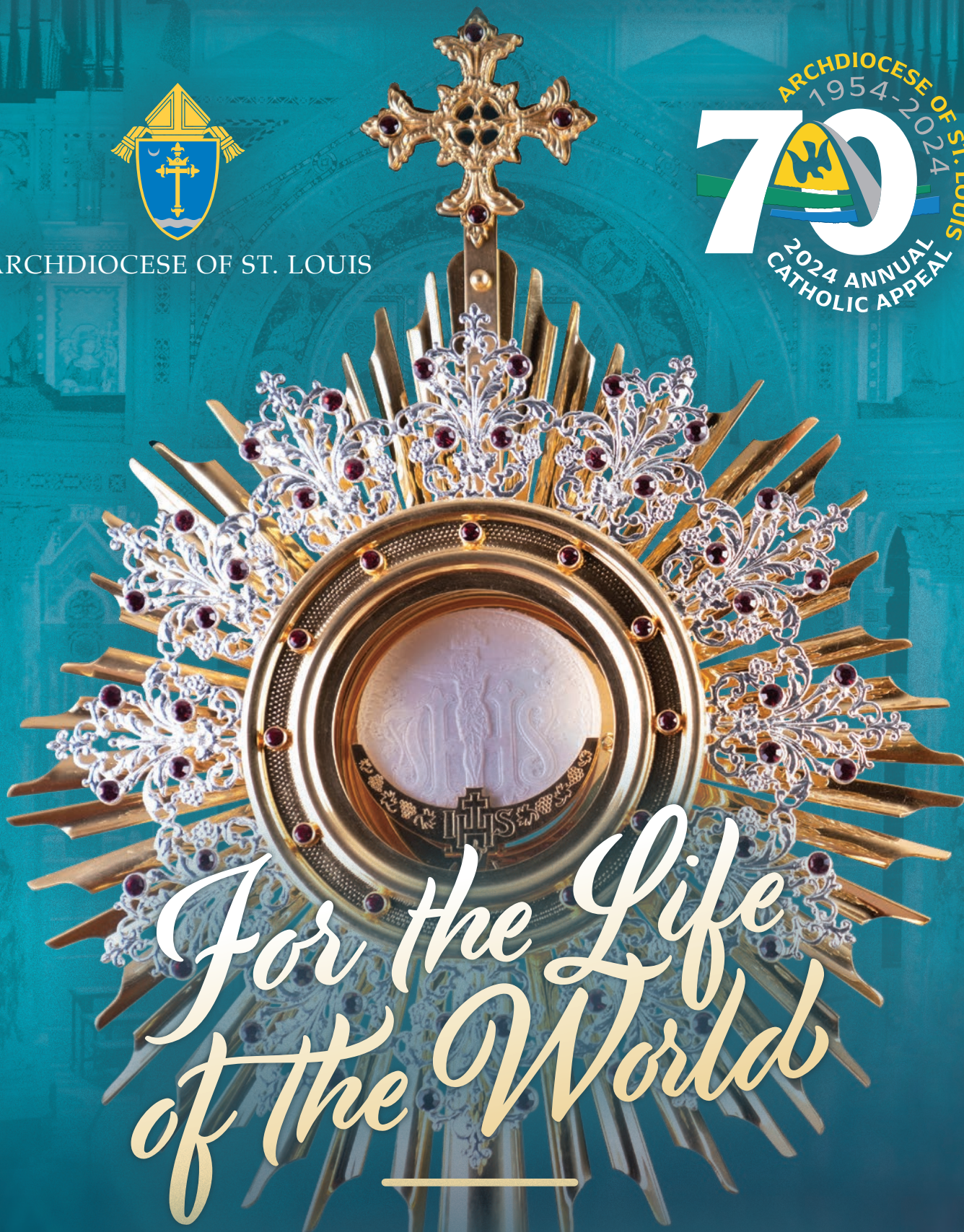




ARCHDIOCESE OF ST. LOUIS



*For the Life
of the World*

ANNUAL CATHOLIC APPEAL
LEADERSHIP MANUAL

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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!



Letter from the Executive Director

Dear Parish *Appeal* Leader,

Thank you for saying “Yes!” to this important mission. Through the *Annual Catholic Appeal*, we come together as one Church *For the Life of the World* to serve the Lord with gladness. Your work will allow us to make Christ present throughout the Archdiocese of St. Louis and lead others to Him through life-giving ministries and programs.

