

# 2018 Catholic Services Appeal Campaign Manual



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Loving Father,  
You alone are the source of every good gift.  
We praise you for all your gifts to us,  
and we thank you for your generosity.  
Everything we have, all that we are, comes from you.  
Help us to be grateful and responsible.

You have called us to follow your son, Jesus,  
without counting the cost.

Send us your Holy Spirit to give us courage  
and wisdom to be faithful disciples.

Help us to commit ourselves to being good stewards.

Help us to be accountable, generous, and willing  
to give back with increase.

Guide us in making stewardship a way of life.

We ask this through Christ, our Lord  
who lives and reigns with you and the Holy Spirit,  
now and forever.

Amen

## *Diocese of Gaylord*



*From all of us at the Diocese of Gaylord, thank you for all you do in your parish to support the Catholic Services Appeal (CSA).*

*This manual is designed to be a resource for parishes and for those who help plan and conduct the appeal. We hope that you find the information to be useful in coordinating the CSA in your parish.*

*You may reproduce any parts of this manual and feel free to adapt the information to fit your own specific needs. If you are looking for something additional from what has been provided, please call or email our office. We will do our best to accommodate.*

*Additional resources can be found on the diocese website at [www.dioceseofgaylord.org](http://www.dioceseofgaylord.org) Select the Offices & Ministries tab and then Stewardship and Development and Catholic Services Appeal.*

*If you have any questions about the Catholic Services Appeal, please contact any one of us at the diocese.*

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## DIOCESE OF GAYLORD • 2018-19 CATHOLIC SERVICES APPEAL BUDGET

<b>WORSHIP, EVANGELIZATION &amp; CATECHESIS</b>		<b>\$ 1,610,058</b>
<b>FAITH FORMATION &amp; EVANGELIZATION</b> - Provides ongoing guidance and training for our "womb to tomb" journey of faith, helps us to grow in our faith and helps us to reach out to others; supports the evangelization efforts of FAITH Magazine	\$360,809	<b>46.1%</b> of the Catholic Services Appeal Budget
<b>COMMUNICATIONS</b> - Provides for the production of the weekly TV Mass, diocesan website, and FAITH Magazine; Media and Public Relations as well as support for parish communication needs	\$354,163	
<b>CATHOLIC SCHOOLS OFFICE</b> - Supports the ministry of the 18 Catholic schools in our area in providing a distinctly Catholic education rooted in the Gospel message, high academic standards and works of service	\$218,288	
<b>BISHOP'S OFFICE</b> - Support for our Bishop in his responsibility to teach, govern and sanctify as he shepherds our diocese, including travel expenses to attend events and meetings; support for the Chancellor and secretary	\$190,853	
<b>TRIBUNAL</b> - Provides healing ministry and pastoral support to anyone after divorce as well as guidance through the canonical protocols in preparation for marriage. (Annulment proceedings through our Tribunal office are provided free of any charge to parishioners.)	\$163,436	
<b>JUSTICE &amp; PEACE</b> - Supports social justice education and advocacy	\$97,734	
<b>WORSHIP &amp; LITURGICAL FORMATION</b> - Offers liturgical, theological, pastoral, canonical and historical guidance and training in the celebration of the Church's liturgical rites	\$95,546	
<b>HISPANIC &amp; NATIVE AMERICAN APOSTOLATES &amp; ECUMENICAL MINISTRY</b> - Offers a focused effort of evangelization for the marginalized populations of Hispanic and Native American people as well as outreach to other faith communities	\$75,829	
<b>CENTER FOR CATHOLIC STUDIES / ROSE RESOURCE CENTER</b> - Provides courses for anyone in theological and pastoral formation and supports our lending library and Catholic bookstore	\$28,994	
<b>FAMILY LIFE &amp; RESPECT LIFE</b> - Supports the vocation of marriage & family; classes for marriage preparation and enrichment, Natural Family Planning, pro-life events and Rachel's Vineyard	\$15,006	
<b>SPIRITUAL COMPANION PROGRAM</b> - Provides formation for becoming a spiritual leader	\$9,400	
<b>MISSION &amp; OUTREACH (Local, National and International)</b>		<b>\$ 676,159</b>
<b>CATHOLIC HUMAN SERVICES</b> - Provides mental health & substance abuse counseling, prevention programs, pregnancy counseling, open adoption, social services and senior services to more than 35,000 people per year	\$ 383,306	<b>19.3%</b> of the Catholic Services Appeal Budget
<b>CATHOLIC RELIEF SERVICES</b> - Provides for the international humanitarian efforts of the US Catholic community	\$ 49,338	
<b>PETER'S PENCE COLLECTION</b> - Supports the Pope's response to war, oppression, natural disaster and disease	\$ 28,264	
<b>RETREAT HOUSE MINISTRY</b> - Supports our local retreat ministry which includes the Madonna House of Prayer in Alpena as well as the Augustine Center in Conway	\$ 26,500	
<b>PAPAL SUPPORT</b> - Supports the Universal ministry of Pope Francis	\$ 24,703	
<b>UNITED STATES CONFERENCE OF CATHOLIC BISHOPS</b> - Supports the ministry of the US Bishops	\$ 23,343	
<b>THE NATIONAL BLACK &amp; INDIAN MISSION</b> - Supports the Church's ministry to minorities in the US	\$ 21,852	
<b>ST. MARY CATHEDRAL</b> - Support for the diocesan liturgies and events at the Mother Church of the Diocese	\$ 18,000	
<b>LATIN AMERICAN COLLECTION</b> - Assists and builds solidarity with our brothers and sisters to our south	\$ 12,420	
<b>HOME MISSIONS</b> - Provides aid to dioceses in need here in the United States	\$ 12,245	
<b>CATHOLIC COMMUNICATIONS CAMPAIGN</b> - Supports Catholic Communication initiatives in the US	\$ 11,598	
<b>HOLY LAND COLLECTION</b> - Supports the ministry of the Franciscans who care for our holiest sites	\$ 11,598	
<b>HABITAT FOR HUMANITY</b> - Provides grants for local Habitat for Humanity projects with parish participation	\$ 10,000	
<b>LOCAL CHARITIES &amp; ORGANIZATIONS</b> - Assists a variety of local charities and organizations serving the people of our diocese; supports the Cursillo movement and the Gaylord Diocesan Council of Catholic Women	\$ 8,100	
<b>PROGRAM CONTINGENCY FUNDS</b> - Provides funds for programs and efforts supported by our diocese	\$ 8,000	
<b>CATHOLIC UNIVERSITY OF AMERICA</b> - Supports the mission of the CUA in Washington DC	\$ 7,788	
<b>PRO-LIFE</b> - Supports the efforts to protect all human life	\$ 6,500	
<b>CENTRAL &amp; EASTERN EUROPEAN COLLECTION</b> - Assists and builds solidarity with our brothers and sisters	\$ 6,302	
<b>AFRICAN COLLECTION</b> - Helps to build solidarity and address needs in this part of the Global Catholic Community	\$ 6,302	



