will ensure that the overall Appeal will run smoothly within your parish.

# MINISTRY DISCOVERY VISITS & LEADERSHIP DINNERS

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Tuesday, January 31, 2012 & Wednesday, February 8, 2012

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*Discover how your gifts to the Catholic Services Appeal  
transforms lives every day!*

Join us for an exciting new dimension of the Catholic Services Appeal. The Ministry Discovery Visits offer a behind-the-scenes look at how the CSA changes the lives of our brothers and sisters, including *seminarians, those served by the Venezuelan Mission, our retired priests and families seeking a Catholic Education.*

A series of three motor coach routes each evening will be offered throughout the metro area to serve as your transportation. Each route will include two pick-up points and a brief, meaningful visit to a CSA-funded ministry. The evening will conclude with dinner with Archbishop John Nienstedt at either St. Peter's in Mendota (January 31) or the Basilica of St. Mary in Minneapolis (February 8). Once you're well fed and informed, you'll be returned to your initial pick-up point.

Motor coaches will depart from all ministry sites at 6:00 p.m. en route to St. Peter's and the Basilica of Saint Mary. All who rode the motor coaches will be returned to the pick-up point they first boarded.

Invitees include: Pastors, Parochial Vicars, CSA parish leadership team members and major donors to the CSA.

Please see the details of the hours and dinners on the next page.

Motor coach transportation provided courtesy of *Minnesota Coaches, Inc.*



THE MOST REVEREND JOHN C. NIENSTEDT  
 ARCHBISHOP OF SAINT PAUL AND MINNEAPOLIS

Invites you to an appreciation dinner recognizing  
 your participation in the *Catholic Services Appeal* and the  
 many vital ministries you have so generously supported.

ON

TUESDAY, JANUARY 31, 2012

6:30 PM - RECEPTION

7:00 PM - DINNER

7:30 PM - SHORT PROGRAM

THE CHURCH OF ST. PETER  
 1405 Highway 13, Mendota, MN 55150

THE FAVOR OF YOUR REPLY IS REQUESTED BY FRIDAY, JANUARY 27<sup>TH</sup>

MINISTRY DISCOVERY VISIT ROUTES - TUESDAY, JANUARY 31, 2012

ROUTE #1	Pick-up Point - A	4:30 PM	Total Life Center 919 Vermillion Street, Hastings
	Pick-up Point - B	5:00 PM	Guardian Angels Parish 8260 4th Street North, Oakdale
	<b>Ministry Visit - C</b>	5:30 - 6:00 PM	<b>Serving those in need through our Venezuelan Mission with Fr. Greg Schaffer</b> St. Pascal Baylon Parish 1757 Conway Street, Saint Paul
ROUTE #2	Pick-up Point - A	4:30 PM	St. Mary of the Lake Parish 4741 Bald Eagle Avenue, White Bear Lake
	Pick-up Point - B	5:00 PM	St. John the Baptist Parish 835 2nd Avenue Northwest, New Brighton
	<b>Ministry Visit - C</b>	5:30 - 6:00 PM	<b>Catholic Education - Transforming lives of our young people</b> St. Peter Claver Catholic School 1060 West Central Avenue, Saint Paul
ROUTE #3	Pick-up Point - A	4:30 PM	All Saints Parish 19795 Holyoke Avenue, Lakeville
	Pick-up Point - B	5:00 PM	St. John Neumann Parish 4030 Pilot Knob Road, Eagan
	<b>Ministry Visit - C</b>	5:30 - 6:00 PM	<b>Caring for our Priests in their retirement years</b> The Bryne Residence 60 Mississippi River Boulevard South, Saint Paul



THE MOST REVEREND JOHN C. NIENSTEDT  
ARCHBISHOP OF SAINT PAUL AND MINNEAPOLIS

Invites you to an appreciation dinner recognizing  
your participation in the *Catholic Services Appeal* and the  
many vital ministries you have so generously supported.

