



Bishop's Annual Appeal

FOR CATHOLIC MINISTRIES

2025 Leadership Manual



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2025 Updates for Commitment Weekend

Each year, we strive to simplify and improve the process for our parishes and enhance the experience for our parishioners. Below are the newest updates for the 2025 Bishop's Annual Appeal for Catholic Ministries.

- The 2025 Commitment Weekend for the 2025 Bishop's Annual Appeal for Catholic Ministries will take place on one weekend – collectively on February 1-2, 2025.

- **Credit Card Donors**

While donors have always been able to make online credit card donations, again this year we will not have space for them to write in their credit card information to maintain PCI compliance and ensure the security of their confidential information.

Donors are encouraged to use the QR code on the pledge card or visit donate.dallasbishopsappeal.com to make a safe, secure and online gift. Donors can select the following options:

1. One-Time Gift
2. Recurring Gift
3. Pledge with 10 Monthly Installments

Please ensure donors are given adequate time to complete their online donation. When making their gift online, donors must select your parish to ensure proper credit.

- **New 2025 Materials**

We now have Vietnamese versions of all materials provided to the parish, with the exception of the Leadership Manual. The following materials will be mailed to parishes by **January 17, 2025**.

1. **Printed Materials**

- Posters (English, Spanish, and Vietnamese versions)
- In-Pew Envelopes (English, Spanish, and Vietnamese versions)
- Tyvek Return Envelopes
- Transmittal Forms

2. **Materials Emailed to Parishes**

- Annual Appeal Video
- Bulletin Ads
- Scripts for Pastors

The quantities of each material listed above will remain the same as last year, unless previously coordinated with Charlene Nyhart.

For additional resources, please visit the **Annual Appeal Resource Website** for materials and videos. - dallasbishopsappeal.com/parish-resources/

If you need any further materials or assistance, do not hesitate to contact our office at **214-528-2540** or bishopsappeal@cathtdal.org.

We hope these changes will make the process smoother and more efficient for everyone involved. If you have any questions or need further information, please don't hesitate to reach out.

- **Ministries Funding Percentage Updates:**

There have been updates to the percentages regarding the distribution of funds for the 2025 Bishop's Annual Appeal for Catholic Ministries. Detailed information is provided on the following page.

