

Introduction

Each year the diocese appeals to members of all 68 parishes for financial support of diocesan pastoral ministries and services which serve people throughout the diocese. The allocations for the 2010 appeal, which will fund the programs and services, are outlined beginning on page 6. Because you have said "Yes" to the task at hand, you are already helping to bring the Good News of the Gospel to your brothers and sisters throughout the Diocese.

The "Yes" includes several things: first, sharing what you can in the way of a personal pledge to the DAA. This means giving not only the time and talent that you offer but also a generous personal gift if you are able.

Secondly, you need to be patient and friendly in seeking to explain the needs of the Diocese, the 'ministries statement' (found in this guide) to those who are in doubt about whether or not they should contribute to the DAA. This means being familiar with the statement, taking the written materials with you, and reminding those with whom you speak of the need to be generous, even with strangers. The needs of others are often strange to us, difficult to understand, and seem to be far away from us. They are no less real: education for young children, teenagers, young adults, adult education, help for troubled families and those alienated from the Church, growth in diocesan liturgical celebrations, support for campus ministry and the pastoral office of the Bishop.

Thirdly, you need to listen to and understand the trouble and difficulties that families you visit experience - in their relationship to the church, in making ends meet and in understanding why we seek to reach out to others the way we do. Then, you ask them to be generous, accepting what they offer with gratitude.

Lastly, but most importantly, you need to pray. Pray for the success of the DAA. Pray for those whom you visit, before you visit them...and after you return. Pray for a positive spirit in your parish toward the DAA and in your own heart.

It is certain that if we give our time, talent and treasure with a cheerful spirit, God will give the increase. He will multiply

our gifts, and return them to us a hundredfold. By our giving, the DAA will continue to grow in the diocese. Those who seemed to be strangers to us will be touched by the Good News of the Gospel, and experience the joy of the Lord revealed in the generosity of our Catholic community. This is the Lord's call to real stewardship and your gift of time, talent and treasure is the answer. May the Lord bless you as you do His work.

This year the diocesan goal is \$770,000. Please review the following pages to see how your parish will be affected.

ORGANIZATION

Bishop Michael Hoepfner heads the entire DAA effort. The Diocesan Finance Council has, however, designated a diocesan chairperson who is responsible for the overall diocesan effort. Mr. Brad Brekken is the diocesan chairperson for the 2010 DAA.

Pastor/Pastoral Administrator

The pastor or pastoral administrator is the Key Leader in the parish. No program can hope to succeed without their support and positive leadership. No matter how capable the parish DAA leaders may be, they take their cue from the key leader.

Their role is to provide counsel and motivation before, during and after the appeal. Volunteers, staff and the faithful must feel assured that the pastor/pastoral administrator is ready and anxious to help in every way. Their primary role in the DAA is spiritual guidance and teaching, and as a result, the parishioners will rise only to the level of sacrifice and stewardship, which the pastor or pastoral administrator can inspire in them.

Responsibilities of the Pastor/Pastoral Administrator:

- 1) to lead the way in the parish;
- 2) to encourage an intelligent, organized, responsible individual to accept the leadership role in the parish;
- 3) to join the chairperson in selecting an associate chairperson;

- 4) to discuss the needs, the reasons, the expectations of the campaign at Mass on the Sunday preceding Appeal Sunday;
- 5) to make the information for bulletins, the posters, and petitions available for parishioners;
- 6) to work with the parish chairperson and make office facilities available for the Appeal;
- 7) to make a meaningful gift to the Appeal.

Parish Chairperson/Assistant Chairperson

The parish chairperson/assistant works with the Key Leader in supervising the overall parish effort. His/her major responsibilities are:

- 1) to organize the DAA committee and recruit a sufficient number of workers;
- 2) to keep in contact with the DAA office, making sure that the parish has all the materials and support it needs;
- 3) to familiarize himself/herself with all DAA printed materials, especially the list of programs which are funded by the Appeal;
- 4) to promote support for the Appeal among all parishioners;
- 5) to coordinate the work done by the other committee members and be available to assist workers during personal visits both Appeal Sundays, and during the follow-up visits. Insure that the completed pledge envelopes (along with any donations) are promptly sent to the Stewardship Office at the Chancery.

Parish Workers

The major responsibilities of the parish workers are: 1) to know about the Appeal and the programs, which are funded by the Appeal; and, 2) to be friendly. Please also pray for God's guidance and assistance as we work on this year's Diocesan Annual Appeal and also pray for all those who give so generously to the Appeal.

