

2016 Annual Catholic Appeal Parish Campaign Guide

Announcement / Education Weekend • February 21

Commitment Weekend • February 28

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You will find this Guide and other ACA resources at the bottom of the webpage at www.dioceseaj.org/annual-catholic-appeal.

Introduction

We have prepared this guide for parish staff and volunteers who assist the pastor in promoting the Annual Catholic Appeal. Please make note of new content inside especially the revised In-Pew Pledge Method that we recommend parishes conduct on February 27 & 28. It is another educational tool to help the parish reach goal before Pentecost.

If your parish has a history of falling short of its Annual Catholic Appeal, please consider a fresh approach! The lay faithful will best respond when invited by fellow laity whether by a witness talk (page 18) or a telephone follow-up effort (page 22). Other methods of inviting participation include a pastor's letter and a pledge drive after masses.

Last year, the 66 parishes that received 'over goal' checks had an average participation rate of 44% of households while parishes that fell short of goal had an average rate of 37%. Rather than encourage a dollar goal, focus your weekly updates on the percentage of parish families participating!

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Jubilee of Mercy Prayer

The prayer for this year's campaign is the diocese's prayer for the Jubilee of Mercy. All households received a copy of the prayer in Bishop Mark's Lenten mailing.

Material Checklist

Our initial shipment of campaign materials included only those that you had requested earlier this year. If you need additional quantities, we have extras while supplies last.

- □ POSTERS
 - Hang them as Ash Wednesday approaches.
- **□** BULLETIN INSERTS
 - Please distribute in bulletins on February 21
- ☐ IN-PEW / PLEDGE ENVELOPES
 - Use for the In-Pew solicitation on February 28
 - Include with the Pastor's Letter(s)
 - Place in a convenient location (Gathering Space, etc.)
- □ MAILING LABELS
 - We provide mailing labels upon request to a handful of parishes.

We have found that a parish will see better results when using its own database to generate labels and personalized letters.

2016 ACA Timeline

February 14	Pre-Appeal Announcement 1st Sunday of Lent
	See page 17Bulletin & Verbal Announcements
	 Communicate the Parish's Case for Support (Parish project)
	Communicate and range of Cappore (range project)
February 16	 Bishop Mark's letter mailed to parishioners.
February 21	Announcement Sunday 2 nd 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 (See page 18)
February 22	 Special ACA Page published in The Catholic Register.
February 28	Commitment Sunday 3 rd Sunday of Lent
	See page 19
	Bulletin Announcement Canada Interconsists
	General IntercessionACA gifts placed in (separate?) weekly collection
	In-Pew Solicitation [TRY IT!]
March 1+	Record and send all ACA gifts to Development Office (see page 13).
March 6	Follow-Up Sunday (Optional) 4 th Sunday of Lent
	• See page 20
	Bulletin Announcement
	Bulletin AnnouncementGeneral Intercession
	Bulletin Announcement
	 Bulletin Announcement General Intercession ACA gifts placed in (separate?) weekly collection
	 Bulletin Announcement General Intercession ACA gifts placed in (separate?) weekly collection Announcement at Mass
Mid Appl	 Bulletin Announcement General Intercession ACA gifts placed in (separate?) weekly collection Announcement at Mass In-Pew Solicitation [TRY IT!]
 Mid-April	 Bulletin Announcement General Intercession ACA gifts placed in (separate?) weekly collection Announcement at Mass In-Pew Solicitation [TRY IT!] Mail Pastor's Letter to Parishioners not yet making an ACA gift.
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Calendars

		Fe	ebruary 201	16		
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9 Hang ACA Posters	10 Ash Wednesday	11	12	13
14 1st Sunday of Lent Pre-Appeal Announcement	15	16 Bishop Mark's ACA Letter arrives as early as today.	17	18	19	20
21 2 nd Sunday of Lent ACA Announcement	22 ACA Pages in Catholic Register	23	24	25	26	27 In-Pew Pledging at All Masses
28 3rd Sunday of Lent ACA Commitment In-Pew Pledging at All Masses	29 Leap Day		e envelope: all or			to the Development

March 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5 In-Pew Pledging at All Masses
6 4th Sunday of Lent ACA Follow-Up In-Pew Pledging at All Masses	7	8 Parish sends ACA gifts weekly to Development Office	9	10	11	12
13 5th Sunday of Lent	14	15 • Parish sends ACA gifts weekly to Development Office	16	17	18	19
20 Palm Sunday	21	22 Parish sends ACA gifts weekly to Development Office	23	24 Holy Thursday	25 Good Friday	26 Holy Saturday
27 Easter Sunday	28 Easter Monday	29 Parish sends ACA gifts weekly to Development Office	30	31		

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 adding 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 <u>receipts</u> 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.