ON

WEDNESDAY, FEBRUARY 8, 2012

6:30 PM - RECEPTION

7:00 PM - DINNER

7:30 PM - SHORT PROGRAM

THE BASILICA OF SAINT MARY  
88 North 17th Street, Minneapolis, MN 55405

THE FAVOR OF YOUR REPLY IS REQUESTED BY MONDAY, FEBRUARY 6TH

MINISTRY DISCOVERY VISIT ROUTES - WEDNESDAY, FEBRUARY 8, 2012

ROUTE #1	Pick-up Point - A	4:30 PM	St. Albert Parish 11400 57th Street Northeast, Albertville
	Pick-up Point - B	5:00 PM	St. Joseph the Worker Parish 7180 Hemlock Lane, Maple Grove
	<b>Ministry Visit - C</b>	5:30 - 6:00 PM	<b>Serving those in need through our Venezuelan Mission with Fr. Greg Schaffer</b> St. Vincent de Paul Parish 9100 93rd Avenue North, Brooklyn Park
ROUTE #2	Pick-up Point - A	4:30 PM	Holy Name of Jesus Parish 155 County Road 24, Wayzata
	Pick-up Point - B	5:00 PM	Our Lady of Grace Parish 5071 Eden Avenue, Edina
	<b>Ministry Visit - C</b>	5:30 - 6:00 PM	<b>Catholic Education - Transforming lives of our young people</b> Pope John Paul II Catholic School 1630 4th Street Northeast, Minneapolis
ROUTE #3	Pick-up Point - A	4:30 PM	St. John the Baptist Parish 4625 West 125th Street, Savage
	Pick-up Point - B	5:00 PM	St. Richard Parish 7540 Penn Avenue South, Richfield
	<b>Ministry Visit - C</b>	5:30 - 6:00 PM	<b>Formation of our future Priests - Evening prayer with the Seminarians</b> Saint Paul Seminary 2260 Summit Avenue, Saint Paul

# PRAYERS OF THE FAITHFUL

The Catholic Services Appeal, in addition to meeting the financial needs of the Archdiocese, calls on others to actively practice their faith. Prayer, therefore has a key role in conversion of heart that leads people to give generously to serve the needs of others.

The following are some sample **Prayers of the Faithful** that you may choose to use during your parish liturgies.

- That as we are called to support the ministries of our church through the Catholic Services Appeal, we resolve to practice our faith in this very practical, meaningful way... We pray to the Lord.
- That through our participation in the Catholic Services Appeal, we continue to be channels of the living and loving presence of Christ and His "Promises" in our world... We pray to the Lord.
- That as we make our **commitment to the Catholic Services Appeal**, we may remember God's generosity to us... We pray to the Lord.
- That as we participate in the 2012 Catholic Services Appeal to help others, **we give thanks to our God for the gifts** and many promises... We pray to the Lord.
- That God's blessings be upon all those in our parish family and in every parish throughout the Archdiocese for their part in supporting the many ministries and services funded through the Catholic Services Appeal... We pray to the Lord.
- That as we **share the benefits of our blessings** with the 2012 Catholic Services Appeal, we may better know Jesus by following his example of caring and sharing... We pray to the Lord.
- That we may respond generously to the 2012 Catholic Services Appeal as faithful **stewards of the gifts God has entrusted to us**... We pray to the Lord.
- That each of us will seriously consider how we can join in reaching out to the needs of others through our support of the Catholic Services Appeal... We pray to the Lord.
- That those who have not taken the opportunity to support the Catholic Services Appeal in the past will find it in their hearts to respond to help us help those most in need in our community... We pray to the Lord.

# PULPIT ANNOUNCEMENTS

## **Sunday Prior to Announcement Weekend: (February 11 & 12)**

The 2012 Catholic Services Appeal begins with a mailing you will receive in the coming week. The CSA supports the work of the Catholic Church by responding to the abundance of human needs in our Archdiocese. This year, the theme of the Appeal is "Many are the promises of God". Your support of the Appeal enables the Archdiocese to share God's promises with thousands of our brothers and sisters.

## **Announcement Weekend (Video Weekend): (February 18 & 19)**

The Catholic Services Appeal will be conducted in our parish next weekend. A successful Appeal brings God's hope, love and "His Promises" to many of our brothers and sisters in our Archdiocese. Next weekend you will be able to make your gift through our in-pew appeal. Remember, no gift is too large or too small. All gifts, regardless of size, help to make a difference in the lives of so many individuals.

## **Commitment Weekend (In-pew Weekend): (February 25 & 26)**

Today is our parish's Catholic Services Appeal in-pew weekend. Christian stewards recognize Christ as the giver of all our many gifts. We are grateful for these many gifts and are eager to give back and return some of these gifts in appreciation to show our love for Christ and for one another. All of us share as Christ's disciples in the mission of the Archdiocese of Saint Paul and Minneapolis. Only together can we accomplish God's work. Today as a parish family we have an opportunity to make our pledge in support of our seminarians in formation, the homeless and vulnerable, our Catholic School students and our Parishes.