2010 Diocesan Annual Appeal Parish Goals

| PARISH | GOALS |
|---|--------------|
| Ada – St. Joseph..... | \$9,166 |
| Argyle – St. Rose of Lima..... | \$11,469 |
| Badger – St. Mary | \$3,576 |
| Bagley – St. Joseph | \$8,224 |
| Barnesville – Assumption | \$14,548 |
| Baudette – Sacred Heart..... | \$9,001 |
| Beaulieu – St. Joseph | \$4,667 |
| Bemidji – St. Philip | \$70,263 |
| Big Elbow Lake – St. Frances Cabrini..... | \$1,144 |
| Blackduck – St. Ann | \$5,380 |
| Brooks – St. Joseph | \$4,411 |
| Callaway – Assumption | \$4,051 |
| Crookston – Cathedral | \$45,359 |
| Detroit Lakes – Holy Rosary..... | \$59,480 |
| Dilworth – St. Elizabeth | \$11,358 |
| East Grand Forks – Sacred Heart..... | \$57,727 |
| Euclid – St. Mary | \$4,097 |
| Falun – St. Philip | \$1,757 |
| Fertile – St. Joseph | \$5,411 |
| Fisher – St. Francis of Assisi..... | \$3,371 |
| Florian – Assumption..... | \$7,045 |
| Fosston – St. Mary | \$7,688 |
| Frazee – Sacred Heart | \$14,062 |
| Gentilly – St. Peter | \$4,368 |
| Georgetown – St. John the Baptist..... | \$2,716 |
| Goodridge – St. Anne..... | \$2,094 |
| Greenbush – Blessed Sacrament | \$13,319 |
| Grygla – St. Clement | \$2,969 |
| Hallock – St. Patrick | \$5,920 |
| Halstad – Holy Family | \$3,250 |
| Hawley – St. Andrew | \$9,505 |
| Karlstad – St. Edward..... | \$2,836 |

| | |
|--|----------|
| Kelliher – St. Patrick | \$4,016 |
| Lake Eunice – St. Mary of the Lake | \$10,630 |
| Lake Park – St. Francis Xavier | \$5,782 |
| Lancaster – Holy Rosary | \$1,603 |
| Laporte – St. Theodore | \$2,843 |
| Mahnomen – St. Michael..... | \$18,021 |
| Mentor – St. Lawrence | \$9,190 |
| Middle River – St. Joseph | \$3,046 |
| Moorhead – St. Francis de Sales | \$25,185 |
| Moorhead – St. Joseph | \$80,905 |
| Naytahwaush – St. Anne..... | \$2,510 |
| Nebish – St. John..... | \$2,775 |
| Nevis – Our Lady of the Pines..... | \$10,248 |
| Ogema – Most Holy Redeemer..... | \$3,942 |
| Oklee – St. Francis Xavier..... | \$6,152 |
| Oslo – St. Joseph..... | \$5,677 |
| Park Rapids – St. Peter..... | \$29,017 |
| Pennington – St. Charles | \$1,195 |
| Ponsford – St. Theodore | \$1,362 |
| Red Lake Falls – St. Joseph | \$19,903 |
| Red Lake – St. Mary’s Mission..... | \$2,072 |
| Roseau – Sacred Heart..... | \$9,348 |
| Sabin – St. Cecilia..... | \$5,003 |
| Stephen – St. Stephen | \$6,908 |
| Tabor – Holy Trinity..... | \$3,583 |
| Thief River Falls – St. Bernard | \$41,860 |
| Twin Valley – St. William..... | \$4,607 |
| Two Inlets – St. Mary..... | \$5,177 |
| Warren – SS. Peter & Paul..... | \$10,923 |
| Warroad – St. Mary | \$13,742 |
| Waubun – St. Ann..... | \$4,455 |
| White Earth – St. Benedict | \$1,695 |
| Williams – St. Joseph..... | \$2,106 |
| Wilton – Sacred Heart | \$4,285 |

2010 Diocesan Annual Appeal

MINISTRIES

OFFICE OF THE BISHOP \$117,000

The Bishop, as part of his ministry to the people of the Diocese of Crookston, visits parishes for Confirmations, etc., and serves on boards, such as the USCCB Administrative Committee, the U.S. Conference of Catholic Bishops (USCCB) and the Board of Directors of the Minnesota Catholic Conference. This helps to defray the cost of travel and other expenses incurred for these ministries.

CHANCERY, GENERAL \$91,000

The Bishop is assisted in his apostolic ministry by the Vicar General, the Chancellor and a secretary. It also includes normal office expenses such as postage, office supplies, books and periodicals, telephone and building upkeep.