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.

Our financial goal for 2024 is \$15.5 million. To help us achieve this 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 electronic giving options are aimed at making it easy for people to give when they feel moved to do so, right in the pew or at home.

- ♦ **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 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 from our website for volunteers, 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!



2024 Master Calendar

APPEAL LAUNCH MEETINGS AND KICKOFF DINNER

Feb 22, 2024	St. Gertrude Parish (Krakow)
Feb 27, 2024	Cardinal Rigali Center (Shrewsbury)
Feb 29, 2024	Virtual Meeting
Mar 5, 2024	The Care Service at Sts. Joachim & Ann (St. Peters)
Mar 7, 2024	Virtual Meeting
Mar 12, 2024	For New Parish Chairs, Cardinal Rigali Center (Shrewsbury)
Apr 14, 2024	ACA Kickoff Dinner, Sheraton Westport Chalet Hotel

ACA PARISH PLEDGE WEEKENDS AND PROCESSING

Apr 20-21, 2024	ACA Weekend
Apr 22, 2024	Send first set of pledge cards to the lockbox*
Apr 27-28, 2024	ACA Weekend
Apr 29, 2024	Send second set of pledge cards to the lockbox*
May 4-5, 2024	ACA Weekend
May 6, 2024	Send third set of pledge cards to the lockbox*
May 13, 2024	Send fourth set of pledge cards to the lockbox*
May 20, 2024	Send fifth set of pledge cards to the lockbox*
May 31, 2024	Deadline for receipt of pledge cards by the lockbox to keep donors from receiving the Follow-up Mailing*

MAILINGS FROM THE ACA OFFICE

Feb 2, 2024	Advance Mailing (includes Associates, \$500+ donors, clergy and religious)
Late Mar/Early Apr	<i>Catholic St. Louis</i> magazine mails
Apr 15, 2024	General Mailing
Jun 21, 2024	Follow-Up Mailing (to those who have not yet made a pledge)

DEADLINES

Apr 7, 2024	Deadline for delivery of ACA Pledge Cards and Parish Kits to parish office (Parish kits will ship separately from pledge cards and will not be delivered to the parish on the same day)
Jun 9-20, 2024	Telemarketing begins for <i>Associates</i> (\$1,000+)
Jul 11, 2024	Telemarketing begins for all donors
Aug 16, 2024	Final cut-off for 2024 <i>Appeal</i>
Sep 16, 2024	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.

* Indicates Parish Chair responsibility

One

The Mission of The *Annual Catholic Appeal*

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.

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
- ♦ 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.

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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 an emailed newsletter, social media, and other 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.
- ♦ **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 Section 4.
- ♦ **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, 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*.
- ♦ **Publish announcements** — Use the parish bulletin and school newsletters to promote the *Appeal*. Sample messages are found in the Section 4. You know your audiences the best; tailor these announcements for your parishioners.
- ♦ **ACA Microsite** — Link your promotional messages and letters to the ACA website: 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.
- ♦ **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.

PHASE 2: Obtain the Pledge

The pledging process should be welcoming and 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 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 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 acknowledgment of their gift in a timely manner. Please see Section 3 of this document for detailed processing instructions.
- ◆ **ACA Microsite** — Link your promotional messages and letters to the ACA website: 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 our online 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 email regular progress reports to the parish.

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.

Four Phases of the *Appeal*

- ♦ **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.
- ♦ **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 24 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. 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 made a gift to the *Appeal* in the last 5 years and 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.

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 ACA website: 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.

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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 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 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?” 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*.