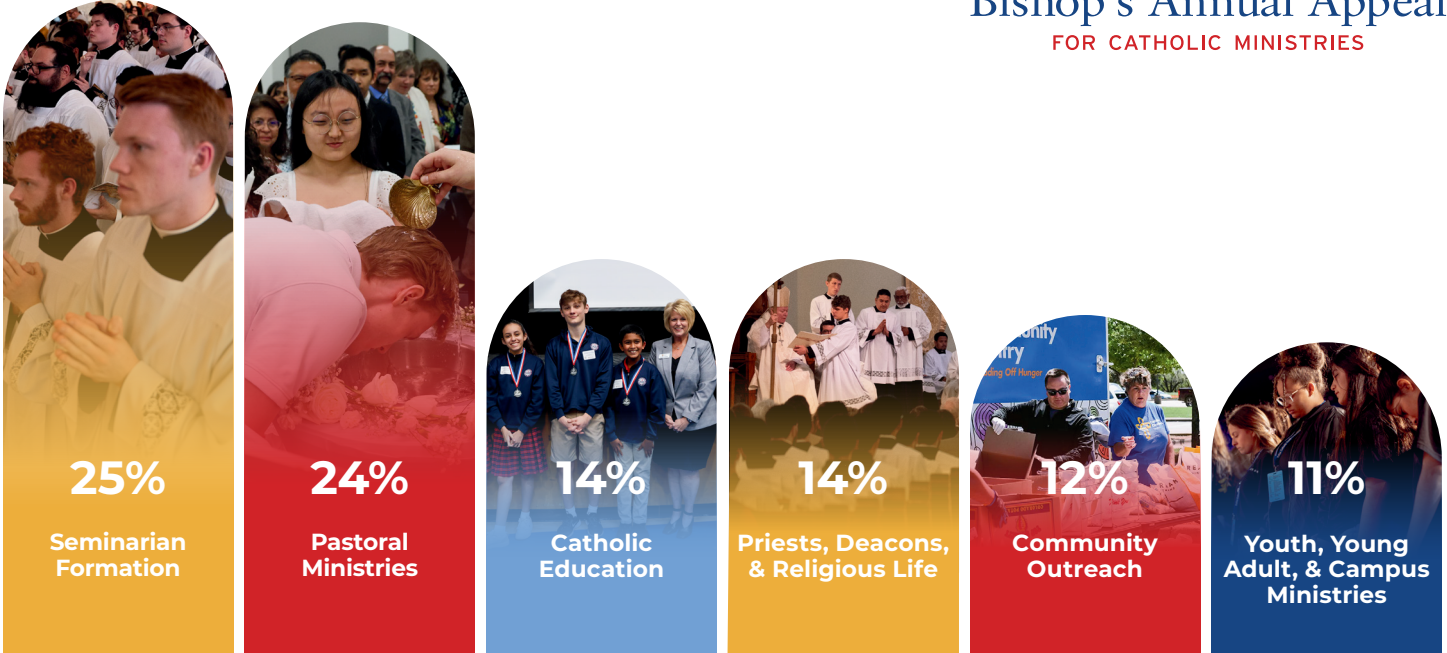
Case for Support

\$9.0 Million Total 2025 Annual Appeal Goal

Your gift to the 2025 Bishop's Annual Appeal supports essential programs and ministries including:



Bishop's Annual Appeal FOR CATHOLIC MINISTRIES



Seminary Formation - 25%	Catholic Education - 14%	Community Outreach - 12%
Vocations Recruitment	Professional Development for Educators	Catholic Charities Dallas
Seminary Preparation for Formation	Catholic School Programs	Evangelization
Holy Trinity Seminary	School Ministry	Saint Raphael Retreat Center
Redemptoris Mater Seminary	Diocesan High School Scholarships	
Pastoral Ministries - 24%	Priests, Deacons and Religious Life - 14%	Youth, Young Adult, and Campus Ministries - 11%
Religious Education for Children and Rite of Election of Adults	Preparation of Deacons	University Catholic Center at UTD
Pastoral Cultural Ministry	Support of Religious Women and Men	Youth Ministry
Communication Outreach	Clergy Assistance	Pastoral Juvenil
Family Life	Retired Priest Care	The 635
Catholic Social Ministry	Ongoing Clergy Formation	Dallas Catholic Youth Conference
Worship		
Synod		
Pastoral Care (Prison Ministry, Respect Life Ministry, etc.)		

Development Team Contact Information

Development Office Contacts:

Bishop's Annual Appeal Office

Email: bishopsappeal@cathdal.org

Office Phone: 214-528-2540

Mailing Address:

a) 3725 Blackburn Street
PO Box 190507
Dallas, TX 75219-0507

Kelly Halaszyn

Director of Development

Email: khalaszyn@cathdal.org

Office Phone: 214-379-3178

Cell Phone: 832-964-5571

Aja Rose Tennyson

Associate Director, Annual Appeal

Email: atennyson@cathdal.org

Office Phone: 214-379-2862

Esmeralda Garcia

Donor Service Coordinator

Email: egarcia@cathdal.org

Office Phone: 214-379-3174

Yessica Tejada

Gift Processor & Reconciliation Specialist

Email: ytejada@cathdal.org

Office Phone: 214-379-2865

Karla Ortiz

Gift Processor

Email: kortiz@cathdal.org

Office Phone: 214-379-2864

Charlene Nyhart

Development Assistant

Email: cnyhart@cathdal.org

Office Phone: 214-379-3165

2025 Bishop's Annual Appeal Timeline

Thursday - Friday, November 7-8, 2024

- 2025 Advance Giving (25AG) Solicitation Direct Mail was sent.

Thursday, December 5, 2024

- 2025 Advance Giving (25AG) Email follow-up regarding the solicitation.

Tuesday, January 14, 2025

- Mailing of Advance Giving 2.0, Homebound Ministry, and Recurring Donor 25 AG pledge cards.

Thursday, January 16, 2025

- Dispatch of all 25 PA materials to parishes, including pledge envelopes, Parish Leadership Manuals, Transmittal Forms, and Tyvek return envelopes.

Wednesday, January 22, 2025, at 10:00 AM

- Parish Leadership Training session.

Saturday/Sunday, January 25-26, 2025

- Advance Notice Weekend

Week of January 27, 2025

- Flocknote message featuring the BAA25 video from the Office of the Bishop.