## DIOCESE OF GAYLORD • 2018-19 CATHOLIC SERVICES APPEAL BUDGET

CLERGY LIFE, VOCATIONS SUPPORT & SEMINARIAN EDUCATION		\$ 198,625
PRIESTS HEALTH AND WELFARE - Provides assistance and oversight for our clergy with regard to their health and welfare, now and in the years to come	\$149,250	5.7% of the Catholic Services Appeal Budget*
PERMANENT DEACON PROGRAM - Provides formation and ongoing support for our 20 permanent deacons and those discerning their call to the permanent diaconate	\$19,050	
VOCATIONS OFFICE - EDUCATION OF SEMINARIANS* *The allocation from CSA toward vocations is only 5.2% of the overall funding needed to support our seminarians and religious. The Vocations Office receives funding from grants, endowments and scholarships that support the total diocesan budget of \$323,000 for these efforts	\$16,770	
SUPPORT OF PRIESTS & PASTORAL ADMINISTRATORS - Offers resources, support and ongoing formation and training opportunities for our parish leaders	\$13,555	
DIOCESAN AND PARISH SERVICES, STEWARDSHIP & ADMINISTRATION OF OUR CHURCH		\$ 647,004
ADMINISTRATION & PARISH SUPPORT - Provides financial oversight and audit transparency as well as parish financial services (bookkeeping services for parish offices) and Information Technology (IT) support	\$287,798	18.5% of the Catholic Services Appeal Budget
HUMAN RESOURCES & LEGAL SERVICES - Provides support to both the diocese and parishes in matters related to human resources, legal services, safe environment and child protection	\$213,260	
STEWARDSHIP & DEVELOPMENT - Assists in procuring grants for diocese and parishes, encourages good stewardship of all our gifts, supports planned giving efforts and conducts the annual Catholic Services Appeal	\$145,946	
DIOCESAN BUILDING, GROUNDS & MAINTENANCE		\$ 364,525
BUILDINGS AND GROUNDS - Includes both the Diocesan Pastoral Center and Bishop's residence utilities (gas/electric), repair and maintenance, snow and lawn care, rubbish removal and recycling	\$ 225,363	10.4% of the Catholic Services Appeal Budget
CAPITAL PURCHASES	\$ 80,591	
INSURANCE AND TAXES	\$ 41,000	
CONTINGENCIES	\$ 17,571	
Catholic Services Appeal (CSA) Budget: \$3,496,371 • Diocesan Budget: \$4,602,777		

*The Catholic Services Appeal accounts for 76% of the overall Diocese of Gaylord budget.*

*The difference of \$1,106,406 comes from revenue generated via grant awards and scholarships, interest from endowment funds, fees charged for services and programs, and donations.*



## HOW THE CATHOLIC SERVICES APPEAL (CSA) TARGET IS SET

**1 CSA BUDGET** Diocesan Finance Council sets the CSA Budget for the Diocese of Gaylord.

**2 PERCENT OF INCOME** The overall CSA budget is divided by the total of all parish ordinary income (provided by parishes), to determine the percentage of income required to achieve budget.

2018 CSA Budget (Target): \$3,496,371      Total Parish Ordinary Income: \$17,956,575  
$$\$3,496,371 / \$17,956,575 = 19.5\%$$

**3 DONATION PER FAMILY** The overall CSA Budget is divided by the total number of active Catholic families in the diocese (provided by parishes), to determine a per family donation amount.

Total Number Active Catholic Families: 14,881  
$$\$3,496,371 / 14,881 = \$234.96$$

**4 ORDINARY INCOME TARGET** The ordinary income of each parish (provided by each parish) is multiplied by the Percent Of Income (calculated in Step 2)

EXAMPLE: Parish Ordinary Income = \$500,000  
$$\$500,000 \times .195 = \$97,500$$

**5 PARISH COUNT TARGET** The number of active parish families (provided by each parish) is multiplied by the Donation Per Family (calculated in Step 3)

EXAMPLE: Parish Count = 400  
$$400 \times \$234.96 = \$93,984$$

**6 PARISH TARGET SET** Half of the Ordinary Income Target (Step 4) and Half of the Parish Count Target (Step 5) are added together to become the Parish Target.

Half of Ordinary Income Target:  $\$97,500 \times .50 = \$48,750$   
Half of Parish Count Target:  $\$93,984 \times .50 = \$46,992$   
**PARISH TARGET: \$95,742**



# 2018 Catholic Services Appeal

## Timeline Snapshot

### *Month of April*

- Parishes begin messaging about the upcoming appeal (bulletin, email, Facebook, announcements, parish monitors); connect messaging with homily where appropriate.
- Parishes consider mailing an Advance Commitment Letter from Pastor
- April 18 - FAITH Magazine mail date; CSA messaging distributed via FAITH (theme, photos, articles, facts, response envelope); parishes should encourage their parishioners to watch for their copy of FAITH; determine how you want your parishioners to respond (pledge card, FAITH envelope, both options) and communicate that to your parish.
- Advanced parish planning for appeal weekend(s); methods of promotion and solicitation, follow-up, do you have an “over-target” project, etc.

### *Month of May*

- May 5/6 - Kick-off parish CSA campaigns; consider two back-to-back weekends
- Process gifts and pledges as they come in
- Provide regular updates to parish with regards to progress on parish CSA target (total gifts amount, number gifts/pledges, average gift amount)
- Continue education and promotion of CSA in your parish bulletin, email, Facebook, announcements, etc.)
- End of May: follow-up with letter and pledge card to all families who have not yet responded (mail, email, post-card, or personal phone call)

### *Month of June*

- Continue to update parish on reaching CSA Target
- Communicate status of “over-target” project
- Friday, June 22\* - CSA gift/pledges/reports due to the diocesan offices  
\*this date is set to guarantee first month billing in July; best practice is for parishes to send gifts and pledges to the diocese as they are received, ideally on a weekly basis.
- Thank you letters from Pastor/Pastoral Administrator to those who participated
- Have you met your target? Plan for methods of additional solicitation (if needed).
- Celebrate success!

# 10 Tips For A Successful Appeal

**TEACH THE IMPORTANCE OF STEWARDSHIP TO YOUR PARISHIONERS:** Don't be afraid to explain what STEWARDSHIP is all about. Let your parishioners know that it is "practical spirituality." It is one way that we should respond to Jesus' call to be His disciples. We should offer to God the first and best portion of all we receive in an intentional, proportionate, and thankful way, as God's Word teaches. Support of the diocesan programs and ministries is as necessary as being a responsible steward to one's parish. On the other hand, do not stress the needs of the diocese as the primary motivation. Please teach and stress our need to give in return for God's Gifts – Pay it forward with hope, give back with gratitude.

