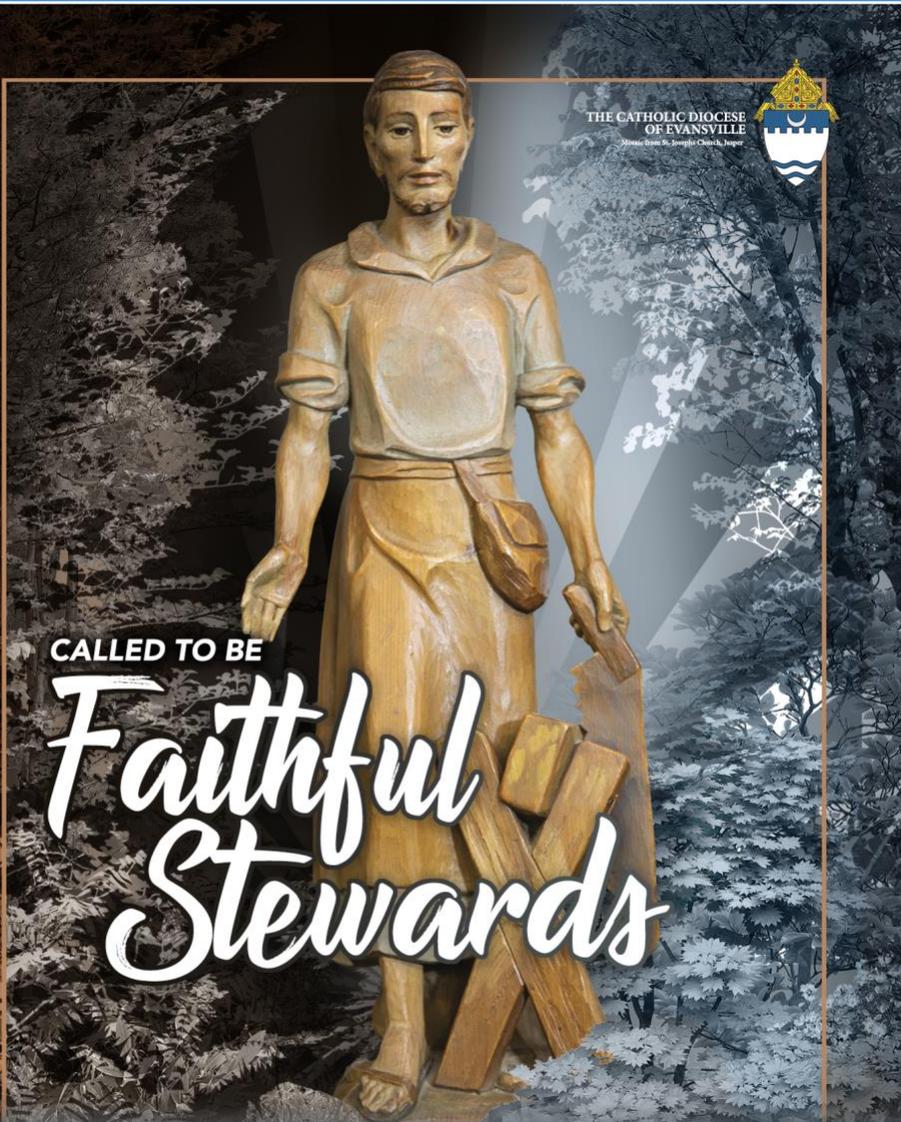


*Ideas, Guidance and Answers for Parishes to
Help Manage a Successful Appeal*

Diocese Of Evansville Catholic Parishes Campaign 2021-22



THE CATHOLIC DIOCESE
OF EVANSVILLE



CALLED TO BE

*Faithful
Stewards*

CATHOLIC PARISHES CAMPAIGN | 2021
2022

Diocese of Evansville
Office of Stewardship

The Office of Stewardship

The Office of Stewardship promotes the mission of the diocese by educating diocesan members to respond to the call of discipleship through stewardship of time, talent and treasure.

Stewardship is a total way of life. It is not a program, but a spiritual consciousness based in Scripture, which holds that all we are and all we have flows from God's varied grace. In turn, we serve as spiritual caretakers of our spiritual and worldly blessings, responding to the Corporal and Spiritual Works of Mercy.

Development is the strategy within this spiritual relationship that allows Catholic parishes and institutions to attain their goals through a means of transformation, conversion, visioning, planning, public relations, and charitable giving concepts.

What identifies a steward? Safeguarding material and human resources and using them responsibly are one answer; so is generous giving of time, talent, and treasure. But being a Christian steward means more. As Christian stewards, we receive God's gifts gratefully, cultivate them responsibly, share them lovingly in justice with others, and return them with increase to the Lord. (Stewardship: A Disciple's Response, A Pastoral Letter on Stewardship, US Conference of Catholic Bishops)

"God made everything; He made everything not from any necessity, nor for the sake of supplying any want, but solely from His own goodness." St. Augustine

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Greetings of Peace and Joy in the name of our Lord Jesus Christ!

I am pleased to offer to you this manual for assisting you in holding the **Diocese of Evansville's Catholic Parishes Campaign** in your particular and unique parish.

Please take some time and review the material inside. It is put together to assist you in reaching your goal for the Catholic Parishes Campaign for 2020-21.

One thing I have learned in my short time here is that our parishes have unique characteristics that define them. There is an independence that flavors the parishes and members of this diocese, but that independence belies the incredibly strong, faithful, and unified Catholic community in southwestern Indiana.

While we would never relinquish our independence or unique nature, we are still one family, one bread, one body united in Christ. In his letter to the Romans, St. Paul tells us that: "For as in one body we have many parts, and all the parts do not have the same function, so we, though many, are one body in Christ..." (Romans 12:4)

Our Church is universal, headed not by man but by Jesus Christ Himself. We share the relationship we have with our Lord with Catholics around the world. I have attended Mass celebrated in many languages - Spanish, Tagalog, Swahili –and discovered that regardless of the language, it is still the Mass and Jesus Christ is truly present.

Our Diocese is our local Church, made up of many parishes. While we may celebrate the Eucharist in Evansville, Jasper, Vincennes, or Bloomfield, we are still celebrating the same thing: The Salvation offered to us by our Risen Lord at the banquet of His Body and Blood.

It is with unbounded joy that I bring to you this booklet to help you offer an invitation to the people of God in our local Church to join in the ministries of the Church through their free-will offerings in support of the Catholic Parishes Campaign, and to help them accept that invitation!

I ask for your prayers that we may open our hearts to God's stewardship call and answer that call with love and generosity. The work of the Church is vital to the spiritual, and often physical, well-being of our people, and contributions from all of us help take those works from concept to reality.

Peace,

Matthew N. Potter, CFP®
Director of Stewardship and Development

PS – There is a lot of material on the following pages. Some of it is a repeat from last year, and some of it is new. All of it can be modified to fit your needs

Important contact information

For questions or concerns regarding any part of the 2020 **Catholic Parishes Campaign**:

Matthew Potter
Director of Stewardship
812.424.5536
(307) 220.6608 cell
mpotter@evdio.org

Contact me for questions regarding any part of the appeal. If you would like me to come to your parish to speak about the **Catholic Parishes Campaign**, please make arrangements to do so as early as possible. I can be reached at all times, including evenings and weekends, on my cell phone. Please don't hesitate to call, text, or email.

Important Dates

The Catholic Parishes Campaign presentation weekend is September 18 and 19, 2021. The Commitment Weekend is September 25 and 26, 2021. Please stick to that schedule.

On the following pages you will find charts that show an overview of the weekly activity designed to assist you in meeting your goal. Subsequent pages have a chart for each of the twelve weeks where the appeal should be in front of parishioners. The weekly activity pages will have recommended pulpit announcements, intercessory prayers, and bulletin announcements.

Please consider using the material provided here as opposed to using substitute texts. These announcements and prayers weave a common theme that builds on itself each week and helps to reinforce the messages of gratitude for past gifts, the importance of the appeal, how we can all participate in the support of the ministries and works of the diocese, how our gifts are used, and encouragement to continue supporting the appeal with current gifts and pledges.

While we do not want this to be the appeal that never ends, it is important to deliver a consistent message over time. There are good reasons for this, one being that not everyone attends Mass every weekend. In addition, it takes multiple exposures to something for it to become part of our nature. Mentioning CPC for two weekends will not help people see it as the important appeal that it is. Mentioning it three times each Mass over a twelve-week period will solidify its importance in people's minds.

Materials

The Message will publish its CPC issue on September 17.

By August 1, the Office of Stewardship will provide brochures that can be mailed with your solicitation letter. Additionally, posters, thermometers, and pledge cards will be available by the same date. Watch for updates regarding delivery and/or pick up of these materials.

Graphics for use in your bulletins and on your website / app are available for download at <http://www.evdio.org/stewardship-resources-for-parishes.html>.

Earlier this year, we published our first annual Impact Report. The report covers each of the offices of the diocese and how they have been careful stewards of the gifts made to the appeal. The report can be seen as a flip book or downloaded as a PDF here: <http://www.evdio.org/impact-report.html>. This is an outstanding resource for the times people ask you how the money they donated has been spent. Use this resource as a source of quotes, facts, figures and answers to the question "Where does the money go?"

You will notice that the pledge cards of the past are officially *of the past!* We have redesigned our pledge cards to give us better information so that we can be more responsive to our benefactors. Please use **ONLY** the new pledge cards and discard any old cards you may have remaining.

Electronic Giving

Beginning in February, 2021, the offices of Finance and Stewardship have teamed up with business managers from seven separate parishes to search for an online donation service that will make digital pledges easier to navigate for the donor and easier to process for the business office. This new system will be in place before September 30, 2021. We are encouraging everyone to use this convenient, safe and secure system when making their pledge.

