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*ANNUAL CATHOLIC APPEAL*  
**LEADERSHIP  
MANUAL**

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ARCHDIOCESE OF ST. LOUIS



ANNUAL CATHOLIC APPEAL  
BUILD MY CHURCH

# SECTION ONE

- ACA PRAYER
- LETTER FROM THE EXECUTIVE DIRECTOR
- MASTER CALENDAR
- OUR MISSION
- INTRODUCTION/PARISH PREPARATIONS

# ONE

## *Annual Catholic Appeal Prayer*

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Lord God, we thank You  
for the untold blessings  
You have bestowed upon us.  
We offer these blessings back  
to You. We lay before You the  
labors and fruits of the  
*Annual Catholic Appeal*.  
We pray that our sole desire be  
to serve Your holy will.  
United as Catholics, let us be  
reminded of our baptismal call  
to follow our Lord Jesus Christ  
in His service to others.  
We make our prayer through  
Christ our Lord.  
Amen.

Saint Louis, pray for us!

# ONE

## Letter from the Executive Director

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Dear Parish *Appeal* Leader,

Thank you for saying “Yes!” to this important mission. Through the *Annual Catholic Appeal*, we come together as one Church to serve the Lord with gladness and fill every heart with hope. Your work will allow us to *Reach out in Love* to our brothers and sisters in need and help bring your fellow parishioners into a closer relationship with Christ’s Church. Your mission is evangelization. We want to help you. This Leadership Manual will guide you through the four phases of implementing the *Appeal* and provide other tools and resources to help us achieve our shared goal. Much of the information is also available online at [archstl.org/aca](http://archstl.org/aca).

Our financial goal for 2023 is \$15.5 million, an increase from last year’s goal. To help us achieve that goal, and to grow participation, we are again offering the Text-To-Give and QR code options for giving. While we prefer for people to use the pre-printed pledge card with the personalized gift array, we understand that convenience is an important factor in today’s giving habits. These new ways of giving are aimed at making it easy for people to give, right there in the pew when they feel moved to do so.

- **Text-to-Give** — People can text “ACA” to 243725 to give online. When one of your parishioners sends the text, we automatically and immediately send them a link to the giving page on our website.
- **QR Code** — The QR Code will also be on all of our promotional materials. A parishioner who **points their smartphone camera at our QR code** will receive the option to open our online giving page.
- **Printable Text-to-Give and QR Code Page** — We have a single, printable page that includes the Text-to-Give information and the QR code. The page can be downloaded at our website for volunteers, [archstl.org/aca](http://archstl.org/aca). You can put the page in the pews so that people can respond generously in the moment they are asked by the pastor or a guest speaker. You can download and print the page yourself, or call our office at 314.792.7680 to request this or any of our other resources.

Thank you, once again, for your help with this important effort. Ask for Mary’s help with this *Appeal*, and I am confident you will have fun, unite your parish, draw closer to the Church, and share the love of our Lord, Jesus Christ, with others. I will be praying for you!

Gratefully,

**Brian Niebrugge**

*Executive Director*

*Office of Stewardship and the Annual Catholic Appeal*

*P.S. Don’t forget, your first and most important job is to pray for the Appeal! Thank you!*

# ONE

## 2023 Master Calendar

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### APPEAL LAUNCH MEETINGS AND KICKOFF DINNER

Feb 23, 2023	St. Gertrude Parish (Krakow)
Feb 28, 2023	Cardinal Rigali Center (Shrewsbury)
Mar 02, 2023	Virtual Meeting
Mar 07, 2023	Assumption Parish (O'Fallon)
Mar 09, 2023	Virtual Meeting
Mar 14, 2023	For New Parish Chairs, Cardinal Rigali Center (Shrewsbury)
Mar 26, 2023	ACA Kickoff Dinner, Sheraton Westport Chalet Hotel

### ACA PARISH PLEDGE WEEKENDS AND PROCESSING

Apr 22-23, 2023	ACA Weekend
Apr 24, 2023	Send first set of pledge cards to the lockbox*
Apr 29-30, 2023	ACA Weekend
May 01, 2023	Send second set of pledge cards to the lockbox*
May 06-07, 2023	ACA Weekend
May 08, 2023	Send third set of pledge cards to the lockbox*
May 15, 2023	Send fourth set of pledge cards to the lockbox*
May 22, 2023	Send fifth set of pledge cards to the lockbox*
Jun 02, 2023	Deadline for sending pledge cards to the lockbox to keep donors from receiving the Follow-up Mailing*

### MAILINGS FROM THE ACA OFFICE

Feb 03, 2023	Advance Mailing (includes Associates, \$500+ donors, clergy and religious)
Late Mar/Early Apr	<i>Catholic St. Louis</i> magazine mails
Apr 17, 2023	General Mailing
Jun 23, 2023	Follow-Up Mailing (to those who have not yet made a pledge)

### DEADLINES

Apr 07, 2023	Deadline for ACA parish kits to be mailed to parish office
Jun 11-22, 2023	Telemarketing begins for <i>Associates</i> (\$1,000+)
Jul 13, 2023	Telemarketing begins for all donors
Aug 16, 2023	Final cut-off for 2023 <i>Appeal</i>
Sep 18, 2023	Final Progress Report published in the <i>St. Louis Review</i>

**NOTE:** Progress Reports will be emailed to each parish by the ACA office periodically throughout the *Appeal*. To update your parish Progress Report email distribution list, please contact the ACA office at [acaoffice@archstl.org](mailto:acaoffice@archstl.org).

**\* Indicates Parish Chair responsibility**

# ONE

## The Mission of The *Annual Catholic Appeal*

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Through baptism, every Catholic has been given the grace to be God's servant, and we are called to be stewards of this grace. God fills us with His life so we can find joy in serving others. God showers us with blessings so we will have gifts to share. In the opening words of their pastoral letter on stewardship, the U.S. Catholic Bishops tell us, **"Once one chooses to become a disciple of Jesus Christ, stewardship is not an option."**

**"You have heard of the stewardship of God's grace that was given to me for your benefit." – Ephesians 3:2**

Everything we have has been given to us...our time, our work and leisure, our talents and skills, our family and friends, and our financial and material resources. When we joyfully return our gifts to God with gratitude, we come to realize that we are His sons and daughters, and we deepen our love for our brothers and sisters.

Our way of life, as joy-filled Christian stewards, makes Christ visible to those who know us. Please join us in sharing God's grace and love with others as together we Build the Church.

### **MISSION STATEMENT OF THE ACA**

The *Annual Catholic Appeal* is the annual effort of the Catholic community to respond to the Gospel challenge of Jesus Christ to love one another by reflecting on God's blessings in our lives and sharing them for the educational, pastoral and charitable programs and ministries of the Archdiocese of St. Louis.

# ONE

## Introduction/Parish Preparations

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### TO HELP YOUR TEAM GET ORGANIZED...

- Parish Prep Packets are delivered to your pastor in early November.

#### In this packet, you will find:

- Parish list update procedures and instructions
  - Launch meeting dates
  - Online parish prep questionnaire
  - Master calendar
  - Reporting and processing procedures
  - Guest speaker information
- Launch Sessions are a time to receive training to help you implement the *Appeal* in your parish.

### WHAT ELSE IS HAPPENING?

#### Employee Appeal/Advanced Mailing

All employees of the Archdiocese of St. Louis are asked by Archbishop Rozanski to make a gift at a special meeting in January. All employee gifts are credited to their parish goals, if they are registered at a parish. In February, a letter and pledge card are mailed to *Associates of the Archbishop*, priests and deacons, order priests, religious superiors, and prospective *Associates*, asking them to make, renew or increase their commitment. These early pledges give momentum to the *Appeal*. All gifts made during these pledge periods are credited to the parish goals.

#### Grant Allocations

Allocations of all grants are designated in advance of the *Appeal*. Recipients of an ACA grant must complete an application to ensure good stewardship of the resources contributed.

# SECTION TWO

- **PHASE 1: PROMOTE THE *APPEAL***
- **PHASE 2: OBTAIN THE PLEDGE**
- **PHASE 3: CONDUCT SMART FOLLOW-UP**
- **PHASE 4: THANK THE DONORS**



# TWO

## Four Phases of the *Appeal*

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The *Annual Catholic Appeal* is one important way we gather the resources to actively Build the Church in our communities. There are four basic phases to conducting a successful *Appeal* at your parish.

- Promote the *Appeal*
- Obtain the pledge
- Conduct smart follow-up
- Thank the donors

This section will provide some basic best practices for each of these important phases.

### PHASE 1: PROMOTE THE *APPEAL*

Here are several best practices to help you promote the *Appeal* at your parish and an overview of other things that the ACA office is doing. Promoting the *Appeal* prior to and during *Appeal* Sundays will show your parishioners that the *Appeal* is an important part of your parish life as it strengthens your unity to the larger Church.