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 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, expiration date, CVV code, and billing zip code. Please make sure the credit 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.**

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 23 and 24 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, PARSAL (PARISH SALUTATION)
P_PHONE (PARISH PHONE)




SCAN TO GIVE
or visit
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 2024 *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,

+ Mitchell T. Rozanski


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: LAPPGIFT



ANNUAL CATHOLIC APPEAL

Acct: CONS_ID

Give online at aca.archstl.org
or text "ACA" to 243725

Your gift matters. Thank you for giving to the 2024 *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:

- ☐ Ten monthly payments: Jul 2024–Apr 2025
- ☐ Four quarterly payments: Jul and Oct 2024, Jan and Apr 2025
- ☐ Three payments: Jul, Oct and Dec 2024
- ☐ Specify payment months: _____

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

- ☐ Bill Me ☐ Gift of Stock* ☐ IRA* ☐ Donor-Advised Fund*
- Automatic Withdrawal:** ☐ Checking ☐ Savings
Bank Name _____
Bank Routing # _____
Account # _____
- Credit/Debit Card:** ☐ Mastercard ☐ Visa ☐ Discover ☐ American Express
Card # _____
Exp Date _____ CVV Code _____ Billing Zip Code _____

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 and select "recurring gift" when making your online donation.


*For more information, contact us at 314.792.7680 or acaoffice@archstl.org

PARISH_NAME
CARDTYPE/ MATCHGIFT PARISHSEQ

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 or text "ACA" to 243725	Select one of the following payment plans for your pledge balance: (1) <input type="checkbox"/> Ten monthly payments: Jul 2024–Apr 2025 (2) <input type="checkbox"/> Four quarterly payments: Jul and Oct 2024, Jan and Apr 2025 (3) <input type="checkbox"/> Three payments: Jul, Oct and Dec 2024 (5) <input type="checkbox"/> Specify payment months: _____
Your gift matters. Thank you for giving to the 2024 Annual Catholic Appeal. <input type="checkbox"/> SUGGGFT1 <input type="checkbox"/> SUGGGFT2 <input type="checkbox"/> SUGGGFT3 <input type="checkbox"/> SUGGGFT4 <input type="checkbox"/> Other _____ Total Pledge: \$ _____ <input type="checkbox"/> I'm unable to participate Today's Payment: \$ _____ <input type="checkbox"/> Check <input type="checkbox"/> Credit Card Pledge Balance: \$ _____ <input type="checkbox"/> My employer will match my gift. _____ (Company Name) <small>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</small>	Select payment option (Automatic withdrawals and credit card payments are processed on the 20th of the month): (1) <input type="checkbox"/> Bill Me <input type="checkbox"/> Gift of Stock* <input type="checkbox"/> IRA* <input type="checkbox"/> Donor-Advised Fund* (2) Automatic Withdrawal: <input type="checkbox"/> Checking <input type="checkbox"/> Savings Bank Name _____ Bank Routing # _____ Account # _____ (3) Credit/Debit Card: <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Discover <input type="checkbox"/> American Express Card # _____ Exp Date _____ CVV Code _____ Billing Zip Code _____	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 and select "recurring gift" when making your online donation. <small>*For more information, contact us at 314.792.7680 or acaoffice@archstl.org</small>
Signature _____ Date _____ Email _____	SCANLINE	PARISH_NAME _____ PARISHSEQ _____
APPEAL COPY		CARDTYPE/ MATCHGIFT _____

BACK OF APPEAL COPY

<p>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.</p> <p>HOW TO COMPLETE THE MATCHING GIFT PROCESS</p> <ol style="list-style-type: none">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.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 631195. During parish Appeal weekends, return the pledge card, matching gift form, and payment or installment instructions to your parish coordinator. <p>DO NOT MAIL THE CHECK OR MATCHING GIFT FORM TO THE SCHOOL.</p> <p>For more information, contact us at 314.792.7680 or matching_gifts@archstl.org</p>	<p>MATCHING GIFT RECIPIENT ORGANIZATIONS (Select One)</p> <p><input type="checkbox"/> (01) Kenrick-Glennon Seminary (also known as St. Louis Roman Catholic Theological Seminary)</p> <p><input type="checkbox"/> (02) St. Louis University-Glennon Education Fund*</p> <p><input type="checkbox"/> (03) Bishop DuBourg High School</p> <p><input type="checkbox"/> (04) St. Dominic High School – O'Fallon</p> <p><input type="checkbox"/> (06) Duchesne High School – St. Charles</p> <p><input type="checkbox"/> (08) Valle Catholic High School – Ste. Genevieve</p> <p><input type="checkbox"/> (10) St. Vincent High School – Perryville</p> <p><input type="checkbox"/> (12) St. Francis Borgia High School – Washington</p> <p><input type="checkbox"/> (14) St. Plus X Catholic High School – Festus</p> <p><input type="checkbox"/> (15) Cardinal Ritter College Prep High School</p> <p><input type="checkbox"/> (16) Annual Catholic Appeal</p> <p><small>*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.</small></p>
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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.).

