

2012 Annual Catholic Appeal



Parish Campaign Guide

Announcement / Education Weekend · March 3 & 4

Commitment Weekend · March 10 & 11

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You will find ACA resources at the bottom of the webpage at www.dioceseaj.org/annual-catholic-appeal. Or you can request an MS Word copy of this document by e-mailing us at giving@dioceseaj.org.

Introduction

We have prepared this guide especially for parish staff and volunteers. Although there are many similarities to previous guides, you will find new content based on what we have learned in past appeals. Please review the enclosed information closely.

If your parish has a history of falling short of its Annual Catholic Appeal, let this be the year you take a fresh approach! The lay faithful will best respond when invited by fellow laity. This is true in both witness talks (page 18) and a telephone follow-up (page 22). Other methods of inviting participation are through direct mail of the pastor's letter, and a pledge drive after masses.

In 2011, parishes that received 'over goal' checks had an average participation rate of 43% of households while parishes that fell short of goal had an average rate of 38%. Rather than update the parish on your progress toward your dollar goal, *focus your weekly updates on the percentage of parish families participating!*

To prevent the campaign from becoming the never-ending appeal throughout 2012, place your energy into encouraging parishioners to return their pledge cards before Easter – or before Pentecost.

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A Steward's Prayer

Generous and merciful God,
Giver of all good gifts,
bless our Parish and the Church of Altoona-Johnstown.

Strengthen our faith and grant us
the spirit of Christian stewardship -
sharing our time, talents and
finances in meaningful ways that build up
Your Kingdom wherever we may go.

We ask this through our Lord, Jesus Christ,
Who lives and reigns with you and the Holy Spirit,
One God, forever and ever. Amen!

Feel free to publish this prayer in your bulletin, print it on cards to recite at masses, include it in your mailings, etc.

Material Checklist

We are providing the following campaign materials if you requested them earlier this year:

† **POSTERS**

- Hang them anytime.

† **BULLETIN INSERTS**

- Please distribute on **March 4**

† **IN-PEW / PLEDGE ENVELOPES**

- Use for the Optional In-Pew solicitation on **March 11**
- Include with the Pastor's Letter(s)
- Place in a convenient location (Gathering Space, etc.)

† **MAILING LABELS**

- This year, we are providing mailing labels only if you requested them through our annual Development Campaigns Order Form.
- When conducting the parish appeal, please use information from your database since it is more current than ours.

2012 ACA Timeline

Feb. 19 Pre-Appeal Announcement

- See page 17
- Bulletin & Verbal Announcements

March 4 Announcement / Education Sunday [2nd Sunday of Lent]

- See page 17
- Bulletin Insert (5-½" x 8-½" color flyer)
- Bulletin Announcement
- General Intercession
- Read Bishop Mark's Goal Announcement Letter
- Brief Lay Witness Talk at all Masses

March 5 Bishop Mark's letter, pledge card, brochure mailed to parishioners

March 11 Commitment Sunday [3rd Sunday of Lent]

- See page 19
- Bulletin Announcement
- General Intercession
- ACA gifts placed in (separate?) weekly collection
- Optional In-Pew Solicitation

March 12 Special ACA Page published in *The Catholic Register*

March 13 Record and send all ACA gifts to Development Office (see page 13)

March 18 Follow-Up Sunday (Optional) [4th Sunday of Lent]

- See page 20
- Bulletin Announcement
- General Intercession
- ACA gifts placed in (separate?) weekly collection
- Announcement at Mass
- Optional In-Pew Solicitation

March 20 Mail Pastor's Letter to Parishioners not yet making an ACA gift

April 23 Optional Parish Telephone campaign (see page 22)

April 27 Development Office begins mailing monthly statement reminders pledge donors.

Ongoing Please send **ALL** gifts (new gifts, pledges, and payments) to the Development Office weekly. If you are opening the envelopes at the parish, please make sure every gift has a corresponding pledge card. Thank you for helping us achieve our goal of prompt gift acknowledgement!

Fall 2012 Development Office mails Follow-Up Letter

Dec. 31 Close of the 2012 ACA Campaign

- Please remind parishioners that checks must be dated on or before December 31 for the parish is to receive credit for the 2012 campaign.

March 2012						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
* If you have elected to open ACA gifts at the parish, please return original pledge cards, a completed ACA Reporting Form and one parish check to the Development Office in a secure envelope.				1 Hang ACA Posters (or sooner!)	2 First Friday	3 ACA Announcement
4 2 nd Sunday of Lent ACA Announcement	5 Bishop Mark's ACA letter mailed to the Faithful	6	7	8	9	10 ACA Commitment
11 2 nd Sunday of Lent ACA Commitment	12 ACA Page in <i>Catholic Register</i>	13 Parishes begin forwarding ACA gifts to Development Office	14	15	16	17 ACA Follow-Up (Optional)
18 3 rd Sunday of Lent ACA Follow-Up (Optional)	19	20 Parish ACA Letter mailed to parishioners	21	22	23	24
25 4 th Sunday of Lent	26	27	28	29	30	31

April 2012						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Passion Sunday	2 Chrism Mass (11:00 am)	3	4	5 Holy Thursday	6 Good Friday	7 Holy Saturday
8 EASTER	9 Easter Monday	10	11	12	13	14
15 2 nd Sunday of Easter (Divine Mercy)	16 Presbyteral Gathering (16 th - 18 th)	17	18	19	20	21
22 3 rd Sunday of Easter	23 Optional Phone Follow-Up (Next Few Weeks)	24	25	26	27 Development mails first of 8 monthly ACA pledge reminders	28
29 4 th Sunday of Easter	30					

Campaign Refresher

While the campaign has been known as the **Annual Catholic Appeal** since 1995, we all agree that an ACA gift is a personal act of stewardship if the attitude of the donor is that of genuine gratitude. Even so, please avoid using the former title of "Stewardship Appeal" when promoting this campaign.

Parishes that routinely exceed their ACA goal do so by attaching a specific parish project to the campaign. Be sure to communicate both the parish's and the diocese's cases for support. Parishioners see tangible results of their generosity - their gifts at work. Remember, all over-goal receipts are not assessed. *

We encourage you to wait until your receipts either equal or exceed your goal before announcing that you have "made it." There is no guarantee that 100% of your unfulfilled pledges will be completed by December 31.