### BEST PRACTICES

- **Emphasize the pastor's leadership** — The pastor's support of the *Appeal* is critical to success.
- **Use new methods of communication** — Many parishes have new channels of communication with their parishioners. Consider what these channels are for your parish and use them to promote the *Appeal*. Encourage people to visit [aca.archstl.org](http://aca.archstl.org).
- **Use homily messages** — Link the liturgical celebration to the mission of the ACA and provide a strong spiritual context for stewardship. Homily ideas can be found in the Appendix.
- **Send a letter** — Ask your pastor to mail a letter encouraging participation. Sample letters can be found in the Appendix.
- **Thank donors and volunteers** — Publicly acknowledge those who help conduct the *Appeal* at your parish and those who have made a pledge and /or gift.
- **Show the *Appeal* video** — Show the video at Mass, at parish meetings and at school assemblies with parents, and link to it on your parish website. The video shows people how their gifts make an impact and helps show the good work of the larger Church beyond your parish borders.
- **Utilize guest speakers** — Invite speakers to give a firsthand testimony of the impact of the *Appeal*. Keep the speaker's presentation under 5 minutes. The *Appeal* office coordinates the guest speaker program, connecting parishes with people from ministries supported by the *Appeal*.

# TWO

## Four Phases of the *Appeal*

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- **Publish announcements** — Use the parish bulletin and school newsletters to promote the *Appeal*. Sample messages are found in the Appendix. You know your audiences the best; tailor these announcements for your parishioners.
- **ACA Microsite** — Link your promotional messages and letters to the new ACA website: [aca.archstl.org](http://aca.archstl.org). Publish this website address to create interest and build awareness of the *Appeal*.
- **Social Media** — Use the ACA toolkit to promote the *Appeal* on social media channels.
- **Utilize the marketing support** — Several of these items, including brochures, bulletin covers and case statements, are available on our volunteer website: [archstl.org/aca](http://archstl.org/aca).
- **Use your own creativity** — Promote the *Appeal* in your parish in your own way.

### WHAT ELSE IS HAPPENING?

In the weeks leading up to the *Appeal* weekends, the ACA office works to raise awareness of the *Appeal* through a number of channels:

- **Catholic St. Louis magazine** will feature the ministries and good works that are made possible through gifts to the *Appeal* and encourage people to make a gift.
- **Advertising and editorial content** will run in the *St. Louis Review* prior to and during the *Appeal*.
- **A personal letter from Archbishop Rozanski** is sent to many active Catholic households. Donors are thanked for their past support and encouraged to continue their faithful stewardship.
- **Word-of-mouth marketing** is the best and most cost-effective way to spread the good news of those helped by the *Appeal*. ACA marketing efforts are limited to keep costs low, so we rely on parish volunteers to tell their stories and personally invite participation.

# TWO

## Four Phases of the *Appeal*

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### PHASE 2: OBTAIN THE PLEDGE

The pledging process should be welcoming, focused on the practical needs of our fellow parishioners. One of the simplest ways we can grow participation in the *Appeal* is to make pledging easy, offering parishioners the opportunity to give without making them go out of their way to do so. In fact, we lose pledges every year just because people were too busy or were never asked to make their pledge in a moment when they had the time and inclination to do so. To further strengthen the unifying the mission of the Church, we have introduced multiple channels of giving to make it easier than ever for parishioners to participate in the *Appeal*. In addition to traditional pledge cards, they can now give online by using the mobile devices they have in their pockets. The best practices below offer simple ways to make pledging more convenient.

### BEST PRACTICES

- **Use electronic communications** — Make sure people using electronic forms of parish communication are invited to visit [aca.archstl.org](http://aca.archstl.org) to make their pledge.
- **Make pledging convenient** — Select a location that is easily accessible after Masses.
- **Spread out the cards** — Make it easy for volunteers to help parishioners find their cards.
- **Have plenty of pens** — Make sure you have enough pens to fill out the pledge cards.
- **Recruit volunteers** — Invite friendly, engaging people to staff the tables.
- **Return the pledges** — Returning pledge cards quickly ensures that your parishioners will receive acknowledgement of their gift in a timely manner. Please see Section 3 of this document for precise processing instructions.
- **ACA Microsite** — Link your promotional messages and letters to the ACA website: [aca.archstl.org](http://aca.archstl.org). Publish this website address in your promotions to create interest and build awareness of the *Appeal*.
- **Text-to-Give** — Let parishioners know that they can now text “ACA” to 243725 to give online. When they send the text, they will automatically receive a link to a giving page on our website. Remember, even though they are not using the pledge card at the parish, these gifts will still count towards your parish goal.
- **QR Code** — Remind parishioners that they can also scan the QR code to give online. When they scan the code using their smartphone camera, they will be directed to our online giving page.

### WHAT ELSE IS HAPPENING?

During the *Appeal* weekends, the ACA Office focuses its efforts on supporting parishes, processing gifts and preparing the follow-up.

Every parish is unique, and our goal is to give each parish the freedom to conduct the pledge portion of the *Appeal* in the way that works most effectively.

Once the *Appeal* is underway, the ACA will send regular progress reports to the parish.

# TWO

## Four Phases of the *Appeal*

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### PHASE 3: CONDUCT SMART FOLLOW-UP

What is smart follow-up? It is the effective and efficient way to conduct continued outreach to your fellow parishioners, usually after the main *Appeal* Sundays. In an ideal world, our ACA parish volunteers would have the time to reach out personally to everyone in their parish who did not give during the main phase of the *Appeal*. However, most volunteers do not have the time or resources to make such a large volume of phone calls. By using the resources below, in addition to technology and electronic communications, parish volunteers can focus on those who are most likely to respond positively to our outreach. Altogether, this leads to a better volunteer experience and lets everyone from each parish participate in our shared effort. We call these methods “smart” because they maximize the valuable time our volunteers sacrifice to support the *Annual Catholic Appeal*.

#### BEST PRACTICES

- **Ask donors who gave last year** — If a person gave last year, but has not yet donated this year, they are most likely to respond. Focus your energy here first to make the best use of your time. A report to help identify these donors, called the LYBUNTS report, is available through the online reporting system.
- **Next, focus on donors in recent years** — If a person has made a contribution to the *Appeal* in recent years, but not last year or this one, reach out to reestablish a connection and to ask for a gift this year. Again, this helps to make sure you make the best use of your time. A report to help identify these donors, called the SYBUNTS report, is available through the online reporting system.
- **Finally, reach out to everyone** — Sometimes a person might be registered at a parish but may not attend Mass regularly or be active in other facets of parish life. Invite everyone to make a gift and take the opportunity to share the stories of people helped by the ministries, schools and apostolates supported by the ACA.
- **Send follow-up communications, including emails and letters** — Use both forms of communication. Not everyone will respond to letters, and others will hardly look at traditional mail at all. Using multiple channels of communication will help make sure everyone gets the good news about the work of the Church. Sample emails and letters are included in this manual and on our volunteer website: [archstl.org/aca](http://archstl.org/aca).
- **Share the printed materials and the video** — This helps motivate people to make a gift as you conduct the follow-up.
- **Utilize the online reporting system** — Use the online reporting system to review reports, see how close you are to your goals and generate a list of donors who have not yet made a gift to this year's *Appeal*. See page 23 for details about online reporting.
- **Be persistent** — Continue promoting the *Appeal*, follow up with donors, and let us know if we can help.
- **ACA Microsite** — Link your promotional messages and letters to the new ACA website: [aca.archstl.org](http://aca.archstl.org). Publish this website address in your promotions to create interest and build awareness of the *Appeal*.
- **Social Media** — Use the ACA toolkit to promote the *Appeal* on social media channels, actively engaging Catholic audiences.

#### WHAT ELSE IS HAPPENING?

**Mailed Follow-up:** Any active registered household that has not made a gift by early June will receive a follow-up mailing with a direct response pledge card that can be mailed directly to the ACA. The *Appeal* closes in mid-August.

# TWO

## Four Phases of the *Appeal*

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### PHASE 4: THANK THE DONORS

Saying “Thank you!” when someone makes a gift is always the right thing to do. Even Jesus noticed when people did not stop to thank Him for the blessings He provided (Luke 17:17). While most do not give because they expect to be thanked, they like to know their gifts are important and have made a difference. Using the ideas outlined below, you can express heartfelt gratitude that will provide satisfaction and recognition to the ACA donors from your parish. By saying thanks, you can strengthen parishioners’ relationship with the larger Church and encourage them to support the *Appeal* in the future.

#### BEST PRACTICES

- **Say “thank you” often** — As parishioners turn in their pledge cards, let them know you are grateful on behalf of those who are helped by the *Appeal*.
- **Send personalized thank-you notes** — Invite the pastor to send thank-you notes.
- **Celebrate generosity** — Incorporate messages of thanksgiving that celebrate faithful stewardship, and ask the priest to include a “thank you” in his homily.
- **Share your success** — Publish positive statistics and recognition of donors and volunteers in the weekly bulletin.
- **ACA Microsite** — Link your thank you messages and letters to the new ACA website: [aca.archstl.org](http://aca.archstl.org). Publish this website address in your messages to extend the thank you messages to donors.

