



Parish Leadership

MANUAL FOR THE ANNUAL APPEAL

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The Take-Away

The purpose of the Bishop's Annual Appeal is to raise enough funds to cover 100% of the annual budget for diocesan-sponsored programs, ministries, and the education of our seminarians. Right now, the 2019 budget for ministries and programs is \$11.5 million. Based on our recent history, we're expecting to raise \$7.5 million towards that number. The \$4.0 million "gap" is funded through parish assessments.

As you may know, the diocese has two main sources of revenue: the annual appeal and parish assessments. It's our goal to fully fund our annual budget through the appeal so that more money stays in our parishes, while at the same time advancing the good work of the diocese.

Currently, we have 196,000 registered households in the diocese. Roughly 13% or 25,000 households participate in the annual appeal with an average gift of \$25/month. The national average is 26% participation. If we were able to increase our participation rate to 20% and attract an **additional 14,000 households** or just 200 more households per parish at an average rate of **\$25/month**, we would be able to fully fund all of our diocesan programs and ministries.

39,000 households X \$25/month X 12 months = \$11.7 million

For 2019, we're not asking to raise your parish goals; we're asking that you help us get more households to participate, at any level, to further the work of the Gospel in our diocese.

Thank you for the work that you do in your parishes and in our greater Catholic community.

Key Dates

November 28, 2018

Advance Gift solicitation letter and brochure mailed.

February 12, 2019

General solicitation letter and brochure mailed to 2018 appeal donors and past donors from 2017 and 2016.

February 18, 2019

All pledge materials will be sent to parishes:

-pledge envelopes, pencils, Parish Leadership Manuals, DVDs/CDs, and Tyvek return envelopes.

February 23-24, 2019

Advance Notice Weekend

March 2-3, 2019

Commitment Weekend

March 4-8, 2019

Sealed pledge envelopes delivered to Pastoral Center

March 9-10, 2019

Follow-Up Weekend

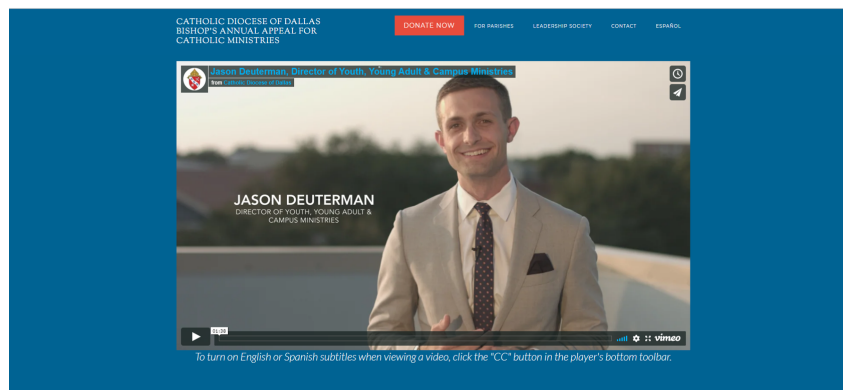
March 11-15, 2019

Sealed pledge envelopes delivered to Pastoral Center.

Website and Circles of Giving

The Parish Leadership Manual, Bishop's Homily, and our Annual Report can be found on our Bishop's Annual Appeal website. Parishioners can also find more information there about the appeal, make a donation, or make updates to their account.

<https://dallasbishopsappeal.com>



The Diocese of Dallas continues to use giving societies to encourage our donors to continue and increase their contributions to the Bishop's Annual Appeal for Catholic Ministries.

Bishop's Circle	\$25,000+
Circle of Trustees	\$10,000 to \$24,999
Circle of Patrons	\$5,000 to \$9,999
Circle of Benefactors	\$2,500 to \$4,999
Circle of Angels	\$1,500 to \$2,499
Circle of Stewards	\$750 to \$1,499
Circle of Friends	\$250 to \$749

Advance Notice Weekend

Checklist

February 22, 2019

- ☐ Confirm reception of pledge materials and contact Annual Appeal office if not received.
- ☐ Confirm announcement has been placed in the bulletin, website, and Flocknote (if applicable).

February 23-24, 2019

BEFORE MASS

- ☐ Confirm that prayers of the faithful are ready for Mass.

DURING MASS

- ☐ Where appropriate, before or after the homily, make mention of the following:

-Next weekend is commitment weekend, which is your opportunity to help the Catholic Diocese of Dallas raise necessary funds through the Bishop's Annual Appeal.

-The annual appeal funds our Catholic Ministries that support marriages and families, Catholic Schools, our seminarians, and those in our community that are most in need.

-Please come to Mass next weekend prepared to make a financial commitment to the annual appeal.

Advance Notice Weekend

Prayers of the Faithful

February 23-24, 2019

- ☐ That we may prayerfully consider how we can best use our financial and spiritual resources to further the mission of Jesus Christ, not only in our parish but throughout our diocese.
- ☐ That we may respond generously to the Bishop's Annual Appeal for Catholic Ministries as faithful stewards of the gifts that God has entrusted to us.
- ☐ That we continue to respond to the invitation of Jesus to put out into the deep to bring others into a profound and abiding relationship with Jesus and His Church.

Please feel free to use any one of these prayers and to modify, if necessary.