Parish goals are not influenced by the parish's performance in last year's campaign. Goals are independent of all previous results and follow an objective formula based on offertory and registered households as reported by all parishes.

From 1995 until 2006, the Diocesan ACA Goal was equal to 12% of diocesan-wide offertory. However, since 2007, the Diocesan Goal has been equal to 11% of diocesan-wide offertory. The 1% reduction was a direct result of the success of the 2005 Treasure / Increased Offertory directive that parishes followed. (The reduction has saved parishes \$1.5 million since it was introduced!)

The Annual Catholic Appeal only becomes a Diocesan assessment if the parish fails to reach its respective goal, then the difference between the goal and campaign receipts becomes the assessment.

ACA gifts can be encouraged throughout 2011 provided checks are dated on or before December 31.

* Last year, one parish received an \$11,000 challenge gift to help cover its MRP assessment. The parish made this its ACA parish "project" and parishioners responded so well it ended up earning \$23,000 in assessment-free revenue. If it works to fund another assessment, it'll work for just about anything!

The ACA Case for Support

The ACA can be traced back to the first annual diocesan campaign – the 1980 Diocesan Development Fund (DDF) – which was temporarily folded into the *first* year of the Silver Anniversary capital campaign of 1985-1987, as is typical for a major capital campaign.

The diocesan annual campaign was re-established in 1988 by both Diocesan Finance and Presbyteral Councils to fund the yearly operating expenses of the Church of Altoona-Johnstown, including those of several newly introduced ministries.

The ACA presently provides 60% of the annual funding of thirty-two Diocesan ministries, programs or offices. For a one-page summary of Diocesan revenues and expenses, please see “Where Does Your ACA Gift Go?” in the Appendix.

The ministry summaries in the Appendix may be helpful for someone preparing a Witness Talk. They may also be helpful in brief weekly bulletin updates that highlight what the ACA supports - especially if you are able to link a parish ministry to one of the Diocesan ones.

ACA GOAL SETTING

From 1995 until 2006, the Diocesan ACA Goal was equal to 12% of Diocesan-wide offertory. Since 2007, the Diocesan Goal has been equal to 11% of Diocesan-wide offertory. The 1% reduction was a direct result of the success of the 2005 Treasure / Increased Offertory directive that parishes followed. The remarkable response at the parish level lowered the need at the Diocesan level.

Pastors are given several weeks at the end of each calendar year to submit written requests for parish goal reductions to the Director of Finance. Requests are typically granted for major, approved campaigns with announced goals equal to a parish’s annual offertory. One parish received goal reductions for 2011 campaign. The diocese will reduce its budget to absorb the amount of the reduction.

All gifts received through the **Annual Catholic Appeal** are credited toward your parish’s portion of the Diocesan Goal. Once your parish exceeds its individual goal in contributions received, 100% of remaining payments are recorded and returned directly to the parish for its immediate needs. All “over goal” receipts are not assessed. Since 1995, \$8 million has been returned to parishes.

See Appendix for:

- **Diocesan Ministry Profiles**
- **Where Does Your ACA Gift Go?**
- **ACA Goal Formula**
- **Diocesan Administrative Flowchart**

Parish Leadership Roles

PASTOR / Parochial Administrator

- ◆ Makes a personal contribution to the ACA before Announcement Sunday, then...
- ◆ Communicates a positive attitude toward the ACA – it's contagious!
- ◆ Asks, "Please give to the 2012 Annual Catholic Appeal."
- ◆ Encourage pledging instead of one-time gifts.
- ◆ Highlights Diocesan ministries that he has direct experience with and/or those that support parish ministries (See Appendix.)
- ◆ Express thanks as often as you can.

ACA SUB-COMMITTEE (of Parish Finance Council)

- ◆ Obtains an adequate understanding of campaign materials and activities.
- ◆ Follows and carries out activities on the campaign timetable.
- ◆ Assists in recruiting lay witnesses and other volunteers as needed.
- ◆ Assists Appeal Secretary in preparing pledge envelopes for Commitment Sunday, mailings, telephone follow-up effort, etc.

APPEAL SECRETARY

- ◆ Is appreciated deeply by all of us in Development! ☺
- ◆ Reviews this Resource Guide.
- ◆ Assists Pastor and committee in organizing the campaign.
- ◆ Coordinates the Pastor's mailing(s) with the help of the sub-committee.
- ◆ Prepares and organizes pledge envelopes for Commitment Sunday.
- ◆ Documents all gifts (see **Gift Recording Procedures** on page 13).
- ◆ Mails gifts to the Development Office weekly.
- ◆ Looks forward to the campaign close date of December 31!

[It is our goal to acknowledge all gifts shortly after they have been made. Please help us achieve this goal by promptly forwarding gifts as they are made.]

A note on Mailing Labels:

We have included mailing labels only if you requested them via our "Annual Development Order Form" earlier this year.

For your parish-based ACA mailings, we encourage you to use your own labels since our list will not be as accurate as yours. [*Our list is only as accurate as the revisions you provide to us. If you regularly send updates to your offertory envelope provider, please copy us on the same.*]

Please contact the Development Office if you would like additional mailing labels.

Parish Leadership Roles (continued)

HOSPITALITY MINISTERS

Hospitality ministers are essential to the success of the optional **In-Pew** solicitation. Please communicate the following information to them *prior* to Commitment Sunday or Follow-Up Sunday.

ACA IN-PEW SOLICITATION

- ◆ Ask hospitality ministers to arrive earlier than normal before Mass to prepare for the **Annual Catholic Appeal In-Pew Solicitation** so they may place ACA pledge envelopes and pencils in the pews. (Or ask them to distribute them at the appropriate time during the Mass.)
- ◆ Briefly explain the purpose of the ACA, then ask everyone to reflect on the ACA Giving Guide found on the envelope. Encourage pledges that can be fulfilled monthly. (Perhaps the equivalent of one week's offertory each month, or two hours wages each month?)
- ◆ Hospitality ministers should be prepared to supply extra envelopes and pencils as needed.
- ◆ ACA envelopes can be placed in the regular offertory **or** consider asking Hospitality Ministers to stand at the front of the center aisle with baskets. Then, invite parishioners to come forward to place their parish and ACA gifts in the basket. (It would be wonderful for the presider and deacon to do the same.)
- ◆ After Mass, please collect any extra pledge envelopes and pencils, re-supplying them as needed, and return them in a neat stack at the end of the pew in preparation for the next Mass.
- ◆ Hospitality ministers should check before Mass to ensure the supply is adequate.
- ◆ ACA envelopes would be collected and given to the parish office for processing (page 13).

