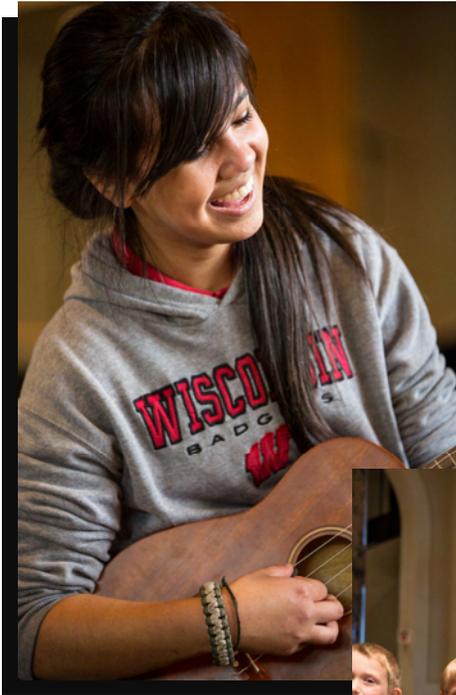




2017/2018 PARISH CSA LEADERSHIP MANUAL

*“Go Out and Share. Go Out and Ask. Become the Word
in Body and Spirit.”* Pope Francis



Prepared by
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LETTER
FROM THE
DIRECTOR

Dear Parish Leaders:

Pope Francis's Vision for the Catholic Church is clear. He calls us to do more and to rise from our inactivity, putting our faith in action.

The theme for our 2017/2018 Catholic Services Appeal is a call from Pope Francis to: “Go out. Go out and share your testimony, go out and interact with your brothers and sisters in Christ, go out and share, go out and ask. Become the Word in Body as well as Spirit.”

The name Catholic Services Appeal (CSA) emphasizes service to parishes and all Catholics in the name of Christ through His Church here in northern Wisconsin.

The annual appeal has been a vital source of funding for parish mission and ministry since 1988. Knowing the importance of the CSA, we need to approach each year with a sense of purpose, energy and enthusiasm! *The Faith in Our Future Campaign* provides important future endowment funding, but the CSA provides yearly support for the programs, services and ministries that are our parishes must have to advance the mission of Christ.

The 2017/2018 CSA will kick-off on the third weekend of August for summer visitor parishes and the third weekend of September as the general campaign kickoff.

Bishop Powers asks that you do all you can to ensure the success of the Appeal since so much and so many depend on it. There are many people who, for whatever reason, do not donate to the Appeal. I ask that you please make every effort to reach out to every household in your parish and ask that they give a gift to the CSA regardless of an amount – a goal of 100% participation!

The promotion methods in this manual are tried and true. By following all the steps, you can help assure that your parish achieves goal. I am encouraged and inspired by your leadership to help unite the faithful and support the ministries and programs which nurture the faith and serve people in need. I thank you for all that you do to help make the CSA a success!

Steve Tarnowski
Director of Stewardship and Development

APPEAL
PRAYER



Dear Loving God,

*As One Holy and Apostolic Church
You call us to serve in Your name
through our acts of love for one another.*

*We express that love by a willingness to give,
and share that love with others.*

*May our gifts to the Catholic Services Appeal,
reflect our gratitude for the
many blessings You have given us.*

*We pray that You, the source of all our gifts
and abilities, will continue to
bless our labors.*

*Inspire in each of us a realization
that this sacrificial work is for Your honor and
glory, as we do everything for the
Glory of God.*