Before Friday, January 31, 2025

- 2024 tax statements mailed to all donors.

Saturday/Sunday, February 1-2, 2025

- 2025 Commitment Weekend (25PA).

Beginning Monday, February 3, 2025

- Parishes begin remitting Tyvek bags to the Pastoral Center

Monday, February 10, 2025 to Friday, March 28, 2025

- Gift Processing for 25PA at the Pastoral Center

Week of April 28, 2025

- 2025 FM Solicitation Direct Mail will be sent.

Best Practices for Delivery of Appeal Communications/Presentations

An effective presentation can contribute greatly to the success of a new program or the launch of a campaign such as the **2025 Bishop's Annual Appeal for Catholic Ministries**. It is an opportunity to shed light and share timely information about our Church's ministries and services to our faith communities, to relay updates or stories or offer an inspiring message, to generate parish community support, and to acquire new donors or volunteers.

As you prepare to present information about the 2025 Bishop's Annual Appeal to your parish community, below are tips that may be useful in delivering your presentation:

- 1. Prepare ahead.** Review materials, videos, and resources that will be shared. Practice the presentation in advance. Ensure any technical aspects are set up prior to your in-parish presentation.
- 2. Know your audience.** Adapt the presentation for your parish community. Personalize the request to your listeners and those with whom you have a rapport, so it resonates.
- 3. Know and repeat key messages.** Before you present, review and understand key talking points and repeat them during the presentation. This helps to ensure that your audience hears the points, realizes their relevance and processes the information.
- 4. Be specific about why we're asking and what is needed.**
While many understand the past year has been difficult, it's important to provide concrete examples. The Diocese has faced a decline in tithing, financial strain on tuition-paying families, and increased difficulty for many to donate. These examples help make the situation more relatable and urgent.

The Bishop's Annual Appeal is essential to the Diocese's mission. It supports vital services like assistance for those in need, seminarian training, the reengagement of our young adults and the continuation of Catholic schools and religious education programs. This year, the Appeal aims to not only maintain but expand services to meet growing needs across the nine counties of our Diocese.
- 5. Be brief and succinct.** This is important not only in written communications but also for presentations from the pulpit, etc. A clear, direct request, delivered with warmth and sincerity, will typically be more well-received than an uncomfortably long presentation.
- 6. Be personable.** At the end of the day, you are asking for a donation from a person. Any pitch, whether via snail mail, e-mail, or in person, individually or to a group should account for that. Strive for a tone of warmth, openness, friendliness, and honesty. Also, when speaking to past donors, make sure to thank them for their previous support.
- 7. Convey enthusiasm.** Demonstrate the importance of the cause! Passion for a topic draws in people; talking without enthusiasm can deplete energy in a room and eclipse a message. Communicate in an upbeat fashion to engage the audience.
- 8. End with a call to action.** Regardless of how the message is delivered, end with a very clear call-to-action on how to donate, whether it be a basket at the back of the church, a secure online link, a phone number to call, or an enclosed envelope. Make it as easy as possible for the donor to give.
- 9. Express appreciation.** Thank the audience for their understanding and support.

If appropriate leave time for questions at the conclusion of your presentation or offer to be available at a later time for questions.



Commitment Weekend: February 1st – 2nd, 2025

Steps to ensure a successful Commitment Weekend

1. Display Annual Appeal posters at the entrance of your parish
2. Include Bulletin Announcement prior to and on the launch of the Appeal
3. Include the Annual Appeal In-Pew Pledge Cards in the pews and at the back of your parish
4. Social Media posts from your parish's platform

Steps for a successful collection

1. Please place in-pew cards in an area easily accessible to parishioners, i.e. pews, vestibule, etc. **Ensure that ushers refill these spots with in-pew cards before each Mass.**
2. Conduct the in-pew during the homily. **Please do not leave the ask for the end as some people may have to leave Mass early.**
3. Your message should be personalized and engaging. The more effectively you connect the Appeal with a message that will resonate with your parishioners, the more likely they will respond. Lay witness presentations can be used to give firsthand stewardship experiences and explain the importance of the programs funded by the appeal. This designated weekend also educates unregistered churchgoers, who have not received the Bishop's mailing about the Annual Appeal. Include the Annual Appeal In-Pew Pledge Cards in the pew and at the back of your parish.