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Gift Recording Procedures

1. Please know that we appreciate your efforts at following these steps especially when thousands of gifts flood the Development Office in the early months of the campaign. Your careful attention allows us to process gifts smoothly and without delay. If at any time you are in need of clarifications, please call us at (814) 695-5577.
2. If you have chosen to open ACA gift envelopes at the parish, for each batch you send to us, we require (1) a completed **ACA Reporting Form** (see Appendix), (2) one pledge card for each gift, and (3) a parish check equal to the amount received. **For the safety of all, please do not send currency in the mail.**
3. All gifts recorded on the Reporting Form must have a corresponding pledge card/envelope – even if you have to fill them out at the office.
4. When completing each ACA Reporting Form, please divide gifts into 3 groups:
 - i. Pledges - *with or without initial payment*
 - ii. Cash Gifts - *currency or check with no balance owed*
 - iii. Refusals (\$0) – *Return to us in a separate stack; omit them from the ACA Reporting Form*
3. If you have many gifts, please consider using separate Reporting Forms for pledges and one-time gifts, while sending one parish check for the cumulative amount received. Please complete a card, even for anonymous gifts.

Anonymous means that the donor is not publicly acknowledged. We record such gifts on the donor’s database account to provide them with a charitable gift receipt.
5. Please return **Refusals** (“\$0 responses”) to us so we do not send a follow-up request later in the campaign year. **Please do not record refusals on your ACA Reporting Forms.**
6. Please refrain from “assigning” ACA gift amounts to parishioners who are not aware of the amount.
7. When mailing gifts and reports to the Development Office, please use a secure envelope (like Tyvek® material) to prevent damage.
8. Priority for **weekly campaign reports** will be given to parishes that elected to have all gifts sent directly to us for processing. All parishes will receive **monthly reports**. Please bring discrepancies to our attention immediately.

Online Giving, EFT and Stock Gift pointers are on the next page.

Online Giving Option

Parishioners can now make a gift using our secure, online giving portal. We accept Visa, Mastercard, American Express and Discover cards. We are also able to process e-checks directly from a donor's checking account.

From the Diocesan home page at www.dioceseaj.org, click the "Donate Today" tab to access the secure portal.

While we incur a processing fee that has been averaging 2.5%, we offer this fulfillment method as a convenience to those who prefer make online gifts.

Electronic Funds Transfer (EFT) Option

We continue to offer automatic electronic withdrawals of pledge payments through our EFT option. Our bank continues to offer this service at no charge to us or the donor. An authorization form can be downloaded at www.dioceseaj.org/annual-catholic-appeal.

Gifts of Stock

Each year, we process several gifts of stock for the ACA. There are potential tax savings when someone donates stock that has appreciated in value if it has been held for more than one year. The donor is entitled to a charitable income tax deduction for the fair market value of the stock on the day that it is given. The donor also avoids paying capital gains tax on the increase in value.

If a parishioner wishes to make a gift of stock, please contact Chris Ringkamp at 814-695-5577 (office), 814-330-4074 (cell), or e-mail at cringkamp@dioceseaj.org. We also have made our stock transfer procedures available on the Development Office page of the diocesan website (www.dioceseaj.org).

Sample Parish Letter

Some parishes find success in mailing the parish letter before parishioners receive Bishop Mark's letter during the week of March 5. Others decide to wait until after receiving the initial wave of responses due to the Bishop's letter. Please proceed in a manner that suits your parish best.

Please adapt this sample according to the circumstances and attitudes of the parish, and your style of writing.

A letter signed by both the pastor and finance council chair demonstrates a shared collaboration in the case for parish support.

Dear <First Name(s)>: (*Personalization is the key!*)

Since we began our Lenten journeys of renewal, we have invited members of [parish name] to support essential ministries of the Diocese through the Annual Catholic Appeal. Your gift to the ACA allows the Church to advance the mission of Jesus Christ through ministries, programs and services that could not be accomplished by individuals or our parish alone.

Our parish goal of \$xx,xxx represents a small percentage of the entire Diocesan Goal. If every parish family makes a gift in proportion to its financial circumstances, our parish will be blessed beyond measure[, and will allow us to list your parish project here.]

If, for any reason you are not in a position to make a financial gift at this time, please return your pledge card or envelope indicating such to ensure that you do not receive another request. And, please let me know how the parish may be able to help you in this time of need.

May your Lenten journey be one of deep personal renewal for you and those you hold dear.

Sincerely yours in Christ,

Pastor

Finance Chair or ACA Campaign Chair

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PRE-APPEAL ANNOUNCEMENT

February 19

Bulletin and/or Verbal Announcement

The 2012 Annual Catholic Appeal will take place in the Lenten season. Please be sure to review the bulletin flyer and Bishop Mark's request in early March so you can reflect on and make your pledge soon after. Our goal is for each family and individual to participate this year. All "over goal" receipts will be used to (***mention parish's special project here***). Thank you!

ANNOUNCEMENT / EDUCATION SUNDAY

MARCH 4

Bulletin Insert (one-sided 5.5"w x 8.5"h flyer)

Bulletin Announcement

The 2012 Annual Catholic Appeal will take place in the Lenten season. Please be sure to review the bulletin flyer and Bishop Mark's request in early March so you can reflect on and make your pledge soon after. Our goal is for each family and individual to participate this year. All "over goal" receipts will be used to (***mention parish's special project here***). Thank you!

Clip Art (See Appendix)

General Intercessions

That our Lenten sacrifice through the Annual Catholic Appeal allows the Diocese of Altoona-Johnstown to work toward fulfilling Jesus' mission. We pray to the Lord.

or

That our generosity to the Annual Catholic Appeal be a reflection of the gratitude in our hearts for the many blessings that God has entrusted to us. We pray to the Lord.

BISHOP MARK'S GOAL ANNOUNCEMENT LETTER

Please read Bishop's letter at all masses this weekend.