Three

Processing Pledge Cards

- ♦ 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*.

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.*

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.

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

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 Section 4 of this manual. The form is also available on the ACA Resource website: archstl.org/aca.

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
2024 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> .
2024 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.
2024 Advanced Mailing	Parishioners who were solicited in the Advanced Mailing.	Use this report to identify donors who were included in the Advanced Mailing.
2024 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.
2024 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

REPORT NAME	DESCRIPTION	WHAT, WHEN AND WHERE TO USE THIS REPORT
2024 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.
2024 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.
2024 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.
2024 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.
2024 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.
2024 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

REPORT NAME	DESCRIPTION	WHAT, WHEN AND WHERE TO USE THIS REPORT
2024 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.
2024 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.
2024 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.
2024 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.
2024 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.
2024 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.
2024 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

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Four

Parish Incentive Program 2024

Purpose: Encourage and Promote Parish Participation and Financial Goals.

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

- ♦ Tickets are mailed directly to the parish to the attention of the ACA committee in early April.
- ♦ Tickets are earned by reaching certain goals.
- ♦ 10 tickets will be drawn by Archbishop Rozanski at the Kickoff Dinner on Sunday, April 14, 2024.

Parishes are awarded tickets based on the following objectives:

- ♦ One ticket for reaching your 2023 Financial Goal.
- ♦ One ticket for reaching your 2023 Challenge Goal.
- ♦ One ticket for Increased Participation in 2023.
- ♦ One ticket for greater than 50% Total Participation in 2023.
- ♦ One ticket for meeting your 2023 New Donor Goal.
- ♦ One ticket for increasing the number of Associates from 2022 to 2023.
- ♦ One ticket for showing the ACA Video during the 2023 *Appeal*.
- ♦ One ticket for attending a 2024 *Appeal* Launch Session.
- ♦ One ticket for submitting the 2024 parish list and completing the survey questionnaire by the December 8, 2023 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

Access Request Form for New Users

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

Email: acaoffice@archstl.org

Fax: 314.792.7229

20 Archbishop May Drive
Saint Louis, MO 63119

Please complete the information below:

Name: _____

Email Address: _____

Phone: _____

Parish Name: _____

Parish Number: _____

Parish City: _____

User ID and Password

Your Reporting Xpress 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.

User's Signature: _____ Date: _____

YOUR PASTOR'S SIGNATURE IS REQUIRED:

Pastor's Signature: _____ Date: _____

Four

Sample Letters

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.

These letters are available online at 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

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

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 gathered with His disciples at the Last Supper, He left us His greatest gift in the Eucharist “for the life of the world” (Jn 6:51).

It is Christ’s sacrifice that inspires us to make sacrifices of our own to radiate His light and bring His hope to others. Thank you for responding to the Lord’s gift of Himself in the Eucharist through your generosity and stewardship to the *Annual Catholic Appeal*.

United in His mission of love, we make Christ present throughout the Archdiocese of St. Louis and lead others to Him through life-giving ministries and programs. Your gift becomes hope and healing for the most vulnerable and spreads His love and mercy.

I am grateful 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 proclaim the power of Jesus.

Thank you for considering my request. Imagine what we can accomplish together *For the Life of the World!*

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 how you can be Christ’s hands and feet and share His Love *For the Life of the World*, please visit aca.archstl.org.

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

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 gathered with His disciples at the Last Supper, He left us His greatest gift in the Eucharist “for the life of the world” (Jn 6:51).

It is Christ’s sacrifice that inspires us to make sacrifices of our own to radiate His light and bring His hope to others. Thank you for responding to the Lord’s gift of Himself in the Eucharist through your generosity and stewardship to the *Annual Catholic Appeal*.

United in His mission of love, we make Christ present throughout the Archdiocese of St. Louis and lead others to Him through life-giving ministries and programs. Your gift becomes hope and healing for the most vulnerable and spreads His love and mercy.

I am grateful 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 proclaim the power of Jesus.