**START AS SOON AS POSSIBLE:** Review all CSA materials and follow the suggested CSA calendar. Posters should be hung prominently in your church to call attention to the fact that the campaign has begun. By holding the appeal weekends in May, you give parishioners 10 months to pay their pledge commitments (July-April). Encourage parishioners to respond early to the appeal, to create positive momentum in your parish.

**ENCOURAGE PLEDGES INSTEAD OF A ONE TIME CHECK/CASH GIFT:** Minimize the use of the word "gift" as it encourages people to give only what they can afford at that particular time. Using the word "pledge" and stressing the concept of pledging will encourage people to make larger commitments since they know that their pledge may be paid off over a period of time. Cash, checks, credit cards, ACH debits and online pledges are all accepted methods of payments.

**HAVE A PLAN AND BE PREPARED FOR THE PLAN TO BE CARRIED OUT:** Follow the general CSA guidelines and calendar, but don't be afraid to be creative and adapt it to fit your particular parish needs. Make sure all parishioners understand how you will run the appeal and pledge process in your parish. Communicate and be consistent!

**UTILIZE CAMPAIGN MATERIALS:** Posters, brochures, video, letters, pledge cards, FAITH Magazine and pledge envelopes. Sample Bulletin and Pulpit Announcements will be included in the CSA Campaign Manual.

**CREATE A POSITIVE IMAGE:** Speak about and publish positive results and information about the CSA and the many ways it benefits the people of the diocese. Speak of the importance of giving because we have a need to return a portion of what God has given us to sustain His work in the world.

**PROVIDE MOTIVATION:** When talking about the ministries and programs supported by the CSA, more people are apt to give when they feel the cause is up-close and personal and when they sense a connection with the areas funded. We suggest that the pastor and CSA coordinator in your parish explain how the CSA provides services to the parishes such as helping to prepare future parish priests by educating seminarians, training for our catechists, support to parish youth ministry programs, etc. Identify lay witnesses in your parish that might be willing to give a short presentation. Seek to offer examples of diocesan services and ministries that relate more closely to your parish.

**STRESS PARTICIPATION TO ALL:** Please stress the point that every household in the diocese is asked to respond to the CSA. It is important that everyone be encouraged to pledge something. Express the concept of a collaborative/collective effort of the faithful and all that we can do as diocese that no one parish could do on its own.

**PRAY FOR SUCCESS:** Everyone in the parish should be encouraged to take a few moments to pray for the success of the CSA, as its success will strengthen our diocesan Church in unity and common identity. As we do so, we can express gratitude to God for what has been given to the individuals, the families, the parishes and the schools of the diocese.

**RECOGNIZE DONORS AND VOLUNTEERS:** Always... always... always... thank those who have given and/or helped conduct the CSA. We suggest not making a general thank you to everyone at Mass one weekend, as some will not have given (but always encourage, in a positive way, those who have not supported CSA to give). Graciously thank those who participated for their gifts of time as well as for their financial contribution. Personalize your thank you whenever possible.

# Role of the Pastor / Pastoral Administrator

Being a successful part of the annual Catholic Services Appeal (CSA) effort is strongly dependent on the enthusiastic leadership of the parish's pastor or pastoral administrator. No effort of any kind within the parish can be successful without his/her leadership and positive support. There is no replacement for you, a man or woman of faith, who witnesses to God's call for His people to support His church. It is you who must be the primary person to personally ask your parishioners to support the 2018 CSA.

## Duties Include:

- Plan out the process for conducting the appeal. There are a number of ways to conduct the appeal, select one and ensure that you keep to the timetable. Work with a CSA Team whenever possible that will help support you.
- Make sure that you clearly ask people to give. *Asking is the single most important part of a successful CSA effort.*
- Speak supportively of the CSA from the pulpit; your personal endorsement of the appeal is crucial.
- Encourage parishioners to make a pledge gift. Often, if a person can plan a gift over time, they are able to give more.
- Utilize prepared campaign materials: lay witnesses, posters, bulletin inserts, and homily suggestions.
- Make sure that you conduct follow-up efforts. Your goal is to contact all parishioners, preferably more than once. Follow-up mailings and phone calls are proven follow-up methods.
- Never hesitate to contact the Catholic Services Appeal office with requests for more CSA materials.

*Remember: If you do not ask, people will not give.*

*Provide regular target updates to your parish.*

# Role of the Appeal Chairperson / Volunteer

CSA volunteers are an integral element of this essential parish and diocesan effort.

Volunteers can have a number of different roles and responsibilities as the appeal is conducted in the parish. The main responsibility is to work with the pastor or pastoral leader and the Appeal secretary in the parish to make sure the Appeal is conducted and progresses according to the timetable. Your enthusiasm with other parish leadership and parishioners is critical to the success of the Catholic Services Appeal.

- Assist pastor in conducting any parish level leadership and worker meetings.
- Assist in recruiting a sufficient number of parish workers for kick-off weekend.
- Promote and support the CSA among all parishioners. Make sure promotional material are well utilized in the parish and put out up to two weeks prior to Appeal. Coordinate bulletin and pulpit announcements in a timely manner.
- Help determine how the video can be effectively utilized in your parish setting
- Identify someone to give a lay witness talk about personal experiences with a Diocesan service or ministry.
- Familiarize yourself with the services and ministries funded by the CSA. This is an important aspect of CSA leadership.
- Keep in contact with the Diocesan CSA Team if you have questions.
- Supervise the assignment of all pledge cards. Determine who will process pledges and batch and remit to the diocese. Two persons should always be present with processing donations. **REMEMBER: All door information is confidential!**
- Coordinate the work done by other members of the leadership team and be available to assist on Appeal Weekend – Commitment Sunday.
- Make your own pace-setting pledge early in the campaign.

# Role of the Appeal/Parish Secretary

You have a very important role in the success of the Catholic Services Appeal, and one important responsibility you have is to maintain the parish list. An up-to-date member mailing list (Parish Active List) is very important to a successful Appeal. Please make sure lists are free of wrong addresses and remove the names of people who have died or moved. A complete member list is provided to parishes in late November/early December. Feel free to send regular updates to the Diocese of Gaylord or call us if you have questions about updating your list.

In addition to maintaining the parish list, your responsibilities include:

## 1) Communication

- Place Appeal posters in the Church, parish hall and school.
- Insert announcements in the parish bulletin.
- Prepare announcements for Mass.
- Prepare Prayers of the Faithful for Mass.