Guide Parishioners through Gift/Pledge Process

1. Parishioners may give via the in-pew cards provided to the parish. Donors may make a one-time gift or a pledge (for which they will receive monthly reminder statements). In-pew cards should be collected by the parish and sent to the Diocese.
Note: Do not open or tamper with donor in-pew envelopes. Please place directly in Tyvek and mail back.
2. Parishioners are encouraged to give online at donate.dallasbishopsappeal.com/. There they may select to make a gift or pledge, as well as designate their parish. Please allow them time to go on their devices and full set up their gift.
3. If you are wishing to make a gift via appreciated assets, IRA contribution, family foundation, charitable gift/donor-advised fund, or another non-traditional method of giving contact us to assist us in processing your request. Our Donor Services team can be directly reached at 214-528-2540 or Bishopsappeal@cathdal.org.

Commitment Weekend Checklist

1. Prior to February 1-2, 2025
 - a) Confirm announcement has been placed in the bulletin, parish website, and Flocknote (if applicable).
2. BEFORE MASS
 - a) Confirm that Prayers of the Faithful are printed and ready for Mass.
 - b) Place sufficient pledge envelopes and pencils in each pew.
3. AFTER THE HOMILY
 - a) 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.
 - b) Prayers of the Faithful

Please see page 8 for examples.

Pastor/Parish Resources

Please include Appeal Progress Updates regularly in your parish bulletin to encourage participation.

Annual Appeal Progress

2025 Bishop's Annual Appeal

The 2025 Bishop's Annual Appeal is well underway. We have **\$ <Amount shared>** already pledged as of December 1st, 2024. This is approximately **<percentage>** of our goal of **\$ <goal amount>**. The outpouring of support from many parishioners like you helps sustain the important ministries across the Diocese of Dallas. If you have yet to give, please pick up a pledge form at the back of the church or dallasbishopsappeal.com

Thank you for your prayers and support.

Prayers of the Faithful

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

- 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 use our God-given resources of time, talent, and treasure to bring others into a profound and abiding relationship with Jesus and His Church.
- In thanksgiving for all those who support the work of the Church through the Bishop's Annual Appeal.

Collection Weekend

2025 Bishop's Annual Appeal Bulletin/Flocknotes

This upcoming weekend will be Collection Weekend at our parish. (Your Parish Name) has received \$(Pledge Amount) in pledges. Thank you to those parishioners who have already made their gift to the 2025 Annual Appeal.

Will you join your fellow parishioners in supporting this effort that strengthens many important programs and ministries across the Diocese of Dallas?

Our goal, \$(Your Goal Amount), can only be achieved through YOUR generosity!

If you have not yet made a gift, there will be pledge forms available in the pew and in the back of church, or you can visit donate.dallasbishopsappeal.com

Your gift will truly make a difference. Thank you for your prayers and support.

During the Homily

1. Please preach on stewardship and speak to the impact of the Bishop's Annual Appeal has in sustaining the shared Catholic ministries of the Diocese of Dallas.
 - a) Helps more than 280,000 individuals across the Metroplex by providing meals for families in need, serving low-income senior citizens, and helping the unemployed with career coaching.
 - b) Supports youth, young adults, and campus ministry initiatives such as the Dallas Catholic Youth Conference, The 635, and the University Catholic Center at The University of Texas at Dallas community.
 - c) Assists in preparing a new generation of diocesan priests. Today, more than 74 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.
 - d) Provides ongoing catechetical training for leaders in faith formation at the parish level, including Marriage and Family Life.
 - e) Last year provided over 1,000 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.
 - f) Supports 6 chaplains serving 12+ hospitals throughout the Diocese.

Method of Payments

There are many ways to make a gift in support the Diocese of Dallas.

If you have any questions regarding your gift, please reach out to our Donor Services Team at 214-528-2540 or bishopsappeal@cathdal.org

Credit Card

To process a one-time gift or set up a pledge and pay with a credit card, please visit:

donate.dallasbishopsappeal.com. Donors who wish to use the online option **do not** need to turn in a pledge card.