#### WHAT ELSE IS HAPPENING?

- The ACA announces the results of each parish in the *St. Louis Review*. Special note is given to dollars raised, participation rates, the strongest areas of growth and other notable accomplishments.
- Archbishop Rozanski hosts *Associates of the Archbishop* appreciation events in the fall.
- Every donor receives a thank-you letter from the archbishop.

# SECTION THREE

- **PARISH GOALS**
- **FILLING OUT A PLEDGE CARD**
- **PLEDGE CARD PROCESSING**
- **MATCHING GIFT PROCESSING**
- **ONLINE REPORTING TOOLS**

# THREE

## Parish Goals

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### QUESTIONS AND ANSWERS

**What is a “Parish Goal?”** Your Parish Goal for the *Annual Catholic Appeal* is based on the following:

- 1. Previous year’s offertory**
- 2. Median income of your parish**
- 3. Presence of a school supported by the parish**

The purpose of your Parish Goal is to motivate your parish to reach a level of giving to the *Annual Catholic Appeal* that is fair, just and compatible with your parish’s giving ability. The goal also provides opportunities for your parish to celebrate success.

**What is a “Challenge Goal?”** If your Parish Goal for the coming *Appeal* is less than what was actually raised last year, your parish will receive a Challenge Goal. This goal is equal to the amount raised last year. The *Annual Catholic Appeal* Council counts on parishes achieving their Challenge Goal in order to meet the overall goal of \$15.5 million. If this goal is not met, grants to ministries supported by the *Appeal* will have to be reduced to make up for the shortfall. People in need may not receive help. If your parish has a Challenge Goal, it is important that you strive to meet it.

**What is a “New Donor Goal?”** In order to increase participation, it is critical to bring in new donors to the *Appeal* every year. With this in mind, every parish receives a New Donor Goal to encourage them to seek new donors to the *Appeal*. Your New Donor Goal is based on the total number of parishioners in your parish.

#### **Why is last year’s “Parish Participation Percentage” included on my goal sheet?**

Although the New Donor Goal is important, it is also critical to maintain the donors you already have. Parishioners who gave to the *Appeal* last year are the most likely to give again this year. Please review the list of donors from the previous year’s LYBUNTS Report to ensure that everyone who made a pledge last year is personally asked to renew their donation.

**Thank you for your efforts on behalf of this important *Appeal*.**

# THREE

## Filling Out a Pledge Card

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All pledge cards for the *Annual Catholic Appeal* are three-part forms:

1. **Privacy Slip (white):** This ensures that the donor's giving history stays confidential, and has a spiritual message from the archbishop.
2. **Parish Copy (yellow):** Keep this copy for your parish records.
3. **Appeal Office Copy (manila):** Send to the lockbox (bank) for processing.

Customized data for each individual or household is imprinted on each pledge card:

- First and last name of household
- Parishioner's home address, city, state and ZIP code
- Home phone
- Email address
- Last gift amount
- Donor's account number
- Requested gift amount(s)
- Parish name
- Parish number, card type (Advance/General), any applicable Matching Gift information

To complete the pledge card, please ask the donor to complete the following steps:

1. Select a gift from the suggested amounts, or fill in another amount in the area marked "other." Complete the "total pledge," "today's payment," and "pledge balance" sections.
2. Choose a payment plan and option as indicated, if applicable.
3. For automatic payment from checking or savings, include bank name, nine-digit bank routing/transit number and account number.
4. For credit cards, select the proper credit card box. Enter the credit card number, along with an expiration date. Please make sure the card number is legible.

**For volunteers:** If donors are making an automatic payment from checking, savings or credit card, please let them know that this deduction will be made on or around the 20th of the month.

5. Provide name of employer if participating in the Matching Gift Program.
6. Sign and date the pledge card.
7. Provide email address.



# THREE

## Filling Out a Pledge Card

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### NOTE:

- Please make sure the donor fills out all appropriate information on the pledge card.
- Since the pledge card is a three-part form, please make sure the donor writes hard enough so all the information is clearly transferred to “*Appeal Copy*” of the card.
- If someone is unable to participate, please ask them to check the box “I’m unable to participate” and sign the pledge card, so they will not be included in the follow-up mailing.
- Donors participating in the Matching Gift Program should complete the matching gift sections on the front and back of the pledge card (back of the manila-colored card). Refer to pages 21 and 22 of this document for more information on processing Matching Gifts.
- If donors do not have a pre-printed pledge card, they can complete a blank pledge card. Please be sure they complete the card with their full name and address (including city, state and ZIP code), and make sure the parish number appears on the blank pledge card.

# THREE

## Filling Out a Pledge Card



### TOP COPY: PRIVACY SLIP

LAST\_NAME, PARIAL (PARISH SALUTATION)  
P\_PHONE (PARISH PHONE)

 **SCAN TO GIVE**  
or visit [aca.archstl.org](http://aca.archstl.org)

 **TEXT TO GIVE**  
Text "ACA"  
to 243725

Please return completed pledge card to your parish or by mail to:  
Annual Catholic Appeal, PO Box 66780, St. Louis, MO 63166-6780

 **ANNUAL CATHOLIC APPEAL**  
BUILD MY CHURCH

Please join me and thousands of other faithful Catholics across the Archdiocese of St. Louis in bringing Christ's love to our community through the 2023 *Annual Catholic Appeal*. Thank you for considering my request. May God bless you and your loved ones.

Barcode  
ADDRESSEE  
ADDR\_LINE1  
ADDR\_LINE2  
CITY, STATE ZIP

Sincerely yours in Christ,  
  
Most Reverend Mitchell T. Rozanski  
Archbishop of St. Louis


CONS\_ID PARISH PARISHSEQ

Please make your pledge on the following page.

### PARISH COPY

ADDRESSEE  
ADDR\_LINE1  
ADDR\_LINE2  
CITY, STATE ZIP  
P\_PHONE (PARISH)  
EMAIL4 (PARISH)  
LAST GIFT: LPPGIFT

Acc: CONS\_ID

 **ANNUAL CATHOLIC APPEAL**  
Give online at [aca.archstl.org](http://aca.archstl.org)  
or text "ACA" to 243725

Your gift matters. Thank you for giving to the 2023 *Annual Catholic Appeal*.

☐ SUGGGFT1 ☐ SUGGGFT2 ☐ SUGGGFT3 ☐ SUGGGFT4 ☐ Other \_\_\_\_\_

Total Pledge: \$ \_\_\_\_\_ ☐ I'm unable to participate

Today's Payment: \$ \_\_\_\_\_ ☐ Check ☐ Credit Card

Pledge Balance: \$ \_\_\_\_\_ ☐ My employer will match my gift. \_\_\_\_\_ (Company Name)

Make checks payable to the *Annual Catholic Appeal* unless your employer will match your gift. See reverse side for details.  
Return completed pledge card to your parish or by mail to: Annual Catholic Appeal, PO Box 66780, St. Louis, MO 63166-6780

Signature \_\_\_\_\_ Date \_\_\_\_\_  
Email \_\_\_\_\_

**SCANLINE**

PARISH COPY

Select one of the following payment plans for your pledge balance:

(1) ☐ Ten monthly payments: Jul 2023–Apr 2024  
(2) ☐ Four quarterly payments: Jul and Oct 2023, Jan and Apr 2024  
(3) ☐ Three payments: Jul, Oct and Dec 2023  
(5) ☐ Specify payment months: \_\_\_\_\_

Select payment option (Automatic withdrawals and credit card payments are processed on the 20th of the month):

(1) ☐ Bill Me ☐ Gift of Stock\* ☐ IRA\* ☐ Donor-Advised Fund\*  
(2) Automatic Withdrawal: ☐ Checking ☐ Savings

Bank Name \_\_\_\_\_  
Bank Routing # \_\_\_\_\_  
Account # \_\_\_\_\_

(3) Credit/Debit Card: ☐ Mastercard ☐ Visa ☐ Discover ☐ American Express

Card # \_\_\_\_\_  
Exp Date \_\_\_\_\_

**Stewards of the ACA Sustained Giving**  
You can make ongoing monthly gifts automatically and securely from your bank account or credit card. To sign up, please visit [aca.archstl.org](http://aca.archstl.org) and select "recurring gift" when making your online donation.