## 2) Gift Processing

- Work with CSA Leadership (if applicable) to assist with processing all gifts to the Diocese of Gaylord in a timely manner (at least biweekly)
- Insert announcements in the parish bulletin.
- Prepare announcements for Mass.
- Prepare Prayers of the Faithful for Mass.

## 3) Follow-up

- Help with a follow-up mailing
- Help to publish and report progress of the Appeal to your parishioners



# Methods of Giving to CSA

*“We have gifts that differ according to the favor bestowed on each of us.”*

*– Romans 12: 6-8*

## How to Make a Pledge

Parishioner will receive a pledge card, they can use the card provided by the Parish or the pledge envelope from Faith Magazine.

Parishioner will complete the pledge card making sure to provide all information.

### TYPE OF GIFT:

One-Time Gift OR Pledge Gift—Donor will complete the pledge information accordingly:

Amount of Gift: *Enter total amount of gift or pledge*

Amount Paid: *Enter total amount of payment here (or initial payment if a pledge)*

Balance Due: *Enter “0” here (if one-time gift) OR remaining pledge balance.*

### TYPE OF PAYMENT:

If a gift is a pledge, donor will complete “payment methods” section. This section allows flexibility to parishioners for their preferred billing method.

- Bill me by mail (*parishioner should mark this box and a frequency of billing box; if parishioner does not mark a frequency box, they will receive a monthly reminder of their pledge*)
- Bill me by email (*email address must be legible; parishioner should mark this box and a frequency of billing box; if no frequency is marked they will receive a monthly reminder of their pledge*)
- Charge my credit card (*if this box is marked, the donor’s name must be written exactly as on the card, confirm that the credit card numbers are correct, verify the expiration date is correct and not expired, be sure that the total gift is listed and that a payment schedule is chosen, and the card is signed by the donor authorizing us to charge their card*)
  - ⇒ *initial and one-time payments are processed/charged when received at the CSA office*
  - ⇒ *if quarterly or semi-annual payment are chosen, the donor has the option to make an initial payment*
  - ⇒ *verify the math on initial payments and scheduled payments to ensure they equal the total gift amount*
  - ⇒ *monthly charges begin on July 15<sup>th</sup>*

- Automatic withdrawal from my bank account (*if this box is marked, confirm that a **blue** “Direct Payment Authorization” card is completed and stapled to the back of the pledge card. This process is the same as the charge my credit card process; however,*
  - ⇒ *If possible attached a voided check to the authorization card. If a voided check is not available be sure that the donor provides their bank routing and account numbers.*
  - ⇒ *Confirm that the authorization is signed by the donor*

## Receiving Pledge and/or Payment

- Receive pledge card from parishioner
- If a one-time gift is received, confirm that the “amount paid” is the same as the amount of the cash/check. If an initial payment is received, confirm that the “amount paid” on the pledge card is the same amount as the cash/check.
- All cash/checks received during the initial appeal, must be deposited at the parish
- Each week of the appeal will bring a new “batch”
- Each “batch” will have its own set of cards, green and/or purple forms, and one check from the parish representing all cash/check donations collected that week

## Transmittal Forms

### Purple – for CASH/CHECK only

Complete top portion of form. Be sure to include: All gift cards, parish check, adding machine tape with the total of “amount of gift” line from all cards (this is the **Total Amount of Pledges/Gifts** made for this batch/week), adding machine tape with the total of “amount paid” line from all cards (this is the **Total Cash Received** for this batch/week, and will equal your parish deposit to your bank, and the amount of the check written by the parish to CSA).

The last line on this form is to carry over the “total cash/checks received” amount from the green sheet and add the “total cash/checks received from the purple sheet; provide one check from the parish, provide that check number and the total check amount on that line

### Green – for AUTOMATIC WITHDRAWALS/CREDIT/DEBIT only (very similar to purple sheet)

Complete top portion of form, include all pledge cards. If a parishioner makes a card/ auto pledge, but gives you cash/check for the “initial payment” be sure to include this cash/check amount in your parish check.

## Methods of Giving to CSA (continued)

### Batches

Batching is when you send all forms, cards, one parish check, to the CSA office. Complete this task weekly during the initial appeal period. Include: Purple sheet, Green sheet, all cash/check gift cards bundled together, all credit cards gift cards and gift cards with the blue “direct payment authorization” stapled to the back bundled together, adding machine tapes, parish check.

### Gifts of Stock

Another excellent way for parishioners to contribute to CSA while realizing potential tax savings is to give stock that has appreciated in value and that they have held for more than one year. Contributors are entitled to a charitable income tax deduction for the fair market value of the stock the day that it is given.

### Tax Deductible

Every gift donated to the diocese is tax deductible. At the end of the year, we send an acknowledgement letter for tax purposes for the total amount we have received (paid by the donor) in that tax year.

### Diocese of Gaylord – CSA Billing Cycle

**2017 Appeal:** Pledges are accepted with kick-off of parish appeals;  
10 monthly payments run July 2017 through April 2018 (some run through June 2018)  
Payment Deadline for 2017 pledges: June 29, 2018

**2018 Appeal:** Pledges are accepted with kick-off of parish appeals;  
10 monthly payments run July 2018 through April 2019 (some run through June 2019)  
Payment Deadline for 2018 pledges: June 28, 2019

# How to Conduct the Appeal

This section is designed to provide parishes with suggestions for implementing the Catholic Services Appeal. Over the years, parishes have utilized different approaches for soliciting gifts to the CSA. Two methods that are frequently used are the In-Pew and Direct Mail/Worker Station Methods. Whichever you decide to utilize, we ask that parishes:

- Promote the campaign and the idea of Shining Christ's Light at every opportunity - utilize bulletin announcements, special intentions, and special announcements before or after Mass. Use the CSA Posters and materials to educate and remind parishioners of the importance of the appeal.
- Place posters in several locations throughout the parish to publicize the appeal.
- Prior to your parish kick-off it is recommended that it is announced that the Catholic Services Appeal will be taking place soon and that information be provided to parishioners on how it supports Diocesan services.
- Convey to parishioners *all* of the many ministries that CSA benefits and the ways that YOUR parish benefits from the diocesan support. Remind them that there are 10 second collections that take place throughout the year that are supported through the CSA instead of the parish having to run actual second collections; save time and parish resources.
- Utilize lay witnesses, within your parish are people who have benefitted from the services and ministries that the diocese coordinates - find them and ask them to share their story.
- Contact the CSA office with any questions at 989.732.5147.