Amen

IMPORTANT
APPEAL
DATES

Summer Visitor Parishes

Pulpit/Bulletin Announcement and Petitions
Weekend of August 6th

Diocese Mails Brochure and Gift Envelope
Week of August 7th

Pulpit/Bulletin Announcement and Petitions
Weekend of August 13th

Campaign Weekend
Video/Homily on CSA Fund (or week prior)
August 20st

Follow-up Weekend
August 27th

Diocese Mails Monthly Thank You and Pledge Reminders
October 2017 - August 2018

Tax Statements Mailed
January 2018

Standard Appeal Schedule

Pulpit/Bulletin Announcement and Petitions
Weekend of September 3rd

Diocese Mails Brochure and Gift Envelope
Week of September 4th

Bulletin Announcement and Petitions
Weekend of September 10th

Campaign Weekend
Video/Homily on CSA Fund
September 17th

Follow-up Weekend
September 24th

Diocese Mails Monthly Thank You and Pledge Reminders
October 2017 - August 2018

Tax Statements Mailed
January 2018

CAMPAIGN
PROMOTION
MATERIALS

**CAMPAIGN MATERIALS TO BE
DELIVERED TO PARISH:**

- Catholic Services Appeal posters
- Thermometer Posters
- Commitment envelopes: enough for follow-up mailings, pews or bulletins
- Parish Manual
- 2017 CSA DVD
- Transmittal Forms/Payment Only Reports
- Business Reply Envelopes
- Two Across Labels

Online Giving Center at www.catholicdos.org

**For questions or assistance, please contact the
Catholic Services Appeal Office: Steve Tarnowski,
Development Director: (715) 394-0223
email: starnowski@catholicdos.org**

**Cathy Lovejoy, Database Administrator and Gifts
Processor: (715) 394-0226
e-mail: clovejoy@catholicdos.org**

“No gift is too small, and our parish strives to reach
100% participation.”

TIPS FROM
OUR
SUCCESSFUL
PARISHES

BE PREPARED Review the Parish Leadership Manual and the samples included. If you have any questions concerning any of the ministries and programs supported by the Catholic Services Appeal, call the CSA Office at (715) 394-0223 or (715) 394-0226. Use many local examples such as Seminarian Education and Education.

START EARLY Parishioners need to have at least 2 weeks advance notice so that they will be prepared to make their pledge. Make sure that bulletin/pulpit announcements, prayers of the faithful and posters are used in the weeks leading up to the appeal.

BE ENTHUSIASTIC Make the success of your parish Catholic Services Appeal your goal.

CREATE POSITIVE IMAGE Speak and publish only positive things about the Catholic Services Appeal and the many programs that provide services to more than 30,000 Catholic households in the 16 Counties the Diocese serves. A positive attitude toward the appeal is contagious. Use many local examples (i.e. Seminarians)

HELP THE PEOPLE see that their lives are connected with the ministries being supported by the Catholic Services Appeal and how they are enriched by them.

STRIVE TO OBTAIN 100% PARTICIPATION Stress participation by pointing out that every person is asked to respond to the appeal. It is important that everyone is encouraged to pledge something. Remember, no gift is too small.

HELP PEOPLE SEE THAT THEIR GIFTS MAKE A DIFFERENCE Their gift giving should be seen as a way of strengthening the Church and contributing to the well-being of many people. Again...local examples help!

ENCOURAGE ELECTRONIC FUND TRANSFERS to save postage/printing. Follow directions on envelope or online donation center at www.catholicdos.org

UTILIZE CAMPAIGN MATERIALS Parish Leadership Manual, Pledge Envelopes, Posters, Bulletin Announcements, Pulpit Announcements, Prayers for the Faithful

HAVE PLENTY OF PLEDGE ENVELOPES in the pews, and stapled to bulletins.

DEMONSTRATE HOW TO COMPLETE A PLEDGE ENVELOPE from the pulpit. Do not rush through filling out these envelopes.

COLLECT THE PLEDGE ENVELOPES PRIOR TO OFFERTORY and bring them to the altar as part of the Offertory procession, recognizing that this pledge to the Catholic Services Appeal is a gift to God and His Church.

PROMINENTLY DISPLAY THE PARISH PROGRESS toward the dollar and donor goals. Call the CSA Office anytime to receive a current update.

CONDUCT A COMPREHENSIVE FOLLOW UP Continue to provide opportunities for parishioners to pledge. We recommend all Pastors send a personal follow up letter to parishioners that have not donated. Don't give up on them. Continue weekly progress reports in bulletin.