Week Number & Dates	Key Dates	Activity
#1 Monday, August 16 Sunday, August 22	Saturday, August 21 Sunday, August 22	<ul style="list-style-type: none"> • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful Intercession
#2 Monday, August 23 Sunday, August 29	Saturday, August 28 Sunday, August 29	<ul style="list-style-type: none"> • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
#3 Monday, August 30 Sunday, September 5	Monday, August 30 Saturday, September 4 Sunday, September 5	<ul style="list-style-type: none"> • Send letter to parish leadership • Display Appeal Poster • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
#4 Monday, September 6 Sunday, September 12	Monday, September 6 Saturday, September 11 Sunday, September 12	<ul style="list-style-type: none"> • Send Pastor Letter • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
#5 Monday, September 13 Sunday, September 19	Presentation Weekend Saturday, September 18 Sunday, September 19	<ul style="list-style-type: none"> • CPC Lay Presentation • Have In-Pew pledge cards available • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
#6 Monday, September 20 Sunday, September 26	Commitment Weekend Saturday, September 25 Sunday, September 26	<ul style="list-style-type: none"> • Pastor Commitment Presentation • Have In-Pew pledge cards available • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
#7 Monday, September 27 Sunday, October 3	Saturday, October 2 Sunday, October 3	<ul style="list-style-type: none"> • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful

<p>#9 Monday, October 11 Sunday, October 17</p>	<p>Saturday, October 16 Sunday, October 17</p>	<ul style="list-style-type: none"> • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
<p>#10 Monday, October 18 Sunday, October 24</p>	<p>Monday, October 18 Saturday, October 23 Sunday, October 24</p>	<ul style="list-style-type: none"> • Pastor Reminder Letter to all • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
<p>#11 Monday, October 25 Sunday, October 31</p>	<p>Saturday, October 30 Sunday, October 31</p>	<ul style="list-style-type: none"> • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
<p>#12 Monday, November 1 Sunday, November 7</p>	<p>Monday, November 1 Saturday, November 6 Sunday, November 7</p>	<ul style="list-style-type: none"> • Pastor follow-up letter to past donors only • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful

KEYS TO A SUCCESSFUL APPEAL

Catholic Parishes Campaign Parish Committee

A few words about this all-important committee.

This should not be either a make-work committee or an honorary committee. It is not a mandate that you have one, but it is strongly suggested that you do, as it will make your life easier and likely to make the campaign more successful because of the additional engagement of your parishioners. Parishioners who are engaged in their parish become MORE engaged in their parish. If someone joins your committee and is honored because you asked him/her to be on the committee, you will have gained not just a committee member, but an advocate.

People want to be involved. They want to be asked to be a part of something they believe in, and being asked to be on a committee that helps make a successful campaign is truly an honor. Few people will turn you down for this duty.

Take advantage of this knowledge and ask people who are NOT on a bunch of committees already.

Details

The Catholic Parishes Campaign Parish Committee should have 7 to 11 people on it. There are several expectations of the members and of you with respect to the committee:

1. **Each member should be willing to make a gift that is more than the equivalent of change in the pocket.** The commonly referred term is a “sacrificial” gift, meaning one that takes some prayer and discernment before being made, but not so large that it places the giver into financial hardship. Only the giver knows how much that is. The prospective committee member should be made aware of this BEFORE joining the committee. Tell them “I want you on the committee because I think you will be a valuable part of our team, but a requirement of being on this team is that you support the Catholic Parishes Campaign, and that your support will be unconditional and significant given your personal financial circumstances. Please take a few days to pray about this and then let me know your answer.”

Wait a few days and he/she will call you back. If not, call him/her, but be sure personal contact is made shortly after your meeting. If you don't make that contact, it is unlikely that parishioner will be on this committee or available for any other work you might want them to do.

If you take the time and effort to gather the right people around you, you will create transformational opportunities for your parishioners. I can tell you from personal experience that when the Holy Spirit calls and your heart is open to Him, the possibilities are endless. People are craving this transformation. Given the opportunity they will embrace it and become completely engaged in their Church, and it starts with you asking them to work for free and give you their money. As crazy as that sounds, it is the absolute truth.

2. **Members should be willing to organize and run the campaign for the parish.** The idea is to get parishioners engaged and to take ownership of the campaign. If all a person wants is to have his/her name associated with the committee, you should tell him/her “thanks, but no thanks.”

You need people who possess the knowledge of how to organize and run a campaign as well as be willing to do the work necessary.

3. **Once you have handed- off the task of running the campaign, get out of the way.** This does not mean to lead them into the wilderness and abandon them, but you don't have to hover over them while they are working, either. Get reports from the committee to make sure they are covering things that need to be covered; give them access to the parts of this manual that pertain to them; give them support and encouragement when you attend their meetings; thank them for their time and their gifts; thank them again for their time and their gifts; thank them again for their time and their gifts.

4. **After the campaign is complete, have a party.** Everybody should be willing to celebrate success. Thank them again for their time and their gifts. Spring for a nice dinner for them AND their spouses, because they had a big part in the success as well. Make certificates of appreciation and give them out at the dinner. Send a handwritten card of thanks in the mail. The success you are celebrating is about the willingness of these people to be engaged with their Church and the Grace that comes upon them when working for their Church. The party should NOT be contingent upon reaching a financial goal. Trust that the Holy Spirit will provide what's needed as long as you and your committee put in what's needed.

5. Other items for the Campaign Committee:
 - a. Assist the pastor in conducting any parish level leadership and worker meetings.
 - b. Assist in recruiting a sufficient number of parish workers.
 - c. Promote support for the **Catholic Parishes Campaign** among all parishioners.
 - d. Have a member give a lay witness talk about their experience with a Diocesan service or ministry.
 - e. Familiarize him/her with the services and ministries funded by **the Catholic Parishes Campaign.**
 - f. Maintain communication with the Diocesan office of Stewardship. Never hesitate to ask for additional materials or assistance.
 - g. Be available to assist on Commitment Weekend.

APPEAL ACTIONS:

- Educate yourself on the many good works of the appeal. Use the diocesan Impact Report for reference;
- Incorporate the prayerful aspects of the appeal, consider reciting the appeal prayer during Mass;
- Make your own gift first;
- Personalize the message for parishioners by highlighting local efforts supported by the appeal;
- Thank your parishioners who have given to the appeal in the past;
- Keep the Appeal in front of the parishioners by utilizing all materials provided by the Stewardship Office;
- Put together a CPC committee.

PLEASE REMEMBER:

- People who feel inspired to support a cause give as much as they can;
- People who feel obligated to give tend to give the minimum expected;
- Do not underestimate the generosity of your parishioners. Give thanks to God for the good stewardship of your parishioners.

A SUCCESSFUL APPEAL REQUIRES:

- Strong, active leadership and involvement of the pastor;
- Careful planning and adherence to the Appeal plan;
- An enthusiastic presentation of the publicity materials;
- A focused attempt to create long-term relationships with parishioners;
- Personal face to face follow-up with larger donors;
- An emphasis on pledged gifts rather than one-time donations;
- Encourage online giving;
- Suggesting a reasonable, yet specific, increased gift. Increasing by 5% makes a difference;
- Education and communication – parishioners who understand the vital programs made possible by the appeal can educate others, ensuring parish success.

WE ASK THAT YOU DO NOT:

- Apologize for the Appeal;
- Portray the Appeal as a chore or required obligation;
- Say “just give what you can.”
- Encourage that everyone give the same amount;
- Ignore how much donors give. “I don’t want to know because I might treat them differently.”

PARISH / DIOCESAN RESPONSIBILITIES

Diocesan Responsibilities

The Catholic Parishes Campaign (the appeal) is designed to be a partnership between the parishes and the diocesan Offices of Stewardship and Finance. The Office of Stewardship prepares appeal materials such as brochures, posters, images, sample letters and other pieces intended to provide ongoing support to parishes in their efforts to carry out a successful appeal. Parishes are asked to promote the appeal in a positive manner. The Finance Office records and processes all gifts, pledges, and payments as well as produces the pledge payment reminder statements.

Parish Leadership Responsibilities

Pastor, Parochial Vicar, and Deacons:

- Recruit a parish appeal committee
- Implement the appeal plan
- Set a positive tone in the parish for the appeal
- Address the appeal through homilies and pulpit announcements
- Pray for the success of the appeal during Mass and at various parish functions
- Approve the text of the pastor follow-up letters
- Make a pledge during the early stages of the Appeal

The Parish Business Manager, Parish Secretary and Parish Staff:

- Remain in regular contact with the Pastor, parish appeal committee and parish staff
- Contact the Office of Stewardship for additional materials or any other appeal-related support
- Ensure the appeal materials are included in the bulletins, at key entrances or in the pews as needed
- Contact the Finance Office for any financial reports or assistance
- Make a pledge during the early stages of the appeal

Parish Appeal Committee:

- The appeal committee should exemplify generous and consistent appeal supporters
- Provide additional support as needed by the pastor and parish staff
- Remain in regular contact with the pastor
- Ensure every parish family has the opportunity to learn about the appeal
- Make presentations at Mass during the appeal, if requested
- Demonstrate consistent support for the appeal
- Enthusiastically promote the appeal
- Make a pledge during the early stages of the appeal

RESPONSES TO FREQUENTLY ASKED QUESTIONS

1. *I give to my parish, why should I give to the Catholic Parishes Campaign?*

While the support of your parish is very important, the Catholic Parishes Campaign provides us with the opportunity to share our love of God with others through our gifts of treasure. These gifts build the ministries of the Church which exist to help people grow in their relationship with Jesus Christ. From this relationship with Jesus, we come to a deeper appreciation for that which is God's desire for each and every one of us.

2. *This is a large request for my family to consider.*

We ask you to consider a gift amount that meets your ability to give. Gifts may be pledged over a twelve-month period, making it easier than contributing a one-time gift. Gifts may also be made in the form of cash and securities or a combination of both.

3. *Is my pledge legally binding?*

No. A pledge is a commitment made through prayer given your own set of circumstances at the time you make the pledge. If those circumstances change, you may adjust the pledge payments and/or balance accordingly.

4. *Why are pledges emphasized?*

Our appeal emphasizes gifts over a period of time because it allows individuals and families the opportunity to consider making a more significant impact than a one-time contribution. Donors who pledge are able to consider gifts typically larger than those who make one-time gifts.