\*For more information, contact us at 314.792.7680 or [acaoffice@archstl.org](mailto:acaoffice@archstl.org)

PARISH\_NAME  
PARISHSEQ

CARDTYPE/ MATCHGIFT

# THREE

## Filling Out a Pledge Card



### FRONT OF APPEAL COPY

ADDRESSEE  
ADDR. LINE1  
ADDR. LINE2  
CITY, STATE ZIP  
P. PHONE (PARISH)  
EMAIL4 (PARISH)  
LAST GIFT: LAPPGIFT

Acct: CONS. ID  
Give online at [aca.archstl.org](http://aca.archstl.org)  
or text "ACA" to 243725

ANNUAL  
CATHOLIC  
APPEAL

ANNUAL CATHOLIC APPEAL

Give online at [aca.archstl.org](http://aca.archstl.org)  
or text "ACA" to 243725

Select one of the following payment plans for your pledge balance:  
(1) ☐ Ten monthly payments: Jul 2023–Apr 2024  
(2) ☐ Four quarterly payments: Jul and Oct 2023, Jan and Apr 2024  
(3) ☐ Three payments: Jul, Oct and Dec 2023  
(5) ☐ Specify payment months: \_\_\_\_\_

Select payment option (Automatic withdrawals and credit card payments are processed on the 20th of the month):  
(1) ☐ Bill Me ☐ Gift of Stock\* ☐ IRA\* ☐ Donor-Advised Fund\*  
(2) Automatic Withdrawal: ☐ Checking ☐ Savings  
Bank Name \_\_\_\_\_  
Bank Routing # \_\_\_\_\_  
Account # \_\_\_\_\_  
(3) Credit/Debit Card: ☐ Mastercard ☐ Visa ☐ Discover ☐ American Express  
Card # \_\_\_\_\_  
Exp Date \_\_\_\_\_

Stewards of the ACA Sustained Giving  
You can make ongoing monthly gifts automatically and securely from your bank account or credit card.  
To sign up, please visit [aca.archstl.org](http://aca.archstl.org) and select "recurring gift" when making your online donation.  
\*For more information, contact us at 314.792.7680 or [acaoffice@archstl.org](mailto:acaoffice@archstl.org)

Your gift matters. Thank you for giving to the 2023 Annual Catholic Appeal.  
☐ SUGGGFT1 ☐ SUGGGFT2 ☐ SUGGGFT3 ☐ SUGGGFT4 ☐ Other \_\_\_\_\_  
Total Pledge: \$ \_\_\_\_\_  
Today's Payment: \$ \_\_\_\_\_  
Pledge Balance: \$ \_\_\_\_\_  
Make checks payable to the Annual Catholic Appeal unless your employer will match your gift. See reverse side for details.  
Return completed pledge card to your parish or by mail to: Annual Catholic Appeal, PO Box 66780, St. Louis, MO 63166-6780

☐ I'm unable to participate  
☐ Check ☐ Credit Card  
☐ My employer will match my gift. \_\_\_\_\_  
(Company Name)

Signature \_\_\_\_\_ Date \_\_\_\_\_  
Email \_\_\_\_\_

SCANLINE

APPEAL COPY

CARDTYPE/ MATCHGIFT PARISH\_NAME  
PARISHSEQ

### BACK OF APPEAL COPY

Companies typically have guidelines that must be met before your gift can be matched. Please check with your employer to determine if your company will match gifts to the schools supported by the Annual Catholic Appeal.

HOW TO COMPLETE THE MATCHING GIFT PROCESS  
1. Obtain a matching gift form from your employer or submit a request online.  
2. For paper forms, complete the donor section, enter the name of school, and SIGN THE FORM. If paying in the future, DO NOT DATE the form.  
3. If making an online request, please email a copy of your company's confirmation to the ACA Office at [matching\\_gifts@archstl.org](mailto:matching_gifts@archstl.org).  
4. If you prefer to mail a copy of your confirmation, please write your name on it, and send to:  
ACA Office, 20 Archbishop May Drive, St. Louis, MO 63119  
5. During parish Appeal weekends, return the pledge card, matching gift form, and payment or installment instructions to your parish coordinator.

DO NOT MAIL THE CHECK OR MATCHING GIFT FORM TO THE SCHOOL.  
For more information, contact us at 314.792.7680 or [matching\\_gifts@archstl.org](mailto:matching_gifts@archstl.org).

MATCHING GIFT RECIPIENT ORGANIZATIONS (Select One)  
☐ (01) Kendrick-Glenon Seminary (also known as St. Louis Roman Catholic Theological Seminary)  
☐ (02) St. Louis University-Glenon Education Fund\*  
☐ (03) Bishop DuBourg High School  
☐ (04) St. Dominic High School – O'Fallon  
☐ (06) Duchesne High School – St. Charles  
☐ (08) Yalle Catholic High School – Ste. Genevieve  
☐ (10) St. Vincent High School – Perryville  
☐ (12) St. Francis Borgia High School – Washington  
☐ (14) St. Plus X High School – Festus  
☐ (15) Cardinal Ritter College Prep High School  
☐ (16) Annual Catholic Appeal

\*Individual and matching gifts to this fund are sent to St. Louis University and are used to pay tuition, educational expenses, and room and board for seminarians, deacons and lay ministers who take classes at St. Louis University under the written sponsorship of the Archdiocese of St. Louis.

# THREE

## Pledge Card Processing Procedure

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Every week, the pledge cards will need to be properly batched and sent to the bank (lockbox) for processing. Timely remittance will ensure that your Parish Progress Reports reflect your current parish totals and that your donors are thanked in a timely manner.

**Please follow this procedure on a weekly basis:**

- 1. Separate each pledge card.** Remove privacy slip and separate “Parish Copy” and “Appeal Copy.” Retain “Parish Copy” for your records.
- 2. Pair the donor’s check (if applicable) with the corresponding pledge card.**  
Please place the check behind the “Appeal Copy” of the pledge card.  
Please do not staple or paperclip the checks to the pledge cards.
- 3. Batch the Appeal Copy of the pledge card into the following categories:**
  - Handwritten pledge cards and their associated payments (pledge cards without preprinted information). This batch will be placed in the envelope marked “Handwritten Pledges” and mailed separately to the ACA office. These envelopes will be included in the parish kit sent to the parish by April 7.
  - Credit card single payment.
  - Credit card installment payments.
  - Matching gift pledges. If a matching gift form is available, it should be placed behind the donor’s check.
  - Direct debit pledge (ACH).
  - Direct debit single payment (ACH).
  - Stock payment pledges.
  - Pledge cards with checks.
  - Pledge cards with partial payment via credit card.
  - Pledges without checks, credit cards, automatic payments or stock payments.
  - Pledge cards without a pledge or payment (refusal to give, pledge cards with no gift).
  - Pledge cards with special notations (moved, deceased, etc.).
  - Pledge cards with cash. The bank (lockbox) will not accept cash. The parish should deposit the cash and write a check for the exact amount to the *Annual Catholic Appeal*. If multiple cash payments are received, a single check may be written; however, please keep handwritten pledge cards in separate batches from preprinted pledge cards. Keep these pledge cards together and place the single check behind them. Please include an adding machine tape listing all cash pledge amounts and a total equal to the face value of the parish check.
- 4. Bundle the batches.** Use rubber bands to bundle each batch separately.
- 5. Mail the batches.** All batches except the handwritten pledge cards should be placed in the bank/lockbox envelopes, included in the parish kit. Handwritten pledge cards should be placed in the specially marked envelope, also included in the parish kit, and mailed directly to the ACA office.

Thank you for your assistance with this important task of the *Appeal*.

# THREE

## Processing Matching Gifts

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Donors can potentially double the impact of a gift through a match from their company. Some companies will match gifts for retirees, or give more than a one-to-one match. Matching gift guidelines vary from company to company.

To obtain a matching gift, the donor must request and complete a matching gift form from their company. If the matching gift request is for a pledge that will be paid in installments, please sign the forms but do not date them. The date will be filled in when the pledge is completed. There will need to be a corresponding form for each installment (e.g., ten installments, ten forms).

*Important Note: If the donor uses an online matching gift form, please ask the donor to forward the confirmation email to [matching\\_gifts@archstl.org](mailto:matching_gifts@archstl.org).*

If donors do not have a matching gift form from their company when they fill out the pledge card, provide them with a matching gift return envelope from the parish kit. Please send the pledge card to the bank/lockbox. The matching gift form can be sent separately.

### A STEP-BY-STEP GUIDE FOR MATCHING GIFTS:

1. Identify potential matching gift donors with the help of the online reporting system. The Previous Year Matching Gift Detail Report will provide a list of matching gift donors from the previous year. A list of matching gift donors from the previous year will also be included in your parish kit.
2. Contact potential matching gift donors by telephone before *Appeal* Sundays, asking them to consider applying for a matching gift again this year. Remind them to complete the matching gift sections on the front and back of the pledge card and to bring a matching gift form on one of the *Appeal* Sundays.
3. Work with the pastor and parish volunteer staff to ensure the matching gift program is adequately promoted using the matching gift posters, bulletin and pulpit announcements and any other appropriate medium at your parish.
4. Ensure parish volunteers are trained about matching gifts. Specifically, the volunteers should look for pledge cards with “MG” printed on them and ask these donors to complete the matching gift information on the back of the pledge card.
5. Compare the current year matching gift report to the previous year, to identify the previous year’s matching gift donors who have not yet completed a matching gift form. Follow up with these donors from the previous year who have not completed a matching gift form, inviting them to do so.