SEMINARIANS/VOCATIONS - \$144,000

The Office of Vocations is primarily responsible for the promotion of vocations and the support, both financially and spiritually, of men who are in the seminary. The office seeks to increase awareness of the vocation of priesthood through various means, including promotion of National Vocation Awareness Week, informational retreat weekends at local seminaries, "Thinking of Priesthood" Day, newspaper articles, and the distribution of vocation posters and prayer cards. The office of Vocations aids those who are applying for entrance into the seminary by assisting with college/seminary applications, and other forms and requirements for admission. Once accepted by the diocese and the seminary, the office becomes responsible for

supporting the men in their studies and discernment of the priesthood. Finally, the office coordinates and promotes the seminarian's ordination to the diaconate and priesthood. There are 6 seminarians studying for the Diocese of Crookston.

SCHOOLS - \$18,000

Diocesan scholarships enable adults to pursue knowledge and understanding of theology and church teachings thereby empowering them as leaders in their parishes.

During 2008-09, a total of 14 scholarships were awarded: 7 Mary Scholarships and 7 Pastoral Leadership Scholarships.

The 10 Catholic schools in the diocese are invaluable instruments of evangelization and catechesis as they communicate God's Word to students and families by word and witness. All adults involved in this ministry are strengthened in their leadership roles as teachers, board members and administrators through consultation and in-service workshops provided by the Director of Schools.

FAITH FORMATION - \$50,000

"Why Catholic?" is a 4-year adult faith formation program currently in its fourth season. Audio-visual resources maintained at the Chancery are made readily available to parishes and schools.

The web pages on the diocesan website (www.crookston.org) are excellent links to sources for Catholic news and Catholic theology, e.g., the Vatican and the United States Conference of Catholic Bishops.

SCHOOL GRANTS - \$61,000

School grants are provided as a subsidy for all students from the Diocese of Crookston attending a Catholic school. Sacred Heart School in East Grand Forks received \$100 per

student in Grades 9-12; parents of students in Grades 9-12 enrolled in Shanley High School in Fargo receive a \$100 towards a tuition discount.

The nine diocesan elementary schools and the elementary schools in the Fargo Catholic Network attended by Crookston students currently receive about \$50 per student in Pre-kindergarten through Grade 8.

PASTORAL LEADERSHIP PROGRAM - \$10,000

The goal for the Pastoral Leadership Program (PLP) is to provide Catholic adults with the tools needed for leadership, ministry and service to their local parish and community. The PLP provides an opportunity for ministerial formation through courses that meet the national certification standards and formation principles as articulated by Vatican documents and documents from the USCCB. PLP also provides a foundation for training catechetical, liturgical and parish ministers along with guidance in discernment for program participants. It also provides appropriate courses for Hispanic Catholics along with quality theology courses that enable participants to qualify for diocesan certification, lay ecclesial ministry, state certification or ordination to the permanent diaconate.

YOUTH MINISTRY - \$49,000

The Office of Youth Ministry will continue to strengthen its support and availability to parish youth ministry. Events coordinate through the office include: TEC, NET retreats, the annual senior and junior high rallies, the national Catholic Youth Conference and Leadership Camps. Consultation, leadership development, workshops for adult and youth leaders, and training programs for parish youth ministers and youth ministry teams are also provided.

THE WORK OF CHRISTIAN SERVICE - \$11,000

The offices of the Chancery coordinate a variety of events, programs and ministries. Staff and/or financial support are provided for the annual Diocesan Marriage Vocation Sunday Celebration, Disaster Relief Assistance, Adoption Inquiry and Search, Family and Individual Counseling through Lutheran Social Services, also for the commissions established by the Bishop such as Hispanic Affairs and Native American Indian.

The Chancery stays informed of political, legislative, moral and ethical issues on the state and national level through the Minnesota Catholic Conference (MCC), the United States Catholic Conference of Bishops (USCCB), Catholic Charities USA (CCUSA) and Catholic Relief Services (CRS). Pertinent information is passed along to parishes for education, information and action. The Chancery office coordinates the Catholic Campaign for Human Development (CCHD), both the national and local CCHD grant applications and the annual collection. Through networking with regional non-profit community service providers, the Chancery stays in touch with local issues, e.g., farming, housing, homelessness, living wage and child-care.

WORSHIP - \$64,000

The Pastoral Office of Worship (Liturgy) directs and coordinates the workshop life of the diocese under the leadership of the Bishop. Office personnel serve as resources and presenters for ongoing liturgical formation, education and competencies serving parishes and organizations throughout the diocese.

Workshops are given on the local and diocesan level for extraordinary ministers of Holy Communion, lectors, lay leaders of prayer, cantors, musicians and ministers of hospitality, as well as parish liturgy committees. The RCIA process also falls under the aegis of the Office of Worship.