Check

One-time and/or pledge payments by check can be made payable to the Bishop's Annual Appeal and be mailed to as follows for processing:

Bishop's Annual Appeal
3725 Blackburn Street
P.O. Box 190507
Dallas, TX 75219

Gifts as Qualified Charitable Distributions (QCD) from an IRA

If you are over age 70½, you can donate up to \$100,000 tax-free from your traditional IRA. The deadline for receipt of a distribution is December 31 of the calendar year. Because of the high volume of year-end gifts, you are encouraged to contact your IRA administrator as soon as possible to allow enough time for them to issue your gift before December 31st. Distributions by check must be dated and have a postmark no later than December 31st and wire transfers must be received by December 31st. Please request that your administrator reference your name and address with the check or wire transfer

Catholic Community Appeal, Inc. (dba Bishop's Annual Appeal for Catholic Ministries)

EIN: 75-2679650	Wire Instructions:
3725 Blackburn Street	Frost Bank
PO Box 190507	ABA/Routing #114000093
Dallas, TX 75219	Account # 980084891

Gifts of Stock

The Diocese will facilitate your gift of appreciated securities to the Catholic Community Appeal (dba Bishop's Annual Appeal for Catholic Ministries). If you wish to make a gift of stock, please follow these instructions to be sure that your gift is received and properly credited. A gift of stock and securities can benefit you in two ways: you may receive a charitable income tax deduction for the full fair market value

of the securities while avoiding capital gains taxes on appreciated stock. Please note: Failure to notify our office of the name and number of shares that you will be transferring could prevent timely sale and acknowledgment.

Please e-mail Barry Hanner, Sr. Director of Financial Services for the Diocese of Dallas, at bhanner@cathdal.org when the transfer is initiated so the broker can be alerted to accept the stocks and we are able to acknowledge your gift properly and appropriately credit your gift. In this e-mail, the donor should provide information about the following:

- Donor's name and address (for appropriate charitable contribution documentation back to the donor)
- Quantity and name(s) of the stock
- Identify the purpose of your donation

It is also helpful to have the name of the brokerage house and the name and telephone number of the person that we can contact regarding the gift should there be any problems with a transfer.

Securities held by a broker may be delivered by wire transfer through the Depository Trust Company (DTC) to the Diocese's brokerage account.

PLEASE BE SURE THE CORRECT ACCOUNT NUMBER AND DTC NUMBER IS ON THE TRANSFER TO AVOID ANY TRANSFER PROBLEMS.

Instructions should be given as follows:

- Brokerage: Merrill Lynch
- Contact: Lisa McAdam
- Phone: 214-969-2330
- DTC #: 8862
- Account #: 542-04H98
- Account Name: Catholic Community Appeal, Inc.

Gift from a Donor Advised Fund

Catholic Community Appeal, Inc. (dba Bishop's Annual Appeal for Catholic Ministries)

EIN: 75-2679650	Wire Instructions
3725 Blackburn Street	Frost Bank
PO Box 190507	ABA/Routing # 114000093
Dallas, TX 75219	Account # 980084891

All donations should be made payable to the Bishop's Annual Appeal. All payments are contributions to Catholic Community Appeal, Inc. (dba Bishop's Annual Appeal), a Texas non-profit corporation that is tax-exempt under section 501(c)(3) of the U.S. Internal Revenue Code and a public charity under sections 170(b)(1)(A)(vi) and 509(a)(1) of the Code. Contributions are deductible to the maximum extent permitted by section 170(b) of the Code. EIN: 75-2679650

Parish Leadership Roles

Pastor

The Pastor plays a critical role in providing leadership, expertise, and direction to the Bishop's Annual Appeal, and is key to its success at the parish level. Their involvement and personal endorsement are essential for motivating parishioners to participate and give.

Key Responsibilities:

- **Introduce and Share the Appeal Video:** During the appeal weekend, the Pastor should introduce and share the link to the video message, ensuring that other celebrants are also instructed to do the same.
- **Make a Personal Gift:** The Pastor is encouraged to make a personal gift during the In-Pew solicitation. Their personal endorsement and participation are vital to demonstrating commitment to the Appeal.
- **Ensure Full Implementation of Campaign Methods:** The Pastor is responsible for ensuring that all methods for conducting the campaign are fully implemented at the parish.

Pastor Follow-Up Techniques

Effective follow-up is critical to the success of the Annual Appeal. Parish follow-up has proven to be more impactful than follow-up conducted by the Development Office.