# THREE

## Processing Matching Gifts

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**Please follow this procedure for processing all matching gifts:**

- Have the donor complete a pledge card and matching gift sections on the front and back of the pledge card.
- Ask the donor to obtain the matching gift form from their employer or complete online if they do not have the form with them.

*Important Note: If the company requires that the matching gift be made to a school, the check should be made payable to the school designated, not to the Annual Catholic Appeal.*

- Check to be sure that all information is complete, including the back of the pledge card and the company's matching gift form, if available.
- Forward the pledge card, check and matching gift form to the lockbox (bank) with the other pledges.

**NOTE:**

- Most companies will only match gifts to schools.
- If the company does not match gifts directly to the ACA, then the *Annual Catholic Appeal* is not able to collect the company portion and therefore the matched gift cannot count towards your parish goal. The donor portion of a matched gift is counted towards your parish goal as usual.
- For previous matching gift donors, "MG" is printed in the lower right corner of the pledge card.

# THREE

## Online Reporting Tools

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The *Annual Catholic Appeal* offers online reporting for your parish. The system is secure and updated daily. Parish volunteers can access these reports in the format we provide or download them into a spreadsheet to analyze the data, conduct mail merges, etc.

To register, sign up at the *Appeal* Launch Sessions or complete the registration form in the Appendix of this manual.

### AVAILABLE REPORTS

Below is a list of some of the available online reports, including descriptions and suggested uses.

REPORT NAME	DESCRIPTION	WHAT, WHEN AND WHERE TO USE THIS REPORT
2023 Parish Progress Report	Summary information for the current year, including parish goal, challenge goal, new donor goal and progress toward each goal.	Use this to measure progress in this year's <i>Appeal</i> .
2023 Parish Pledge Detail	Reports total gift for each parishioner who has given this year.	Use this list to ensure all gifts have been properly recorded or to see who has contributed to your parish total.
2023 Advanced Mailing	Parishioners who were solicited in the Advanced Mailing.	Use this report to identify donors who were included in the Advanced Mailing.
2023 Parish List	A list of all parishioners associated with the parish.	Use this list to ensure that the <i>Appeal</i> has the most current parishioner list.
2023 Online Pledge Detail	Parishioners who gave online to the current <i>Appeal</i> .	Use this report to identify those who made a gift online.

# THREE

## Online Reporting Tools

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REPORT NAME	DESCRIPTION	WHAT, WHEN AND WHERE TO USE THIS REPORT
2023 Last Year But Not This Year	Also called “LYBUNTS”; lists parishioners who gave last year but not yet to the current <i>Appeal</i> .	Use when conducting follow-up after <i>Appeal</i> Sundays, to identify those most likely to respond. This report can also be used to send a letter prior to <i>Appeal</i> Sundays, encouraging participation.
2023 Signed Refusals	Parishioners who have sent in a “signed refusal,” which is a pledge card stating that they will not give to the <i>Appeal</i> .	Use this to determine if someone not on your Parish Detail Report should receive a special follow-up contact. People who have made signed refusals often have special questions that follow-up contact may help to resolve.
2023 Individuals Who Have Not Yet Pledged	Parishioners who have not yet given this year. Combines the LYBUNTS and SYBUNTS with those who have not given in the last 5 years.	Use this list when conducting follow-up to determine which parishioners to contact. This report can also be used to send a letter prior to <i>Appeal</i> Sundays, encouraging participation.
2023 Some Years But Not This Year or Last Year	Also called “SYBUNTS”; lists parishioners who gave in the last 5 years but not last year or yet this year.	Use this report to conduct the follow-up after <i>Appeal</i> Sundays to identify those most likely to give. This report can also be used to send a letter prior to <i>Appeal</i> Sundays, encouraging participation.
2023 Prior Year Matching Gifts	List of parishioners whose gift was matched last year.	Use this list to determine who may be able to make a matching gift.
2023 General Mailing	Parishioners who were solicited in the General Mailing.	Use this report to identify donors who were included in the General Mailing.



# THREE

## Online Reporting Tools

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REPORT NAME	DESCRIPTION	WHAT, WHEN AND WHERE TO USE THIS REPORT
2023 Added Constituents	Parishioners who were added as part of the annual parish list update process.	Use this report to view those who were added as registered parishioners this year.
2023 Deleted Constituents	Parishioners who were removed as part of the annual parish list update process.	Use this report to view those who were removed as registered parishioners this year.
2023 Matching Gift Detail	List of parishioners whose gift to the current <i>Appeal</i> will be matched.	Use this list to determine who has already requested that their gift be matched by their employer.
2023 New or Renewed Donors	List of parishioners counted as “new” givers for the current <i>Appeal</i> .	Use this list to view parishioners who are giving to the <i>Appeal</i> for the first time or have resumed giving after a lapse.
2023 Parish Stewards of the ACA	List of “Stewards,” those parishioners who give ongoing gifts to the <i>Appeal</i> .	Use this list to view parishioners who have made a recurring (typically monthly) gift. Since their gift is automatically recorded, Stewards will not receive a pledge card or further follow-up mailings.
2023 Registered Users	List of parish staff and volunteers who have access to online parish reports via Reporting Xpress.	Use this list to see who is registered with access to parish reports. If changes are needed, please contact the ACA office.
2023 Three Year Pledge Detail	List of all parishioners who have given in the last three years.	Use this list to view giving history for parishioners who have given either to the current or prior two <i>Appeals</i> .

# SECTION FOUR

- **PARISH INCENTIVE PROGRAM**
- **REPORTING XPRESS FORM**
- **SAMPLE LETTERS**
- **SCRIPTURE REFLECTIONS**
- **BULLETIN/PULPIT ANNOUNCEMENTS**
- **CONTACT LIST**
- **HOW YOUR GIFT HELPS**

# FOUR

## Parish Incentive Program 2023

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**Purpose:** Encourage and Promote Parish Participation and Financial Goals.

**Award 10 grants of \$5,000 each for achieving participation and financial goals.**

- Parishes receive tickets at *Appeal* Launch Session.
- Tickets are earned by reaching certain goals.
- 10 tickets will be drawn by Archbishop Rozanski at the Kickoff Dinner on March 26, 2023.

**Parishes are awarded tickets based on the following objectives:**

- One ticket for reaching your 2022 Financial Goal.
- One ticket for reaching your 2022 Challenge Goal.
- One ticket for Increased Participation in 2022.
- One ticket for greater than 50% Total Participation in 2022.
- One ticket for meeting your 2022 New Donor Goal.
- One ticket for increasing the number of *Associates* from 2021 to 2022.
- One ticket for showing the ACA Video during the 2022 *Appeal*.
- One ticket for attending a 2023 *Appeal* Launch Session.
- One ticket for submitting the 2023 parish list and completing the survey questionnaire by the December 9, 2022, deadline.

***Important Note: The objectives for which tickets are awarded may be changed. Any changes will be announced at the Appeal Launch Meetings.***

# Reporting Xpress (formerly AAR)

## Access Request Form for New Users

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Please return the completed form to the ACA office. Once access has been granted, we will send you an email with the login instructions. If you have any questions, please contact us at 314.792.7680.

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Email: [acaoffice@archstl.org](mailto:acaoffice@archstl.org)

Fax: 314.792.7229

20 Archbishop May Drive  
Saint Louis, MO 63119

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### **Please complete the information below:**

Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Parish Name: \_\_\_\_\_

Parish Number: \_\_\_\_\_

Parish City: \_\_\_\_\_

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### **User ID and Password**

Your Reporting Xpress AAR User ID will be assigned as your 'first name+last name' with the domain @archstl.rxlogin.org (e.g., johnsmith@archstl.rxlogin.org).

Your initial password will be provided in a welcome email from the ACA office. When logging in the first time, you will be prompted to change your password.

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User's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### **YOUR PASTOR'S SIGNATURE IS REQUIRED.**

Pastor's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Rev: December 2021

# FOUR

## Sample Letters

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The following pages contain sample letters and a sample email that can be customized and sent to parishioners. While the *Appeal* can provide you with a basic letter, it is important that each letter be personalized—you know your parish best.

All of these letters are available online at [archstl.org/aca](http://archstl.org/aca). Just click on “Volunteer Resources.”

The information needed to mail these letters (i.e., names of parishioners, addresses) is available for download from the *Annual Catholic Appeal* Online Reporting System. The data can be downloaded as a spreadsheet, then mail-merged with the appropriate letter from this section.