*“Give and it shall be given to you.” – Luke 6:38*

# Going Beyond the Basics!

*Here are few “beyond the basics” suggestions that might help with your Appeal planning:*

## **Pre-Solicitation Planning**

- Segment your mailings—do not send the same letter to everyone. Identify who your audience is for each group and tailor your message accordingly (example: donated to CSA before vs. never donated to CSA)
- Advanced Commitment Letters—send these to those who donated last year prior to kick off weekend; share your parish goals (more than one) for this year’s appeal
- Personalize – Hand Signed Letters, use mail merge to address to donor
- Get Council members and parish leadership commitments up front
- Announce any pre-commitment total to the parish at kick-off weekend

## **Effective Promotion and Education of the Appeal**

- Educate; not just dates and targets but ministries supported (many campaigns in one concept), CSA extension of your parish offertory for the larger church and takes the place of having to conduct smaller special collections every month
- Lay witness talks; diocesan staff or seminarian speakers
- CSA is a collective effort; we can accomplish so much more for the mission of Christ in unity than any individual person or parish can do alone.

## **Best Practices for Solicitation**

- Promote the use of FAITH envelopes; tell your parishioners WHAT you want them to do (look for your copy of FAITH and use the pledge envelope to send in your gift)
- Encourage PLEDGES over one-time gifts
- \$1 a day for CSA (encourage a gift of \$365)
- 1% tithe of household annual income to Diocese; other 9% would be a combination to parish and other charitable organizations/ministries
- Focus on the number of ministries being served; how much you a person give if giving to each one separately over an entire year; let that be your starting point for giving

## **Follow-up Procedures and Timing**

- Follow-up mailing to non-responders
- Communicate progress regularly, # of gifts, average gift
- Haven’t met your target? Try a mailing (6 mos. later) to those who made a one-time gift, asking for an increase to gift; reach out to those who gave last year but did not this year; personal phone call to generous offertory donors-ask for help with CSA; Suggest a dollar amount that you want them to give (if you’re \$8,000 short; we need 80 gifts of \$100);
- Identify and follow-up on any unpaid (no activity) pledges

## **Acknowledgement – How Do We Say Thank You?**

Prompt thank you to donors; there are many ways you can do this  
Celebrate success; doesn’t have to be anything fancy or expensive



**SAMPLE**  
**ADVANCE COMMITMENT LETTER**

April 2018

«Name»  
«Address»  
«City, State ZIP»

Dear «Salutation»,

We are now preparing to kick off the Catholic Services Appeal (CSA) “*Shining Christ’s Light*” for 2018. As we do so, I want to thank you again for your pledge of «Total Gift 2017» in last year’s appeal. Thanks to generous parish members like you, we successfully reached our parish goal. I appeal to you now to renew that same level of commitment in this year’s appeal. In fact, we will need that and more to reach this year’s parish goal of \$«Parish Target» ...a slight increase over last year’s target.

Our strategy for reaching our parish goal this year is three-fold:

To appeal to last year’s donors like you to renew your commitment and even increase it by perhaps 5-10%

To increase the number of total donors over last year’s «Number Donors» donors by 15%

To increase the number of donors who give through a PLEDGE with payments throughout the year, since pledges can make a larger gift more do-able (*for your convenience in this regard, the diocese mails out pledge reminders in the course of the year, beginning in July*).

Watch for the upcoming issue of FAITH Magazine for a message from Bishop Raica explaining the appeal in more detail and all the many ministries and services it funds.

You are encouraged to complete a pledge card (or pledge envelope from FAITH) and return it to the parish office by mail or in the weekend collection basket. Turning it in as soon as possible will help create momentum that will guarantee our parish’s success. It will also save our good CSA volunteers much effort in their follow up work.

As always, thank you for your great generosity to our Church and the ministry we undertake!

Sincerely,

Fr. «Insert Name»  
Pastor

# In-Pew Solicitation

## **Background:**

This is the method recommended for obtaining donations from a large segment of your parish at one time. This method of soliciting gifts requests a response by parishioners in church following an informational and motivating presentation. If carried out thoroughly and properly, this method increases both the number of donors and the dollars contributed with minimal amount of volunteer time.

In-Pew solicitation can be easily included in the Mass without causing any disruption to the celebration of the liturgy. After communion, either the pastor or a lay person will make remarks regarding the CSA needs.

## **Steps to a Successful In-Pew Solicitation:**

1. Be sure that parishioners have advance notice before they are asked for their gift. Pulpit and bulletin announcements prior to our kick-off should help accomplish this. Posters should be displayed in appropriate locations. This will ensure that parishioners will come prepared to give.
2. Spoken information is shared. Ideally, parishes should have both the pastor speak as well as a lay person. Having two speakers talk about the appeal over two weekends highlights the importance of the CSA. Please don't rely solely on the priest to speak. The use of a lay witness is an effective means of encouraging people to give.
3. Spiritual element. Universal Prayers should reference the CSA for several Sundays leading your parish campaign.
4. Lay witnesses and homilies are important ways to motivate parishioners to give. Find someone in your parish and ask them to share their story.
5. As with all primary methods of solicitation, follow-up is an essential and integral part of the appeal. In some cases circumstances may prevent someone from making a gift; however, it is important that every parishioner has the opportunity to give. Therefore, it is strongly recommended that a follow-up method of solicitation is utilized.

# Worker Station Method

Many of the steps taken in implementing this method are similar to the steps in the In-Pew method. The main difference is instead of giving time during the Mass for people to fill out the pledge envelope, parishioners will be asked to give via pledge card that are usually distributed by worker stations.

In lieu of mailing all envelopes to your parishioners, this method allows for each person to complete pledge cards after Mass if they so choose. It also provides at least some personal contact with donors. One drawback may be that some parishioners do not report to the worker stations because it may not be convenient for them at the time.

## Steps to Successful Worker Station Method:

- Create a welcoming/hospitable environment - a community feel encourages people to stop and partake. Coffee and donuts are one way to entice people to stick around.
- Pledge cards should be arranged on tables in alphabetical order. You can also use blank cards for new families to the parish. Pens and pencils should be available to make it easier for the cards to be filled out. CSA promotional materials should be available for people to see the many ministries and programs that are supported through these funds.
- Make sure there are additional tables available for people to fill out pledge cards in privacy.
- Two people to staff each table, with additional volunteers around the room to answer questions.
- An adequate supply of pens, paper clips to attach payments to pledge cards, as well as rubber bands.
- A pleasant “THANK YOU” to each donor!