5. *To what extent are gifts to the Catholic Parishes Campaign tax deductible?*

Depending upon your personal financial situation, gifts to the Catholic Parishes Campaign may be tax deductible. Donors with specific questions regarding tax deductibility should contact their financial advisors or tax preparers.

6. *How does my gift help my parish?*

Each parish is given a financial goal for the appeal. If pledges from parishioners do not reach that goal, the parish must make up the difference. If pledges exceed the goal, that money is then rebated back to the parish for its use.

7. *Is the Catholic Parishes Campaign goal a tax?*

No. While the parish must meet its goal, each free-will offering to the appeal reduces that liability dollar-for-dollar. A tax is simply an amount that must be paid regardless of the free-will offering. (See accompanying article "Catechdraticum, Taxes, and Free-Will Offerings" in Appendix 1)

Week One Activity

Monday, August 16 - Sunday, August 22

Activity	When	Who is Responsible	Comments
Use appeal bulletin cover	Monday, August 16	Parish Staff	Contact Diocesan Stewardship Office for PDF if needed
Pulpit announcement	At Mass Saturday, August 21 and Sunday, August 22	Pastor / Deacon / Reader	See suggested announcement below
Prayers of the Faithful	At Mass Saturday, August 21 and Sunday, August 22	Pastor / Deacon/ Reader	See suggested prayers below
Bulletin announcement	At Mass Saturday, August 21 and Sunday, August 22	Parish Staff	See suggested bulletin announcement below

PULPIT ANNOUNCEMENT

The Catholic Parishes Campaign is coming up in September. This gifts donated by the faithful to this annual appeal go to support the many works of the Diocese of Evansville in our communities.

PRAYER OF THE FAITHFUL

In consideration of the many gifts that God has given to each of us, we ask that our parish community responds generously to the Catholic Parishes Campaign this year. We pray to the Lord.

BULLETIN ANNOUNCEMENT

The gifts made to the Catholic Parishes Campaign, Diocese of Evansville's annual appeal, have made a tremendous impact upon tens of thousands of members of our diocese. To see the good your gifts have done, visit <http://www.evdio.org/impact-report.html>. Please prayerfully consider a gift to the appeal again this year. More information to come.

Week Two Activity

Monday, August 23 - Sunday, August 29

Activity	When	Who is Responsible	Comments
Pulpit announcement	At Mass Saturday, August 21 and Sunday, August 22	Pastor / Deacon / Reader	See suggested announcement below
Prayers of the Faithful	At Mass Saturday, August 21 and Sunday, August 22	Pastor / Deacon/ Reader	See suggested prayers below
Bulletin announcement	At Mass Saturday, August 21 and Sunday, August 22	Parish Staff	See suggested bulletin announcement below

PULPIT ANNOUNCEMENT

The 2021 Catholic Parishes Campaign begins in a few weeks. We encourage you to look at the Diocese of Evansville's Impact Report available online at the diocesan website, to see the outstanding work our gifts to the appeal have made possible. Please see the bulletin for the web address.

PRAYER OF THE FAITHFUL

As we have received many blessings from the Lord, no matter how large or small, may we find it in our hearts to be charitable and help those in need by supporting the Catholic Parishes Campaign again this year. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

Called to be Faithful and Prudent Stewards "During a time of major uncertainty, which undoubtedly led to more anxiety and fear than any of us realize, regular publication of *The Message* provided at one element of normalcy in an otherwise very abnormal year." <http://www.evdio.org/impact-report.html>. *The Message*, southwest Indiana's Catholic community newspaper, is supported by our contributions to the Catholic Parishes Campaign.

Week Three Activity

Monday, August 30 - Sunday, September 5

Activity	When	Who is Responsible	Comments
Pulpit announcement	At Mass Saturday, September 4 and Sunday, September 5	Pastor / Deacon / Reader	See suggested announcement below
Prayers of the Faithful	At Mass Saturday, September 4 and Sunday, September 5	Pastor / Deacon/ Reader	See suggested prayers below
Bulletin announcement	At Mass Saturday, September 4 and Sunday, September 5	Parish Staff	See suggested bulletin announcement below

PULPIT ANNOUNCEMENT

The 2021 Catholic Parishes Campaign begins the weekend of September 18 and 19. The annual appeal supports the ministerial, pastoral, sacramental, and administrative works of the Diocese of Evansville. Our parish has a key role to play in the success of the appeal. We are grateful to you for your past support of this vital work and we ask that you prayerfully consider your continued support this year.

PRAYER OF THE FAITHFUL

In gratitude for the generous gifts to the Diocese of Evansville's Catholic Parishes Campaign which benefitted tens of thousands of people in Southwestern Indiana, **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

Called to be Faithful and Prudent Stewards "Shortly after things were shut down in March, 2020, the Office of Catechesis met virtually with parish catechetical leaders each week to prepare for catechesis in the fall. Together we prepared guidelines for gatherings, discussed new ways of rethinking religious education, and sought opportunities to participate in workshops. We found ourselves practicing adaptive leadership skills in order to meet the needs of this uncharted time."

<http://www.evdio.org/impact-report.html>. The diocesan Office of Catechesis is supported by our contributions to the Catholic Parishes Campaign.

Week Four Activity

Monday, September 6 - Sunday, September 12

Activity	When	Who is Responsible	Comments
Pulpit announcement	At Mass Saturday, September 4 and Sunday, September 5	Pastor / Deacon / Reader	See suggested announcement below
Prayers of the Faithful	At Mass Saturday, September 4 and Sunday, September 5	Pastor / Deacon/ Reader	See suggested prayers below
Bulletin announcement	At Mass Saturday, September 4 and Sunday, September 5	Parish Staff	See suggested bulletin announcement below

PULPIT ANNOUNCEMENT

Next weekend is the presentation weekend for the Diocese of Evansville's 2021 Catholic Parishes Campaign. Our parish plays a key role in the success of the appeal. We are grateful to you for your past support of this vital work and we ask that you prayerfully consider continuing your support this year. If you have never made a contribution to the appeal, or if you haven't contributed lately, please consider doing so this year.

PRAYER OF THE FAITHFUL

We pray for the success of the Catholic Parishes Campaign so that we may continue to build on the wonderful heritage of our Catholic faith and prepare the way of the future. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

Called to be Faithful and Prudent Stewards "Our ministers are working on some of the most urgent spiritual, economic and physical needs of Latinos. These include family ministry, faith formation and evangelization, training for lay leaders, engaging youth, stewardship, immigration, tax services, ministry for migrant workers, and professional counseling services." <http://www.evdio.org/impact-report.html>. The diocesan Office of Hispanic Ministry is supported by our contributions to the Catholic Parishes Campaign.

Week Five Activity

Monday, September 13 - Sunday, September 19

Activity	When	Who is Responsible	Comments
CPC Presentation	At Mass Saturday, September 18 and Sunday, September 19	Selection of lay witness collaboration between pastor and the CPC committee.	Arrange to have a testimonial by a lay witness (See helpful suggestions section 4.e)
Pulpit announcement	At Mass Saturday, September 18 and Sunday, September 19	Pastor / Deacon / Reader	See suggested announcement below
Prayers of the Faithful	At Mass Saturday, September 18 and Sunday, September 19	Pastor / Deacon/ Reader	See suggested prayers below
Bulletin announcement	At Mass Saturday, September 18 and Sunday, September 19	Parish Staff	See suggested bulletin announcement below

PULPIT ANNOUNCEMENT

Our financial contributions to the Catholic Parishes Campaign are the primary way for us to join Bishop Siegel in support of the work of the Diocese of Evansville. We are grateful to you for your past support of this vital work and we ask that you prayerfully consider continuing your support this year. If you have never made a contribution to the appeal, or if you haven't contributed lately, please consider doing so this year.

PRAYER OF THE FAITHFUL

We pray for the success of the Catholic Parishes Campaign so that we may continue to build on the wonderful heritage of our Catholic faith and prepare the way of the future. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

Called to be Faithful and Prudent Stewards As St. Joseph was called to care for the Son of God, so we are called to care for the many gifts God has given us. It is good to use those gifts to grow God's kingdom in our diocese through our financial contributions to the Catholic Parishes Campaign. We are grateful to you for your past support of this vital work and we ask that you prayerfully consider continuing your support this year. If you have never made a contribution to the appeal, or if you haven't contributed lately, please consider doing so this year.

Week six Activity
Monday, September 20 - Sunday, September 26

Activity	When	Who is Responsible	Comments
Pastor Letter sent to parishioners	Letter must be mailed Monday, September 20	CPC Committee and parish staff	Letter should arrive in homes no later than Thursday, September 23
Pastor makes ask of parish	At Mass Saturday, September 25 and Sunday, September 26	Pastor (Do not delegate this!)	Pastor makes the ask, talks about mechanics of how gift is made. See helpful suggestions section 4.e)
Pulpit announcement	At Mass Saturday, September 25 and Sunday, September 26	Pastor / Deacon / Reader	See suggested announcement below
Prayers of the Faithful	At Mass Saturday, September 25 and Sunday, September 26	Pastor / Deacon/ Reader	See suggested prayers below
Bulletin announcement	At Mass Saturday, September 25 and Sunday, September 26	Parish Staff	See suggested bulletin announcement below

PULPIT ANNOUNCEMENT

Today we are asking for your financial support of the Diocese of Evansville’s 2021 Catholic Parishes Campaign. Our parish plays a key role in the success of the appeal. We are grateful to you for your past support of this vital work and we ask that you prayerfully consider continuing your support this year. As we celebrate the Year of St. Joseph, like St. Joseph we are **Called to be Faithful and Prudent Stewards** of all God has given us. Please fill out and return the pledge card you received in the mail or go online to make your gift to the appeal.