### SAMPLE LETTERS

- A) Sample Letter from Pastor to Those Who Gave Last Year (LYBUNTS).
- B) Sample Letter from Pastor to Those Who Have Given in the Past But Not Last Year (SYBUNTS).
- C) Sample Letter from Pastor to Those Who Have Never Given.
- D) Sample Letter to Those Who Have Not Yet Given After *Appeal* Sundays — Follow-up Letter.
- E) Sample Letter to be Sent Home by School Principal/DRE Prior to the *Appeal*.
- F) Sample Letter from Pastor to Those Who Gave Between \$500–999 Last Year.
- G) Sample Thank-You Letter from Pastor to Non-Associates. (Gave Less Than \$1,000 This Year)
- H) Sample Thank-You Letter from Pastor to Associates. (Gave More Than \$1,000 This Year)
- I) Sample Email to Parishioners.

# FOUR

## A) Sample Letter From Pastor to Those Who Gave Last Year (LYBUNTS)

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**What:** The following letter could be sent from the pastor on parish letterhead to parishioners who made a gift last year.

**When:** Just prior to *Appeal* Sundays.

Date

«name»

«addr\_line1»

«city», «state» «zip»

Dear <<NAME>>,

When Jesus walked the Earth, each person He encountered received a most precious gift: His Love.

Jesus spoke with many different people with so many challenges...the poor, the sick, the elderly, the uneducated, those in mourning, immigrants, the homeless, and even those who would, one day, persecute Him and His followers. He did not see any of them as problems to be solved. He saw them as brothers and sisters to be loved.

As we encounter those around us, we must follow our Lord's example, and *Reach out in Love*. Every year, the *Annual Catholic Appeal* brings hope and healing to people similar to those served by Jesus, not just solving their problems, but sharing with them the love of Jesus Christ.

Thank you for your generous support of the *Appeal* last year. It meant so much to those who we serve. Please prayerfully consider making a gift this year and help us fill every heart that yearns for the Bread of Life.

Thank you for considering my request. Every act of loving service, done with joy and gladness, has an eternal impact.

Sincerely,

«signature»

Pastor – «pastor\_name»

Parish – «parish\_name»

P.S. Our parish benefits from the *Appeal*, too! Did you know that <<local ministry>> is supported in part by gifts to the ACA? To learn more about the ways your gift will help our neighbors in need, please visit [aca.archstl.org](http://aca.archstl.org).

# FOUR

## B) Sample Letter From Pastor to Those Who Have Given in the Past But Not Last Year (SYBUNTS)

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**What:** The following letter could be sent from the pastor on parish letterhead to parishioners who have given in the past but did not make a gift last year.

**When:** Just prior to *Appeal* Sundays.

Date

«name»

«addr\_line1»

«city», «state» «zip»

Dear <<NAME>>,

When Jesus walked the Earth, each person He encountered received a most precious gift: His Love.

Jesus spoke with many different people with so many challenges...the poor, the sick, the elderly, the uneducated, those in mourning, immigrants, the homeless, and even those who would, one day, persecute Him and His followers. He did not see any of them as problems to be solved. He saw them as brothers and sisters to be loved.

As we encounter those around us, we must follow our Lord's example, and *Reach out in Love*. Every year, the *Annual Catholic Appeal* brings hope and healing to people similar to those served by Jesus, not just solving their problems, but sharing with them the love of Jesus Christ.

Thank you for your past support of the *Appeal*. It meant so much to those who we serve. Please prayerfully consider making a gift this year and help us fill every heart that yearns for the Bread of Life.

Thank you for considering my request. Every act of loving service, done with joy and gladness, has an eternal impact.

Sincerely,

«signature»

Pastor – «pastor\_name»

Parish – «parish\_name»

P.S. Our parish benefits from the *Appeal*, too! Did you know that <<local ministry>> is supported in part by gifts to the ACA? To learn more about the ways your gift will help our neighbors in need, please visit [aca.archstl.org](http://aca.archstl.org).

# FOUR

## C) Sample Letter From Pastor to Those Who Have Never Given

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**What:** The following letter could be sent from the pastor on parish letterhead to parishioners who have never made a gift to the *Appeal*.

**When:** Just prior to *Appeal* Sundays.

Date

<<name>>

<<addr\_line1>>

<<city>>, <<state>> <<zip>>

Dear <<NAME>>,

When Jesus walked the Earth, each person He encountered received a most precious gift: His Love.

Jesus spoke with many different people with so many challenges...the poor, the sick, the elderly, the uneducated, those in mourning, immigrants, the homeless, and even those who would, one day, persecute Him and His followers. He did not see any of them as problems to be solved. He saw them as brothers and sisters to be loved.

As we encounter those around us, we must follow our Lord's example, and *Reach out in Love*. Every year, the *Annual Catholic Appeal* brings hope and healing to people similar to those served by Jesus, not just solving their problems, but sharing with them the love of Jesus Christ. Please prayerfully consider a gift to the *Appeal* this year and help us fill every heart that yearns for the Bread of Life.

Thank you for considering my request. Every act of loving service, done with joy and gladness, has an eternal impact.

Sincerely,

<<signature>>

Pastor - <<pastor\_name>>

Parish - <<parish\_name>>

P.S. Our parish benefits from the *Appeal*, too! Did you know that <<local ministry>> is supported in part by gifts to the ACA? To learn more about the ways your gift will help our neighbors in need, please visit [aca.archstl.org](http://aca.archstl.org).



# FOUR

## D) Sample Letter From Pastor to Those Who Have Not Yet Given After *Appeal* Sundays — Follow-up Letter

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**What:** The following letter could be sent from the pastor on parish letterhead to parishioners who have not yet made a pledge after *Appeal* Sundays have occurred in your parish.

**When:** Soon after *Appeal* Sundays.

Date

<<name>>

<<addr\_line1>>

<<city>>, <<state>> <<zip>>

Dear <<NAME>>,

When Jesus walked the Earth, each person He encountered received a most precious gift: His Love.

Jesus spoke with many different people with so many challenges...the poor, the sick, the elderly, the uneducated, those in mourning, immigrants, the homeless, and even those who would, one day, persecute Him and His followers. He did not see any of them as problems to be solved. He saw them as brothers and sisters to be loved.

When we encounter those around us, we must follow our Lord's example, and *Reach out in Love*. As you may know, the *Annual Catholic Appeal* is once again bringing our parish together to offer hope and healing to people similar to those served by Jesus, not just solving their problems, but sharing with them the love of Jesus Christ. Please prayerfully consider a gift to the *Appeal* this year and help us fill every heart that yearns for the Bread of Life.

Thank you for considering my request. Every act of loving service, done with joy and gladness, has an eternal impact.

Sincerely,

<<signature>>

Pastor - <<pastor\_name>>

Parish - <<parish\_name>>

P.S. Our parish benefits from the *Appeal*, too! Did you know that <<local ministry>> is supported in part by gifts to the ACA? To learn more about the ways your gift will help our neighbors in need, please visit [aca.archstl.org](http://aca.archstl.org).

# FOUR

## E) Sample Letter to be Sent Home from School Principal/DRE Prior to the *Appeal*

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**What:** The following letter could be sent from the School Principal/DRE to families with children in the parish school or PSR program.

**When:** Prior to Youth *Appeal* in parish.

Date

<<name>>

<<addr\_line1>>

<<city>>, <<state>> <<zip>>

Dear <<NAME>>,

When Jesus walked the Earth, each person He encountered received a most precious gift: His Love.

Jesus spoke with many different people with so many challenges...the poor, the sick, the elderly, the uneducated, those in mourning, immigrants, the homeless, and even those who would, one day, persecute Him and His followers. He did not see any of them as problems to be solved. He saw them as brothers and sisters to be loved.

As we encounter those around us, we must follow our Lord's example, and *Reach out in Love*. Every year, the *Annual Catholic Appeal* brings our Church and our parish together to offer hope and healing to people similar to those served by Jesus, not just solving their problems, but sharing with them the love of Jesus Christ.

The *Appeal* also provides a wonderful way to share the joy of giving with your family and introduce your child to the importance of our faith, the need for generosity and how they can help bring the Lord's love into our world through their words and actions. Your participation will build an awareness of the needs of others and help instill a spirit of charity.

Please prayerfully consider a gift to the *Appeal* and help us fill every heart that yearns for the Bread of Life. Every act of loving service, done with joy and gladness, has an eternal impact.

Sincerely,

<<signature>>

Pastor - <<pastor\_name>>

Parish - <<parish\_name>>

P.S. Our <<school or parish school of religion>> benefits from the *Appeal*, too! Did you know that <<local ministry>> is supported in part by gifts to the ACA? To learn more about the ways your gift will help our neighbors in need, please visit [aca.archstl.org](http://aca.archstl.org).