FAITH IN OUR FUTURE IMPACT Remember that the Faith in Our Future Campaign is for long term Endowment Building. The CSA provides "yearly" funding for the annual budget, supporting the programs, services and ministries that are vital for our parishes to remain strong. It is proven that people actually give more after they have been engaged by in a capital campaign.

As "One Holy and Apostolic Church," our Catholic Services Appeal is a critical part of our life as a Catholic family. No parish can stand on its own.

CHECKLIST
AND
REFERENCE
GUIDE

ADVANCE NOTICE WEEKEND

Check the Boxes

Promoting the Catholic Services Appeal during Advance Notice Weekend will increase your chances for a successful campaign. The following steps should now be in place for the beginning of your Catholic Services Appeal campaign:

- By this time, the Catholic Services Appeal Office has mailed Catholic Services Appeal supply packages to parishes and Catholic Services Appeal brochures with envelopes to all households listed in Catholic Services Appeal database.
- Display Catholic Services Appeal posters at all Church and school entrances.
- Announcement to prepare parishioners for Commitment Weekend appears in parish bulletin. Please consider using the bulletin inserts provided that coincide with the needs of your parish.
- You see Catholic Services Appeal advertisements begin running in the Catholic Herald.
- Petitions are used to invite parishioners to pray for the success of the Appeal (samples in manual).
- Homilies and special announcements prepare parishioners to make a gift or pledge on Commitment Weekend.
- Catholic Services Appeal pledge envelopes are ready for use by parish staff or volunteers who will be transferring gift information onto them from commitment envelopes.
- Staff and volunteers have been “briefed” to answer questions or address concerns about the Appeal.
- Pulpit announcers and ushers have been scheduled as needed.
- Bulletin inserts and announcements have been created to let parishioners know how much the parish raised for the Catholic Services Appeal and what the parish’s goal is.

COMMITMENT WEEKEND/IN-PEW

Check the Boxes

Please follow the steps below to help promote a successful Commitment Weekend for your Catholic Services Appeal campaign:

- Your announcement for Commitment Weekend should appear in parish bulletin. (Please consider using bulletin inserts provided in this manual that coincide with the needs of your parish.)
- An ample supply of Catholic Services Appeal commitment envelopes are placed in all pews before each mass.
- Announcement of Commitment Weekend from pulpit
- Show Video Presentation
- Homily on the Catholic Services Appeal and what it means for the parish or pastor or chairperson speaks about the Catholic Services Appeal at the end of the homily.
- After the homily parishioners can be guided through the signing/commitment process
- Ushers collect commitment envelopes. Some people may want to give the following week as they consider their gift.
- Petitions invite parishioners to pray for the success of the Catholic Services Appeal (sample petitions are available in this manual). Thank parishioners for their generosity!

FOLLOW-UP PHASE

Check the Boxes

Your parish has held its Commitment Weekend. Now a strong “Follow-Up” phase can help you meet or exceed your goal. Repeating your message will help your parish reach more families, securing more gifts.

(August/September through November):

- Appeal posters should be on display throughout the Follow Up Phase of your parish campaign
- Pews should be stocked with commitment envelopes in pews until goal is reached
- A majority of parishes indicated that a direct mailing to parishioners sent from parish helps to increase the number of gifts raised. (Sample letters are included in this manual).
- Even if your parish does send out a letter consider using a calling program or phone-a-thon to make a stronger impression with donors. Have council members and/or other parish leaders each make a number of calls (ten is a sufficient amount).
- Recruit volunteers for phone-a-thons
- Site is selected for “phone-a-thon,” script is finalized, volunteers are ready.
- Consider setting up a table at the back of the Church to answer questions about the Catholic Services Appeal and make extra brochures available.
- During Masses updated Catholic Services Appeal numbers, proximity to goal, and number of families participating.
- Pledge envelopes from donors who should be mailed to the Catholic Services Appeal Office for processing using the postage paid business reply envelope.
- Additional Report forms are supplied in this manual to report Appeal gifts.