## **Sunday After the Appeal: (March 3 & 4)**

Thank you to everyone who made a pledge to the Catholic Services Appeal last weekend. If you were unable to make a pledge last weekend, I urge you to please consider doing so today. You will be given an opportunity to make your gift of treasure today. Your gift to the Catholic Services Appeal makes a real difference in the lives of so many in our Archdiocese. Pledge envelopes are available in each pew. Once completed, please place them in the collection basket.

## **Pulpit Announcement if your parish has not reached its Goal:**

We need your help to reach our parish goal. Please prayerfully consider making a gift in support of the Catholic Services Appeal. Each gift is gratefully received and sincerely appreciated. For your convenience, pledge envelopes are available in the vestibule of the Church. Thank you for your generosity and support.

# BULLETIN ANNOUNCEMENTS

## **Sunday Prior to Announcement Weekend (February 11 & 12)**

The 2012 Catholic Services Appeal begins with a mailing most parishioners will receive within the next week. This year, the theme of the Appeal is “Many are the promises of God”. Your contribution to the CSA enables the Archdiocese to share God’s promise with countless numbers of our brothers and sisters.

## **Announcement Weekend (February 18 & 19)**

The Catholic Services Appeal will be conducted in our parish next weekend. Your support of the CSA brings God’s hope, love, and “His Promise” to countless of our brothers and sisters in our Archdiocese. Please be generous.

## **Commitment Weekend (February 25 & 26)**

This weekend is our Parish Catholic Services Appeal Commitment Weekend. As a parish family, we have an opportunity to make our pledge in support of our seminarians in formation, the homeless and vulnerable, our Catholic school students, our Venezuelan Mission as well as our Retired Priests. Please be generous.

## **Follow-up weekend (March 3 & 4)**

I would like to express my gratitude to those of you who have made a gift to the 2012 Catholic Services Appeal. If you have not already contributed, please join your fellow parishioners in making your pledge/gift today.

# COMMITMENT WEEKEND (FEBRUARY 25 & 26)

## Pastors Invitation to Participate

**(After the Gospel and homily)**

### *Introduction*

For more than 42 years, the Catholic Services Appeal has provided a way for Catholics of our Archdiocese to share God's promises with countless numbers of our brothers and sisters by sharing a portion of the gifts God has given us. The Appeal is a primary source for funding the shared ministries of the local Church - those ministries that no one single individual or parish can accomplish on their own.

Today, our parish community is joining with the more than 200 parishes in our Archdiocese to greatly improve and transform the lives of our brothers and sisters in Christ, including:

- Education and formation of 68 seminarians
- Providing need-based tuition assistance to Catholic school families
- Supporting our Archdiocesan mission in Venezuela by providing two of our priests to serve a parish of 65,000
- Sustaining our parish ministries through the CSA parish rebate we receive on all your donations to the Appeal
- Providing more than \$1.2 million to Catholic Charities programs, including: prenatal and parenting programs, food and shelter for the homeless and hungry, senior services, refugee support and adoption
- Assisting the marriage and family ministries of the Church that support individuals and families from the beginning through the end of life
- Supporting Byrne Residence, a home for our retired priests who continue to meet the spiritual needs of the faithful.

### *Invitation to Participate*

It is now time for each of us to consider and record our commitments in support of the critical needs in our Archdiocese.

My hope is that each household in our parish will make a pledge commitment. Together, as a parish family, we can have a significant impact on the lives of others if we all do our part.

There are commitment envelopes in the pews. I ask those sitting at the ends to pass down the envelopes and pencils/pens. If one adult in each household will take one, we will fill it out together.

# COMMITMENT WEEKEND (FEBRUARY 25 & 26)

## *Pastor's Invitation to Participate (cont.)*

*(Pause)* As the envelopes and pencils are being passed, we know that many of you may have already completed the commitment envelope that you received in the mail with the brochure and letter from Archbishop Nienstedt. If you have already completed your commitment, please check the box on the envelope indicating this.

We're going to "walk through" the envelope together:

- **Step 1:** Please prayerfully consider your gift. I encourage everyone to consider a pledge gift. Gifts can be made over ten months.
- **Step 2:** On the bottom right of the envelope is a space to record the specifics of your pledge.
- **Step 3:** On the bottom left and the reverse side of the envelope is the space to record specifics regarding how you would like to fulfill your commitment (pause)
- **Step 4:** On the top left hand side is a space to complete your household and parish information. Please print your name and address clearly and don't forget to write your parish (pause).
- If you wish to make a cash contribution to the Appeal, please put the cash into one of the Appeal envelopes so we can record and acknowledge your gift.