This office directs the work of three commissions; The Diocesan Liturgical Commission, The Diocesan Catechumenal Commission and the Diocesan Art and Architecture Commission.

TRIBUNAL - \$90,000

After a civil divorce, people in need of an annulment can turn to the Tribunal for study of their marriage. Through its ministry, the Tribunal seeks to bring healing to those who are hurting, health to those who are struggling and communion to those who are separated from the Catholic Church.

NEWMAN CENTERS - \$30,000

The Diocese of Crookston has established two campus ministry centers and actively supports these teams, programs and facilities. A Newman Center is located at Bemidji State University and also at Moorhead State University. An ecumenical Cooperative Campus Ministry located at the University of Minnesota in Crookston is also supported. Campus ministry exists to form Christian community, to foster leadership, to serve, and to be a prophetic voice of the Roman Catholic Church in higher education. The Newman Centers offer opportunities for Eucharistic celebrations, various programs of sacramental preparation, and formation in social justice. Spiritual counseling and sacramental ministry are available at the campus ministry sites.

REBATES - \$35,000

Once a parish has reached its goal for the Appeal in donations, 50% of everything over the goal is returned to the parish.

Announcement Sunday – January 31

Father should announce at all Masses that the 2010 Diocesan Annual Appeal will begin January 31st. He should explain that everyone will be asked to make a pledge at Mass on the following two Sundays. Mention that as a convenience to all, special Pledge Envelopes will be distributed at all Masses so everyone will have an opportunity to respond. A script is provided with your DAA materials. It is important that the announcement be made so parishioners come prepared to make their pledge. **READ BISHOP'S LETTER found in the Pastoral Packet.**

Appeal Sundays: Appeal - February 7
 Appeal II - February 14

Many parishes have already established very successful methods in the past. Appeal Sundays are most effective when:

- 1) An advance notice is made from the pulpit and in the bulletin so that the congregation is prepared to make a commitment on Appeal Sunday;
- 2) Enough parish DAA workers are available to receive the pledges immediately;
- 3) Parishioners are aware that they do not need to pay all their pledges immediately;
- 4) Those who cannot make a gift should also complete an envelope to avoid a follow-up contact. You are encouraged to do whatever you feel works best in your parish. Detailed Methods of Solicitation are found in this guide.



Diocesan Annual Appeal
Diocese of Crookston

Print Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Address Change

I am/We are visiting this parish

If new address, please print old address below.

Print Name _____

Address _____

City _____ State/Zip _____

Parish apply label in this corner.

PLEASE MAKE ALL
CHECKS PAYABLE TO:

**DIOCESAN
ANNUAL APPEAL**

*Thank you for participating in
this year's Annual Appeal.*

**PLEASE RETURN THIS
ENVELOPE TO YOUR PARISH**

| | | |
|-------------|----|--|
| TOTAL GIFT | \$ | |
| NOW PAYING | \$ | |
| BALANCE DUE | \$ | |

TODAYS GIFT PAID BY:
CASH CHECK

I wish to receive reminders as follows:
_____ monthly
_____ quarterly
_____ semi-annually

| | |
|---|--|
| Giving Guideline (Example) - 1% of Gross Income | |
| <input type="checkbox"/> \$80,000 = \$800.00 | <input type="checkbox"/> \$20,000 = \$200.00 |
| <input type="checkbox"/> \$60,000 = \$600.00 | <input type="checkbox"/> \$15,000 = \$150.00 |
| <input type="checkbox"/> \$35,000 = \$350.00 | <input type="checkbox"/> \$10,000 = \$100.00 |

The envelope pictured above is the only major paperwork required for the DAA. A detailed description of how to fill it out and what to do with it is explained on page 16.

METHODS OF SOLICITATION

The following pages indicate different techniques a parish may use in receiving donations and pledges for the Diocesan Annual Appeal. The important thing to remember, in whichever plan you choose for your parish, is to **follow your plan**. Monitor results on a weekly basis, make any necessary adjustments and follow through...until your goal is met.

Advance Gifts

The advance gifts program can play a very important role in the success of the Appeal in your parish. By acknowledging those who have given generously in the past, the program encourages special gift contributors to give first and, by example, it prompts other parishioners to offer their support for the achievement of the parish Appeal goal.

Suggested Procedure

If your parish does not yet have one, choose a chairperson for the advance gifts phase.

Using your 2009 Diocesan Annual Appeal status report, compile a list of all in your parish who contributed \$35 or more to the Appeal, or you may want to limit the group size and focus on those who gave a larger gift, like \$100 or more. Add to the list of

names any who generously contribute to the parish. Experience indicates that support for the Appeal does not diminish the amount given to other needs, including the parish.