# Samples: Universal Prayers

## Sunday Prior to the Appeal:

- That through our participation in the annual Catholic Services Appeal, we continue to be channels of the living and loving presence of Christ in our world, we pray to the Lord.
- For the annual Catholic Services Appeal next weekend in our parish. That the people of the Diocese of Gaylord will heed the call to share their gifts and by doing so, strengthen our community of faith. We pray ...
- That the hard work of the volunteers will bear the fruits of generosity enabling the Diocese to care for spiritual needs of people here and beyond. We pray ...
- That the Holy Spirit continues to guide the work of the Church in our Diocese and that Christ's message of love may be realized. We pray ...
- That we clearly see how the lives of others are made better by the Catholic Services Appeal. We pray ...
- That each of us will answer the call to bring forth our gifts that will support the Catholic Services Appeal and our Church. We pray ...
- That through our participation in the annual Catholic Services Appeal, we might grow in our desire to reach out to do God's work together as a loving family. We pray ...
- That God may bless our parish and diocese, strengthen our faith and grant us the spirit of Christian stewardship by opening our hearts to the Catholic Services Appeal. We pray ...
- That we may give generously next weekend to the Catholic Services Appeal, as faithful stewards of the gifts God has entrusted to us, by sharing the benefits of our blessings. We pray ...

## Appeal Sunday:

- That God may bless our parish, strengthen our faith, and grant us the spirit of Christian stewardship by opening our hearts to the 2018 annual Catholic Services Appeal. We pray ...
- That the outpouring of the Holy Spirit might light a fire of discipleship in our hearts, compelling us to bold acts of generosity and service, like support of the Catholic Services Appeal. We pray ...

### Appeal Sunday (continued):

- That our generous support of the annual Catholic Services Appeal may further advance the purpose for which Jesus came among us: to preach the Good News, heal human suffering and bring us hope. We pray ...
- That as we make our commitment to the annual Catholic Services Appeal, we may remember God's generosity to us. We pray ...
- For all of those in need that they may find guidance and assistance. We pray ...
- In thanksgiving for all within our parish family who have previously supported the appeal and for those who will graciously support this year's appeal. We pray ...
- For all members of [your parish], and the members of our Diocesan family, may we all take comfort in knowing that a gift from one will become a gift to many. We pray ...
- That we may see the work of the Catholic Services Appeal as an opportunity to extend ourselves in love and service beyond the boundaries of \_\_\_\_\_ parish.. We pray ...

### Sunday after the Appeal:

- That we grow as a community of believers in assisting the Church in carrying out its works. We pray ...
- For all who have responded to the Catholic Services Appeal, that their generosity may be rewarded with the growth, love and joy that giving generously brings.. We pray ...
- That those who have not had an opportunity to make a decision about the Catholic Services Appeal will listen to their hearts and make a generous commitment for the greater work of our Diocesan Church family. We pray ...
- That we may see the Catholic Services Appeal not merely as an appeal to the purse strings, but an appeal to the heart strings. We pray ...



# Pulpit Announcements

On the weekend of (your parish kick-off date) everyone will have an opportunity to make their gift to the 2018 Catholic Services Appeal. Our parish goal is \$\_\_\_\_\_ and we would like to see all members make a gift to support this appeal. The theme of this year's appeal is "Shining Christ's Light". As our Church joins together to further the mission and ministry of our Diocesan Church we truly become witnesses of Christ's mission on earth. We will be reminded over the next few weeks why it is important for us to support the CSA. There will be good information shared that we ask you to reflect upon. All of it will help you better understand why the appeal is conducted every year, what this appeal supports and why you should give. Please take the time to prayerfully consider how you are able to support the CSA.

Thank you to the \_\_\_\_\_ families who made a pledge to the annual Catholic Services Appeal last weekend. If you have not yet made your pledge, please prayerfully consider doing so. It is not too late. Your gift can make a real difference in the lives of many who are supported by our diocesan programs in education, spirituality and outreach. Pledge envelopes are available in the pews. Thank you for your generosity.

It is Commitment Weekend for the annual Catholic Services Appeal. Hopefully everyone has read the latest issue of FAITH Magazine that talks in depth about the appeal and how it helps our diocese and parishes together. We hope that all parishioners will prayerfully consider the opportunity today to offer a gift to this appeal. We would like everyone to participate and help our parish reach its financial goal of \$\_\_\_\_\_. It is also important to remember that any amount raised above our goal stays in our parish.

As your Pastor, I want to let you know that I am in support of this effort and believe that our parish will do everything possible to make the CSA successful. This appeal, to fund the mission of our diocese, is vital and will provide the means to continue the work that Christ has entrusted to us: to teach and spread faith, to reach out to those in need and to worship the Lord with all our hearts. Every dollar raised to make our goal supports important Diocesan Services, and every dollar over our goal will be kept in the parish to help us (describe project.)

This year our parish goal for the Catholic Services Appeal is \$\_\_\_\_\_. We can easily reach our goal if everyone considers a pledge to the best of his/her financial ability. Your gift, no matter the size, is important. There is nothing we cannot accomplish if we work and sacrifice together.

# Bulletin Announcements

## Sunday Prior to the Appeal

The 2018 annual Diocesan Catholic Services Appeal will be conducted next weekend, and the theme is “Shining Christ’s Light.” Once a year we are asked to make a commitment to support the work of our Diocesan programs and ministries which provide services that no single parish could provide on its own. This effort is a means by which we work together to care for the Church by sharing the gifts God has granted us. Our parish goal is 100 % participation. Please join us to continue God’s work of spirituality, charity and education.

## Appeal Sunday

Today (name of parish) begins our campaign for the 2018/19 Catholic Services Appeal. This is an opportunity for us to unite with all Catholics in the Diocese and in the universal church to share our blessings and to show our concern for one another. The CSA provides the opportunity to act together as a family and support programs and services no single individual or parish could offer by itself. Your gift is very important. Every gift, regardless of the size, is vital to the success of the Appeal. Please be as generous as possible with your pledge.

## Sunday after the Appeal

The 2018 Catholic Services Appeal, “Shining Christ’s Light” is off to a great start in our parish. To date, we have received \$\_\_\_\_\_ in gifts/pledges toward our parish target. But we still would like to achieve 100% participation. If you have not yet made a gift to the CSA, we invite you to do so today. Every dollar raised supports toward our target supports important Diocesan Services & every dollar raised above target will be used in the parish toward (describe project.)

## To Use until you reach parish goal

Thanks to all our parishioners who have made their gift to the 2018 Catholic Services Appeal. (Parish name) is \_\_\_\_\_% towards our goal of \$\_\_\_\_\_. If you have not yet made a gift or pledge, it is not too late to help us meet and even exceed our target. Please participate in the support of our Diocesan church.

## For use when your parish reaches its goal

Thank you to all of you who responded so generously to the annual Catholic Services Appeal. Each year the success of this appeal depends on you. Your support is greatly appreciated in both your parish and the Diocesan Church. It is when we grow as a community of believers that we help to assure that those who provide services through the Diocesan Church will be able to continue Christ’s work here in the Diocese of Gaylord.