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

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

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 included in the *first* year of the Silver Anniversary capital campaign of 1985-1987, as was typical for a major capital campaign at that time.

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 currently provides 60% of the annual funding of twenty-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 a diocesan one.

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 <u>direct result</u> of the success of the 2005 Treasure/Increased Offertory directive that parishes followed.

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. The diocese will reduce its budget by the amount of the any parish goal reductions.

All gifts received through the **Annual Catholic Appeal** are credited toward your parish's portion of the Diocesan Goal. Once a parish exceeds its individual goal in contributions received, 100% of additional receipts are recorded and refunded to the parish for its needs.

All "over goal" receipts are not assessed.

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 his commitment to the ACA <u>before</u> asking others to give, then...
- Communicates a positive attitude toward the ACA it's contagious!
- Asks, "Please give to the Annual Catholic Appeal."
- Encourages pledging instead of one-time gifts.
- Highlights diocesan ministries that he has direct experience with and/or those that support parish ministries (See Appendix.)
- Expresses 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 Parish Secretary in preparing pledge envelopes for Commitment Sunday, mailings, telephone follow-up effort, etc.

PARISH SECRETARY

- ◆ Is appreciated deeply by all of us in Development! ☺
- Reviews this Resource Guide.
- Assists Pastor and committee in organizing the campaign.
- Re-prints announcements in the bulletin.
- Recruits volunteers to stuff ACA Inserts into bulletin for ACA Announcement Sunday.
- Recruits volunteers to distribute pledge envelopes for Commitment Sunday.
- Coordinates the Pastor's mailing(s) with the help of the sub-committee.
- 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 promptly after they have been made. Please forward gifts to us as you receive them.]

A note on Mailing Labels:

We provided 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 changes.]

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 <u>optional</u> **In-Pew** solicitation. Please communicate the following information to them *prior* to Commitment Sunday or Follow-Up Sunday.

ACA IN-PEW SOLICITATION

- Please see the separate handout for use at mass.
- 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 should be collected and given to the parish office for processing (page 13).

But wait, there's more ...

Gift Recording Procedures

- 1. The Development Office will process upwards of 24,000 gifts throughout the year. Please help us by following these steps. Call us at (814) 695-5577 at any time with questions or clarifications.
- 2. We prefer to receive <u>unopened</u> individual ACA envelopes from the parish. Two of us from the development office open the envelopes and sort them for processing. We give these gifts priority to ensure that they appear on the parish's weekly donor report.
- **3.** If you prefer to open ACA gift envelopes at the parish, please:
 - i. Complete your customized ACA Reporting Form that we provided via e-mail. The completed form can be returned to us at <u>giving@dioceseaj.org</u>.
 - ii. Mail (1) original gift cards and (2) a parish check equal to the deposit amount. At no time should a parish office send currency in the mail. [Yes, all gifts on the Reporting Form must have a corresponding pledge card/envelope even if you have to fill cards out at the office. We use the report to balance, but we use the cards for entering gifts into the database.]
 - iii. Divide the cards into four stacks:
 - 1. Pledges,
 - 2. EFT Pledges (with VOID checks),
 - 3. One-time Gifts, and,
 - 4. Refusals.
- **4. Anonymous** means that the donor is not publicly acknowledged. We record such gifts on the donor's database account and provide them with a charitable gift receipt.
- If a donor does not want "the diocese" to know their identity, we will record the gift on the parish's record. Please include an "anonymous" pledge card/envelope with your report. The parish is responsible for providing the anonymous (unknown to us) donor with a charitable gift receipt.
- **6.** When mailing gifts and reports to the Development Office, please use a secure, sealed envelope to prevent damage in transit.
- 7. Infrequently we may credit a gift to the wrong parish or donor. Please bring discrepancies on our reports to our attention immediately so we can correct the donors' records.

ACA Charitable Gift Receipts

NEW in 2016...

We will mail one charitable gift receipt to each ACA donor after the close of the campaign on December 31. The gift receipt will be a cumulative total for 2016. IRS requires we issue receipts no later than January 31, 2017.

In addition, we will mail a postcard acknowledging each pledge and one-time gift as soon as we have recorded them in our database. The postcard is not an official receipt, simply confirmation that their gift has made it to us.

Online Giving Option

Parishioners can give through 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 any page on the diocesan website, <u>www.dioceseaj.org</u>, click the "Donate/Register" icon to access the secure giving portal.