Thank you for considering my request. Imagine what we can accomplish together *For the Life of the World!*

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 how you can be Christ’s hands and feet and share His Love *For the Life of the World*, please visit aca.archstl.org.

C) Sample Letter from Pastor to Those Who Have Never Given

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 gathered with His disciples at the Last Supper, He left us His greatest gift in the Eucharist “for the life of the world” (Jn 6:51).

It is Christ’s sacrifice that inspires us to make sacrifices of our own to radiate His light and bring His hope to others. Thank you for responding to the Lord’s gift of Himself in the Eucharist through your generosity and stewardship to the *Annual Catholic Appeal*.

United in His mission of love, we make Christ present throughout the Archdiocese of St. Louis and lead others to Him through life-giving ministries and programs. Your gift becomes hope and healing for the most vulnerable and spreads His love and mercy.

Please prayerfully consider a gift to the *Appeal* this year and help us proclaim the power of Jesus. Imagine what we can accomplish together *For the Life of the World*!

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 how you can be Christ’s hands and feet and share His Love *For the Life of the World*, please visit aca.archstl.org.

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

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 gathered with His disciples at the Last Supper, He left us His greatest gift in the Eucharist “for the life of the world” (Jn 6:51).

It is Christ’s sacrifice that inspires us to make sacrifices of our own to radiate His light and bring His hope to others. Thank you for responding to the Lord’s gift of Himself in the Eucharist through your commitment and stewardship to the mission of the Church.

As you may know, the *Annual Catholic Appeal* is once again uniting us in His mission of love to make Christ present throughout the Archdiocese of St. Louis and lead others to Him through life-giving ministries and programs. Your gift becomes hope and healing for the most vulnerable and spreads His love and mercy.

Please prayerfully consider a gift to the *Appeal* this year and help us proclaim the power of Jesus. Imagine what we can accomplish together *For the Life of the World!*

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 how you can be Christ’s hands and feet and share His Love *For the Life of the World*, please visit aca.archstl.org.

Four

Sample Letters

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

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 gathered with His disciples at the Last Supper, He left us His greatest gift in the Eucharist “for the life of the world” (Jn 6:51).

It is Christ’s sacrifice that inspires us to make sacrifices of our own to radiate His light and bring His hope to others. Thank you for responding to the Lord’s gift of Himself in the Eucharist through your generosity and stewardship to the *Annual Catholic Appeal*.

United in His mission of love, we make Christ present throughout the Archdiocese of St. Louis and lead others to Him through life-giving ministries and programs. Your gift becomes hope and healing for the most vulnerable and spreads His love and mercy.

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* this year and help us proclaim the power of Jesus. Imagine what we can accomplish together *For the Life of the World*!

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 how you can be Christ’s hands and feet and share His Love *For the Life of the World*, please visit aca.archstl.org.

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 gathered with His disciples at the Last Supper, He left us His greatest gift in the Eucharist “for the life of the world” (Jn 6:51).

It is Christ’s sacrifice that inspires us to make sacrifices of our own to radiate His light and bring His hope to others. Thank you for responding to the Lord’s gift of Himself in the Eucharist through your generosity and stewardship to the *Annual Catholic Appeal*.

United in His mission of love, we make Christ present throughout the Archdiocese of St. Louis and lead others to Him through life-giving ministries and programs. Your gift becomes hope and healing for the most vulnerable and spreads His love and mercy.

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 proclaiming the power of Jesus as we serve our brothers and sisters in need.

Thank you for considering my request. Imagine what we can accomplish together *For the Life of the World!*

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 how you can be Christ’s hands and feet and share His Love *For the Life of the World*, please visit aca.archstl.org.

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

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 provide hope and healing to those we serve through the life-giving ministries and good works of our local church.

Your generosity makes Christ present throughout the Archdiocese of St. Louis, spreading His love and mercy *For the Life of the World*. I am grateful for you and for your love of the mission of our Church.

Sincerely,

«signature»

Pastor – «pastor_name»

Parish – «parish_name»

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 provide hope and healing to those we serve through the life-giving ministries and good works of our local church.

Your generosity and leadership as an *Associate of the Archbishop* make Christ present throughout the Archdiocese of St. Louis, spreading His love and mercy *For the Life of the World*. I am grateful for you and for your love of the mission of our Church.

