



# Parish Leadership

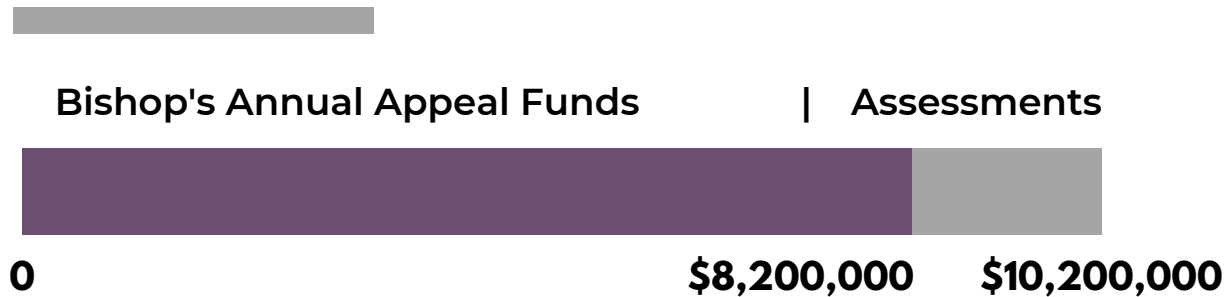
2021 MANUAL FOR THE ANNUAL APPEAL

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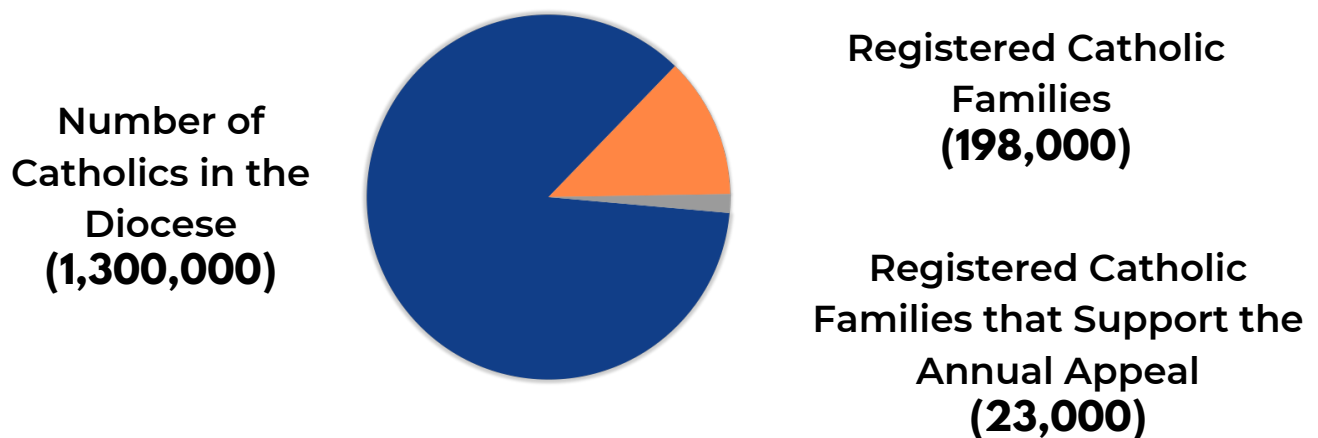
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# The Take-Away

## Annual Budget: \$10.2 Million



## Annual Appeal Participation: 12%



Currently, we have 198,000 registered households in the diocese. Roughly 12% or 23,000 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 from 12% to 17.5% and attract an additional 11,000 households at an average rate of \$25/month, we would be able to fully fund all of our diocesan programs and ministries.

**34,000 households X \$25/month X 12 months = \$10.2 million**

# Key Dates

November 16, 2020

Advance Gift solicitation letter and 2021 pledge card mailed to all past donors.

December 10, 2020

Email follow up.

January 19, 2021

All pledge materials will be sent to parishes:

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

January 23-24, 2021

Advance Notice Weekend

January 30-31, 2021  
**Commitment Weekend**



February 1-5, 2021

Sealed pledge envelopes delivered/mailed to Pastoral Center.

February 6-7, 2021  
**Follow-Up Weekend**

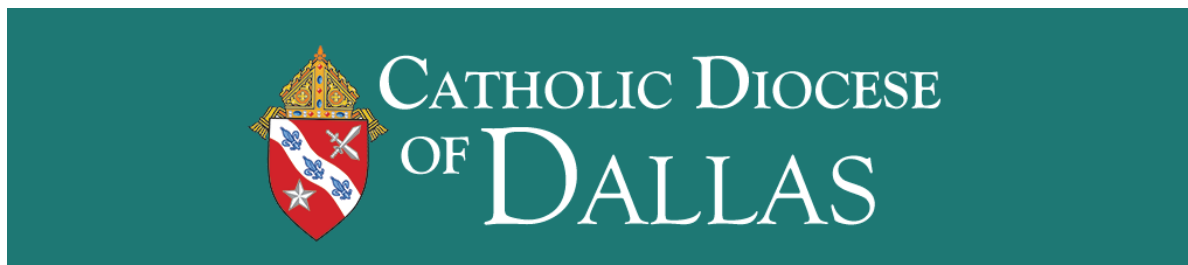
February 8-12, 2021

Sealed pledge envelopes delivered to Pastoral Center.

# Website and Online Giving

The Parish Leadership Manual, Bishop's message, and our 2020 Annual Report can be found on our Bishop's Annual Appeal website. Parishioners can also find more information about the appeal, make a donation, or make updates to their account.

<https://dallasbishopsappeal.com>



# Advance Notice Weekend

## Checklist

**January 20-22, 2021**

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

**January 23-24, 2021**

### **BEFORE MASS**

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

### **DURING MASS**

- Before or after the homily, mention the following:

-Next weekend is Commitment Weekend, which is your opportunity to help the Catholic Diocese of Dallas maintain ministries and support vocations 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

January 23-24, 2021

- 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 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

January 23-24, 2021

Next weekend, January 30-31, 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 helps bring others into a 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 January 30-31, 2021

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

### January 30-31, 2021

#### BEFORE MASS

- Confirm that prayers of the faithful are printed and ready for Mass.
- Review pledge card procedure with the ushers.
- Ushers (if possible) to wear gloves and distribute pledge cards to parishioners and collect after completed.

#### DURING THE HOMILY

- 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. Today, more than 70 seminarians are enrolled at Holy Trinity and Redemptoris Mater seminaries, and the proceeds raised ensure all men who are considering a life of priestly ministry have a place to encourage their discernment.
- Completely funds diaconate formation and supports ongoing priestly formation.
- 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 (preferably with gloves) 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 parish family is being asked to make a pledge today.
  - Request that parishioners clearly, completely, and correctly print their name, address and other personal information on the pledge card. Fill out yours at the same time as this really helps promote unity and timing.

# Commitment Weekend

## Checklist

### AFTER THE HOMILY (CONTD)

- Parishioners who wish to pay by credit card should write in their 16-digit number, expiration date and sign the form. (MasterCard, Visa, and AMEX 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 Annual 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.
- NO PENCILS OR PENS SHOULD BE ENCLOSED IN THE PLEDGE ENVELOPE.
- Thank everyone for their patience and generosity!

# Commitment Weekend

## Prayers of the Faithful

January 30-31, 2021

- 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.*

# Commitment Weekend

## Bulletin, Website, and Flocknote Announcement

January 30-31, 2021

This weekend, January 30-31, 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 helps bring others into a relationship with Jesus Christ and His Church.

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 February 6-7, 2021

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

### February 6-7, 2021

#### 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

### February 8-12, 2021

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