



## **Parish Goal – 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 and compatible with your parish's giving ability.**

**What is a "Challenge Goal"?** If your parish's goal for the coming appeal is less than what was actually raised last year, your parish will receive a "Challenge Goal". This Challenge 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 the help they need. **If your parish has a Challenge Goal, it is vitally important that you strive to meet this goal.**

**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 significant?** Although the "New Donor Goal" is important, it is also critical to maintain your current donors as well. Parishioners who gave to the *Appeal* last year are the most likely to give again this year. To ensure that everyone who made a pledge last year is personally asked to renew their donation, please review this list of donors by downloading from Reporting Xpress a *Last Year But Not This Year* (LYBUNTS) report.

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