N.B. *The Development Office mailed Bishop's goal announcement letter to pastors and administrators on February 1. If you need a second copy (paper or electronic), please call us at (814) 695-5577.*

Witness Talk / Announcement at Masses

See the following page for witness talk pointers.

"Please bring your ACA pledge card with you next weekend."

or

"Please come to Mass next weekend prepared to make your In-Pew pledge."

Lay Witness Talk

Although the pastor's personal support for the ACA is important, parishioners will give even greater attention to peer-to-peer invitations. So you do not place undo burden on one lay witness, please recruit as many individuals as you have masses on Announcement weekend.

Lay witnesses should give a brief presentation (5 minutes or so) during the time for announcements following the Prayer After Communion.

It is not necessary to use every item on the following list, nor is it important to use them in order. Circumstances and attitudes in your parish should determine what you need to say to help launch a successful campaign.

- Introduce yourself and your association with the parish.
- Describe your personal involvement in parish and diocesan ministries.
- Describe your positive personal experience in a diocesan ministry, program or event. (See the Appendix for Diocesan Ministry Profiles.)
- Explain why you personally give to the Annual Catholic Appeal.
- If your parish reached its goal last year, acknowledge this accomplishment and thank the parishioners for their sacrifices. (The Development Office can provide supporting information.) Remind them how any "over goal" receipts benefited the parish.
- If your parish did not make goal, stress other positive aspects such as participation percentage, volunteer efforts, etc. Explain that "over goal" receipts this year will be used to benefit the parish (name a specific project?).
- Viewing our charitable giving through the lens of stewardship causes us to respond in proportion to what we have been given (rather than what others may or may not give.)
- Stewardship also allows us to give gratefully because we have an internal need to give, not because the Church has a need to receive.
- Did you know that diocesan expenses to conduct the Appeal amount to only 3% of campaign gifts received? This means that 97¢ of every \$1.00 is used directly by diocesan ministries.
- Announce your parish ACA goal; seek 100% participation.
- Urge fellow parishioners to join you in making a gift to the Annual Catholic Appeal with an amount that reflects their gratitude toward God for His many and varied blessings.
- Smile, relax, and just be yourself! ☺

You will notice that sample documents in this manual make no mention of a suggested average gift amount.

If the gift is to be truly sacrificial, it would not be based on an average gift amount, or even someone else's level of generosity. Each person should decide an amount according to their financial circumstances.

COMMITMENT SUNDAY

March 11

Bulletin Announcement

Catholics of *One Faith* in parishes throughout our Diocesan *Household* are participating today in the **Annual Catholic Appeal**. All contributions - no matter the amount - are important in carrying out the church's evangelizing mission. Please return your ACA pledge card in next week's collection. The sooner we meet our goal, the sooner we can (*mention parish's special project here*). Thank you for your generous support!

General Intercession

May our gifts to the Annual Catholic Appeal be bold and courageous by reflecting our single hearted devotion and complete trust in God. We pray to the Lord.

Clip Art (See Appendix)

Homily Pointers

(Please select from among the Witness Talk points that appear on page 18.)

We gratefully acknowledge and appreciate your assistance in presenting this year's Appeal to the parish faith community.

Offertory

This weekend, consider asking Hospitality Ministers to stand at the front of the center aisle with baskets. Then, ask parishioners to come forward to place their parish and ACA gifts in the basket. (It is a powerful image for the presider and deacon to do the same.)

OPTIONAL IN-PEW SOLICITATION

(See page 11 for Hospitality Ministers' roles.)

FOLLOW-UP SUNDAY (optional)

March 18

During the announcements at each Mass, please note that last Sunday was Commitment Sunday for the **Annual Catholic Appeal**. Briefly mention the results of last week's response – including the percentage of families already participating. Be sure to mention that 100% of all excess funds collected over the goal will be returned to the parish for _____.

OPTIONAL IN-PEW ENVELOPE SOLICITATION

At this time, everyone who was not at Mass the previous Sunday, or who has not yet made a commitment, could be asked to complete one of the pledge envelopes. Ask them to take a few minutes to review the Giving Guide and to complete all requested information. The reader or presider may wish to read the steps for completing the pledge envelope outlined earlier. Please ensure that the ushers collect these envelopes before the end of Mass. *See page 11 for in-pew procedures.*

Remember, follow-up over a period of several weeks is important since not all parishioners attend Mass on a given Sunday.

Bulletin Announcement

Feel free to place clip art near the bulletin announcement in parish bulletin.

Thank you to all who have participated in the Annual Catholic Appeal. ____% of our families have participated to date. Please join them in supporting our Parish and our Diocesan ministries. If you do not have a pledge card, you may send your gift (made payable to the "Annual Catholic Appeal") directly to the parish office. Thank you for your generous response!

If, like other times of the year, you acknowledge parishioners who contribute for altar flowers, you may also consider acknowledging parishioners who give to the ACA – alphabetically, without referencing gift amounts.

General Intercessions

For all who have made their Lenten gifts to the **Annual Catholic Appeal**, that their generosity bring the hope of Christ to all who depend upon the ministries of our Diocesan Church. We pray to the Lord.

or

That all parishioners advance the evangelizing mission of the Church with a Lenten gift to the **Annual Catholic Appeal**. We pray to the Lord.

FOLLOW-UP SUNDAY (continued)

Announcements at Mass (Choose one or create your own.)

1. Last week, because of your generosity, we received gifts from _____ % of our parish families toward our **Annual Catholic Appeal** goal.
2. I ask each of you to support this year's Appeal and to help our parish witness its unity in Christ with other Catholics throughout the Diocese. What is most important is that each one of us offers a gift at a level that expresses our gratitude to God for blessings already received.
3. The **Annual Catholic Appeal** is a vital part of the Catholic Church's mission in Central Pennsylvania. Through it we allow Catholic Charities, The Fulton County Catholic Mission, Family Life, Vocations, Religious Education, and Lay Ecclesial Ministry, and many others to bring the Good News that is Jesus Christ to all who turn to them.
4. If you have not yet made a gift to the **Annual Catholic Appeal**, please pick up a spare envelope in the _____. You may return it to the parish office, place it in next week's offertory, or mail it to the Diocesan ACA office.
5. A fellow parishioner may call you this week seeking your participation in the ACA. Please respond positively when you receive this phone call. Every gift – regardless of the amount – is important to help the church carry out her evangelizing mission.