Sincerely,

«signature»

Pastor – «pastor_name»

Parish – «parish_name»

Four

Sample Letters

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 gathered with His disciples at the Last Supper, He left us His greatest gift in the Eucharist “for the life of the world” (Jn 6:51).

It is Christ’s sacrifice that inspires us to make sacrifices of our own to radiate His light and bring His hope to others. Thank you for responding to the Lord’s gift of Himself in the Eucharist through your generosity and stewardship to the *Annual Catholic Appeal*.

United in His mission of love, we make Christ present throughout the Archdiocese of St. Louis and lead others to Him through life-giving ministries and programs. Your gift becomes hope and healing for the most vulnerable and spreads His love and mercy.

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 you can be Christ’s hands and feet and share His Love *For the Life of the World* by visiting aca.archstl.org.

Thank you for considering my request. Imagine what we can accomplish together *For the Life of the World*!

Sincerely,

Pastor – «pastor_name»

Parish – «parish_name»

Follow us on Facebook: (contact)

APRIL 20/21 Fourth Sunday of Easter

Christ's love for each of one of us is boundless. We are each individually known, loved, and called.

The more we know Christ, the more we trust Him and love Him. His sacrifice on the cross *For the Life of the World* inspires us to make sacrifices of our own to follow Him.

In today's Gospel, Jesus tells us:

*"I am the good shepherd,
and I know mine and mine know me,
just as the Father knows me and I know the Father;
and I will lay down my life for the sheep.
I have other sheep that do not belong to this fold.
These also I must lead, and they will hear my voice,
and there will be one flock, one shepherd."
Jn 10:14-16*

The Good Shepherd wants all people to know Him, love Him, and follow Him. His words remind us of our evangelizing mission as His Church.

By virtue of our Baptism, each of us is called to be "a good shepherd" in our daily life: with our family, at work, at school, in our community. We are also called to share the joy of the Gospel with those who do not belong to the fold. Through acts of compassion and mercy, we make Christ's love present to our brothers and sisters.

Each year, the *Annual Catholic Appeal* allows us to come together as a family in Christ to make Him present throughout the Archdiocese of St. Louis and lead others to Him through life-giving ministries and programs. Our gifts become hope and healing for the most vulnerable and spread His love and mercy.

Please give to the *Appeal* < <date and place> > or visit aca.archstl.org to learn more about how you can continue to be Christ's hands and feet and share His Love *For the Life of the World*. You can also Text-to-Give by texting "ACA" to 243725.

APRIL 27/28 Fifth Sunday of Easter

We can always accomplish so much more when we do things together. We see this in so many different aspects of our lives, and it is also true in our Church. All the Lord's work that we carry out in our parish would not be possible without the commitment of our clergy and parishioners. In the same way, when we come together as an archdiocese in support of the *Annual Catholic Appeal*, we sustain vital ministries and services that transform lives in our communities.

In today's Gospel, Jesus is preparing the disciples for their mission and reminds them that they can do nothing without Him. As He often does, Jesus uses a parable.

He tells them:

*"Just as a branch cannot bear fruit on its own
unless it remains on the vine,
so neither can you unless you remain in me.
I am the vine, you are the branches.
Whoever remains in me and I in him will bear much fruit,
because without me you can do nothing."*

Jn 15:4-5

Jesus is the true vine. The fruitful branches are those who remain in Him and follow His Word. In a vine, the fruit is grapes, and as Catholics, our fruit is living like Christ. When we remain in Him, our words and actions reflect His love and lead others to Him.

Jesus calls us each by name. One way that He calls us to action is through the *Annual Catholic Appeal*. Your gifts to the *Appeal* become hope and healing for the most vulnerable and spread His love and mercy, bearing greater fruit than we can even imagine.

Please give to the *Appeal* < <date and place>> or visit aca.archstl.org to learn more about how you can continue to be Christ's hands and feet and share His Love *For the Life of the World*. You can also Text-to-Give by texting **"ACA" to 243725**.

Four

Scripture Reflections

May 4/5 Sixth Sunday of Easter

“Love” is the essential word in today’s readings.

The second reading from the first letter of John tells us “God is love” (**1 Jn 4:8**) and proclaims that this love was revealed to us in that “God sent his only Son into the world so that we might have life through him” (**1 Jn 4:9**).