PRAYER OF THE FAITHFUL

We pray for the success of the Catholic Parishes Campaign so that we may continue to build on the wonderful heritage of our Catholic faith and prepare the way of the future. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

Called to be Faithful and Prudent Stewards “Our work would not be possible without the generous gifts made by you to the Catholic Parishes Campaign. I am grateful to you for sharing God’s abundance in support of our mission as Church. I want you to know that we are careful stewards of those gifts and never forget where they came from.” Bishop Joseph Siegel, Bishop of Evansville.
<http://www.evdio.org/impact-report.html>.

Week seven Activity
Monday, September 27 - Sunday, October 3

Activity	When	Who is Responsible	Comments
Pastor reminds parishioners to make pledge	At Mass Saturday, October 2 and Sunday, October 3	Pastor / celebrant	A simple reminder is all that is needed
Pulpit announcement	At Mass Saturday, October 2 and Sunday, October 3	Pastor / Deacon / Reader	See suggested announcement below
Prayers of the Faithful	At Mass Saturday, October 2 and Sunday, October 3	Pastor / Deacon/ Reader	See suggested prayers below
Bulletin announcement	At Mass Saturday, October 2 and Sunday, October 3	Parish Staff	See suggested bulletin announcement below

PULPIT ANNOUNCEMENT

Thank you for your generous response to the Diocese of Evansville’s 2021 Catholic Parishes Campaign. If you have not yet made your pledge to the appeal, please prayerfully consider doing so this week. We are grateful to you for your past support. As we celebrate the Year of St. Joseph, like St. Joseph we are **Called to be Faithful and Prudent Stewards** of all God has given us. Our contributions are the primary financial support of the vital work of the diocese.

PRAYER OF THE FAITHFUL

In gratitude we thank our parishioners for their faithful stewardship and generous support of the Catholic Parishes Campaign. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

Called to be Faithful and Prudent Stewards “Our work would not be possible without the generous gifts made by you to the Catholic Parishes Campaign. I am grateful to you for sharing God’s abundance in support of our mission as Church. I want you to know that we are careful stewards of those gifts and never forget where they came from.” Bishop Joseph Siegel, Bishop of Evansville.
<http://www.evdio.org/impact-report.html>.

Week Eight Activity

Monday, October 4 - Sunday, October 10

Activity	When	Who is Responsible	Comments
Pulpit announcement	At Mass Saturday, October 9 and Sunday, October 10	Pastor / Deacon / Reader	See suggested announcement below
Prayers of the Faithful	At Mass Saturday, October 9 and Sunday, October 10	Pastor / Deacon/ Reader	See suggested prayers below
Bulletin announcement	At Mass Saturday, October 9 and Sunday, October 10	Parish Staff	See suggested bulletin announcement below

PULPIT ANNOUNCEMENT

Because we are ***Called to be Faithful and Prudent Stewards***, we are given the opportunity to be an important part of the ministries of the Diocese of Evansville through our financial contributions to the Catholic Parishes Campaign. If you have already made your pledge, thank you. If you have not, please prayerfully consider doing so soon

PRAYER OF THE FAITHFUL

That our participation in the Catholic Parishes Campaign puts us in solidarity with those on the margins of society who benefit from our financial gifts to the appeal, **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

Called to be Faithful and Prudent Stewards “(In 2020) we provided more than 2,000 counseling sessions, including more than 1,600 outpatient and over 400 school counseling sessions. Nearly 70 percent of those served through counseling services indicated improved mental health functioning during 2020. Catholic Charities offers counseling services to individuals experiencing a variety of mental health issues cope with the stresses of daily life.” <http://www.evdio.org/impact-report.html>. Catholic Charities is supported by our contributions to the Catholic Parishes Campaign.

Week Nine Activity

Monday, October 11 - Sunday, October 17

Activity	When	Who is Responsible	Comments
Pulpit announcement	At Mass Saturday, October 16 and Sunday, October 17	Pastor / Deacon / Reader	See suggested announcement below
Prayers of the Faithful	At Mass Saturday, October 16 and Sunday, October 17	Pastor / Deacon/ Reader	See suggested prayers below
Bulletin announcement	At Mass Saturday, October 16 and Sunday, October 17	Parish Staff	See suggested bulletin announcement below
Request donor report from Renee at Diocese	Monday, October 11	Parish Staff	Report to be used to send reminder letters next week

PULPIT ANNOUNCEMENT

Thank you to everyone in our parish who has made a gift or pledge commitment to the Catholic Parishes Campaign. This is a tangible opportunity for us to help individuals and families through the many charitable programs made possible by the appeal. Every gift makes a difference. If you have already made your pledge, thank you. If you have not, please prayerfully consider doing so today.

PRAYER OF THE FAITHFUL

That we may take the time to reflect, pray and decide how we will share our blessings with our Catholic family through the Catholic Parishes Campaign. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

Called to be Faithful and Prudent Stewards “The Office of Family and Life provides and coordinates services within the Diocese related to protection of, preparation for, and support of traditional marriage; the science, theology, and myths of modern natural family planning; respect for life at all stages beginning at conception and ending at natural death; post abortion support through Project Rachel; and communication of diocesan resources for those in physical and spiritual need. Finally, we take stands against abortion, euthanasia, capital punishment, pornography, human trafficking, the redefinition of marriage and gender.” <http://www.evdio.org/impact-report.html>. The Office of Family and Life is supported by our contributions to the Catholic Parishes Campaign.

Week Ten Activity

Monday, October 18 - Sunday, October 24

Activity	When	Who is Responsible	Comments
Pastor Reminder letter	Monday, October 18	Pastor / Parish staff	This letter sent to everyone who has not contributed
Pulpit announcement	At Mass Saturday, October 23 and Sunday, October 24	Pastor / Deacon / Reader	See suggested announcement below
Prayers of the Faithful	At Mass Saturday, October 23 and Sunday, October 24	Pastor / Deacon/ Reader	See suggested prayers below
Bulletin announcement	At Mass Saturday, October 23 and Sunday, October 24	Parish Staff	See suggested bulletin announcement below

PULPIT ANNOUNCEMENT

Thank you to everyone in our parish who has made a gift or pledge commitment to the Catholic Parishes Campaign. Our latest report shows that we have reached XX% of our goal. We recently sent reminder letters to parishioners who have not yet made a pledge. Please prayerfully consider making a pledge today. If you recently made a pledge but received a reminder letter, it's only because it takes a few days to update our information. Thanks for your understanding.

PRAYER OF THE FAITHFUL

That we as members of the Diocese of Evansville may unite in service to the Lord and support the educational, spiritual, pastoral, and charitable works of our diocese through the Catholic Parishes Campaign. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

Called to be Faithful and Prudent Stewards “The Father Deydier House of Discernment opened upon its third year in the fall of 2020. Four new House residents began their discernment under the leadership of House Chaplain, Father Tyler Tenbarge. The House exists to serve young men as they discern whether God is calling them to seminary in the year after they live at the House. The House also hosts a weekly Monday Night Holy Hour & Mass for Vocations at Sacred Heart Church, at which more than 150 people usually attend, about half of whom are young adult Catholics. The third component of the House is the monthly Savio Night gatherings for teenage guys. There, these young men are formed in the faith and have begun their own discernment of their vocations.” <http://www.evdio.org/impact-report.html>. The Office of Vocations is supported by our contributions to the Catholic Parishes Campaign.

Week Eleven Activity

Monday, October 25 - Sunday, October 31

Activity	When	Who is Responsible	Comments
Pulpit announcement	At Mass Saturday, October 30 and Sunday, October 31	Pastor / Deacon / Reader	See suggested announcement below
Prayers of the Faithful	At Mass Saturday, October 30 and Sunday, October 31	Pastor / Deacon/ Reader	See suggested prayers below
Bulletin announcement	At Mass Saturday, October 30 and Sunday, October 31	Parish Staff	See suggested bulletin announcement below

PULPIT ANNOUNCEMENT

If you have not yet made your contribution to the Appeal, we ask that you take a few moments in the days ahead to consider prayerfully your gift decision. Each contribution ensures that the ministries, programs, and services of the Church remain strong throughout the Diocese of Evansville. As we near the completion of the active appeal, we thank those who have given, and encourage those who haven't to join us in this important endeavor.

PRAYER OF THE FAITHFUL

For the success of the Catholic Parishes Campaign, that the people of our parish and throughout the diocese will respond generously to the call to help support the many ministries and services made possible by the appeal. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

Called to be Faithful and Prudent Stewards "One of the chief responsibilities of the Office of the Chancellor is to assure the directives of the USCCB's Charter for the Protection of Children and Young People are followed. The Diocese of Evansville recently learned that it is in compliance with the data collection requirements for the 2019-2020 Charter audit period. StoneBridge Business Partners carried out the audit." <http://www.evdio.org/impact-report.html>. The Office of the Cancellor is supported by our contributions to the Catholic Parishes Campaign.

Week Twelve Activity
Monday, November 1 - Sunday, November 7

Activity	When	Who is Responsible	Comments
Pastor follow-up letter to past donors only	Monday, November 1	Pastor / Staff	Final letter sent only to past donors who have not contributed this year. See Letters, section 4.d.
Pulpit announcement	At Mass Saturday, October 30 and Sunday, October 31	Pastor / Deacon / Reader	See suggested announcement below
Prayers of the Faithful	At Mass Saturday, October 30 and Sunday, October 31	Pastor / Deacon / Reader	See suggested prayers below
Bulletin announcement	At Mass Saturday, October 30 and Sunday, October 31	Parish Staff	See suggested bulletin announcement below

PULPIT ANNOUNCEMENT

Today is our final reminder about the Diocese of Evansville Catholic Parishes Campaign. If you have already made a pledge to the appeal, we are very grateful to you for doing so. If you have not yet made your pledge, we ask that you take a few moments in the days ahead to consider prayerfully your gift decision. Each contribution ensures that the ministries, programs, and services of the Church remain strong throughout the Diocese of Evansville.

PRAYER OF THE FAITHFUL

In gratitude for the faithful stewardship of our financial resources by members of our parish in making the Catholic Parishes Campaign successful. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

Called to be Faithful and Prudent Stewards Thank you for answering the call! St. Joseph, protector and provider to the Universal Church, pray for us!