Enlist enough workers so that no one has more than **nine** people to contact. Ask your workers to make their pledge before contacting any of their fellow parishioners. Contacts should be made before Appeal Sunday, February 7, 2010.

House Calls

House calls have proven to be the most effective way of contacting prospective donors and receiving a gift in return. House calls generate the largest DAA refunds for parishes.

Here are some simple guidelines:

1. **Pray.** Before each visit, ask the Holy Spirit to fill you with the inspiration, strength, and love to touch the lives of those you are visiting. You are doing Christ's work. He will be at your side.
2. Identify yourself by name and parish.
3. Tell them the purpose of your visit.
4. Name some of the services funded by DAA at the parish and diocesan levels that serve persons of all ages.
5. Work in pairs, but before you start, decide who will take the "lead" on each call.
6. Wait to be invited in by an adult. Greet the family warmly. Be friendly and informal.
7. When everyone appears relaxed, expand on the purpose of your visit - but be brief.
8. You know that person gave last year to the DAA--see if you can upgrade their gift. Be sure to indicate that they have the entire year to fulfill their pledge.
9. Ask questions. Plan your questions ahead, i.e. "How long have you been in the parish," etc?
10. Answer any questions you can but promise to get an answer for those questions you cannot answer.

11. Don't argue, overstay, interrupt, or criticize your own parish or other churches or parishes.
12. Never force a DAA pledge on anyone.
13. Checks should be made payable to the Diocesan Annual Appeal.
14. If the donor has a specific month they want to begin receiving reminders, please be sure to indicate clearly on the envelope.
PLEASE CHECK THE ADDRESS.

Alternative to House Calls

As an alternative to a one on one contact, you might consider holding a dinner, luncheon, breakfast or wine and cheese gathering for advance gifts prospects. Choose a date prior to Appeal Sunday, February 7, 2010.

The week of January 31st (Announcement Sunday) would be an ideal time. Be sure to clear the date with the pastor so that he can be present. Establish the location, time and format for this gathering.

1. Two or three weeks before the date, make phone calls or send letters of invitation from the pastor to all advance gifts prospects. To help you plan the gathering, have all who expect to attend RSVP with you. You may also want to insert into the parish bulletin an announcement inviting all interested parishioners to the gathering.
2. The actual gathering should begin by giving everyone a chance to get acquainted. Then, during the socializing or after the meal is served, the pastor will personally endorse the Appeal and the individual importance of those in attendance.

The pastor or chairperson should then make remarks concerning this year's goal and highlight some of the programs. The process of pledging would take place at this time. Pledge envelopes will be filled out so be sure to bring enough of them to the gathering.

In-Church Solicitation

This method of solicitation can be very effective in making direct contact with your parishioners in a single weekend and will make your follow-up easier.

In-Church solicitation is most effective when the program includes:

- 1) Advance notice from the pulpit and bulletin so that parishioners are prepared to make a commitment on Appeal Sunday,
- 2) Ushers who know their role in distributing and collecting pledge envelopes,
- 3) Sufficient time during or before Mass for the people to complete the pledge envelopes. On Announcement Sunday, January 31st, Father should announce at all Masses that next weekend the 2010 Diocesan Annual Appeal will begin. The Bishop's DAA letter should be read. It should be made clear that everyone will be asked to make a pledge next Sunday.

On Appeal Sunday, February 7th, before each Mass:

- 1) Have a supply of pencils in each pew.
- 2) Have enough DAA pledge envelopes available.
- 3) Have enough ushers (or DAA volunteers) assigned to distribute the pledge envelopes quickly. It is more effective to have parish volunteers distribute the envelopes than to leave them in the pew.

After Mass:

- 1) Pick up any blank pledge envelopes from the pew.
- 2) Re-check pencil supply in pews.
- 3) Separate DAA pledges from Sunday gifts.
- 4) Deliver DAA envelopes to person in charge.

Suggested Presentation for Appeal Sunday

"Good Morning (evening)! Last weekend all of us were told that this weekend we would make our pledge to the Diocesan Annual Appeal of 2010. For most of us, that is enough explanation. We see ourselves belonging to the larger Church and are willing to give to serve others. We realize that what we have been given is to be shared. I hope you are proud of our accomplishments as a diocesan community. As you know, the Diocesan Annual Appeal supports ministries which are beyond the financial scope of any one parish, but which directly benefit our parish.

...Will the ushers please distribute the pledge envelopes?

...We are asking you to make your commitment to the Appeal today.