While we incur a small processing fee, we offer this fulfillment method as a convenience to those who prefer make online gifts.

Electronic Funds Transfer (EFI) 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.

Commitment cards with a VOID check attached are a sure sign of an EFT pledge. Please create a unique ACA Reporting Form since we process EFT gifts separately from all other gifts. (If you include EFT gifts on a Report with other pledges and one-time gifts, the report will be set aside until we have the time to review it.)

Gifts of Stock

Gifts of appreciated stock are becoming more attractive in recent years. There are potential tax savings when a donor gifts appreciated stock 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 he or she transfers it. 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.

A one-page summary of our stock transfer procedures can be downloaded from the *Development Office* page of the diocesan website (<u>www.dioceseaj.org</u>).

Sample Parish Letter

Some parishes find success in mailing the parish letter before parishioners receive Bishop Mark's letter while others wait until after receiving the initial wave of responses as a result of his 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.

<u>A letter co-signed by the pastor and the finance council chair</u> demonstrates a shared collaboration in the case for parish support.

Dear <First Name(s)>: (Personalization is preferred!)

As we continue along on our Lenten journeys, we invite you to support our parish and diocesan ministries with a sacrificial gift to the Annual Catholic Appeal. Your gift allows the Church to evangelize through the Sacraments, faith experiences, social justice and personal witness in ways that could not be accomplished by individuals or our parish.

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

If, for any reason you are unable to make a financial gift at this time, please return your pledge card or envelope indicating such to ensure that you do not receive additional mailings. And, please let us 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

Even more to come ...

PRE-APPEAL ANNOUNCEMENT

February 14

Bulletin / Verbal Announcement

The Annual Catholic Appeal begins in a few weeks. This is our opportunity to support more than 20 ministries that serve God's people throughout our eight county diocese. All contributions received over our parish goal will be used to (*mention parish's special project here*). Thank you for supporting the Church!

If the pastor writes his own column in the bulletin, consider focusing on one ACA funded ministry that made a difference for the parish or a parish family. [Remember, ACA donors funded initial formation of diocesan clergy and continue to fund ongoing formation.]

ANNOUNCEMENT / EDUCATION SUNDAY

February 21

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

Bulletin / Verbal Announcement

The Annual Catholic Appeal has begun. Your gift supports more than 20 ministries that serve God's people throughout our eight counties. Please review Bishop Mark's invitation to participate when it arrives this week and place your Lenten gift in the offertory basket next weekend. All contributions received beyond our parish goal will be used to (*mention parish's special project here*). Thank you for supporting the Church!

Again, if the pastor writes his own column in the bulletin, consider focusing on one ACA funded ministry that made a difference for the parish or a parish family.

General Intercession

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.

Witness Talk

Conduct Witness Talks at masses today or include them in the In-Pew Pledge Method next Sunday.

Recruit parishioners who in the last year:

- Attended Engaged Encounter or Marriage Prep sessions;
- Participated in a Widow's/Widower's Tea at the Family Life Office;
- Registered for a Lay Ministry/Adult Enrichment course;
- Went to Camp Zacchaeus, Camp Timothy, SHYCON, etc.
- Received an Annulment (at no cost, of course);
- Etc.

Lay Witness Talk

Although the pastor's personal support for the ACA is important, parishioners appreciate peer-to-peer invitations. So you do not place undo burden on one lay witness, please recruit one individual for each mass on Announcement weekend.

Lay witnesses should give a brief presentation (5 minutes max) 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.
- Explain why you are a grateful giver 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 <u>not</u> make goal, stress other positive aspects such as participation percentage, volunteer efforts, etc. Explain that "over goal" receipts 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 (not 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 less than 2% of receipts? This means that 98¢ of every \$1.00 supports diocesan ministries.
- Announce your parish ACA goal; seek 100% participation. (Avoid asking for an "average" gift amount.)
- 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 a gift is to be truly sacrificial, it would <u>not</u> be based on an average gift amount, or even someone else's level of generosity. Each person should decide an amount according to his or her financial circumstances.

COMMITMENT SUNDAY

Bulletin / Verbal Announcement

Today is Commitment Sunday for the **Annual Catholic Appeal**. Many diocesan ministries from vocations to social justice, youth ministries and more are counting on our prayers and Lenten sacrifices. If you didn't bring your Commitment Card to mass this weekend, please bring it next weekend or you may make an online gift at www.dioceseaj.org. All gifts made beyond our goal will be used to (*mention parish's special project here*). Thank you for your Lenten offering.

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.)