Advance Notice Weekend

Bulletin, Website, and Flocknote Announcement

February 23-24, 2019

Next weekend, March 2-3, is Commitment Weekend which is an opportunity to help the Catholic Diocese of Dallas raise necessary funds through the Bishop's Annual Appeal. Each year, we commit ourselves to reflect on God's great generosity and respond with a gift of our own that brings others into relationship with Jesus Christ and His Church.

Through your generous support we are able to serve thousands of families and individuals throughout the diocese and North Texas.

Please come to Mass next weekend prepared to make a commitment to the appeal, or visit us online for more information and to make a donation:

<https://dallasbishopsappeal.com>

Commitment Weekend

Checklist

Prior to March 2-3, 2019

- ☐ Confirm announcement and link to the Bishop's Homily has been placed in the bulletin, website, and Flocknote (if applicable).

March 2-3, 2019

BEFORE MASS

- ☐ Confirm that prayers of the faithful are printed and ready for Mass.
- ☐ Review pledge card procedure with the ushers.
- ☐ Place sufficient pledge envelopes and pencils in each pew.

DURING THE HOMILY

- ☐ Play the Bishop's Homily provided through your sound audio/visual system or give a BRIEF 5 minute homily using following talking points:

Commitment Weekend

Checklist (contd)

- ☐ Helps more than 30,000 individuals across the Metroplex by providing meals for families in need, serving low-income senior citizens and helping the unemployed with career coaching.
- ☐ Supports youth ministry initiatives like The 635 and the Dallas Catholic Youth Conference.
- ☐ Supports Catholic education for more than 11,500 students attending 26 diocesan elementary schools and three diocesan high schools.
- ☐ Assists in preparing a new generation of diocesan priests to serve us in our spiritual journey. Today, more than 75 seminarians are enrolled at Holy Trinity and Redemptoris Mater seminaries, and the proceeds raised ensures all men who are considering a life of priestly ministry have a place to encourage their discernment.
- ☐ Provides ongoing catechetical training for leaders in faith formation at the parish level, including Marriage and Family Life.
- ☐ Provides bibles and rosaries for the men and women in our prison system while also providing pastoral and spiritual outreach services to the incarcerated and their families.

Commitment Weekend

Checklist

AFTER THE HOMILY

- ☐ Carefully guide your parishioners through the in-pew commitment process:
 - ☐ Ask ushers to distribute the pledge cards or make sure the pledge cards and pencils are already in the pews.
 - ☐ Invite parishioners that have given in the past to prayerfully consider increasing the amount of their gift. Remind parishioners that each Catholic family is being asked to make a pledge today.
 - ☐ Request that parishioners wait so that all pledge cards can be filled out together. This ensures that each part of the pledge card is filled out properly and it also ensures that you are not rushing through the process. Fill out yours at the same time as this really helps promote unity and timing.
 - ☐ Ask parishioners to write in the total amount of their pledge where it says “Total Pledge.”
 - ☐ Ask parishioners to write in the amount that is being enclosed on the pledge card where it says “Amount Enclosed” or ‘\$0’ if nothing is being enclosed.

Commitment Weekend

Checklist

AFTER THE HOMILY (CONTD)

- ☐ Ask parishioners to clearly print their name, address and other personal information on the pledge card.
- ☐ Parishioners who wish to pay by MasterCard or Visa should write in their 16-digit number, expiration date and sign the form. (MasterCard and Visa are the only credit cards accepted.)
NOTE: Remember to provide the Bishop's Appeal office with your new credit card number and/or expiration date should it change during the year, so that there is no interruption of your pledge payments.
- ☐ Parishioners wishing to enclose a check (payable to the Bishop's Appeal) or cash should put the check or cash in the envelope with their pledge card.
- ☐ Ask parishioners to detach their pledge card and place in the envelope provided, and then ask the ushers to collect all completed pledge cards.
- ☐ Thank everyone for their patience and generosity!

Commitment Weekend

Prayers of the Faithful

March 2-3, 2019

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- ☐ That we may respond generously to the Bishop's Annual Appeal for Catholic Ministries as faithful stewards of the gifts that God has entrusted to us.
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Please feel free to use any one of these prayers and to modify, if necessary.

Commitment Weekend

Bulletin, Website, and Flocknote Announcement

March 2-3, 2019

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If you were not able to fill out a pledge card during Mass, please bring it to Mass next week and place in the collection basket, or visit us online for more information and to make a donation:

<https://dallasbishopsappeal.com>

Follow-Up Weekend

Checklist

Prior to March 9-10, 2019

- ☐ Confirm announcement has been placed in the bulletin, website, and Flocknote (if applicable).

March 9-10, 2019

BEFORE MASS

- ☐ Confirm that prayers of the faithful are printed and ready for Mass.
- ☐ Place sufficient pledge envelopes and pencils in each pew.

AFTER THE HOMILY

- ☐ Briefly thank all who have already participated in the appeal and then ask parishioners to fill out a pledge located in their pew, if they have not already. Then invite them to include the pledge envelope in the collection basket.
- ☐ Prayer of the faithful

March 11-15, 2019

- ☐ Ensure that all sealed pledge envelopes are delivered to the Pastoral Center.