Expressing Thanks

BULLETIN ACKNOWLEDGEMENTS

Some parishes choose to periodically print names of ACA donors in the bulletin similar to Christmas or Easter flower lists. If you decide to publish donors' names, please remember to (1) print the list in alphabetical order, and (2) **omit** gift amounts.

MAIL ACKNOWLEDGEMENTS

Another way to show your appreciation is by way of a thank you letter or postcard to each donor. Personally signing each one is the best way to communicate your appreciation. If you decide to send a postcard, please omit the gift amount to protect the donor's privacy.

Telephone Follow-Up

Several parishes conduct a telephone follow-up effort especially within a few weeks of the campaign start. To help with your calls, the Development Office will provide you with campaign materials and a report that includes parishioners' names, addresses and phone numbers. **To protect donor confidentiality, we will exclude previous ACA gift amounts.** We will, however, supply you with two lists: past ACA donors and non-donors – or any other format that is helpful in your success. Please allow a few days' notice when requesting this information from Alicia Reilly at (814) 695-5577, ext. 2681.

Enlist volunteers (finance council, pastoral council, parishioners already knowledgeable of diocesan ministries, etc.) – especially those who have already made their ACA gift or pledge. Estimate that each can make between 15 and 20 attempts. Conduct a training session to acquaint them with the ACA and the ministries it supports (see Appendix). It would be appropriate for the callers to speak of their own positive experiences with Diocesan ministries, too. Using the printed materials and suggested script on the following page, they can work either separately or together over the course of a few evenings at the parish office. It is best to call:

Weekday Evenings:	6:30 p.m. – 8:30 p.m.
Weekends:	Saturday mornings after 10:00 a.m. ; Sunday afternoon through early evening.

Through this process, past contributors can be renewed and non-donors can be encouraged to become supporters of the parish through the ACA.

Great reasons for conducting a telephone follow-up:

1. Personal invitations are the best means of asking for participation.
2. Your efforts will help the parish reach and exceed its goal.
3. The process is simple to conduct.
4. It provides an opportunity for parishioners to share their views about the parish and the diocese.
5. It helps you update your parish database.

To prepare for the telephone follow-up, the volunteer caller should keep in mind that most parishioners will already know what the **Annual Catholic Appeal** is about from what they have heard at mass, read in the bulletin and in Bishop Mark's letter.

It would be helpful for the caller to review the Appeal materials in advance; however, the volunteer's primary objective is to encourage each parishioner – without using pressure – that all pledges to the **Annual Catholic Appeal** help (1) the parish, and (2) our Diocesan Church by providing services and ministries for those in need of spiritual enrichment or basic human necessities.

Before you begin, be sure you have enough Pledge Envelopes to mail to parishioners responding with "yes" and for completing with a \$0 gift for those responding with "no."

Sample Telephone Script

Hello, (Mr. /Ms. _____), this is _____ from _____ Parish. I am calling on behalf of (Monsignor / Father) _____ to seek your support of our parish through the Annual Catholic Appeal.

- - - To Previous Donor - - -

I am calling to ask you to renew your participation in the ACA this year. Please know that I am not aware of your previous gift amounts, but your participation has been a terrific blessing to our parish. Once our parish meets its goal of \$xx,xxx, all gifts above that amount will be used for (*parish's special project*). My family has already made our pledge because we believe in supporting some wonderful diocesan ministries that (*parish name*) couldn't sponsor on its own. Can we count on your support this year?

Pause.

- - - To Non-Donor - - -

I am calling to ask you to support our parish through the Annual Catholic Appeal. We are aiming for 100% participation. Once our parish meets its goal of \$xx,xxx, all gifts above that amount will be used for (*parish's special project*). My family has already made our pledge because we believe in supporting some wonderful ministries that (*parish name*) couldn't sponsor on its own. Can we count on your help this year?

Pause.

Response = Yes:

Thank you! Do you still have the pledge card that was mailed with Bishop Mark's brochure, or may I send you one? **(Please verify name and address.)**

Thank you for your time and for supporting our Parish and Diocesan ministries. Do you have any comments I can pass along to Monsignor/Father at this time?

Pause. God bless you; have a good (evening/day).

Response = No:

I understand. Please keep our parish and our Diocesan ministries in your prayers. Do you have any comments I can pass along to Monsignor/Father at this time?

Pause. Thank you for your time. God bless you; have a good (evening/day).

(To ensure that the person does not receive a second request, please complete a pledge card with their contact information and a gift of "\$0.00".)

Tracking Your Campaign Progress

For some parishes, it has been the practice within the ACA campaign to present parishioners with an “average gift amount” using basic math (Parish Goal ÷ Number of Parishioners). This approach assumes that you will have 100% participation among parishioners even though reality places participation much lower (the Diocesan average is 39%). **Please do not take this shortcut.**

One tool used in major campaigns (capital, debt reduction, etc.) is a gift pyramid which *needs to be tailored to your specific goal*. It is something that you and your campaign committee would use as a planning tool to gauge the progress of your campaign. **It is not a tool to be published.**

Your message to parishioners should be one that promotes Christian stewardship. Each individual or family gift should be based on their own circumstances and their own sense of gratitude for blessings received. To help parishioners make a gift in proportion to what they have received, perhaps a suggestion of one or two hour’s wages per month could be one approach? Or, if you encourage annual giving to the parish of 5% of income, perhaps an ACA gift equal to 1% of annual income would be sacrificial and proportional?

A capital campaign pyramid will not necessarily work in an annual fund. So I developed a template based on past performance of the ACA throughout the Diocese.