IN-PEW SOLICITATION

Please refer to the separate page of instructions.

(See page 11 for Hospitality Ministers' roles.)

March 6

FOLLOW-UP SUNDAY (optional)

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 [your special project].

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

Bulletin Announcement

Thank you to all who have participated in the Annual Catholic Appeal. _____% of our families have participated so far. Please join them in supporting our Parish and our Diocesan ministries with a Lenten gift. 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, or you may give online at www.dioceseaj.org. Thank you for your generosity!

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 by publishing a list of donors <u>without</u> referencing specific gift amounts.

General Intercessions

For all who have made their Lenten gifts to the **Annual Catholic Appeal**, that their generosity brings the hope of Christ to all who turn to our diocesan ministries in times of need. We pray to the Lord.

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That all parishioners advance the evangelizing mission of the Church as grateful stewards of [parish name] and our diocese. 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 print the list <u>without</u> specific gift amounts.

MAIL ACKNOWLEDGEMENTS

Show your appreciation by sending a thank you letter or postcard to each donor. Personally signing each one is the best way to express your appreciation.

If you send a postcard, please omit the gift amount to protect the donor's privacy.

The Diocesan Development Office will mail acknowledgement postcards (without gift amounts) immediately upon recording each gift so donors are aware that their gifts were received. We will also mail cumulative charitable gift receipts for all ACA contributions in January 2017.

Telephone Follow-Up

Several parishes have had noticeable success with telephone follow-up efforts conducted within several weeks of the campaign start.

To help plan your calls, the Development Office will provide you with Pledge Envelopes and Reports with parishioners' names, addresses and phone numbers. We will, however, supply you with two lists: past ACA donors and non-donors – or any other format that is helpful in your success. **To protect donor confidentiality, we will exclude previous ACA gift amounts.** Please contact Deb Guyer at (814) 695-5577, ext. 2681, with your request.

Enlist volunteers (finance council, pastoral council, parishioners who are knowledgeable of diocesan ministries and those who have already made their ACA gift or pledge).

Divide the call list among the volunteers. Each parishioner on the list should receive three attempted calls. It is okay to leave a message on the third attempt.

If necessary, conduct a brief 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. As soon as the parish reaches its goal, excess gifts will be refunded to the parish.
- 5. It helps you update your parish census.

Before you begin, be sure you have enough **Pledge Envelopes** for the calling team to fill out for (1) parishioners who respond with "yes" or (2) for those who respond with "no." All completed envelopes would be forwarded to the diocesan development office.

Refusals would be excluded from any follow up mailings that may be conducted through the end of the year.

Telephone Script

Background Information

A special "thank you" to Father James Crookston for sharing his method which has been included in this script.

The purpose of your call is to broaden parishioner ownership in the success of the appeal. We are already at xx% of our goal with xx% families having made a gift.

The parish wants to increase participation in the ACA to xx% of families this year. Friendly calls have significantly increased this rate in other parishes.

Pray as you dial and remember to remain calm and cordial.

If there is no answer on the third attempt, please leave a message that cordially reminds them to give to the Annual Catholic Appeal.

The Call
"Hello, (Mr. /Ms), this isfromto remind you to consider making a gift to the Annual Catholic Appeal."
We are aiming for xx% participation this year. Once our parish meets its goal, all gifts above the goal will be used to $(parish's project)$. My family has already made our pledge, can the parish count on your support this year?"
Pause.
Do you have any comments I can pass along to Monsignor/Father at this time?
Thank you for your time and have a good (evening/day)."
Post-Call Notes
Please complete a pledge envelope for each completed call.
For those who are unable to make a gift, please fill out a pledge card/envelope with their contact information and a gift of "\$0.00".
The parish will forward all envelopes to the diocesan development office for recording.
Refusals will be excluded from any follow up mailings that may take place through the end of the year.

Please give any changes to the parish office (phone #, new address, new parish, etc.).

Thank you for volunteering your time and talents!

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 \div Number of Parishioners). This approach makes the wrong assumption 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 should be tailored to your specific goal. It is something that you and your campaign committee would use as an internal planning tool to measure the progress of your campaign. The gift pyramid is <u>not</u> 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. A template has been developed based on past performance of the ACA throughout the Diocese.

This is an example of a gift pyramid for a typical parish of 430 parishioners and a \$27,800 goal.

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	П	\$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%

- Diocesan Ministry Profiles
- 2016 ACA Goal Formula
- Sample ACA Reporting Form

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. A P P E N D I X

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 quests 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 that 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.
- Publishes the monthly *E-vangelist* electronic newsletter.
- 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 where all written documents used in the official governing of the diocese are kept. It is here that 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 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 $1^{\rm st}$ 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.