WRAP UP PHASE

Check the Boxes

- Continue mailing pledge envelopes to Catholic Services Appeal Office for processing throughout the year until goal is realized.
- Pledge reminder statement mailings begin in October.
- A follow up letter to all those who have given in the past, but not this appeal, will be mailed during Advent and Lent.
- In the rare event your bank does not accept checks backed by the Diocese that are made out to Catholic Services Appeal, please have them contact Mr. Steve Tarnowski at the Appeal Office

**For questions or assistance, please contact the
Catholic Services Appeal Office: Steve Tarnowski,
Development Director: (715) 394-0223
email: starnowski@catholicdos.org**

**Cathy Lovejoy, Database Administrator and Gifts
Processor: (715) 394-0226
e-mail: clovejoy@catholicdos.org**

SAMPLE

HOMILY

Pope Francis' Vision for the Catholic Church is clear. He calls us to do more and to rise from our inactivity, putting our faith in action.

The theme for our Catholic Services Appeal is a call from Pope Francis to: “Go out. Go out and share your testimony, go out and interact with your brothers and sisters in Christ, go out and share, go out and ask. Become the Word ...he says ...in Body as well as Spirit.”

The many ministries funded by the CSA enable the Church to be your “visible” face of the Father right here in northern Wisconsin.

At this time ask the congregation to stand. Begin reading from the list of services and ministries that should touch each of them. Ask them to sit when they hear a particular service of ministry that is important to them. Eventually everyone will be sitting again.

- Do you think it's important that we fund Vocations so that we can provide priests, deacons and religious to serve our parish?
- Is it important that our Catholic Schools are managed well, high quality and accredited?
- Is it important that we receive parish assistance in administration, management and fundraising?
- Is it important to you that our children and youth receive a religious education of Catholic values?
- Is it important to you that Married couples are able to strengthen their bonds?
- Is it important to you that parishes and schools in need receive assistance in seeking grants for many ministry and building projects.
- Is it important to you that we help care for our retired priests?
- Is it important to you that every Catholic benefit from lifelong spiritual formation

(Insert local stories here)

Our Catholic Services Appeal is the way our family in Christ shares the blessings bestowed by God. The best way to show our gratitude is by putting His gifts to work to build His Church. It is our responsibility, as Catholics, to do so and our great joy to fulfill that spiritual duty.

Our parish family is a part of a larger diocesan family, a family comprised of 103 parishes, 30,000 households, over 100 parishes, 14 elementary schools throughout 16 counties.

Because of your willingness to share, you have kept alive the programs and services the Church truly needs. I encourage you to read the brochure that has been mailed to you and prayerfully consider your contribution to the Catholic Services Appeal.

As “One Holy and Apostolic Church,” our Catholic Services Appeal is a critical part of (parish name).

When you contribute to the CSA you help families, young adults, senior citizens, students and the entire parish.

If we love God, love our Church, and love the new life we have in Christ, we will want to support our Catholic family.

If genuine love motivates our giving, we will give our to the best of our abilities.

Our parish goal this year is _____.

We also have a goal of 100% participation because no gift is too small. Please look over the Catholic Services Appeal envelope that you received in the mail. Additional envelopes are available in the pew if you need one.

Please take some time this week to pray over your commitment and the success of the program. There are payment plans that can fit your budget. The needs of our fellow Christians are ongoing and more than ever, we need your participation to effect change. Let us be as Christ unto to each other and model our lives on His.

As Pope Francis call us to do: Go out and Share, Go out and Ask. Become the Word in Body as well as Spirit.

COPY OF
DIOCESAN
LETTER

Dear Mr. and Mrs. Donor:

Pope Francis' vision for the Catholic Church is clear. He urges us to do more, to rise from our inactivity and put our faith into action.

The theme for our Catholic Services Appeal...the CSA...is a call from Pope Francis to: "Go out. Go out and share your testimony, go out and interact with your brothers and sisters in Christ, go out and share, go out and ask. Become the Word in Body as well as Spirit."

Without exception, every parishioner is touched by the works of the CSA. Whether promoting vocations, educating our future priests, providing lay ministry formation, teaching, evangelizing, providing outreach to youth, young adults and those in need, diocesan ministries reaches beyond the ability of any single parish to support. It's the work that Christ has entrusted to us to advance the mission of his Church and support together through our baptism.