Here is an example of a gift pyramid for a typical parish of 430 parishioners and a \$27,800 goal. 173 gifts represents 40% participation with an average gift of \$160 (which is our Diocesan average – *but please don’t ask for this amount!*)

Gift Range	No. Gifts Required	Subtotal of the Range	Cumulative Total Raised	Cumulative Percentage of Goal
\$1,000 +	2	\$2,780	\$2,780	10%
\$500 - \$999	3	\$1,390	\$4,170	15%
\$400 - \$499	7	\$2,780	\$6,950	25%
\$300 - \$399	9	\$2,780	\$9,730	35%
\$250 - \$299	11	\$2,780	\$12,510	45%
\$200 - \$249	21	\$4,170	\$16,680	60%
\$150 - \$199	28	\$4,170	\$20,850	75%
\$100 - \$149	28	\$2,780	\$23,630	85%
\$75 - \$99	37	\$2,780	\$26,410	95%
\$50 - \$74	28	\$1,390	\$27,800	100%
Totals	173	\$27,800	\$27,800	100%

A P P E N D I X

- **Diocesan Ministry Profiles**
- **Where Does Your ACA Gift Go?**
- **Annual Catholic Appeal Goal Formula**
- **Sample ACA Reporting Form**
- **ACA Clip Art**

**Questions about any aspect of the ACA campaign?
Feel free to contact Chris Ringkamp at (814) 695-5577,
extension 2686, or via e-mail at cringkamp@dioceseaj.org.**

Diocesan Ministry Profiles

Diocesan Bishop

The Bishop consults with a number of advisory bodies including the Presbyteral Council (Council of Priests), Personnel Board, Diocesan Finance Council, Administrative Council and the Diocesan Pastoral Council. Every year the Diocesan Bishop:

- Confirms more than 1,000 young people
- Presides at the Rite of Election of Christian Initiation for those entering into full communion with the Faith
- Visits every state and federal correctional institution in our Diocese
- Participates in meetings of the Pennsylvania Catholic Conference (PCC) and the United States Catholic Conference of Bishops (USCCB)
- Meets and prays with his staff who coordinate all aspects of the faith life from liturgy and worship to education and formation
- Regularly invites the secular news media to conferences concerning Church issues
- Celebrates, presides and meets with leaders from other faith communities, Catholic organizations, religious communities, and secular leaders
- Receives and responds to many written communications daily
- Awards the Gallitzin Cross to outstanding, service-minded Catholics
- Interviews guests on his weekly television program *Proclaim!*
- Attends clergy conferences, retreats, and prayer gatherings with his brother priests and brother bishops
- Visits each parish faith community, college, and university that invites him
- Meets with diocesan staff regularly and with the Faithful upon request

As shepherd of a Diocesan Church covering eight counties in West-Central Pennsylvania, our Bishop is often on the road. It would not be uncommon for him to be in Bellefonte or State College in the morning and in Somerset the same evening.

Vicar General

The Vicar General oversees the five secretariats that organize the ministries of the Diocese. The secretariats are the Spiritual/Leadership, Missionary Outreach, Chancery, Temporalities, and Education. The Vicar General represents the Bishop's ministry to the priests and the pastoral life of the parishes within the Diocese of Altoona-Johnstown. He chairs the Priests' Personnel Board, which assists the Bishop in appointing ordained ministers to serve the faithful as pastors, parochial vicars and as chaplains in schools, hospitals and prisons. He is assisted by eight Deans (Vicars Forane).

Vicar for Religious

The Vicar for Religious is the liaison between the Bishop and the female and male religious serving the diocese. The Office of the Vicar sponsors days of recollection and workshops; and assists the Bishop in organizing a special event celebrating the anniversaries of profession of female and male religious. The Vicar is also available for consultation to the religious.

Judicial Vicar (Tribunal)

The Tribunal, administered by the Judicial Vicar, serves as the ecclesiastical court for the Diocese. The Bishop is the Chief Judge of the Tribunal, but delegates his judicial authority to the Judicial Vicar who acts in his place. Our Tribunal has four judges. There are four Defenders of the Bond who have a role in marriage cases. There is one Promoter of Justice, who acts like a District Attorney in criminal cases.

This Tribunal has competency to prosecute or vindicate the rights of physical or juridic persons or to declare facts. It can also impose or declare penalties. A major portion of the Tribunal's work involves persons who question their marital status. The Tribunal

investigates the validity of that union as to whether a person is bound by marriage or is free to marry. This office has helped thousands of Catholics within the Diocese return to the Sacraments.

Protecting God's Children Office

The Diocese has implemented the "Protecting God's Children" safe environment program to train all employees and volunteers about the prevention of child sexual abuse. The office is responsible for scheduling training sessions, keeping records of all Diocesan and parish employees' and volunteers' training requirements and with Diocesan policies which address compliance with the Charter for the Protection of Children and Young People promulgated by the USCCB. Since February 28, 2003, instructor-led training sessions have been conducted throughout the Diocese. Evaluations of the training sessions have been overwhelmingly positive in nature. *[This office receives funding from the separate Diocesan Insurance Fund, not from the ACA, but is provided here for your information.]*

Victim Advocate Office

The Victim Advocate Office provides assistance to persons who feel that they have been or are being abused by clergy, religious or lay staff of the Diocese. The Victim Advocate Office assists and supports them throughout the process of filing an allegation and the investigation that follows. Volunteer Victim Advocates are not counselors but serve as companions throughout the process by keeping them informed of the status of their allegation and providing spiritual and emotional support. *[This office receives funding from the separate Diocesan Insurance Fund, not from the ACA, but is provided here for your information.]*

Secretary for Communications

The Secretary for Communications works directly for the Diocesan Bishop to support his efforts to teach the good news of Jesus Christ. In service to this ministry, the secretary:

- Acts as official Diocesan spokesperson
- Prepares news releases and media conferences
- Administers the diocesan web site (www.dioceseaj.org)
- Produces a monthly e-mailed newsletter to hundreds of subscribers
- Refers information requests to diocesan staff
- Supports internal communications to diocesan staff and parishes as requested
- Supports external communications from diocesan ministries, parishes and Catholic organizations to Church and beyond
- Coordinates crisis and risk communications
- Provides content for The Catholic Register and secular news media organizations
- Speaks in public forums both inside and outside the Catholic community
- Coordinates the annual Catholic Communications Campaign collection
- Produces the Bishop's interview segment on the television program *Proclaim!*
- Distributes and oversees use of public service announcements supporting local and national church programs through radio and television outlets

CHANCERY SECRETARIAT [1 of 5]

Under the direction of the Chancellor, the Diocesan Chancery is that branch of diocesan administration in which are kept all written documents used in the official governing of the diocese. It is here where all documents are drawn up, copied, forwarded, and archived. Included in the Chancery's areas of administration are the Diocesan Archives, Canonical Permissions, Dispensations, Ecumenical Minister, and The Catholic Register*.