LETTERS

Letters to Parishioners

Following is a letter I have composed for you. You can use this letter or one of your own. Or, you can use this one as a template and edit it to make it your own.

If you have the ability to segment your letters, it will help you meet your Catholic Parishes Campaign goal.

Segmentation involves separating groups based on common characteristics. In this case, we are segmenting by just three groups – those who gave last year (GIVERS); those who gave some year but not this year (SYBUNTS); and those who have never made a gift (NEVER EVERS).

If your software allows it, you can create lists of donors who fit in these categories, and then insert the appropriate cell contents where variables are shown. Each letter is the same except for the paragraph that begins with “We are grateful...”

This paragraph is different in each letter. The phrasing difference begins with “A gift today of \$xxx, \$xxx+10%, or \$xxx+15% ...” Here the first variable (\$xxx) is the last amount given. The next variable is “\$xxx+10%” which takes the last donation and adds 10%. The final variable shows the last donation plus 15%. These are good ways to suggest an increase in the gift without being rude. Many donors will repeat their gift amount from past years unless asked specifically to increase that amount.

For donors who have given \$1,000 or more, don't use this method. It creates perception problems in that the numbers tend to look very large. Rather, use the paragraph called “MAJOR DONOR.”

In all letters, there is a new option mentioned, which is “continue until I tell you to stop.” When donors choose this option, it helps you and the parish in your budgeting as you now have a steady stream of income you can count on. It is very convenient for the donor in that she knows she won't have to worry about continuing the donation. Next year you can send a separate mailing to them thanking them for their continued support, then asking for an increase if circumstances allow it. We will create new letters for this scenario next year.

One thing that may cause you to raise your eyebrows is the length of the letter. For many years we have been under the assumption that a one-page letter is best. Well, we were wrong. Research has shown that the best fundraising letters are three- or four-pages long; they are personal and testimonial; they have the donors name in them in several places; personal notes are made to larger donors; and the PS is perhaps the most important piece of the letter. Please consider that information if you choose to write your own or modify the letter that follows.

If you do not segment your letters, just use the “No Segmentation” option.

PASTOR LETTER TO PARISHIONERS On Parish Stationery

Letters should be in the mail Monday, September 20

Dear xxx

St. Thomas Aquinas, Doctor of the Church told us: *“There are many saints to whom God has given the power to assist us in the necessities of life, but the power given to St. Joseph is unlimited: It extends to all our needs, and all those who invoke him with confidence are sure to be heard.”*

Last December, Pope Francis declared a Year of St. Joseph from December 8, 2020 through December 8, 2021. As we read the words above from St. Thomas Aquinas, how very appropriate that we honor, celebrate and love St. Joseph, foster father of Jesus Christ and husband of Mary, our mother.

Even though St. Joseph is mentioned only briefly in the Gospels, his power and influence over the life of the Church, the lives of the saints, and the life of the people of God is undeniable. In addition to St. Thomas Aquinas, St. Teresa of Avila, St. Gregory of Nazianzen, St. Josemaria Escriva, St. John Paul II, and many others, have encouraged us to go to Joseph and seek his assistance in all we do.

Ite Ad Joseph - Go to Joseph. St. Joseph is the universal patron of the Catholic Church. The Litany of St. Joseph gives him 21 different titles including Husband of the Mother of God, Faithful Guardian of Christ, Pillar of Family Life, Terror of Demons, and Protector of the Church.

I have gone to Joseph many times in my life. I turn to him frequently as a priest seeking his assistance. He has been my model of fatherly love towards the members of our parish.

Today our world is beset by problems and challenges unlike any we have faced in our lifetimes. The Church is tested daily as modern culture seeks to dispute the Truth of our faith.

In the midst of this turmoil we are called to be the hands and feet of Jesus Christ, not simply in standing against the forces arrayed against us, but to grow the faith as Jesus told us when he said “Go, therefore, and make disciples of all nations...” (Mt 28:19cf)

“But Father,” you may be thinking, “I don’t have the ability to do that! I have a job, responsibilities at home, a family to care for. Besides, how could I possibly help grow the faith when I see such powerful forces opposing me? I am only one person. I find it difficult just to share my faith with those around me, much less go to all the nations.”

(Name), those are all true. Growing the faith is never easy, and the state of things today makes it even more difficult. But we have a (not so) secret weapon!

Ite Ad Joseph!

In this Year of St. Joseph, a time in which the Church Universal is calling upon the Foster Father of Jesus to help us in our time of need, our prayers are joined by billions of the faithful around the world as we seek his assistance. Just imagine the power of billions of prayers to St. Joseph!

Still, this is no small task as we reach out to 28,000 Catholic families across the 12 counties that make up our diocese. Much of the work that serves the people of God in our parish is done *right here in our parish*, and our plates are full as we strive to fulfill our mission.

There is just no way that we can be successful in fulfilling our mission without the work that is done through the offices and ministries of the diocese. Everything we do here at St. (parish name) is supported by the diocese, which in turn is supported by our gifts to the Catholic Parishes Campaign.

INSERT VARIABLE PARAGRAPH HERE#####

This year, in honor of St. Joseph and in seeking his intercession, the Diocese of Evansville reminds us that we are “**Called to be Faithful Stewards**” just like St. Joseph.

There are more than 20 different and distinct ministries and offices that are funded by our gifts to the Catholic Parishes Campaign. Vocations, seminarian education, Catholic Charities, Youth and Young Adult Ministries, Family and Life, Liturgy, The Message, Catholic School administration, Catechesis, Stewardship, Chancery, and the work of Bishop Siegel all get their funding from our gifts to CPC. Our gifts are critical to building up and adding to the vitality of our local Church, which is the Diocese of Evansville.

(name), during this year of St. Joseph, I am asking you to do two things. First, I am asking you to prayerfully consider making a gift to the Catholic Parishes Campaign to help our diocese in its work serving the people of God. I am also asking you to take the enclosed card and offer a prayer to St. Joseph, found on the back of the card, and seek his intercession in aiding with the success of this essential appeal.

For many years I have been encouraging parishioners just like you to participate in the Catholic Parishes Campaign. Many people embrace the opportunity to contribute to the appeal and give generously out of gratitude to God for the many gifts he has given us. Others are not so enthusiastic, questioning how the money is used and looking for answers before making a contribution. Whether you fall into the first group or the second, the diocese put out an “Impact Report” this past March that addressed those concerns.

In the report, there is financial data from the diocese’ independent audit report. As important as that information is for all of us, what I found most meaningful were the stories from the directors of each diocesan office that described their most what they did to grow the faith during the incredibly challenging time of the 2020 pandemic. They were entirely committed to you, as parishioners of (parish), and to me as your pastor in making sure that we had all we needed to continue providing the sacramental and spiritual needs of the faithful in spite of restrictions and prohibitions. I found the report to be edifying and encourage you to read it again, or read it for the first time. If you don’t have it anymore, you can access it on the Diocese of Evansville’s website at <http://www.evdio.org/impact-report.html>.

On a personal level, I have always been grateful to the diocese for the love and care for parishioners and clergy that is evidenced each and every day. But I have in a way taken the

diocese for granted, confident in the knowledge that I would always have that support. After reading the Impact Report, however, I was struck by the realization that the people who work for the diocese are not just employees but are members of their respective parishes as well. Just like you and me, they support their parishes through their prayers, their service, and their financial gifts. They also support the diocese with contributions to the Catholic Parishes Campaign.

That part was the eye-opener for me. I wondered what it was that drove a person to work for the Church and offer back a portion of their wages to support the very ministries in which they are engaged? As I thought about that, I got excited to think that they must love God so much that they are willing to give their lives in service to him, quietly supporting the work of Bishop Siegel, the clergy and religious, and the lay faithful in the Diocese of Evansville.

(name) I want to be a part of that, and I am inviting you to join me. I want to help by not just supporting the status quo, but by growing the ministries of the diocese in reaching those beyond the margins, those who don't know the joy of a relationship with Jesus Christ. I want to make an impact, too. I can do that directly by making a gift to the Catholic Parishes Campaign, which I already have done, and which you can do as well.

Thank you so very much for your time and prayerful consideration. St. Joseph, pray for us as we answer the call to be faithful stewards!

Yours in Christ,

Pastor

PS - You can make your gift by using the pledge card found with this letter. You can either mail it back to me in the envelope provided or drop it into the collection basket at Mass. You can also make a secure contribution at www.evdio.org. Gifts of securities, life insurance or IRAs can have significant tax benefits to the donor and we encourage their use in contributing to the Diocese.

PPS. – I have enclosed a “Giving Guide” made available by the Diocese of Evansville’s Office of Stewardship. It is a good tool that can help you in your giving plans today and in the future.

GIVERS

We are grateful to you for the gift you made last year of \$xxx, joining thousands of other Catholics who contributed to **the Catholic Parishes Campaign**. A gift today of \$xxx, \$xxx+10%, or \$xxx+15% will help "...make disciples of all the nations..." just as Jesus commanded.

LYBUNT / SYBUNT

We are grateful to you for the gifts you have made in the past, joining thousands of other Catholics who contributed to **the Catholic Parishes Campaign**. A gift today of \$xxx, \$xxx+10%, or \$xxx+15% will help "...make disciples of all the nations..." just as Jesus commanded.

NEVER EVER

Today we are asking you to join the thousands of Catholics who have given to **the Catholic Parishes Campaign** over the years. If you've never given before, please consider a small monthly gift of \$10, or even \$5. Even a small amount will help "...make disciples of all the nations..." just as Jesus commanded.

NO SEGMENTATION

Today we are asking you to join the thousands of Catholics who have given to **the Catholic Parishes Campaign** over the years. A gift of \$25, \$40, or \$50 each month will help "...make disciples of all the nations..." just as Jesus commanded.

LETTERS TO LEADERSHIP

Members of your parish who belong to the Parish Council, Finance Council, Stewardship Committee, St. Vincent de Paul committee, readers, cantors, or any other leadership position in the parish can show through their example the importance of making a contribution to the Catholic Parishes Campaign. You can call on them to step into their leadership role and be one of the first to support the appeal.