The annual Catholic Services Appeal is one way that we can actively work together as one Church. The scope of these services and ministries make giving to the CSA as important as any donation you may make this year.

The 2017/2018 CSA goal of (parish name) is \$_____.

At this time I'd ask you to prayerfully consider making your pledge of support. Your pledge will enable the diocesan ministries to continue serving the people of your community while simultaneously helping your parish.

Please make your Stewardship commitment today and return your pledge envelope in the offertory on your parish's designated CSA weekend.

You may be able to increase your level of support by making a pledge of smaller payments that are spread out over the year. Monthly reminders will be mailed to you for your convenience.

Once again, in the words of Pope Francis, let us *“Go out and share, Go out and ask. Become the Word in Body as well as Spirit.”*

May God bless you for your prayers and generosity.

Gratefully yours in the Lord,

Most Rev. James P. Powers
Bishop of Superior

SAMPLE
SOLICITATION
LETTER

My Dear Sisters and Brothers in Christ,

A few weeks ago, you received a letter from Bishop Powers asking for your support to the Catholic Services Appeal. If you have not made your pledge, I ask that you take a few minutes to prayerfully consider a gift for this year.

Every dollar contributed to the Catholic Services Appeal is used to support over 30 Diocesan programs, services and ministries. Your past participation has helped to form our youth in the light of the Gospel, care for our retired priests, educate future priests, deacons and parish leaders and so very much more! (add parish benefits...grants, vocations, religious ed etc.)

Our parish goal is \$ _____ and everything we raise over that will be returned to us for your own use. Your generosity is appreciated by both Bishop Powers and me. We would like 100% participation. No gift is too small.

So please, take a minute to fill out and mail the enclosed contribution envelope. To save printing and postage, giving is also made easy online at our diocesan website: www.catholicdos.org.

Perhaps the best choice is to become an ongoing Sustainer by choosing to make a regular monthly commitment through electronic fund transfer. The online donation center will help you through that as well.

I extend my gratitude for your commitment and generosity. May Our Lord continue to shower abundant blessings on our Diocese, our parish family, and upon each of you.

Sincerely,

Pastor

(Personally signing and having a personal note or message at the bottom is very helpful in getting a response)

SAMPLE
FOLLOW-UP
LETTER

Dear:

Our annual Catholic Services Appeal has begun officially throughout the Diocese. Our parish is off to a good start; however, there are many gifts still outstanding. A total of \$_____ has been pledged from our parishioners and _____ families have already chosen to participate.

Our parish “fair share” responsibility for the coming year is \$_____.

Please consider this letter a cordial reminder. Grateful and mindful of all the support we have received in the past, I want to express my complete confidence in your generosity this year. Your gift to the Appeal benefits not only our parish but the local Church as a whole, ensuring that we, as a faith community, can provide programs and services to help meet the emotional, spiritual and temporal needs of men, women and children throughout the 16 counties of our Diocese.

(list some ways the parish benefits such as vocations, education of seminarians, religious education etc.)

So please, take a minute to fill out and mail the enclosed contribution form. To save printing and postage, giving is also made easy online at our diocesan website: www.catholicdos.org. Perhaps the best choice is to become an ongoing “Sustainer” by choosing to make a regular monthly commitment through electronic fund transfer. The online donation center will help you through that as well. I hope that you will reflect on those who are helped each year by the Catholic Services Appeal since your support is crucial to the ongoing vitality of our parish and Diocese.

May God bless you for your generosity and commitment.

Sincerely, (Pastor)

SAMPLE PETITIONS

CATHOLIC SERVICES APPEAL PETITION SAMPLES

Throughout the course of the Catholic Services Appeal, please use at least one petition during the Intercessions, particularly during the “Primary Solicitation Phase” of the campaign. Listed below are several sample petitions; you may use the samples or compose your own.

That God may bless our parish and Diocese, strengthen our faith and grant us the spirit of Christian stewardship by opening our hearts to the Catholic Services Appeal, we pray to the Lord.