It is through the Chancery that the Diocese remits assessments to the Pennsylvania Catholic Conference (PCC) and the United States Conference of Catholic Bishops (USCCB). In addition to these, it also remits the Diocesan Bishop's discretionary support of the Holy See (which is in addition to gifts made to the Peter's Pence collection.) The Chancery also administers Diocesan pledges supporting a variety of religious institutions.

Two other vital areas of management are the Prison and Hospital Chaplaincies. The chaplains who minister at hospitals (both public and private) and prisons (local, state, and federal institutions) bring the presence of Jesus Christ to those who are either ill or incarcerated.

[The Catholic Register receives modest funding through the Annual Catholic Appeal.]

SPIRITUAL/LEADERSHIP SECRETARIAT [2 of 5]

Liturgy & Worship

The Liturgy Office assists the Bishop - the chief Liturgist of the Diocese - in overseeing quality liturgy throughout the Local Church. This is accomplished by: (1) providing parishes with Episcopal directives and diocesan guidelines; (2) helping faith communities to observe the liturgical seasons; (3) offering workshops for liturgical ministers; and (4) providing catechesis on pertinent liturgical matters by way of church bulletin inserts. The Diocesan Liturgy Commission meets regularly to improve liturgy by attention to education, use of music, structure and renovation of worship spaces.

Parish Life Office

The Parish Life Office serves parish faith communities by providing one point of contact for several parish-based ministries: the Church's initiation sacraments, evangelization initiatives, adult catechesis and stewardship. The ministries may be contacted via e-mail at parishlife@dioceseaj.org. The following 12 ministries fall within the Parish Life Office.

Adult Enrichment

If you were last educated in your faith in grade school or high school, our short-term courses are designed to help you live your faith more fully in your family, workplace and society. They offer spiritual formation, a greater love of your faith and a chance to develop communication and leadership skills. All curious individuals are invited to participate in a course of their choosing. Topics include Old and New Testaments, Christian Prayer and Spirituality, Sacraments, and Church History.

Christian Initiation of Adults

This ministry assists the Diocesan Bishop in the implementation of the Rite of Christian Initiation of Adults - the Roman Catholic Church's process of welcoming adults through the sacraments of Baptism, Confirmation, and Holy Eucharist. Support and resources are provided to pastors, parish directors and teams. Education classes and formation workshops are offered in conjunction with the ministries of Adult Enrichment, Lay Ecclesial Ministry, Liturgy, Religious Education, and the Tribunal. We coordinate three annual diocesan celebrations: The Rite of

Election (celebrated at both Cathedrals on the 1st Sunday of Lent); Passion Sunday Retreat and Anointing Services; and the Neophyte Gathering of Thanksgiving.

Evangelization

This ministry assists parishes in forming evangelization teams, small prayer groups, and outreach ministries to inactive Catholics. We provide resources to help faith communities infuse a sense of evangelization in all parish-sponsored ministries and programs.

Lay Ecclesial Ministry

Formerly known as "Lay Ministry," this ministry offers a more formal catechetical path than does our Adult Enrichment ministry. Participants who successfully complete two years of courses and workshops earn Diocesan Basic Lay Ecclesial Ministry Certification, while Lay Ecclesial Ministry Certification is earned after completing each specialized ministry track of their choosing.

Parish Pastoral Council Support

The office director serves as a conduit between Parish Pastoral Councils and the Diocesan Pastoral Council. An outcome of this new communication channel may lead to this office becoming a resource center of "best practices" for pastoral councils.

Sacramental Preparation

With the establishment of the Parish Life Office in January 2006, there is now a dedicated ministerial coordinator who assists parishes in bringing to life the Church's catechetical and liturgical directives of Sacramental Preparation. Special emphasis is being given to rejuvenate the Confirmation process. The coordinator is committed to assisting parishes in the formation of sacramental preparation teams while providing opportunities for their ongoing catechesis.

Stewardship

Christian stewards recognize God as the source of all good gifts. An understanding and commitment to practicing Christian stewardship as a way of life is necessary for those who claim to be disciples of Jesus Christ. This ministry assists parishes in establishing a long-term presence of stewardship within the faith community. We strongly recommend that stewardship committees come under the auspices of the Parish Pastoral Council. Encouraging parishioners to share their God-given gifts of time, abilities, and finances within and beyond the parish faith community leads to fruitful evangelization and increased vitality.

Youth Ministry

This office conducts faith experiences for the youth of our parishes. Events include Senior High Youth Conference (SHYCON), Junior High Youth Day and Camp Zacchaeus. Also coordinated through this office are Religious Education, Sacramental Prep and Scouting.

Priests' Vocations

In 2010, this ministry became full-time to support individuals discerning a vocation to the priesthood or the religious life, with a particular ministry to those preparing to serve as priests in the Diocese. Gifts to the ACA cover all seminary training, formation, and post-graduate expenses so that the seminarians can devote their full attention to education and formation. This is a lifelong investment in providing spiritual leadership for future generations.

Ongoing Formation of the Clergy

This ministry provides pastoral support to priests serving the Diocese of Altoona-Johnstown by coordinating retreats, workshops, and clergy conferences.

Office for the Formation, Ministry and Life of Permanent Deacons

The Diaconate Office supports lay men as they prepare for service as permanent deacons, as well as ongoing formation after ordination. These ordained ministers are increasingly crucial in supporting the liturgical and social life within the Diocese. In addition to their presence at parish liturgies, many deacons may be found serving the community in nursing homes, hospitals, prisons, the St. Vincent de Paul Society, and other forms of service.

Family Life

The Family Life Office serves parishes and families in eight counties with its resources, consultation, and programs in the areas of Family Spirituality, Marriage Preparation and Enrichment, Help for Hurting Marriages, Natural Family Planning, Parenting, Bereavement, and Divorce. It also coordinates Project Rachel, a post-abortion healing process, and serves as liaison to the Diocesan Commission for Life and Justice.