While the following letter can be sent on parish letterhead, consider using a personalized note card with a familiar (as opposed to formal) greeting and signature. A hand-written note is also a powerful statement.

Dear (first name)

Let me begin this note by telling you how grateful I am to you for your willingness to serve our parish as a member of (finance council, parish council, etc.) It takes someone with great dedication and love of God to serve the Church in this way. These positions are seldom ones of glamour or fame, and more often consist of hearing complaints. Never forget that I appreciate your work tremendously and pray for you often. Your willingness to serve and offer your talents to the Church help make our work possible and successful.

You will soon receive a letter from me asking for your support of the Diocese of Evansville's Catholic Parishes Campaign. This annual appeal funds the vital ministries and offices of the diocese. Our parish works hand-in-hand with the diocese to bring the Good News to the faithful. We have been given a goal to raise \$XXX this year, which, while challenging, is certainly within our reach.

Today I am asking you for your leadership in supporting the appeal by making a gift of your own. I am also asking you to show your support of the appeal to other parishioners by telling them of the good works of the diocese and how important it is to our parish to make a gift to the appeal.

I would not ask you to do something I would not do myself, so I have already made my gift to the Catholic Parishes Campaign this year. Please prayerfully consider joining me in that action of faith and love towards the Church.

Yours in Christ,

Pastor

FOLLOW-UP LETTER

Send this letter Monday, October 18.

Dear _____,

Several weeks ago, we wrote to you asking you to consider making a gift to the **Diocese of Evansville's Catholic Parishes Campaign**. Parishioner's gifts to this annual appeal provide funding for the pastoral and ministerial works of the diocese in every parish in southwestern Indiana.

I am writing to you because we have not received a pledge card from you, and it is our sincere hope that you will consider making a gift to the appeal today.

Contributing to **the Diocese of Evansville's Catholic Parishes Campaign** is one way in which we share the abundance of God's gifts to us. The gifts made to the Catholic Parishes Campaign are the primary financial support for ministries such as lifelong catechesis, vocations, youth and young adult ministry, Catholic Charities, and many, many more.

Both the people leading these ministries and the beneficiaries of these ministries are our neighbors and friends, Catholics who share the love of Jesus and the love of Church. Our diocese brings together our people in faith.

A gift today of \$50 or \$100 would go a long way in supporting these vital ministries of the Diocese of Evansville.

You can make your gift by using the card found with this letter. You can either mail it back in the envelope provided, or drop it into the collection basket at Mass. You can also make a secure contribution at www.evdio.org. Look for the link to "CPC Giving."

Gifts of securities, life insurance, or IRAs can have significant tax benefits to the donor, and we encourage their use in contributing to the appeal.

If you have already made a gift to this year's appeal, we thank you. If you have not, we ask you to prayerfully consider doing so today.

All that we have comes from God. He made us in his likeness, he cannot be outdone in his generosity, and He will always provide.

Yours in Christ,

Pastor

PS – Thank you for your prayerful consideration to join your brothers and sisters in Christ in contributing the Catholic Parishes Campaign. Even if you are unable to make a gift this year, please pray for the success of the appeal and the ministries supported by the generous gifts of our parishioners.

THANK YOU LETTER

Contact Renee in the diocesan Finance Office to get a list of those who have made a pledge or donation so you can send a thank you letter. These letters should go out shortly after receiving the gift.

Consider sending a holy card along with this. A favorite is St. Ignatius of Loyola with the suscipe on the back. It is a wonderful stewardship prayer.

Dear :

I want to thank you for your recent contribution to the Diocese of Evansville Catholic Parishes Campaign

The generous nature of the parishioners of (PARISH) exemplifies that generosity. Even more so, your gift shows how you have embraced the call to stewardship that God commands of us all.

Our stewardship is ultimately rooted in our knowledge that we have been freed from the slavery of sin through the gift of God's Firstborn Son, Jesus Christ. Ours is a response of gratitude to the Gift that has already been given, namely that of Jesus Christ, the gift of Salvation, the gift of the Church, the gift of the Sacraments, the gift of Faith!

Jesus tells us: "Give and gifts will be given to you; a good measure, packed together, shaken down, and overflowing, will be poured into your lap. For the measure with which you measure will in return be measured out to you." (Luke 6:38)

Stewardship not only calls us to make a response to God's gifts, but more importantly, to make a leap in faith in sharing our blessings in a way that places us, once again, in a stance of faith and trust before God, confident that he will continue to give us all that we need. In a real sense, our stewardship allows room in our hearts for God to continue to grow our Faith.

Thank you, again, for taking that leap in faith. Always know of my continued prayers for you and for all the parishioners of (PARISH) .

Yours in Christ,

Pastor

PRESENTATIONS / TESTIMONIALS

During presentation weekend, it can be very effective to have a parishioner offer his/her take on why they support CPC, and why other parishioners can feel good supporting it as well.

During commitment weekend, the pastor should be making the presentation about how to make a donation, going through the mechanics of filling out a pledge card and referring to his letter to parishioners and other material provided by the diocese. Along with this, the pastor should succinctly speak to why it is important to make a contribution to the appeal.

The pastor, as shepherd of the parish, should make this presentation. Do not hand this off to the parochial vicar, business manager, or other staff member or volunteer. You need to be front-and-center as leader and guide so that others will follow. If you do not set the example, it will be very difficult to reach your goals.

Following are some ideas to help in formulating your presentations.

The most effective presentations are personal and emotion-based. Telling real life stories about encounters with Christ that came about through ministries supported by CPC are riveting. People will respond to those stories in far greater numbers than an accounting-like presentation, or one that attempts to garner contributions through the use of guilt.

One thing to avoid at all costs is the temptation to say "Our goal is \$xxx. We have xxx (number of) families. If each family gives \$xxx, we will reach our goal." While appearing to be a just (and easy) solution, it is neither. It is not just because for those families with greater resources, they can take care of their contribution with a gift that is far smaller than their ability. For those who have few resources, it is an insurmountable amount that likely leads to shame and frustration, ultimately causing them to make no gift at all and giving them no ownership in the affairs of the Church. ***Don't do that.***

Lay Testimonial

Basics

Your talk should last about 7 minutes. It can be either during the time of the homily or after communion. Both times work, and your pastor will let you know which is better for your parish. Remember that it is not a testimony of your experience and not a homily. Stay focused on your subject. Don't tell jokes. Don't cite statistics. Don't be political. Prepare your talk well in advance and practice it many times so as to be very comfortable with it. Try not to read from your text, but to become so familiar with what you will say that you can say it without looking at it. Look at your audience, you're your notes.

Most importantly, pray while you prepare your talk, pray before you give your talk, pray after you give your talk.

Your Witness:

Your experience of the value and purpose of **The Catholic Parishes Campaign** lends a great perspective to others of the importance of these ministries. What encounter with Jesus have you had that was supported by the works of the Church? Which ministry was most relevant to this encounter? Marriage and family, youth ministry, vocations, worship, Catholic Charities?

- Name & family members, years in the parish, *“I want to share with you my encounter with Jesus Christ and how that was brought about through the ministries of the Church that are supported by the Catholic Parishes Campaign.”*
- Share YOUR experience, not the experience of a group.
- How has the experience deepened your relationship with Jesus?
- How do you feel about supporting the Catholic Parishes Campaign given that your experience was supported by diocesan ministries?
- Why should others consider supporting the appeal?
- *“Our support is critical to the success of these ministries!”*
- *“Please join my family and I in making a gift to **the Catholic Parishes Campaign**”*
- Thank parishioners for their time and consideration.

IDEAS FOR PASTOR’S IN-PEW PRESENTATION

This weekend, in all parishes throughout our diocese, Catholics are being given an opportunity to support the works of the Church by making a financial pledge to **the Diocese of Evansville Catholic Parishes Campaign**. The diocese, which is our local Church is comprised of 45 parishes serving 70,000 of the faithful in southwest Indiana.

Every Catholic family is asked to participate in **the Catholic Parishes Campaign** as one sign of our unity in Christ. **The Catholic Parishes Campaign** provides support to the work done in our parish and in all the parishes of the diocese.

For many years **the Catholic Parishes Campaign** has supported parishes in need, educated current and future generations in our faith, and helped form men now serving as pastors and permanent deacons. As we continue to grow, **the Catholic Parishes Campaign** continues to provide necessary resources in response to new and challenging needs.

There are many priorities and needs facing our Church that no one parish can address. Some require the strength and resolve of our entire Catholic Community working together. Through our collective efforts we can continue to build the Father’s Kingdom by advancing the work of the Church in Southwest Indiana.

As past generations have done for us, we are responsible for leaving a healthy church for future Catholics. While we cannot always be the one to comfort the grieving, feed the hungry, teach the young and minister to those in need, we can – through our generosity – ensure that our diocesan Church is strong, vibrant and able to meet the needs of so many in the year ahead.

The Catholic Parishes Campaign provides the financial lifeblood for a broad range of ministries, apostolates, and outreach programs throughout our diocese. Your financial support has a positive

influence in the lives of your brothers and sisters in need. While I am not aware of your current financial situation, I ask that you make a gift today, if you have not already done so.

For some, it may be a pledge of \$30 a month over the next 10 months, a total pledge of \$300, a pledge of around a \$1.00 per day, roughly the cost of a bottle of water a day. So please identify your ability to give based on your blessings and fill out a card today.

I ask those of you who have already pledged to bear with us for just a few minutes. The ushers/hospitality ministers are distributing *the Catholic Parishes Campaign* envelopes. Please have a representative from every household take an envelope and complete it. If you have already given, I thank you and please mark your envelope as “already contributed”. Remember, you can send in a one-time gift today, make a pledge to be paid later or make a gift by credit card.

To make it easy I am going to walk you through filling out the pledge card....if you fill out the pledge card appropriately it cuts down on our staff time...so please fill out your name, address and parish name completely including your email address if you prefer a more “green” thank you and/or pledge reminder. Don’t forget our parish name so we get “credit” toward our parish goal. Remember, there is no need to make a payment today unless you wish. Don’t forget to check how many months you want to spread your payment over. I will give all of you a moment to fill out the complete information.