Recommended Follow-Up Actions

- **Parish-Specific Follow-Up:** It is highly encouraged that each parish conducts its own follow-up, whether through letters, social media, or phone calls. Research and past statistics show that a personal touch from a parish leader, especially the Pastor, significantly increases the likelihood of a positive response.
- **Send Follow-Up Communication:** Pastors are encouraged to send at least one follow-up letter or email to parishioners regarding the Annual Appeal. This communication reinforces the importance of the Appeal and encourages parishioners who may not have responded initially.
- **Support from the Development Office:**
The Development Office is available for consultation and assistance in creating follow-up letters or emails. We are happy to provide support to help ensure the message is impactful.

Note: Pastor follow-up letters can be sent out through our office at no cost to the parish. While we can assist with distribution, we encourage Pastors to personalize the message. A well-crafted, engaging letter that connects the Appeal to the unique needs of your parishioners will resonate more deeply and lead to greater participation.



FAQ

1. Who benefits from the Bishop's Annual Appeal?

Every parish and all people within them benefit from the Bishop's Annual Appeal for Catholic Ministries, as well as those who turn to the Diocese for charitable and spiritual assistance.

2. What is the goal of the Annual Appeal?

The goal of the 2025 Bishop's Annual Appeal is \$9 million; however, the needs of the Diocese far exceed \$12.5 million. It will be to the benefit of the ministries that are supported by the Bishop's Annual Appeal to be as successful as possible.

3. How can I make a gift to the Annual Appeal?

- Donate online at donate.dallasbishopsappeal.com
- Make a gift over the phone at 214-528-2540
- Fill out an in-pew card at your parish
- Complete and return the pledge card you received in the mail
- Gifts of stock, IRA distributions, bequests, and charitable annuities can be coordinated by contacting Kelly Halaszyn at 214-528-2540 or khalaszyn@cathdal.org

4. What payment methods can I use to make a gift?

- Cash, check, money order, credit card, or electronic transfer from your bank account.
- Credit or Debit card can be made by visiting dallasbishopsappeal.com
- Scan the QR Code with the camera of your phone on all available Bishop's Annual Appeal materials.



5. Where should they send their pledge/gift?

Your check should be made payable to:

Bishop's Annual Appeal
3725 Blackburn Street
P.O. Box 190507
Dallas, Texas 75219

6. Can a donor make a matching gift?

Yes! If your gift is eligible, simply print out or request a matching gift form from your employer, and send it, completed and signed, along with your gift to:

Bishop's Annual Appeal
3725 Blackburn Street
P.O. Box 190507
Dallas, Texas 75219

7. Can a donor make an IRA charitable gift?

Please see page 9 for detailed instructions.

8. How can I learn more or make a Planned Gift?

Contact Kelly Halaszyn at 214-379-3178 or khalaszyn@cathdal.org.

9. Can a donor make a stock gift?

Please see page 9 for detailed instructions.

10. Some have suggested people stop donating to the Diocese in favor of their local parish and independent non-profits. Why should I give to the Annual Appeal?

Your financial support of the Bishop's Annual Appeal funds all the ministries, services, and programs designed to extend the effectiveness of your parish and address the needs of our brothers and sisters across 9 counties and throughout North Texas. Your brothers and sisters still need the food, shelter, education, a chance for a better future, priests for Sacraments, and hope that diocesan ministries provide. This is what Catholics are called to do. Decreased participation in these programs hurts our brothers and sisters who need these programs the most.

11. Have funds from the Bishop's Annual Appeal ever been used to settle judgements against the Diocese?

The Appeal is the annual fundraising campaign for the Catholic Diocese of Dallas and was incorporated in 1996 as distinct Texas 501(c)(3) corporation. 100 percent of your gift to the Bishop's Annual Appeal goes to fund our diocesan-sponsored Catholic programs and services.

When payment is made directly to a victim, those funds are paid from the Diocesan insurance fund. Donations to fundraising initiatives such as the Bishop's Annual Appeal are not contributed to the Diocese insurance fund.

12. How is the fundraising goal for each parish determined?

The fundraising goals for each parish is based on the average of the last three years of pledges. Visit dallasbishopsappeal.com/ for all parish's goals.

13. Can I make a pledge online if I did not fill out a pledge card at my parish?

You can make a pledge online if you did not fill out a pledge at your parish by clicking on the "Donate Now" button at the top of this page or by clicking this link: donate.dallasbishopsappeal.com/

“ I ask for your participation and to consider being part of the good work we do in the Diocese of Dallas. ”

Bishop Edward J. Burns



Bishop's Annual Appeal
FOR CATHOLIC MINISTRIES