MISSIONARY OUTREACH SECRETARIAT [3 of 5]

Catholic Charities

Responding to our brothers and sisters most in need of help leads us to offer financial assistance and counseling from our offices in Altoona, Johnstown, State College, Ebensburg and McConnellsburg. In addition to financial assistance for food, fuel or medical care, we also provide counseling for adoptions, problem pregnancies, marriage enrichment and foster home placement. Through this ministry, people are able to remain in their homes and children are provided with heat during the winter. Running water is provided to families who have had it turned off for various reasons. Domestic violence is reduced. Couples are shown how to live together. Parents and children are shown how to get along.

Fulton County Catholic Mission

Located in McConnellsburg, the Fulton County Catholic Mission strengthens the Catholic presence in this rural Appalachia area in the Diocese. Staff from the Mission, working with local county authorities and agencies, minister directly to the poor through assistance with basic needs such as clothing, food, shelter, and temporary emergency housing. They encounter people challenged with problems of physical abuse and drug abuse, divorce, homelessness, teen pregnancy and illiteracy. The Mission also coordinates Fulton County FEMA funds and raise and administer funds for the local Salvation Army Units.

The Mission Office *

The Mission Office coordinates diocesan efforts to fulfill the Lord's command to "preach the Gospel to all nations" and to care for the poor beyond the borders of our Diocese. This coordination includes the Society for the Propagation of the Faith, Holy Childhood Association, The Society of St. Peter the Apostle, Catholic Relief Services (the Bishops' Overseas Appeal and Operation Rice Bowl), Mission Co-op Appeals (annual visits to each parish by missionaries), and the Catholic Home Missions Appeal.

Since 1998, the office has coordinated a twinning relationship with the Diocese of Mandeville in Jamaica, West Indies – one of the poorest regions in our hemisphere.

Fifteen local parishes have partnered with parishes in Mandeville, while several others have chosen to support a missionary priest. The annual Ash Wednesday collection, known as the Mandeville Appeal, provides funding to the Mandeville Diocese and its ministries.

[Although this ministry is not funded by the Annual Catholic Appeal, it is included here to provide a complete overview of this secretariat.]

EDUCATION SECRETARIAT [4 of 5]

The Mission of the Diocesan Education Office focuses upon the development, formation, administration, support, and empowerment of all who participate in the educational ministry of our Diocesan Church. The effort and focus is conveyed through our pre-school and elementary Catholic schooling, religious education, youth and campus ministries.

Catholic Schools of the Diocese

Catholic education has always been an important component of the total ministry of this Diocesan Church. Throughout our history, as well today, a diverse population has realized the sense of community, positive experiences and continued commitment to each students' spiritual, academic and social development under the Bishop's guidance. Daily exposure to Catholic interdisciplinary teaching is a priceless gift of immeasurable worth.

[The Annual Catholic Appeal supports this ministry only by providing operational funding for the Diocesan Education Office staff.]

Campus Ministry

The Office of Campus Ministry serves college students within the geographic boundaries of the Diocese. Catholic Campus Ministry is established at the public and private institutions of Juniata College, Lock Haven University, PSU Altoona, Penn State Catholic Campus Ministry (University Park), and the University of Pittsburgh at Johnstown. Of course, Saint Francis University and Mount Aloysius College have their own campus ministries.

TEMPORALITIES SECRETARIAT [5 of 5]

Finance Office

The Finance Office, in consultation with the Diocesan Finance Council, administers Diocesan assets. This includes annual budget preparation for all Diocesan ministries; administrative functions such as accounts payable and receivable; accounting, legal matters, computer systems, banking and investments, financial statements; and personnel functions for payroll, benefits, and retirement plans.

This office monitors and assists parishes in the administration of goods under the authority of the Bishop. This is accomplished through the annual review of financial statements, periodic visits to the parishes, approval of new construction or renovations, administration of the Mutual Aid Plan, and coordination of court litigation and property tax matters.

This ministry also coordinates the following services for all parishes and schools (the costs of which are funded by the parishes and schools): medical insurance and retirement plans for priests and lay employees; central processing of national offertory

collections; and the purchase of insurance for liability, property, vehicles, and workers compensation.

The office budget includes the cost for upkeep of several buildings. We have 2 historical buildings designated as *Diocesan Shrines*, including St. Joseph Mission Church (known as "Hart's Sleeping Place"), our oldest church building located near Carrolltown; and the Gallitzin Chapel House in Loretto, the residence of our missionary priest-prince, Servant of God Demetrius Gallitzin. Other expenses include operating subsidies for our two cathedrals as well as routine maintenance and repairs of the office buildings.

Information Systems / Information Technology (IS/IT)

The IS/IT department provides an infrastructure via the Diocesan Wide Area Network (WAN). This network enriches the capacity for personal communication and evangelization, both within and beyond the Diocese; among and between ministries, faculty, students, parents and other constituencies.

Dmitri Manor (Senior Priests' Residence)

Our Diocesan Church stands strong in its commitment to support our senior priests who have given their lives in service to the Faithful. Dmitri Manor, located on the grounds of the Diocesan Administration Center in Hollidaysburg, offers a comfortable setting and provides a residence for them while they continue to provide spiritual and pastoral services to the members of this Household. Twelve private apartments share a chapel, dining room, and other communal recreation facilities.

Development Office

The office helps people express their gratitude through charitable contributions that allow our Diocesan Church to fulfill her mission in Jesus' name. Among its major initiatives are:

- Annual Catholic Appeal
- Second Century Scholarship Fund – individual and corporate contributions (Helping businesses earn EITC tax credits that become tuition scholarships)
- Development initiatives for Penn State Catholic Campus Ministry (University Park) Development, including the Suzanne Pohland Paterno Catholic Student Faith Center building campaign
- Special Diocesan Collections (*Priests' Medical/Retirement* and *Catholic Charities*)
- Elementary School Development initiatives
- Parish Capital Campaign assistance

[*Not funded by the ACA and no longer administered under contract by the Diocese*, the Independent Foundation serves as the "planned giving" entity of the Diocese. It facilitates deferred giving for interested donors through bequests, charitable gift annuities, insurance, and other methods. All parishes and schools should establish at least one endowment as a means of receiving extraordinary contributions and bequests. If parishioners would like to remember the parish in their will, or set up an endowment to support the parish or school, please ask them to contact the foundation at (814) 201-2080 or www.icfdaj.org.]

For the latest news about the Diocese, please encourage the Faithful to visit www.dioceseaj.org where they can subscribe to the free Diocesan monthly newsletter, the *E-vangelist*.