Date	Sunday	1st Reading	Psalm	2nd Reading	Gospel
9/19/2021	25 th Sunday Ordinary Time	Wis 2:12, 17-20	Ps 54:3-4, 5, 6 and 8	Jas 3:16—4:3	Mk 9:30-37
9/26/2021	26 th Sunday of Ordinary Time	EZ 18:25-28	PS 25:4-5, 8-9, 10, 14	PHIL 2:1-11 OR 2:1-5	MT 21:28-32

September 18-19

Twenty-fifth Sunday in Ordinary Time

Lectionary: 134

Reading I

Wis 2:12, 17-20

The wicked say:

Let us beset the just one, because he is obnoxious to us;
 he sets himself against our doings,
 reproaches us for transgressions of the law
 and charges us with violations of our training.
 Let us see whether his words be true;
 let us find out what will happen to him.
 For if the just one be the son of God, God will defend him
 and deliver him from the hand of his foes.
 With revilement and torture let us put the just one to the test
 that we may have proof of his gentleness
 and try his patience.
 Let us condemn him to a shameful death;
 for according to his own words, God will take care of him.

Responsorial Psalm

Ps 54:3-4, 5, 6 and 8

R. (6b) The Lord upholds my life.

**O God, by your name save me,
 and by your might defend my cause.**

**O God, hear my prayer;
 hearken to the words of my mouth.**

**R. The Lord upholds my life.
 For the haughty men have risen up against me,
 the ruthless seek my life;
 they set not God before their eyes.**

**R. The Lord upholds my life.
 Behold, God is my helper;
 the Lord sustains my life.**

Freely will I offer you sacrifice;
 I will praise your name, O LORD, for its goodness.

R. The Lord upholds my life.

Reading II

Jas 3:16—4:3

Beloved:

Where jealousy and selfish ambition exist,
there is disorder and every foul practice.
But the wisdom from above is first of all pure,
then peaceable, gentle, compliant,
full of mercy and good fruits,
without inconstancy or insincerity.
And the fruit of righteousness is sown in peace
for those who cultivate peace.

Where do the wars
and where do the conflicts among you come from?
Is it not from your passions
that make war within your members?
You covet but do not possess.
You kill and envy but you cannot obtain;
you fight and wage war.
You do not possess because you do not ask.
You ask but do not receive,
because you ask wrongly, to spend it on your passions.

Alleluia CF. 2 Thes 2:14

R. Alleluia, alleluia.

God has called us through the Gospel
to possess the glory of our Lord Jesus Christ.

R. Alleluia, alleluia.

Gospel Mk 9:30-37

Jesus and his disciples left from there and began a journey through Galilee,
but he did not wish anyone to know about it.
He was teaching his disciples and telling them,
“The Son of Man is to be handed over to men
and they will kill him,
and three days after his death the Son of Man will rise.”
But they did not understand the saying,
and they were afraid to question him.

They came to Capernaum and, once inside the house,
he began to ask them,
“What were you arguing about on the way?”
But they remained silent.
They had been discussing among themselves on the way
who was the greatest.

Then he sat down, called the Twelve, and said to them,
"If anyone wishes to be first,
he shall be the last of all and the servant of all."
Taking a child, he placed it in the their midst,
and putting his arms around it, he said to them,
"Whoever receives one child such as this in my name, receives me;
and whoever receives me,
receives not me but the One who sent me."

September 25 & 26

Twenty-sixth Sunday in Ordinary Time
Lectionary: 137

Reading I Nm 11:25-29

The LORD came down in the cloud and spoke to Moses.
Taking some of the spirit that was on Moses,
the LORD bestowed it on the seventy elders;
and as the spirit came to rest on them, they prophesied.

Now two men, one named Eldad and the other Medad,
were not in the gathering but had been left in the camp.
They too had been on the list, but had not gone out to the tent;
yet the spirit came to rest on them also,
and they prophesied in the camp.
So, when a young man quickly told Moses,
"Eldad and Medad are prophesying in the camp, "
Joshua, son of Nun, who from his youth had been Moses' aide, said,
"Moses, my lord, stop them."
But Moses answered him,
"Are you jealous for my sake?
Would that all the people of the LORD were prophets!
Would that the LORD might bestow his spirit on them all!"

Responsorial Psalm Ps 19:8, 10, 12-13, 14

R. (9a) The precepts of the Lord give joy to the heart.

The law of the LORD is perfect,
refreshing the soul;
the decree of the LORD is trustworthy,
giving wisdom to the simple.

R. The precepts of the Lord give joy to the heart.

The fear of the LORD is pure,
enduring forever;
the ordinances of the LORD are true,
all of them just.

R. The precepts of the Lord give joy to the heart.

Though your servant is careful of them,

very diligent in keeping them,
Yet who can detect failings?

Cleanse me from my unknown faults!

R. The precepts of the Lord give joy to the heart.

From wanton sin especially, restrain your servant;
let it not rule over me.

Then shall I be blameless and innocent
of serious sin.

R. The precepts of the Lord give joy to the heart.

Reading II Jas 5:1-6

Come now, you rich, weep and wail over your impending miseries.
Your wealth has rotted away, your clothes have become moth-eaten,
your gold and silver have corroded,
and that corrosion will be a testimony against you;
it will devour your flesh like a fire.

You have stored up treasure for the last days.

Behold, the wages you withheld from the workers
who harvested your fields are crying aloud;
and the cries of the harvesters
have reached the ears of the Lord of hosts.

You have lived on earth in luxury and pleasure;
you have fattened your hearts for the day of slaughter.

You have condemned;
you have murdered the righteous one;
he offers you no resistance.

Alleluia Cf. Jn 17:17b, 17a

R. Alleluia, alleluia.

Your word, O Lord, is truth;
consecrate us in the truth.

R. Alleluia, alleluia.

Gospel Mk 9:38-43, 45, 47-48

At that time, John said to Jesus,
"Teacher, we saw someone driving out demons in your name,
and we tried to prevent him because he does not follow us."

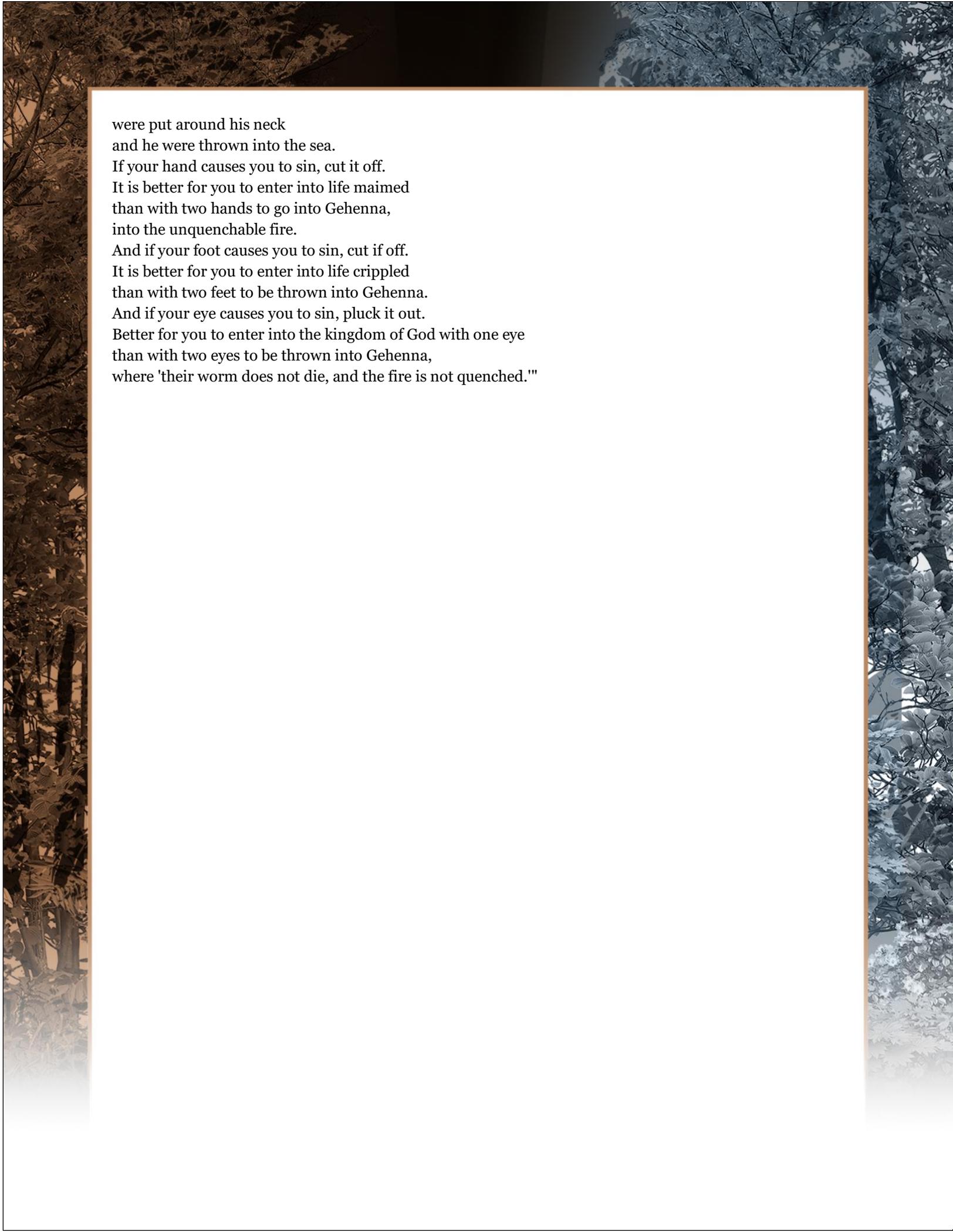
Jesus replied, "Do not prevent him.

There is no one who performs a mighty deed in my name
who can at the same time speak ill of me.