...Let me stress that even if you are unable to give, or if you don't have your checkbook, please fill in the envelopes now. This will save your fellow parishioners a call or a trip to your home. The ushers will pick up the envelopes immediately after we fill them in.

(SPEAKER) SLOW..... DOWN

Now let us fill in the envelope together.

The priest or layperson should walk the people through completing of the pledge envelope--step by step, A through H.

A. "Fill in the upper left side of the envelope with me.

1. Your name and address, city, zip code, phone number."

(PAUSE)

2. "If this is a new address, please indicate this by checking the box after "address change" and write old address below."

3. "If you are a visitor to our parish or not registered, please indicate this by checking the appropriate box." **(PAUSE)**

B. "Look at the lower right side of the envelope. This shows some suggestions on how to determine a pledge amount."

C. "The top right side of the envelope deals with the amount of your gift. If you are making a commitment of \$200, write in \$200 beside "Total Gift." If you are paying \$50 now--write \$50 beside

the "Now Paying." Then write Balance Due - \$150." **(PAUSE)**

D. "Indicate how often you prefer to receive reminder letters: please check monthly, quarterly or semi-annual." **(PAUSE)**

E. "Let me re-emphasize that we hope you will fill in and return your envelope today. We hope that each of you will make a sacrificial gift and try to give according to your ability."

Also, please question parishioners as to whether their donation is the same as 10 years ago. Has their income increased? If it has, maybe they could consider giving proportionately to the appeal. Likewise, if their income has decreased, they could also consider decreasing their donation, remembering that sacrificial giving is always based on income.

F. Urge those who cannot make a gift to complete an envelope to avoid follow-up contacts.

G. **NO GIFT IS TOO SMALL!!!** Urge 100% participation. And please encourage the young adults to participate also. **TEEN labels** are provided in order to determine whether or not this parishioner should be added to the census list for the diocese/OND.

H. After giving parishioners reasonable time to fill out the envelope, ask ushers or workers to collect all the envelopes--and **thank everyone** for responding to the Appeal.

In-Hall Solicitation

Solicitation of people in the parish hall after Mass is another good way to have impact upon a large segment of the parish quickly. One drawback is that many people may not move to another location to sign a pledge. This approach could be used on Appeal Sunday and Appeal Sunday II.

Procedure

Enlist enough volunteers to staff the hall and facilitate the pledge process. Divide prepared pledge cards into smaller alphabetic groups. Place sign for parishioners to find their place to pledge: e.g. A-F, G-L, etc. Have pens available. Set up in such a way as to allow privacy for making the pledge. Have blank cards available for new parishioners. Create a friendly atmosphere by serving coffee and rolls. Be sure to say "thank you."

Appeal Sunday II – February 14, 2010

At the beginning of the homily, Father will mention the Appeal, which was conducted last weekend and briefly touch on the results. As he is speaking, Father will ask the ushers to come forward with the pledge envelopes and distribute them to anyone who may have missed the previous weekend. He will ask those who have not filled in a pledge envelope to do so and then proceed with his regular homily. The ushers should pick up the completed pledge envelopes during the offertory collection.

FOLLOW-UP

Telephone

Telephone contact is "the next best thing to being there" when it comes to asking for a gift to the DAA. It is an especially effective way of reaching every parish member in the follow-up phase of the Appeal.

How to organize a Telephone Solicitation effort:

1. Recruit enough volunteers for 20-30 calls per evening. Work will seem easy with many involved.
2. Provide each worker with a copy of the Appeal brochure.
3. If possible, select a central location for the calling to take place - especially places that have more than one local telephone line. This can be within the parish, school, office or home.
4. Before you actually begin making the calls, go through a caller training and assignment process. This would include a brief "run-through" of the calling script, which follows. Let the volunteers choose whom they will call, if possible.

Remember that (in many instances) parishioners will already be aware of the DAA from previous years. Some people will be surprised that they are able to make a pledge over the phone-- and many will be grateful for the effort of the volunteer who calls with a friendly reminder.

Try to convince the person, without pressure, that they should do their best to support the activity of the parish and the works of the diocese through the DAA.

Be considerate. Avoid calling at mealtime or late hours. The best time to call seems to be weekday evenings from 6:30 p.m. to 9:30 p.m. Let the phone ring at least six times before hanging up. Be thoughtful - offer to call back if prospect is busy.

Be personal. Your prospect is a person--not a phone number. He or she will listen more closely to what you have to say. Remember, by giving of their time, prospective donors are doing you a favor.

Suggested approach:

"Hello, (prospect's name), this is (your name). I am a member of (name of parish). We are contacting those parishioners who have not yet responded to our Diocesan Annual Appeal for 2010. PAUSE.....We are hoping to achieve our parish goal, which is \$\$\$.