*Note: While you are giving them time to complete their envelopes, fill out your own envelope. It is important to repeat this at each Mass.*

## **Close**

Thank you for your patience with this important process. Please place your Appeal envelope in the offertory baskets during our special Appeal Offertory (*announce when the Special Collection will take place – before the Creed; immediately after the regular offertory*).

May God bless you for your generosity.

# NUTS AND BOLTS OF PROCESSING PROCEDURES

## *SPECIAL NOTE:*

In order to increase our efficiency, we have simplified the gift processing procedures.

We request that you do the following when processing gifts:

- Take all gift envelopes that you receive and do not open them.
- Count the number of envelopes that you have and fill out the brief Transmittal Form (sample on the following page).
- Make a copy of the Transmittal Form for your records.
- Place the original Transmittal Form along with the unopened gift envelopes in the FedEx Envelope.
- Call FedEx and schedule a pickup.

NOTE: No parish checks will be enclosed unless you have “loose contributions”.

Please follow the instructions on the following pages concerning how to process a transmittal.

# 2012 CSA TRANSMITTAL FORM



## Gift Processing Instructions and Transmittal Form 2012 Catholic Services Appeal

**Do not open the gift envelopes! Count the number of envelopes, fill out the form below and send directly to the Development and Stewardship Office at the Archdiocese in the FedEx supplies provided.**

**For loose cash received you may do one of the following:**

- 1. Place all loose cash in an in-pew envelope and write “Anonymous Contributions” on the name line of the envelope along with your parish name and city.**
- 2. You may write and enclose a parish check for any loose cash received. Please note “Anonymous Contributions” on the check and make payable to the Catholic Services Appeal.**

Complete separate copies of this form for each  
FedEx package for content and delivery verification.

### **Parish Transmittal Form**

Date Sent: \_\_\_\_\_

Sent By: \_\_\_\_\_

# of Envelopes: \_\_\_\_\_

Coporate ID#: \_\_\_\_\_

Parish Name: \_\_\_\_\_

City Parish is Located in: \_\_\_\_\_

Parish Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Parish Telephone: \_\_\_\_\_

*If you have any questions or problems, please call the Development Office at 651.290.1610*

*\*\*\*Please make a copy of each form to keep for your records.\*\*\**

# CSA GIFT PROCESSING AT A GLANCE

The bulk of pledges and gifts will be collected in parishes on Appeal Weekend (February 25 & 26) and need to be processed so they arrive at the Appeal Office on Thursday or Friday of the following week (please refer to the calendar in this booklet for the 3 transmittal dates to the CSA office).

- 1. You will receive the CSA gift envelopes in your offertory.**
- 2. Do NOT open the gift envelopes.**
- 3. Count the number of Envelopes and fill out the new CSA Transmittal Form.**
- 4. Take any “Loose Contributions” and put them in an in-pew envelope and write “Anonymous Contributions” on the name line of the envelope along with your parish name.**
- 5. Make a copy of the CSA Transmittal Form and keep for parish records.**
- 6. Put the original CSA Transmittal Form and all of the envelopes into the provided prepaid FedEx envelope we have provided and call FedEx to schedule a pick-up.**
- 7. In a couple of days, check the online parish dashboard for the total amount of money that has been given to your parish through the 2012 CSA.**

**\*\*\*NOTE: If you wish to know your pledge totals, you can open each envelope. However, we ask that you return all contents back into the original envelope and follow the steps listed above.**

If responses come in after the final transmittal, please forward them to the Appeal Office *immediately* to ensure the donor is not called as part of the telemarketing phase.

# IN-PEW ENVELOPES

The front view of the new CSA In-Pew Pledge Envelopes:

_____ NAME: FIRST			_____ SPOUSE			_____ LAST		
_____ ADDRESS						_____ APT		
_____ CITY/STATE/ZIP						_____ TELEPHONE		
_____ PLEASE CREDIT MY GIFT TO (PARISH NAME/CITY)								
<input type="checkbox"/> I have already mailed my pledge to the 2012 Catholic Services Appeal.								
<input type="checkbox"/> I do not wish to contribute at this time.								
Credit Card Information			<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Discover	<input type="checkbox"/> AmEx		
Credit Card Payment Plan Options			<input type="checkbox"/> 10 Monthly Payments	<input type="checkbox"/> Single Payment				
Other Payment Options (see reverse)			<input type="checkbox"/> Check	<input type="checkbox"/> Automatic Withdrawal	<input type="checkbox"/> Other			
_____ CREDIT CARD NUMBER						_____ EXPIRATION DATE		
_____ SIGNATURE						_____ TODAY'S DATE		
_____ EMAIL								