For whoever is not against us is for us.

Anyone who gives you a cup of water to drink
because you belong to Christ,
amen, I say to you, will surely not lose his reward.

"Whoever causes one of these little ones who believe in me to sin,
it would be better for him if a great millstone



were put around his neck
and he were thrown into the sea.
If your hand causes you to sin, cut it off.
It is better for you to enter into life maimed
than with two hands to go into Gehenna,
into the unquenchable fire.
And if your foot causes you to sin, cut it off.
It is better for you to enter into life crippled
than with two feet to be thrown into Gehenna.
And if your eye causes you to sin, pluck it out.
Better for you to enter into the kingdom of God with one eye
than with two eyes to be thrown into Gehenna,
where 'their worm does not die, and the fire is not quenched.'"

Outside Help

We have relationships with several key, trusted partners who can help you in your efforts with the Catholic Parishes Campaign.

The In-Pew process that has been used every year prior to 2020 will likely have less effectiveness this year than at any other time, simply because the numbers of parishioners attending Mass has decreased so sharply. In order to make your messaging effective, you may need some assistance using new resources to reach a scattered audience. These are organizations with whom I have worked in the past and whose advice and assistance I value a great deal.

Note that these are suggestions, not requirements. If and when you connect with the organizations listed here for assistance, you will be responsible for contracting and payment. I would be happy to be a part of the conversation you have with the vendor, but my role in this is to point you in the direction of a partner who you can count on.

Direct Mail

**TurnKey Direct Marketing, Inc. Contact: Tom Struthers, CEO. Tom@turnkeydirect.com.
Website: <http://turnkeydirect.net/> phone 888-301-3383**

Tom and his wife Kari have been doing this work for many, many years. Their client list includes a host of dioceses, archdioceses, parishes, and religious orders. They know this part of the business inside and out. They are very easy to work with and their pricing is reasonable. The results of the work they did for me in the past have been outstanding.

Digital Marketing and Social Media Messaging

**Prenger Solutions Group, Inc. Contact: Nic Prenger, CEO Nic@prengersolutions.com.
Website: <https://prengersolutions.com/> Phone 844.333.5252**

Nic Prenger is a very bright man who started this firm to solve problems in areas that were not being addressed by others, namely digital marketing and engagement. PSG can help you with your digital parishioner engagement in ways unavailable to most parishes without a sophisticated social media / digital expert on staff. Nic leads a team of experts who provide digital fundraising solutions to Catholic dioceses, schools and parishes, including several in the Diocese of Evansville. Clients choose to partner with PSG in order to design and implement next-generation fundraising programs that include online giving, email marketing, donor software, data analytics, social media, website design and landing page optimization.

Graphic Design

**By Chance Graphics. Contact Mary Bolin, Owner / Designer. mebbolin@psci.net
<https://bychancegraphics.com/>**

Mary has done work for me in the Office of Stewardship and for the Catholic Foundation of Southwest Indiana, who referred her to me. Over the past few months I have discovered that she is creative, hard-working, patient, talented, and dedicated to getting work done on-time and under-budget. She spent many years honing her craft at Abbey Press, the publishing arm of St.

Meinrad, before its closure a few years ago. Mary can help you put your segmented letters together as well as design other materials for you for CPC or for your parish needs. She is based in Tell City. I highly recommend her.

Commercial Printing

Greenwell Chisholm Printing. Contact: Scott Nalley scott@gc1919.com Website <https://gc1919.com/>. Phone (270) 684-3267.

Greenwell Chisholm, and Scott in particular, came highly recommended by Mary Bolin at By Chance Graphics. Scott and Mary worked together for many years while she was at St. Meinrad. Scott has many years of experience in commercial printing. He has not shied away from anything I have asked him to do, and he is very responsive to my requests. Pricing is very reasonable.

Feel free to work with these individuals or not. The choice is completely up to you. You may have other vendors whom you trust and have worked with in the past, and I would encourage you to continue and build up those relationships. The recommendations I have shared with you are based upon my experience with them.

I would be happy to make introductions and get you started with any of these fine people. Please contact me directly so that I can get things set up for you.

Gratitude

On behalf of all those who work to grow the Kingdom of God in the Local Church, thank you for your work and dedication to making the Diocese of Evansville Catholic Parishes Campaign successful.

This campaign could not be done without you.

Thank you. Thank you. Thank you.

APPENDIX

Helpful Quotes

Asking people for money is giving them the opportunity to put their resources at the disposal of the Kingdom. To raise funds is to offer people the chance to invest what they have in the work of God. Whether they have much or little is not as important as making their money available to God. When Jesus fed five thousand people with only five loaves of bread and two fish, he was showing us how God's love can multiply the effects of our generosity. God's Kingdom is the place of abundance where every generous act overflows its original bounds and becomes part of the unbounded grace of God at work in the World. (Henri J.M Nouwen, The Spirituality of Fundraising)

The fifth precept ("You shall help to provide for the needs of the Church") means that the faithful are obliged to assist with the material needs of the Church, each according to his own ability. The faithful also have the duty of providing for the material needs of the Church, each according to his abilities. (Catechism of the Catholic Church, 2043.)

The Christian faithful are obliged to assist with the needs of the Church so that the Church has what is necessary for divine worship, for the works of the apostolate and of charity, and for the decent support of ministers. (Can. 222 §1.)

The Church's deepest nature is expressed in her three-fold responsibility: of proclaiming the word of God, celebrating the sacraments, and exercising the ministry of charity. These duties presuppose each other and are inseparable. Charity is not a kind of welfare activity which could equally well be left to others, but is part of her nature, an indispensable expression of her very being. (Pope Benedict XVI APOSTOLIC LETTER ISSUED 'MOTU PROPRIO' OF THE SUPREME PONTIFF BENEDICT XVI ON THE SERVICE OF CHARITY)

According to the teaching of the Gospel, we are not owners but rather administrators of the goods we possess; these, then are not to be considered as our exclusive possession, but means through which the Lord calls each of us to act as a steward of His providence for our neighbor. Pope Benedict XVI, Message for Lent 2008

"Man should not consider his material possession his own, but as common to all, so as to share them without hesitation when others are in need." St. Thomas Aquinas

Find out how much God has given you and from it take what you need; the remainder is needed by others. St. Augustine

Cathedraticum = Tax or Free-will Offering

Let's visit the idea of taxes in the Church, in particular the amount of financial support required by the diocese from the parish. This is called a cathedraticum. The cathedraticum is used to build the kingdom of God.

Each year the Diocese of Evansville (and pretty much every Arch/Diocese in the US) holds an appeal to ask for financial support from parishioners across the Arch/Diocese.

Canon 222 tells us that the members of the Church are obligated to "assist with the needs of the Church..." Canon 1263 tells us that the "After the diocesan bishop has heard the finance council and the presbyteral council, he has the right to impose a moderate tax for the needs of the diocese upon public juridic persons subject to his governance; this tax is to be proportionate to their income."

So the Church recognizes the reality that a certain amount of financial support by the faithful is necessary. In addition, the Church gives the bishop the right to tax parishes to cover the costs of running a diocese.

There are people who will look at this situation through the lens of the Internal Revenue Service and complain about the imposition of a tax by the bishop. This is a natural comparison but not at all fair to what the bishop is requesting.

When Congress imposes a tax, it is the duty of the IRS to enforce it. That means that every individual who has some form of income is obliged, under penalty of law, to pay the amount assessed against his or her income. To make sure the government is getting the required amount, we have to substantiate our income with W and 10 forms – 1099, W-9, etc. – that have to be sent into the IRS along with our 1040 tax form.

On the other hand, try to remember the last time you filed a personal financial statement with your parish. Go ahead. I will wait.

(Jeopardy theme playing)

Time's up. Can't remember? You can't because the answer is NEVER. The amount of support parishioners offer to their parish, and their diocese, is an amount chosen by them through prayer. If you make \$1 million dollars a year and give \$1,000 to your parish, nobody is going to send a letter to you demanding greater payment, threaten expulsion from the faith, or turn you over to the cathedraticum police.

There are some additional fundamental differences between IRS taxes and Church "taxes" as well. With the annual appeal, the diocese sets an overall goal and then assesses an amount for each parish's share of the goal. In our case, that goal is based on the number of donors in each parish who gave \$50 or more to the diocese in the last year. That goal is a proportionate share of the overall diocesan budget, based on the number of people in the parish and their ability to pay, just like canon 1263 prescribes.

If a parish fails to meet its goal, the difference between the assessed amount and the amount pledged by parishioners is then charged to the parish and it becomes their responsibility to pay.

What happens if they don't? Assuming that the failure to make good on the obligation is not the result of an angry or obstinate pastor but instead a lack of money in the coffers, an arrangement will be made between the appropriate diocesan officers and the parish to make things work. I have seen this range from modifying a payment schedule, to reducing the obligation, to eliminating the obligation altogether, depending on the circumstances. What will NOT happen, however, (assuming it is not the result of willful misconduct) is a court ordering payment or an arrest warrant being issued. Nobody's wages will be garnished or liens placed against their property.

The support of the Church comes from the free-will offering of the faithful. If one considers the amount required from the parish by the diocese to be a tax, it is a tax without teeth. It is far more akin to the diocese saying "We must have \$xxx to run all the functions of the local Church (the diocese) and the only way we can get it is to work through the parishes. To make it proportionate and follow canon law, we will establish a goal for each parish that can be reached through an annual appeal, payment from parish funds, or a combination of the two." Regardless of how the money is raised and delivered, it is 100% from free-will offerings, either to the diocese or to the parish.

Free-will. That means we have a choice. The IRS does not allow that. Even though canon law says the faithful has an "obligation" and that the bishop may "impose," the reality is that the Church must compete every day for the generosity of our benefactors. We must continually make the case for support of the Church, and if we fail, must live with the consequences. We can impose and obligate all we want, but free-will is the determining factor in a gift being made.

The annual appeal is not a tax. Rather, it is an opportunity for us to share our gifts with the Church in our mission of building the Kingdom of God.