# Suggestions for Priest Remarks

1. Plan to support the appeal yourself this year, talk about why you decided to give, be in touch with those reasons that motivated you and share them with parishioners.
2. The needs met by the CSA cross wide boundaries. Funds are provided for a variety of religious and charitable services and programs throughout the 21-county Diocese of Gaylord and beyond.
3. Talk about how the CSA is more than an ordinary collection or appeal. It is a way for every Catholic in our Church to show their love and generosity in a way that helps the Diocese of Gaylord to provide for those in need.
4. The Catholic Services Appeal happens every year because there is an *ongoing need*. You are asked to support this appeal each year to help meet those needs. The Diocesan church carries out the mission to serve the people of Northern Michigan through varied ministries and services.
5. There are a number of priorities and needs facing our diocesan church that a single parish alone can address. Some needs require the strength and resolve of our entire Catholic community working and sacrificing as one body. This is why every church participates in the Catholic Services Appeal, so that we-through our collective efforts -can continue building the Father's Kingdom by advancing the work of the Church.
6. While we cannot always be the one to comfort the grieving, feed the hungry, teach the young and minister to those in need, through our generosity we can ensure that our Diocesan Church is strong, vibrant and able to meet the needs of many in the years ahead.
7. Each of our parishes has been asked to reach a goal which is set in order that, together, we may accept the financial responsibility for many *necessary* diocesan services. Our parish goal this year has been set at \$ \_\_\_\_\_. I hope that each one of us shares in a combined effort to not only reach this goal, but exceed it so that every dollar raised over our CSA goal stays in our parish.

# Lay Witness Talks

Lay witnessing is an important component to a successful CSA. Testimonials delivered to the entire congregation by a member of the parish whose life has been impacted by a diocesan service or ministry can have a positive effect on how people in the parish view the diocesan church. Too often people do not see diocesan services and ministries at work in the parish. A personal witness can clearly show an example of the benefits of supporting the Diocese.

## Welcome/Introduction of Lay Witness

This morning/afternoon/evening we welcome Bob/Amy Smith, a fellow member of our parish, who will speak to us about the upcoming Catholic Services Appeal. Bob/Amy will share thoughts on why this initiative is important to them, to our parish, and to our Diocese. Please give Bob/Amy a warm welcome.

## General Tips for Lay Witness Talks

- Prepare your remarks ahead of time, and try to keep them 5 minutes or less.
- Write your talk just as you would speak it. Be able to deliver it in a comfortable and conversational manner.
- Introduce yourself and your association with the parish.
- Talk briefly about yourself/family, how long you have been in the parish, and any leadership role you may have in parish life. There will be some who may not know who you are.
- After you introduce yourself, let the congregation know how long you will talk. It will help them relax and listen.
- One key to a good talk is to smile while speaking, and don't be afraid to add a bit of humor.
- Make sure that you tell people that you are going to support the appeal and why. This is a sign of leadership and willingness to practice what you preach.
- Finally, it is important to let the congregation know that their individual generosity in the past made this experience and the ongoing results of the experience possible for you. Thank them!

# Catholic Services Appeal Follow-up

## Phone-A-Thon

Telephone contact is the “next best thing to being there” when it comes to asking for a gift to the CSA. The phone-a-thon technique has been successfully used by colleges and universities for many years as a way of increasing gifts, winning donors, etc. It is an especially effective way of reaching every parish member in the follow-up phase, especially with those who have never given or have not given in recent years.

## Organization

- Appoint a parish “Calling Director,” and have them take responsibility for making arrangements for phone follow-up. He or she will recruit assistants and they, in turn, will recruit callers.
- The recommended formula for callers is as follows:
  1. Director recruits five assistants (or ten, if needed).
  2. Each assistant recruits five callers.
  3. Each caller calls ten parishioners.

## Sample Solicitation Conversation for Phone Calls

May I speak with Mr(s.) \_\_\_\_\_? Hello, this is \_\_\_\_\_ of (name of parish). I'm with a group of parishioners tonight. We are calling households in (name of parish) inviting each parishioner to make a contribution to the annual Catholic Services Appeal. Have you already received information about the CSA? Do you have any questions about any of the programs funded through the CSA? As you may know, the Diocese is seeking support for the essential ministries of the Church. We have a parish goal of \$ \_\_\_\_\_ and we are hoping to get 100% participation. So far \_\_\_\_\_ % of our parishioners have pledged. Would you consider a gift or pledge to this important and essential appeal for our parish and Diocese?



# Sample CSA Letters

## Mailings

Using mail is the most common form of follow up used. These are personalized letters sent to parishioners who have yet to give to CSA. If strictly using this method for follow-up, we suggest sending out more than one letter. Sample follow-up letters may be found in this manual.

## Sample Letter to Parishioners Before Kick-Off

Dear \_\_\_\_\_:

This May, each parishioner will once again have the opportunity to share in the mission of the wider church and Diocese of Gaylord through the 2018 annual Catholic Services Appeal. I thank you for your past participation.

The May issue of FAITH Along Michigan's 45th Parallel included information on the charities and ministries that are supported by your pledge to the CSA. I express to you my personal support of this request for your participation in this year's appeal.

I urge you to prayerfully consider your decision this week, and then to fill out your pledge card and return to the parish on commitment weekend. Please consider a pledge plan, if possible, and spread your payments over several months by choosing the convenient EFT method of pledge fulfillment.

Your gift is an expression of your faith and your willingness to follow Jesus. The CSA is more than just dollars; it is a sign of what you can help the Church accomplish to further the mission of Christ on Earth.

May God bestow abundant blessings on you and your family just as your gift provides blessings for many others.

Sincerely in Christ,

(Pastor/Pastoral Administrator)

## Sample Letter #1 to Those Who Have Not Yet Committed

Dear \_\_\_\_\_:

This year many of you have answered the call to support the Church by contributing to the annual Catholic Services Appeal. This shows that you understand the need to support vital ministries and services provided by our Diocesan Church that meet the needs of the marginalized in our community and beyond. Although participation has been strong for CSA this year, we have yet to meet our parish target for 2018. It is for this reason that I am asking you to make a faith response by continuing to support the Catholic Services Appeal. For those of you that have yet to give, it is not too late to make a difference with your gift. To those who have already participated, I am ever so grateful and would appreciate anything further that you can do to help our parish meet our CSA goal this year.

Some of the local organizations receiving funds are the Augustine Retreat Center, Catholic Human Services, and Habitat for Humanity. A portion of the CSA budget supports clergy through seminarian education, continuing education of active priests, as well as retirement income for senior priests. It is now more than ever in these tough economic times that your help is needed.

The difference between what we have received in pledges and our parish CSA target is \$\_\_\_\_\_, and you can help us reach this goal. Please also remember that once we have reached our goal, any funds raised over and above are kept by our parish. I would ask that you consider matching or possibly increasing your gift from last year.

Please take some time to reflect on all that is shared during the time of CSA and give prayerful consideration to your response to this year's appeal.