That we may know in our hearts that You are the vine, O Lord, and we are the branches, that just as the vine nourishes the branches, so we are nourished by Your Church. May we heed the call to nourish one another through the Catholic Services Appeal, we pray to the Lord.

That we may realize we will touch many lives through the Catholic Services Appeal, we pray to the Lord.

For all those served by our support of the Catholic Services Appeal, that they may know the power of Christ’s message of love, we pray to the Lord.

For all those in need, that they may find guidance and assistance from the many services available through our generous support of the Catholic Services Appeal, we pray to the Lord.

For all our people, that God will truly bless them for their support of our parish and our Diocese through the Catholic Services Appeal, we pray to the Lord.

BULLETIN
AND
PULPIT

**SUGGESTED BULLETIN/PULPIT
ANNOUNCEMENTS**

(Two weeks prior to Commitment Weekend)

The 2017 Catholic Services Appeal will be conducted in all parishes throughout the Superior Diocese on (August 16/17 or September 19/20). We must remember that we are one with the other churches in northern Wisconsin and with our Diocese itself. The appeal is a means by which we can all work together to love and care for the Church by sharing the gifts God has granted us.

Your participation is essential to the success of the Catholic Services Appeal as well as the health of our parish. Please join other Catholics from throughout the sixteen counties of the Diocese in supporting this very important appeal.

(One week prior to Commitment Weekend)

The 2017 Catholic Services Appeal will be held next weekend in our parish. The Appeal is an opportunity for us, as a faith family, to join together to do the work of the Lord. All families are encouraged to support the Catholic Services Appeal. By giving to the Catholic Services Appeal, you are answering God's call to discipleship to put the work of God before your own needs. The Church serves each of us in some way and our financial support is essential to continue God's work in our area. In addition, every dollar contributed to the Appeal assists our parish in offsetting our yearly diocesan assessment responsibility to our Diocesan Church. This year, our goal is \$_____.

(We are helped in these ways.....)

Please give generously, but no gift is too small.

(Commitment Weekend)

Today the 2017 Catholic Services Appeal begins in our parish and throughout the Diocese of Superior. The theme for our Catholic Services Appeal, the CSA, is a call from Pope Francis to: “Go out. Go out and share your testimony, go out and interact with your brothers and sisters in Christ, go out and share, go out and ask. Become the Word in Body as well as Spirit.” Your gift is important. Please assist the parish and the diocese in providing a wide variety of religious, educational, pastoral and charitable services throughout the fourteen counties of our diocese.

(Follow Up Weekend)

Thank you for filling out a Catholic Services Appeal envelope. For those who did not fill one out, please do so before you leave church today. No gift is too small, and our parish is trying to reach 100% participation. By making your gift today you can save a volunteer from having to call you saving time and expense.

We have raised \$ _____ toward our Catholic Services Appeal goal. There are many challenges that face us today. The shortage of priests is one such challenge. The responsibility our parish has to help provide diocesan services and ministries such as support for vocations and the education of seminarians is an answer to that challenge.

Online Giving to the Catholic Services Appeal

Online giving provides donors with a secure and easy way to make a gift to the Catholic Services Appeal. Your parish is automatically credited with your gift. Please include the Catholic Services Appeal web site in your bulletin and in all your campaign correspondence with prospective donors www.catholicdos.org.

TWO-ACROSS LABELS

The left label is called the “control” label while the right label is called the “follow-up” label (see example below). Simply apply the control label from the left row for each parishioner who returned an envelope and affix it on the “SUGGESTED PLEDGES” on the lower left of the inside of the envelope.

Is there an address change? Be sure the label and what the parishioner wrote agree. If they do not agree, make the change on the label.

Make sure to keep the written name visible. For envelopes with names not on preprinted labels (e.g. visitors or new parishioners), write your parish number above the “SUGGESTED PLEDGES.” Only use the control label on the envelopes.

(CONTROL)	(FOLLOW-UP)
SMITH, JOHN S. (12345)	M/M JOHN S. SMITH (12345)
5432 MAIN ST	5432 MAIN ST
SUPERIOR, WI 54880	SUPERIOR, WI 54880
(TELE: 700-4500)	

Please ensure that the names and addresses are legible and complete including PO Box Numbers and RR’s on every envelope so that each donor can be given proper credit.