"I have a DAA pledge envelope in front of me and I would like to record your pledge for this year. I hope that you will consider making a pledge and if you will, I can handle the details over the phone. May I receive a commitment from you?"(PAUSE and wait for a response.)

If the prospect responds "yes," you add "that's great! Tell me the amount of your gift and I'll record it on your pledge envelope."
PLEASE CHECK THE ADDRESS.

Be sure to say "thank-you."

If the prospect's reply is "no," you say, "Thank you for your time. Perhaps you will consider supporting the DAA in the future."

Mail

There are advantages and disadvantages to this method. The advantages are that mail follow-up provides total parish coverage and there is a minimal amount of effort. The disadvantages are that a total parish response is hard to achieve (even well-intentioned parishioners forget to return the mailed pledge envelope) and a lower dollar gift average is returned. But it is better to try for some responses than not to try at all.

Mail follow-up should begin after Appeal II Sunday. The blank envelope should be folded into a parish envelope with the suggested motivational follow-up letter from the pastor. **The donor label should be placed on the envelope ONLY AFTER the pledge envelope is returned to the parish.**

Sample Follow-up Letter

Dear Parishioner,

In the past few weeks, we have invited the participation of our parish family to support the ministries funded through the Diocesan Annual Appeal. It is through the Appeal that the diocese is able to fund the many essential programs and services which directly touch so many Catholic families throughout the Diocese of Crookston.

“We Walk(ed) by Faith” is this years appeal theme. It is not possible for our parish or any parish for that matter, to entirely support the critical needs in our Diocese. That is why we must continue to do what we can to help each other through the works of the Annual Appeal.

We have already raised \$, or % of our parish goal. We also have another goal this year--100% participation from our parishioners. Of course, to obtain this second goal, we need to hear from every parishioner. We haven't heard from you yet and we need your support.

Enclosed you will find a Diocesan Annual Appeal envelope. Please make your pledge and return it to the parish either by mail or by dropping it in the collection basket during Mass. The Bishop and the many recipients of these programs deeply appreciate your concern and support of the Appeal.

Your friends in Christ,

Pastor
Parish Chairperson

Auditing Procedure for DAA Envelopes

The bulk of the pledge envelopes will be collected in the parish by Appeal Sunday II. The parish DAA chairperson then forwards them to the Diocesan Annual Appeal Office. It is important to have a sufficient number of people on the parish DAA committee to ensure completion of this report. The following system should be used:

1) **APPLY LABELS:** Computer labels have been prepared for you for all parishioners on your parish list. They are in alphabetical order. Arrange pledge envelopes in alpha order. Take the label for

each parishioner who returned an envelope and affix it on the lower left-hand corner located below where the name and address has been written. **See sample on page 12.** Take care that the label and envelope name match because the name on the label will be credited for that gift.

For envelopes with names not on the pre-printed labels (e.g. visitors), type a blank label.

2) **BATCH ENVELOPES:** Sort the pledge envelopes into the following batches:

- A. Pledges Paid in Full
- B. Pledges with Partial Payment (pledge with down payment)
- C. Pledges with no down payment
- D. Refusals/Unable
- E. Deletions (moved, deceased, duplicate)

3) **VERIFY OUTSIDE OF ENVELOPE WITH INSIDE:** Before anything else, verify that each envelope actually contains cash or a check in the amount shown on the envelope in space marked "NOW PAYING." Any discrepancy should be resolved before proceeding.

4) **DEPOSIT:** If the totals agree, cash and checks can be separated from the envelopes and cash may be deposited in your parish account. Prepare a parish check for the cash. Most parishes prefer to have the Chancery handle all of the checks.

5) **CONTRIBUTIONS FROM ANONYMOUS DONORS:** Consolidate all paid-in-full contributions from anonymous donors and report them on one pledge envelope. Affix a label noting: ANONYMOUS with the actual number of donors. If you add 5 anonymous donations to one envelope, it should be noted. Otherwise, we will take it as one donation.

6) After you've sorted, verified and totaled the envelopes, put a rubber band around each batch placing the proper batch label (pledges paid in full, etc.) on top showing the total amount pledged and the total number of envelopes in the batch. Attach your adding machine tapes. **BE SURE TO MAIL THE MONEY AND DAA ENVELOPES TOGETHER.** The pledge envelopes **cannot** be processed without the money.

7) **PARISH CHECK - NOW PAYING:** Obtain a parish check for all the cash paid with the envelopes, and the transmittal is ready to be turned in to the Diocesan Annual Appeal Office.