IP-B

Your gift is tax-deductible. If paying by check,  
please make your check payable to  
**THE CATHOLIC SERVICES APPEAL**

SUGGESTED PLEDGE      10 MONTHLY PAYMENTS

**CIRCLE OF CHARITY**

\$1,000.00 ..... \$100.00

**CIRCLE OF FAITH**

\$500.00 ..... \$50.00

**CIRCLE OF HOPE**

\$250.00 ..... \$25.00

**OTHER GIFT LEVELS**

\$200.00 ..... \$20.00  
 \$125.00 ..... \$12.50  
 OTHER: ..... \$ \_\_\_\_\_

TOTAL AMOUNT PLEDGED ..... \$ \_\_\_\_\_  
 AMOUNT ENCLOSED ..... \$ \_\_\_\_\_  
 BALANCE TO BE PAID ..... \$ \_\_\_\_\_

The back view of the new CSA In-Pew Envelopes:

## ADDITIONAL PAYMENT OPTIONS

• **Automatic Withdrawal - Monthly through January 2013**

Starting in April, please have \$\_\_\_\_\_ automatically deducted from my checking account monthly until the total amount pledged on the front of this card is paid in full. **YOU NEED TO ATTACH A VOIDED CHECK.** Deductions will be made on the 20th of the month.

*By signing, I authorize the Appeal Office to debit/charge my account as listed above.*

_____ SIGNATURE	_____ DATE	_____ TELEPHONE
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*Please fill out your name and address on the other side of this form.*

• **Gifts of Stock** - Please call the Appeal Office at 651.290.1610 or 1.888.290.4575

• **Online Giving** - Please visit [www.archspm.org/appeal](http://www.archspm.org/appeal)

*When you provide a check as payment, you authorize us either to use the information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. When we use the information from your check to make an electronic funds transfer, funds may be withdrawn from your account as soon as the same day we receive your payment and you will not receive your check back from your financial institution.*

# SENDING YOUR TRANSMITTALS

For the 2012 CSA, all parish transmittals will again be sent into the Office of Development and Stewardship via prepaid FedEx envelopes that will be enclosed with your CSA information.

Each parish will receive four (4) prepaid FedEx envelopes, one for each one of the three (3) transmittal dates as well as one for the remainder of the gifts received after the third transmittal.

The labels on your FedEx envelopes will be preprinted with your individual parish corporate number, parish name, and parish address. They will also have a ship date listed of January 18, 2012. Do not worry about this date being incorrect as FedEx has purposely put that date on all of the labels. You will also see "Bill Sender" listed on the labels, which means that the Archdiocese will be incurring the costs of the shipments.

Please see the sample FedEx label below:



# FEDEx PICK-UP INSTRUCTIONS



## Instructions on shipping packages:

### Dropping off at a local facility

- If there is a FedEx Office or FedEx authorized ship center nearby, simply drop your package off at that location.
- You can find nearby locations by visiting [www.fedex.com](http://www.fedex.com).

### Calling in for a pickup

- Call 1-800-Go-FedEx (1-800-463-3339).
- When asked the reason for your call say, "Schedule a ***return*** pickup."
- You will then be transferred to a live representative.
- If you are not transferred to a live representative, press "0" until you are with a live representative.
- Once you are speaking with a live representative, explain that you are scheduling a ***return*** pickup for FedEx Express Standard Overnight Service. If they ask for an account number, let them know that you have a pre-printed, prepaid return label.
- Provide the FedEx representative with all necessary information for scheduling the pickup (location, hours of availability, etc) and make sure they give you a pickup confirmation number.

# SAMPLE PARISH FOLLOW-UP LETTER

Date

Name

Address

City, State, Zip

Dear \_\_\_\_\_:

In February, you were invited to support the Catholic Services Appeal. I am writing to you to ask you to join me and your fellow parishioners in making a gift to the 2012 Appeal.