USE OF REMAINING LABELS FOR FOLLOW UP

Always follow the procedure to take the label from the left row for all envelopes received from parishioners (whether they contribute or decline). In other words, the left row of labels are used when the person has either contacted you or you have contacted them.

Labels remaining in the left row will indicate those who have yet to respond. The right hand label should be used for a mailing, either your mail campaign or mail follow up.

You will want to mail a letter from the pastor along with a blank envelope to instruct parishioners how the gifts are to be returned.

As pledge envelopes are received with responses to the mailing, process them as described above. The left label, also known as the control label, can be used for telephone follow up.

ACCOUNTING

The Diocese is responsible for all gift processing including donations made online as well as gifts using a credit card, debit card or electronic fund transfer. The diocese will process these gifts and inform parishes via monthly reports that help track fulfillment of these gifts.

Please deposit donations immediately. Envelopes received by the parish that request credit card, debit card or electronic fund transfer should be mailed to the Diocese promptly to ensure timely processing.

As donation checks and cash are deposited in the parish CSA bank account, the parish will then mail “one” check reflecting the total gifts to the Appeal Office with the transmittal form. This should occur at the very least on a monthly basis, but weekly for the first few weeks.

It is important that the parish take the appropriate steps when receiving donations regarding the donor’s wishes. For example: if a parish uses funds from a second collection, the exact purpose of the collection should be made clear to the congregation members. Likewise, it is not a good practice to use a percentage of the normal offertory to pay the parish goal unless the purpose is made transparent to the congregation.

Use account # 2175 to take in gifts to the CSA as well as pay out funds to the Diocese. If you have questions regarding standard accounting practices please contact: Cindy Gronski at 715/394-0230 or email: cgronski@catholicdos.org.

Pledge Reminders

People have good intentions, but in order to fulfill obligations Pledge Reminders will be mailed out the first of each month until the point the pledge is fully paid.

Pledging and the payment of pledges sometimes require certain reminders to educate parishioners of the importance of paying their recurring pledge payments. A Bulletin Announcement at the beginning of each month will help.

In addition, having a respected member of the parish make a brief Pulpit Announcement each month on the same weekend that the Bulletin Announcement is published, can make a big difference

Online Giving to the Catholic Services Appeal

Online giving provides donors with a seamless, secure and easy way to make a gift to the Catholic Services Appeal. Your parish is automatically credited with your gift. Please include the Catholic Services Appeal website in your bulletin and in all your campaign correspondence with prospective donors www.catholicdos.org.

Assuring the Parish Reaches Its Goal

The appeal does not end when the in-pew processes are over. If your parish has not reached its CSA goal, follow up assistance and special mailings may be needed. Sometimes something as simple as a monthly Bulletin Announcement and a Pulpit Announcement may be enough to remind those who have not yet given, to do so.

Remember...no gift is too small. Endeavor to reach 100% participation. \$5 is better than nothing.

MAIL
AND
TELEPHONE
FOLLOW UP

GENERAL FOLLOW UP PROCEDURE

Follow-up contact with those parishioners who have not responded is essential to achieving maximum results in your parish and can be done by telephone or mail.

TELEPHONE FOLLOW UP

Telephone follow up is by far the most effective method of reaching parishioners who have not responded because it offers the opportunity for personal contact, providing nearly all the advantages of face-to-face communication (or voice-to-voice in this case)! You will be filling out a pledge envelope for them according to what they pledge over the phone.

The procedure for telephone follow up is as follows:

- 1) Recruit as many volunteers as possible early in the campaign. The more volunteers, the more successful your efforts will be. Many parishes will have Pastoral/Finance Committee members each make a few calls.
- 2) Brief volunteers on the importance of the CSA.
- 3) You may want to designate an office area with several telephone lines available. Otherwise, volunteers can make calls from their homes.
- 4) Volunteers should only need to make between 10 to 15 calls and those calls should be done within a 3-5 day period.