TRANSMITTAL
DATE ----- REPORT NO.-----

DIOCESAN ANNUAL APPEAL
PO BOX 610
CROOKSTON, MN 56716

FROM-----
parish parish #

CITY-----

| | | | Total # labels- envelopes reported | TOTAL GIFTS | NOW PAYING | PARISH CHECK |
|------------------------------------|--|------------------------|---------------------------------------|-------------|------------|--------------|
| # Pledges | | This report | | | | |
| # Refusals- not able to give | | Previously Reported | | | | |
| #Deletions | | Current Total | | | | |

THANK YOU!

X-----
Pastor Signature (if pastor is not available, make a copy for him)
May also be signed by the pastoral administrator

- a) Enter the date the report is filled out.
- b) Enter the transmittal number. (1 for the first report, 2 for the second, etc.)
- c,d,e,) Enter the parish name, parish number, and address to ensure proper credit.
- f) **TOTAL NUMBER OF ENVELOPES/LABELS REPORTED:** Enter the total number (count) of all envelopes reported. This includes all pledges, refusals, moved, deceased, etc.
- g) **TOTAL GIFTS:** Enter the total dollar amount **pledged**, regardless of the amount paid. Enter the total amount being sent with this report under **NOW PAYING**.
- h) **PREVIOUSLY REPORTED:** On the first report, omit this line. On all other reports, use the total from the previous report.
- i) **CURRENT TOTAL:** This is the total of lines g and h.
- j) Have your pastor/pastoral administrator sign the transmittal.

Make a copy of the transmittal for parish records and send the original to the DAA Office with the envelopes and money. No report is necessary for only 2 or 3 pledge envelopes.

The DAA Office processes the parish checks. If the pledge is completely paid, an acknowledgment will be sent. If no payment or partial payment of a pledge is made, reminders will be sent as the donor requests. Do you have any questions? E-mail for Jean is jlajesse@crookston.org. Or call the Chancery at 218-281-4533 or call 218-281-6706 after work hours and ask for Jean.

PAYMENT ONLY REPORT

The parish may receive a check or cash for pledges that you have already sent to the DAA Office. Proper use of the Payment Only Report will clearly distinguish between **pledges** (reported by transmittals) and **subsequent payments** (reported on Payment Only Reports), and will ensure that your parishioners receive proper credit. If you receive a pledge payment, complete a PAYMENT ONLY REPORT and send this form and the money to the Diocesan Annual Appeal Office.

PAYMENT ONLY REPORT (Do not use for new pledges/donations)

Diocesan
Annual
Appeal

To: Diocesan Annual Appeal
Box 610
Crookston, MN 56716

Name of Parish _____ Parish No. _____
Address _____ Date of this report _____
Report submitted by _____ Phone _____

Payments on Pledges Previously Reported to the Appeal Office

| ID No. | Date rec'd by parish | Donor's Name | Address | Amount Paid |
|--------|----------------------|--------------|---------|-------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Total Amount Paid \$ _____

HANDLING DAA QUESTIONS

Remember, in many cases, questions or objections raised only mean that the parishioner does not fully understand the DAA or wants more information. Above all, do not fear objections or evade questions, just answer them truthfully to the best of your knowledge. If unknown, find out and call back. Keep the following points in mind:

1. Objections aren't personal - an objection is directed only against the idea being presented--not you.
2. Encourage the person to talk--when an objection is voiced, let it be explained in length. The "ventilation" of a sincere concern or frustration may end in a pledge commitment.
3. Be sympathetic--listen carefully to what is being said and acknowledge the problem. Be concerned but do not argue. Work toward a more positive outcome by noting progress in related programs.
4. Don't argue--this usually evolves from an emotional state of mind. Convert emotions by logic, asking a prospect a series of questions forcing the thought process into fruitful areas.

Possible Questions:

Q: Why is our diocese conducting the Diocesan Annual Appeal?

R: The DAA is an annual appeal conducted by the diocese to support the programs and ministries of the diocesan church. The DAA provides 34% of the funding for many diocesan ministries and programs. All 66 parishes in our diocese conduct the appeal every February.

Q: Why do we need the ministries and services provided by the diocese and why should I support the appeal?

R: Many very important programs, ministries and services are beyond the resources of any single parish. It more than likely would be impossible financially for an individual parish to duplicate the scope of ministries and services provided by the diocese. By having the diocese coordinate these programs, we eliminate the duplication of services and save both time and money.

Q: How much should I give?

R: Here are some ways to decide a monthly gift amount that is proportionate to how God has blessed you: one hour's pay per month, or 1% of monthly income, or the amount you spend each month on something you want but don't really need, such as a movie, golf game, manicure or dinner out.

NOTES