# FOUR

## F) Sample Letter From Pastor to Those Who Gave Between \$500 - 999 Last Year

---



**What:** The following letter could be sent from the pastor on parish letterhead to parishioners who made a gift last year of \$500 or more, asking them to consider becoming an *Associate*.

**When:** Just prior to *Appeal* Sundays.

Date

<<name>>

<<addr\_line1>>

<<city>>, <<state>> <<zip>>

Dear <<NAME>>,

When Jesus walked the Earth, each person He encountered received a most precious gift: His Love.

Jesus spoke with many different people with so many challenges...the poor, the sick, the elderly, the uneducated, those in mourning, immigrants, the homeless, and even those who would, one day, persecute Him and His followers. He did not see any of them as problems to be solved. He saw them as brothers and sisters to be loved.

As we encounter those around us, we must follow our Lord's example, and *Reach out in Love*. Every year, the *Annual Catholic Appeal* brings hope and healing to people similar to those served by Jesus, not just solving their problems, but sharing with them the love of Jesus Christ.

Thank you for your generous support of the *Appeal* last year. It meant so much to those who we serve. This year, prayerfully consider joining the *Associates of the Archbishop* with a gift of \$1,000 or more. Your leadership, generosity, and stewardship will play an essential role in sustaining these good deeds so that our brothers and sisters whom the *Appeal* helps can experience God's many blessings.

Thank you for considering my request. Every act of loving service, done with joy and gladness, has an eternal impact.

Sincerely,

<<signature>>

Pastor - <<pastor\_name>>

Parish - <<parish\_name>>

P.S. Our parish benefits from the *Appeal*, too! Did you know that <<local ministry>> is supported in part by gifts to the ACA? To learn more about the ways your gift will help our neighbors in need, please visit [aca.archstl.org](http://aca.archstl.org).

# FOUR

## G) Sample Thank You Letter From Pastor to Those Who Gave Less Than \$1,000 — Non-Associate Level

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**What:** The following letter could be sent from the pastor on parish letterhead to parishioners who have made a pledge of less than \$1,000.

**When:** At pastor's discretion.

**Associated Report:** Current Year Pledge Detail.

Date

«name»

«addr\_line1»

«city», «state» «zip»

Dear «salutation»,

Thank you for your response to the *Annual Catholic Appeal*. Your gift of <<GIFT\_AMT>> will help our Church provide vital services to those we serve.

Your generosity impacts the lives of all those in our community, helping us to *Reach out in Love* to those who are most in need. I am grateful for you and for your love of the mission of our Church.

Sincerely,

«signature»

Pastor – «pastor\_name»

Parish – «parish\_name»

# FOUR

## H) Sample Thank You Letter From Pastor to Those Who Gave More Than \$1,000 — *Associate Level*

---



**What:** The following letter could be sent from the pastor on parish letterhead to parishioners who have made a pledge of \$1,000 or more.

**When:** At pastor's discretion.

**Associated Report:** Current Year Pledge Detail.

Date

«name»

«addr\_line1»

«city», «state» «zip»

Dear «salutation»,

Thank you for your response to the *Annual Catholic Appeal*. Your gift of <<GIFT\_AMT>> will help our Church provide vital services to those we serve.

Your generosity and leadership as an *Associate of the Archbishop* impacts the lives of all those in our community, helping us to *Reach out in Love* to those who are most in need. I am grateful for you and for your love of the mission of our Church.

Sincerely,

«signature»

Pastor – «pastor\_name»

Parish – «parish\_name»

# FOUR

## I) Sample Email to Parishioners

---



**What:** The following email can be sent from the pastor to parishioners, either through the parish itself or through various organizations in the parish.

**When:** Just prior to *Appeal* Sundays.

Dear <<NAME>>,

When Jesus walked the Earth, each person He encountered received a most precious gift: His Love.

Jesus spoke with many different people with so many challenges...the poor, the sick, the elderly, the uneducated, those in mourning, immigrants, the homeless, and even those who would, one day, persecute Him and His followers. He did not see any of them as problems to be solved. He saw them as brothers and sisters to be loved.

As we encounter those around us, we must follow our Lord's example, and *Reach out in Love*. Every year, the *Annual Catholic Appeal* brings hope and healing to people similar to those served by Jesus, not just solving their problems, but sharing with them the love of Jesus Christ.

Please prayerfully consider making a gift to this year's *Appeal* after Mass on <<date>>. Your contribution will help strengthen ministries and programs like <<example>> right here in <<parish>>. You can learn more about how your support will provide much-needed help to those served by visiting [aca.archstl.org](http://aca.archstl.org).

Thank you for considering my request. Every act of loving service, done with joy and gladness, has an eternal impact.

Sincerely,

Pastor – «pastor\_name»

Parish – «parish\_name»

Follow us on Facebook: (contact)

# FOUR

## Scripture Reflections

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### APRIL 22/23 Third Sunday of Easter

The love of Christ is not passive. It is living and breathing. That's why it is so important that we go to great lengths to share it with our brothers and sisters in need. In **Luke 24:13-27**, Jesus came to walk with two of His disciples on the road from Jerusalem to Emmaus as they discussed His crucifixion. Although the two disciples did not recognize Jesus at the time, He recalled the scriptures and brought them assurance that His death and suffering were necessary: the ultimate act of love that the prophets had spoken of.

Similarly, this week's Gospel reminds us of the importance of the Eucharist, our devotion to the Lord and His will, and our duty as Catholics to proclaim the good news to all others. When Jesus later joined the two disciples at their table and broke bread with them, they were finally able to see Him and recognize His holiness.

*And it happened that, while he was with them at table, he took bread,  
said the blessing, broke it, and gave it to them.*

*With that their eyes were opened and they recognized him, but he vanished  
from their sight.*

*Then they said to each other, "Were not our hearts burning [within us]  
while he spoke to us on the way and opened the scriptures to us?"*

*So they set out at once and returned to Jerusalem where they found gathered  
together the eleven and those with them who were saying, "The Lord has truly  
been raised and has appeared to Simon!"*

*Then the two recounted what had taken place on the way and how he was  
made known to them in the breaking of the bread.*

**Luke 24:30-35**

In the same manner, we must *Reach out in Love* to those who seek the Bread of Life. It is only then that the world can know the Lord and His limitless love as we do. The *Annual Catholic Appeal* provides us an opportunity to do this as one Church, filling every heart with hope. By acting with Christ in our hearts, His grace and mercy will abound.

Please give to the *Appeal* <<date and place>> or visit [aca.archstl.org](http://aca.archstl.org) to learn more about how the *Appeal* helps our brothers and sisters in need to overcome the obstacles they face. You can also Text-to-Give by texting **"ACA" to 243725**.

# FOUR

## Scripture Reflections

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### **APRIL 29/30** Fourth Sunday of Easter

When we act alone, we are limited in what we can do. It is only when we all respond to God's call and act with Christ's love in our hearts that we can make an impact on the lives of those who seek it.

In this week's Gospel from *John 10:1-10*, Jesus said, "I am the gate for the sheep...I came so that they might have life and have it more abundantly." Jesus is our shepherd who calls out to us and leads us to verdant pastures. As Catholics, it must be our joyful duty to respond to this call and bring our brothers and sisters in need into His flock so that they, too, can receive this abundant life. Through acts of charity and love towards others, we share God's many blessings and demonstrate our devotion to the Lord.

*Beloved:*

*If you are patient when you suffer for doing what is good,  
this is a grace before God.*

*For to this you have been called,  
because Christ also suffered for you,  
leaving you an example that you should follow in his footsteps.*

**1 Peter 2:20b-21**

We are called to follow in Christ's footsteps and seek out those who need His love. And we can do this through our *Annual Catholic Appeal*. When we come together to support the *Appeal*, we can truly fill every heart with hope and serve the Lord with gladness. As one Church, let us *Reach out in Love*.

Please give to the *Appeal* <<date and place>> or visit [aca.archstl.org](http://aca.archstl.org) to learn more about how the *Appeal* helps our brothers and sisters in need to overcome the obstacles they face. You can also Text-to-Give by texting "ACA" to 243725.



# FOUR

## Scripture Reflections

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### **MAY 6/7** Fifth Sunday of Easter

The Lord depends on His servants to act as vessels of His grace and mercy. This week's second reading from **1 Peter 2:4-9** says to "let yourselves be built into a spiritual house to be a holy priesthood to offer spiritual sacrifices acceptable to God through Jesus Christ." Jesus taught the disciples to evangelize and reach out to others, knowing there were many who yearned for the Bread of Life and that God is waiting in the Kingdom of Heaven with room for all of us.

*Jesus said to his disciples:*

*"Do not let your hearts be troubled.*

*You have faith in God; have faith also in me.*

*In my Father's house there are many dwelling places.*

*If there were not,*

*would I have told you that I am going to prepare a place for you?*

*And if I go and prepare a place for you,*

*I will come back again and take you to myself,*

*so that where I am you also may be.*

*Where I am going you know the way."*

**John 14:1-4**

Answering God's call and sharing His love with others is our joyful duty as Catholics. Let us come together to support the *Annual Catholic Appeal* and help our brothers and sisters who seek the Lord's grace and mercy. As one Church, we will *Reach out in Love* and fill every heart with hope.