MAIL FOLLOW UP

There are advantages and disadvantages to this method. The advantages are that mail follow up provides total parish coverage with minimal effort. The disadvantages are that a total parish response is difficult to achieve. Even well intentioned parishioners forget to return the mailed pledge envelope.

Mail follow up should begin after Catholic Services Appeal Follow Up Weekend. A pledge envelope should be folded into a parish mailing envelope with the suggested follow up letter from the pastor. A sample follow up letter can be found in this packet.

Continue follow-up until the goal has been achieved.

Remember...no gift is too small. Strive to reach 100% participation. \$5 is better than nothing.

TRANSMITTAL FORM

THE TRANSMITTAL FORM is to be used every time you send in pledge envelopes.

	DIOCESAN SERVICES APPEAL Development Office 1201 Hughitt Superior, WI 54880	DATE <u>1</u>	TRANSMITTAL REPORT NO. <u>2</u>
		FROM <u>3</u> PARISH	<u>4</u> PARISH NUMBER
		ADDRESS <u>5</u>	

DO NOT WRITE IN THIS SPACE		SEE INSTRUCTIONS ON REVERSE SIDE			
BALANCE DUE		TOTAL # LABELS ENVELOPES REPORTED	TOTAL GIFTS	NOW PAYING	PARISH CHECK
# Pledges		This Report	6 \$ 6	\$ 6	\$ 6
# Refusals		Previously Reported	7 \$ 7	\$ 7	
		Current Total	8 \$ 8	\$ 8	

SEND ORIGINAL AND WHITE COPY TO DEVELOPMENT OFFICE. THANK YOU.
PARISH COPY — YELLOW

X 9
PASTOR SIGNATURE

1) Enter the date the report is filled out.

2) Enter the transmittal number (1 for the first report, 2 for the second, etc.)

3, 4, 5) Enter your parish name, your parish number, and address to ensure proper credit.

6) **TOTAL NUMBER OF ENVELOPES REPORTED:**
Enter the total number (count) of all envelopes reported.
This includes both pledges and refusals.

TOTAL GIFTS: Enter the total dollar amount pledged, regardless of the amount paid.

NOW PAYING: Enter the total dollar amount of all cash and cash received with all the envelopes in this report.

7) On the first report, omit this line. On subsequent reports, the total from the previous report(s) should be entered here.

8) This is the total of lines 6 and 7.

9) Have your pastor/parish director sign the transmittal. Include the original hard copy and the white copy of the transmittal with the pledge envelopes and parish check when you mail it to the Chancery. Retain the yellow copy for your records.

The CSA Office processes the parish checks and then sends reminders to parishioners about their pledges. Electronic fund transfers and credit card authorizations will be processed by the Diocese. Send electronic fund transfers (EFT) and credit card authorizations separate from pledge envelopes. Do not include these with your transmittal information.

**Any questions regarding Gifts Processing Contact:
Cathy Lovejoy, Database Administrator at the CSA
Office 715-394-0226 or e-mail
clovejoy@catholicdos.org**

MATCHING GIFTS

WHAT IS A MATCHING GIFT PROGRAM?

Many companies allow their employees to direct their charitable giving programs through matching gifts. When an employee notifies the company that he/she has made a charitable donation, the company will make a gift of the same amount, and in some cases double the amount, to the same charitable organization.

Matching Gift Programs are a wonderful way for employees to make their charitable dollars stretch farther at no cost to themselves. Donors simply ask their company's human resources office for a matching gift form, and we will do the rest!

How does a Matching Gift Program work?

It is an exceptionally easy process. Gift matching procedures may vary from company to company. The following example is typical:

- A. An employee/retiree obtains a matching gift form from the employer, usually from the human resource department or company website.
- B. After completing the form, the employee/retiree sends it along with the donation to the Diocese of Superior.
- C. The Diocese certifies on the form that it has received the gift and meets the company's guidelines for accepting a matching gift.
- D. The Diocese returns the form to the company.
- E. The company verifies eligibility of the employees/retirees and the Diocese recipient then sends the check to the Diocese.

- NOTES -