The Catholic Services Appeal is a primary source for funding the shared ministries of the local Church - those ministries that no one single individual or parish can accomplish on their own. These shared ministries include:

- Education and formation of 68 seminarians who will become our priests
- Supporting our Catholic schools and school families
- Assisting our Archdiocesan mission in Venezuela by providing two of our priests to serve parish of 65,000
- Sustaining our parish ministries by returning a percentage of all funds collected from our parishioners to our parish
- Providing more than \$1.2 million to Catholic Charities programs, including: prenatal and parenting programs, food and shelter for the hungry and homeless, senior services, refugee support, and adoption.

At this time we have received responses from \_\_\_\_\_ of our parishioners. My goal is to hear from all members of our parish. I invite you to prayerfully consider a gift to the 2012 Catholic Services Appeal which can be pledged over a ten month period. Enclosed is a commitment envelope for your use in making your gift.

Thank you, in advance, for your support!

Sincerely Yours in Christ,

Pastor

# SAMPLE TELEPHONE FOLLOW-UP SCRIPT

*“Hello, my name is \_\_\_\_\_ and I am calling on behalf of (your parish). May I speak with (First and Last Name), please? (If married ask for either).*

*Hello, (preferred name). We are contacting fellow parishioners about this year’s Catholic Services Appeal.*

*If no:*

*“When would be a good time to call back?” (Note date and time on slip.) “Thank you and have a nice evening”.*

*If yes but parishioner did not give last year (no amount listed on label):*

*“Our parish would like to hear from every household and meet our goal of \$ \_\_\_\_\_ for this year. We are encouraging each of our parishioners to participate. Can we count on your participation to assist our Parish in meeting our goal?”*

*If yes and parishioner gave last year (amount located on the label):*

*“I would like to thank you for your generous gift of \$ \_\_\_\_\_ to last year’s Appeal. Your leadership in giving truly makes a difference for the ministries of the Archdiocese. Our parish would like to hear from every household this year and meet our goal of \$ \_\_\_\_\_. Can we count on your gift of the same amount this year?”*

*If a parishioner has questions:*

Answer the questions to the best of your ability. If you don’t know the answer, call them back once you know the answer, or refer the question to someone who could provide the answer. Your parish office and the Appeal Office can both be good sources of information.

*If a pledge or gift is made:*

Thank the person and let them know that you’ll make a note of the gift. Reminders are mailed starting in April. If the person wishes, they can make the payment with a credit card. The information on the back of the form needs to be completed including the date and the name of the person you spoke with on the signature line.

*If a parishioner decides not to give, or is unable to give:*

Mark zero on the *total contribution* line and ask the person to pray for the Archdiocese and its ministries.

# REPORTING, ACCOUNTABILITY & RECOGNITION

In order to enhance accountability, transparency and recognition to our parishes, the following steps will be part of the CSA reporting in 2012.

- 1. Updates on the Website**—A comprehensive listing of parish results will be posted on the CSA website under Resources, beginning in April and updated weekly: [www.archspm.org/appeal](http://www.archspm.org/appeal)
- 2. Remote access to real time parish updates**— are available to all parishes via a secure site. You will be able to view overall parish results as well as detailed parishioner results. In addition, the detailed reports can be used for follow-up purposes.
- 3. Updates Sent to the Parishes**—Overall parish CSA progress reports will be mailed (emailed) periodically to all Pastors.
- 4. CSA Report in the Catholic Spirit**—To recognize the good work of our parishes, a comprehensive listing of parish CSA results will be published in *The Catholic Spirit* in November.

# PARISH PHASE CHECKLIST

## Recruit Volunteers

- Set Parish participation goal
- Attend Quadrant Meeting
- Attend Ministry Discovery Visit & Dinner on January 31 or February 8
- Arrange to show CSA Video during Mass
- Coordinate "In-Pew Invitation to Participate"
- February 18 & 19 (Announcement Weekend)
  - Posters Displayed
  - Bulletin announcement
  - Pulpit announcement
  - Arrange and show video during Mass
- February 25 & 26 (Commitment Weekend)
  - Posters displayed
  - Bulletin announcement
  - Pulpit announcement
  - Envelopes and pencils in the pews
  - Pastor's Invitation to Participate
- March 3 & 4 (Follow-up Weekend)
  - Posters displayed
  - Bulletin announcement
  - Pulpit announcement
  - Envelopes and pencils in the pews
- Prepare 1st Transmittal (March 1 & 2)
- Prepare 2nd Transmittal (March 15 & 16)
- Follow-up letters and phone calls (March 26-April 13)
- Prepare 3rd Transmittal (March 29 & 30)