• Sacramental Preparation

The ministerial coordinator assists parishes in bringing to life the Church's catechetical and liturgical directives of Sacramental Preparation. Special emphasis is being given to 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, Camp Zacchaeus and Camp Timothy. Also coordinated through this office are Religious Education, Sacramental Preparation and Scouting.

• Priests' Vocations

In 2010, this ministry became full-time to support individuals considering a vocation to the priesthood or the religious life, with a particular ministry to those preparing to serve as priests for our 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 allows us to offer financial assistance and counseling from multiple locations throughout the diocese. 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 raises and administers 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 the Mission Office 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 on the development, formation, administration, support and empowerment of all who participate in the educational ministry of our diocese. 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 diocese. 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 provides 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. Catholic institutions of higher learning, 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): (1) medical insurance and retirement plans for priests and lay employees; (2) central processing of national offertory collections; and (3) 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 modest 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 assists people with expressing their gratitude through charitable contributions that allow the Church to fulfill her mission in Jesus' name. Among its major initiatives are:

- Annual Catholic Appeal
- Second Century Scholarship Fund currently raising \$1.5M annually through corporate EITC tax credit contributions that are awarded as tuition assistance to 1,625 students
- Development initiatives for Penn State Catholic Campus Ministry (University Park), including the Suzanne Pohland Paterno Catholic Student Faith Center campaign
- Special Diocesan Collections (*Priests' Medical/Retirement* and *Catholic Charities*)
- Legacy gifts, bequests
- Elementary School Development initiatives and Parish/School Capital Campaign assistance upon request

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

2016 Annual Catholic Appeal Goal Formula

The Annual Catholic Appeal goal formula takes into account each parish's **Registered Households** and **Regular Receipts**. (Prior to 2010, goals were based on households only. This caused parish goals to vary from 6% to 20% of annual Regular Receipts. Parishes at the upper end of this range rarely met goal, if ever.)

With the current formula, the range of goals as a percentage of Regular Receipts has narrowed. Parish Goals better reflect each parish's ability to support diocesan ministries.

The diocese will reduce its budget according to goal reductions awarded for major parish campaigns.

<u>Please note that parish goals are based on the objective formula as shown below – not on the parish's prior ACA performance</u>. This example is based on a typical parish of 400 households with Regular Receipts of \$260,000. Each parish can calculate the actual ACA goal by substituting its own reported households and receipts.

Chris Ringkamp Director of Development

Total Regular Receipts as reported by all parishes via the annual Financial Report.	Total Regular Receipts in Fiscal Year 2014-15 (A) = \$23,327,544
2. Total Registered Adult Households reported in the <i>General Statistics Report</i> .	Total Registered Households (B) = 35,490
3. Diocesan ACA Goal (C) equals 11% of total Regular Receipts (A).	Diocesan ACA Goal (C) = (A) x 11% = \$2,566,030
4. One-half of the Parish ACA Goal (D) is equal to the parish's Regular Receipts as a percentage of total receipts, multiplied by one-half the Diocesan Goal.	One-Half Parish ACA Goal (D) = (Parish's Receipts ÷Total Receipts) x (½ Diocesan Goal) $D = (\$260,000 \div A) \times (C \div 2) = \$14,242$
5. One-half of the Parish ACA Goal (E) is equal to the registered Parish Households as a percentage of Total Households (B), multiplied by one-half the Diocesan Goal.	One-Half Parish Goal (E) = (Parish Households \div Total Households) x (½ Diocesan Goal) E = (400 \div B) x (C \div 2) = \$14,370
6. Parish ACA Goal = D + E	Parish ACA Goal = (D) \$14,242 + (E) \$14,370 = \$28,612

Diocese of Altoona-Johnstown Date: **Annual Catholic Appeal** Report No. Reporting Form Page No. Parish No. Amt. of Check \$0.00 Parish Name Check No. Pastor: All gifts must be accompanied by a pledge card/envelope/coupon completed by the donor. **New Gifts** Check No. ID# **Check Date** Total Gift Amt. Cash Amt. Donor's Complete Name(s) This version is for parishes filling out paper reporting forms. To record gifts electronically on an Microsoft Excel spreadsheet, please e-mail us at giving@dioceseaj.org. We prefer to receive unopened ACA gift envelopes - saves you time and gifts get recorded quicker. Call us for details! Payments against existing Pledges Check No. **Check Date** Payment Amt. Number of Gifts: 0 Totals: \$0.00 \$0.00