Please give to the *Appeal* <<date and place>> or visit [aca.archstl.org](http://aca.archstl.org) to learn more about how the *Appeal* helps our brothers and sisters in need to overcome the obstacles they face. You can also Text-to-Give by texting "ACA" to 243725.

# FOUR

## Bulletin/Pulpit Announcements

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### **April 22/23** Third Sunday of Easter

God's grace lives in all of us, and so it is important that we share it with our brothers and sisters and fill their hearts. When Jesus arose from the tomb after being crucified, He chose to reach out to help His followers understand what had happened. In one of these instances, Jesus prevented the eyes of two disciples from seeing Him, but when He broke bread and reached out to them, they could see Him and fully understand the wonders of His boundless grace. In the same manner, we, as Catholics, must *Reach out in Love* to those who yearn for the Bread of Life.

This week, we are launching the *Annual Catholic Appeal* in our parish. The *Appeal* provides us an opportunity to allow the Lord to work through our hands as one Church, sharing His grace with those who need it most.

Please consider supporting the *Annual Catholic Appeal* this year. You can pick up your pledge card after Mass, make a gift online at [aca.archstl.org](http://aca.archstl.org) or use Text-to-Give by texting "ACA" to 243725.

# FOUR

## Bulletin/Pulpit Announcements

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### **April 29/30** Fourth Sunday of Easter

When we act with Christ's love in our hearts, we can do so much more to impact the lives of those who need our help. Just as Jesus is our shepherd, calling out to His flock in order to lead us to verdant pastures, we, too, must *Reach out in Love* to those in need of His grace and mercy. So many of the Lord's sheep are lost, but through the *Annual Catholic Appeal*, we can unite as one Church to bring them into God's grace and fill each of their hearts with hope. Let us do as we are instructed, going forth as stewards of God's bountiful blessings to share with those who need them so much.

If you have not yet made a gift to the *Annual Catholic Appeal* this year, please consider doing so today. You can pick up your pledge card after Mass, make a gift online at [aca.archstl.org](http://aca.archstl.org) or use Text-to-Give by texting "ACA" to 243725.

# FOUR

## Bulletin/Pulpit Announcements

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### **May 6/7** Fifth Sunday of Easter

It is our joyful duty as Catholics to share God's mercy with others, and the *Annual Catholic Appeal* is an opportunity to serve the Lord with gladness. Jesus is the way, the truth, and the life. In order to serve Him, we must put Him above all else and act as a light for His grace and mercy.

As we prepare to launch the *Appeal* follow-up efforts in our parish, please consider making a gift today. You can pick up your pledge card after Mass, make a gift online at [aca.archstl.org](http://aca.archstl.org) or use Text-to-Give by texting "ACA" to 243725.

# FOUR

## Contact List

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### FOR ASSISTANCE, PLEASE CONTACT A MEMBER OF THE ACA STAFF AT ANY TIME

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# FOUR

## How Your Gift Helps

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**Parishes receive direct assistance in a variety of ways, including gifts to schools and food pantries. Gifts to the ACA enable a network of schools and parishes to:**

- Educate elementary and high school students
- Feed the hungry through parish food pantries in our community
- Cultivate a culture of stewardship more deeply in our parishes
- Respond to emergency situations

**Through programs that support the young people of our archdiocese, the ACA helps schools and agencies to:**

- Educate high school students each year and instill a stewardship lifestyle through an annual essay contest
- Support the education of our future priests and deacons at Kenrick-Glennon Seminary
- Provide resources for schools to engage students with special needs and their families
- Foster vocations among those who are discerning a call to the priesthood or religious life
- Keep college and university students engaged in their faith through Newmann Centers on college and university campuses
- Reach young adults through the Office of Youth Ministry
- Keep students in Catholic schools through the Today and Tomorrow Educational Fund scholarship programs

**The people of the archdiocese benefit from programs that enrich parish life. Funding from the ACA enables apostolates and parishes to:**

- Prepare engaged couples for marriage and provide ongoing support for those struggling with issues in their union
- Support the Hispanic community that enriches our archdiocese
- Provide ongoing faith formation and education for teachers and the laity through adult catechesis programs and the Catholic Renewal Center
- Defend the unborn, teach Natural Family Planning and advocate for the elderly through the Respect Life Apostolate
- Welcome travelers through the airport chaplaincy program
- Promote leadership and spiritual formation in underserved communities through the St. Charles Lwanga Center
- Engage and educate all Catholics on issues in the archdiocese through *Catholic St. Louis* magazine

# FOUR

## How Your Gift Helps

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**Gifts to the *Annual Catholic Appeal* directly impact people who are in need.**

**Ministries and agencies that receive support are able to:**

- Extend a wide range of services to people through Catholic Charities
- Support immigrant and refugee families who are seeking safety and freedom in our community
- Connect people living in rural areas with social services and assistance
- Advocate on behalf of people in need of legal assistance and representation
- Shelter men and women without a place to live in our own community, and work for sustainable, systemic change through the Bridge of Hope/Lincoln County Housing Institute and the Sts. Joachim and Ann Care Services

Gifts to the *Appeal* also support those who have given their lives to the Church.

Agencies are able to provide ongoing faith formation for active priests and deacons, care for priests in retirement and support for the wide variety of religious orders in our archdiocese.

# FOUR

## How Your Gift Helps



### HOW YOUR GIFT IS USED

The *Annual Catholic Appeal* supports the following programs and ministries. If you need assistance or help in any way, please call today. All gifts are designated in advance for the services listed.

#### SERVING OUR PARISHES DIRECTLY

Elementary School Assistance	\$2,000,000	314.792.7300
Stewardship and Development Support for Parishes, Schools and Agencies	\$425,000	314.792.7680
Office of Peace and Justice	\$140,000	314.792.7062
Parish Emergency Assistance Fund	\$100,000	314.792.7680
Basilica of St. Louis, King of France	\$50,000	314.231.3250
Cathedral Basilica of St. Louis	\$50,000	314.373.8200
Parish Food Pantries	\$50,000	314.792.7680

#### SERVING OUR YOUTH

Archdiocesan and Parochial High Schools	\$1,416,000	314.792.7300
Archdiocesan Seminary	\$525,000	314.792.6100
Vocation Programs	\$380,000	314.792.6460
Special Education	\$300,000	314.792.7300
Newman Centers on College Campuses	\$262,000	314.935.9191
Religious Formation	\$200,000	314.792.7300
Today and Tomorrow Educational Fund	\$150,000	314.792.7777
One Classroom	\$110,000	314.406.4797
High School Stewardship Essay Program	\$55,000	314.792.7680
Office of Youth Ministry	\$40,000	314.792.7650

#### SERVING THE PEOPLE IN OUR PARISHES

Respect Life Apostolate	\$450,000	314.792.7555
Evangelization and Discipleship	\$425,000	314.792.7083
Adult Faith Formation	\$370,000	314.792.7233
Natural Family Planning	\$220,000	314.997.7576
Hispanic Ministry	\$200,000	314.792.7645
Office of Racial Harmony	\$120,000	314.792.7596
Catholic Deaf Ministry	\$110,000	314.282.4941
St. Charles Lwanga Center	\$100,000	314.367.7929
Catholic St. Louis Magazine	\$80,000	314.792.7500
Catholic Renewal Center	\$77,000	314.792.7734
Elementary Teachers Educational Fund	\$75,000	314.792.7300

#### SERVING THOSE IN NEED

Catholic Charities	\$1,650,000	314.367.5500
Rural Parish Clinic	\$300,000	888.870.9610
Sts. Joachim and Ann Care Service	\$125,000	636.441.1302
Criminal Justice Ministry	\$100,000	314.652.8062
Bridge of Hope/Lincoln County Housing Initiative	\$50,000	636.262.8185
Archbishop's Charity Fund	\$30,000	314.792.7680
Messengers of Peace Mission Work	\$25,000	314.792.7655
Meals Program at Sts. Peter and Paul Church	\$15,000	314.231.9923

#### SERVING THOSE WHO SERVE US

Care for Active and Retiring Priests	\$880,000	314.792.7034
Continuing Formation for Priests	\$430,000	314.792.7550
Regina Cleri Priests Retirement Home	\$350,000	314.968.2240
Permanent Diaconate	\$150,000	314.792.7431
Support for Religious Orders	\$20,000	314.792.7250

#### OTHER

Annual Catholic Appeal Expenses	\$1,500,000	314.792.7680
Reserve for Unpaid Pledges	\$930,000	314.792.7680
Archdiocesan Services	\$465,000	314.792.7680

**2023 APPEAL GOAL: \$15,500,000**