Thank you for your generosity. I am grateful for all that you do for our parish, and ask God's continued blessings on you and your loved ones.

Yours in Christ,

(Pastor/Pastoral Administrator)

## Sample Letter #2 to Those Who Have Not Yet Committed

Dear \_\_\_\_\_:

We often think of the diocese as an administrative structure, and yet diocesan ministries and programs serve many individuals and families each year. Whether promoting vocations, providing lay ministry formation, teaching and evangelizing, or providing outreach to youth, young adults, and those in need, diocesan ministries reach beyond the ability of our parish or any single parish. It is the work that Christ has entrusted to his Church. It is work that we are called to support together through our baptism.

The annual Catholic Services Appeal is one way that we can work together as one Church. Our parish goal is \$\_\_\_\_\_.

At this time, I'd like for you to prayerfully consider making your pledge of support. Your pledge will help the diocesan ministries continue serving the people of our community and at the same time will help our parish.

Please make your pledge today and return your pledge card in the offertory this weekend. Perhaps you will be able to increase your level of support by making a pledge that is spread out over the year.

May God bless you for your generosity.

Sincerely Yours in Christ,

(Pastor/Pastoral Administrator)

### Sample Letter #3 to Those Who Have Not Yet Committed

Dear \_\_\_\_\_:

In May our parish began its Catholic Services Appeal (CSA) “Shining Christ’s Light” for 2018 on behalf of the Diocese of Gaylord. CSA offers us both an opportunity to make a return to God for the many gifts given to us, and to assist in the essential works of service and ministry in our Diocese.

As individuals and parishes, we are called upon to ensure that the religious, educational and charitable efforts in our Diocese continue. Many of these needs are beyond the scope and resources of any individual or parish; therefore, through CSA we can meet these needs as a united community of faith.

The vital ministries of our Diocese continue only with your help. Your gift of any amount will be gratefully received and deeply appreciated. Your generosity at this time will help support the charities and ministries funded through CSA and help bring to those in need. Please prayerfully consider what you are able to give.

On behalf of those who will benefit from your gift, I thank you.

Sincerely Yours in the Lord,

(Pastor/Pastoral Administrator)

## Sample Letter for Parishioners behind on Pledge Payments

Dear \_\_\_\_\_:

As you may have noticed in our parish bulletin, we share the results of our 2018 Catholic Services Appeal including the amount pledged and what we have received in gifts to date.

These totals do not yet meet the CSA goal set for our parish. It is important for us to not only reach this goal, but to exceed it. Once pledge payments and gifts equal the goal, any additional funds received through the CSA will be returned to the parish. We plan to use the additional funds for (parish project).

I am writing to you to provide a gentle reminder because our records indicate that you have not yet made a payment of your pledge. Although the CSA pledge period has not ended, we know how difficult it can be to fulfill a pledge when the payment schedule falls behind.

If our records are incorrect, we apologize. Please call our parish office and we will be glad to update your information. If your circumstances have changed, and you will be unable to fulfill your pledge, please let the parish know so that you will not be sent any further reminders. However, if you are able, please begin to make payments on your CSA pledge.

Your gift will change lives. CSA is also one way of expressing our part in the universal Church and what we can accomplish together.

May God Bestow abundant blessings on you and your family just as your gift provides blessings for many others.

Sincerely in Christ,

(Pastor's/Pastoral Administrator's Name)

## Sample Thank You Letter #1

Dear \_\_\_\_\_:

As Catholics, we are called to help others. I want to thank you for your generous pledge to this year's annual Catholic Services Appeal (CSA). Your gift will provide support for the ministries of our diocese, including the vocations program, faith formation, and the office of the superintendant of schools to name a few. These ministries help all the parishes, programs, and schools spread throughout northern Michigan that make up our diocese.

Your CSA pledge, together with the pledges of Catholic individuals and families throughout the Diocese of Gaylord, is a force for good. The generosity of all members of the Catholic Church accomplishes what a single person, family or parish could do alone. Together we can ensure that our diocesan Church is strong, vibrant, and able to meet the needs of so many.

Thank you for answering the call to share your gifts for the glory of God.

(Close and Signature)

## Sample Thank You Letter #2

Dear \_\_\_\_\_:

I write today to thank you for your thoughtful response to the 2018 Catholic Services Appeal (CSA), "Shining Christ's Light." I am truly grateful for your continued support. Your gift tells me that you recognize the role of each person in the evangelization and life of the Church, and of your willingness to share a portion of your blessings for God's work in our Diocese. I am truly grateful for your faithfulness, and for your support of the annual CSA.

Thanks to your generosity, our diocesan programs and ministries will continue for many years to come, helping many of our neighbors both here in our Diocese and around the world annually.

May the Spirit of the Lord continue to bless you with His many gifts.

(Close and Signature)

### Sample Thank You Letter #3

Dear \_\_\_\_\_:

It is with joy in the Lord and in you, that I extend my heartfelt appreciation and gratitude for your generous pledge of \$ \_\_\_\_\_ to the 2018 Catholic Services Appeal.

For the last 47 years, the Catholic Services Appeal has supported many ministries and services in our 21 county Diocese, like Catholic Human Services, professional and spiritual development programs, and Catholic missions and ministries throughout northern Michigan and the world. Without this support, these important ministries and many more would either disappear or not have the impact on our lives that they do. Your donation to CSA is the best way to ensure that these services are in place for many years to come, helping thousands of our neighbors annually.

Please accept my deepest thanks and know that your gift, along with more than many others throughout the Diocese, gives all those in the ministry great encouragement and the strength to continue.

(Close and Signature)

### Sample Thank You Letter #4

Dear \_\_\_\_\_:

It is with the utmost gratitude that I write to thank you for your response to the 2018 Catholic Services Appeal (CSA). Your participation in the CSA means a great deal to me and our church, especially during these challenging economic times. Your support has helped continue important ministries and programs of the Diocesan Church and also the (describe parish project) for our parish.

Your gift, along with those from other families in our parish, has already totaled \_\_\_\_\_. This response is a wonderful testament to how we collectively let Christ guide us in reaching out to others.

Please keep (parish name) and the entire Diocese of Gaylord in your prayers, as I will keep you in mine. It will be my prayer that the Lord bestows abundant blessings on you and your family this year, just as your gift provides blessings to many others.

(Close and Signature)



*Since the formation of the Diocese of Gaylord in 1971, parishes have joined together to support the ministries of our diocese and the Universal Church through the annual Catholic Services Appeal (CSA).*

*The CSA is the primary source of funding for the ministries directed by our bishop, as well as most of the special national and international collections typically taken up as second collections in other dioceses.*

*Each parish is asked to make an equal and equitable sacrifice through an assigned target based upon parish count and ordinary income. Any funds received above the parish target are returned to the parish 100% for local needs and good works.*