Then, in the Gospel, Jesus says to His disciples: “As the Father loves me, so I also love you” (**Jn 15:9**). The Father’s love for Christ is the foundation for Jesus’ love for His disciples and the love that He asks of the disciples when he commands them: “love one another as I love you. No one has greater love than this, to lay down one’s life for one’s friends” (**Jn 15:12-13**).

Jesus continues, saying: “It was not you who chose me, but I who chose you and appointed you to go and bear fruit that will remain” (**Jn 15:16**).

By virtue of our Baptism, we too have been chosen. The Lord calls each of us by name. When we truly recognize God’s infinite love for us, and His sacrifice *For the Life of the World*, it is the source of our joy and hope and must shine through in our love for one another.

Each year, the *Annual Catholic Appeal* allows us to come together as a family in Christ to make His love present throughout the Archdiocese of St. Louis and lead others to Him through life-giving ministries and programs. Our gifts become hope and healing for the most vulnerable and spread His love and mercy, bearing greater fruit than we can even imagine.

Please give to the *Appeal* < <date and place> > or visit aca.archstl.org to learn more about how you can continue to be Christ’s hands and feet and share His Love *For the Life of the World*. You can also Text-to-Give by texting “**ACA**” to **243725**.

APRIL 20/21 Fourth Sunday of Easter

Christ's boundless love compels us to act. The *Annual Catholic Appeal* provides us an opportunity to be Christ's hands and feet throughout the Archdiocese of St. Louis and support the mission of the Church *For the Life of the World*, sharing His love and mercy with those who need it most. This week, we are launching the *Appeal* in our parish.

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 or use Text-to-Give by texting "ACA" to 243725.

APRIL 27/28 Fifth Sunday of Easter

Jesus is the way, the truth, and the life. When we remain in Him, our words and actions witness to His love. United as one Church *For the Life of the World* through the *Annual Catholic Appeal*, our gifts sustain life-giving ministries and services that lead others to Christ and help countless people of all faiths in situations of need and suffering.

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 or use Text-to-Give by texting "ACA" to 243725.

May 4/5 Sixth Sunday of Easter

Christ's love and sacrifice *For the Life of the World* is the source of our hope and must shine through in our love for one another. The *Annual Catholic Appeal* is an opportunity to serve the Lord with gladness. Each year, our gifts make His love present throughout the Archdiocese of St. Louis and lead others to Him through life-giving ministries and programs.

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 or use Text-to-Give by texting "ACA" to 243725.

Four

Contact List

**FOR ASSISTANCE, PLEASE CONTACT A MEMBER OF THE
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Four

How Your Gift Helps

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.
- ♦ Keep families that have children with special needs together in Catholic schools.
- ♦ 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 Newman 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.

Four

How Your Gift Helps

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.
- ♦ 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.

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 Initiative and The Care Service at Sts. Joachim & Ann.

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
Stewardship and Development Support for Parishes, Schools and Agencies	\$425,000
Office of Peace and Justice	\$140,000
Parish Emergency Assistance Fund	\$100,000
Parish Food Pantries	\$75,000
Basilica of St. Louis, King of France	\$50,000
Cathedral Basilica of St. Louis	\$50,000
	\$2,840,000

SERVING OUR YOUTH

Archdiocesan & Parochial High Schools	\$1,416,000
Archdiocesan Seminary	\$500,000
Vocation Programs	\$380,000
Newman Centers on College Campuses	\$265,000
One Classroom	\$210,000
Religious Formation	\$200,000
Special Education	\$200,000
Today and Tomorrow Educational Fund	\$150,000
High School Stewardship Essay Program	\$55,000
Office of Youth Ministry	\$40,000
	\$3,416,000

SERVING THE PEOPLE IN OUR PARISHES

Respect Life Apostolate	\$450,000
Evangelization and Discipleship	\$400,000
Adult Faith Formation	\$370,000
Natural Family Planning	\$221,000
Hispanic Ministry	\$200,000
Office of Racial Harmony	\$130,000
Catholic Deaf Ministry	\$112,000
Catholic St. Louis Magazine	\$80,000
Catholic Renewal Center	\$77,000
Elementary Teachers Educational Fund	\$75,000
St. Charles Lwanga Center	\$25,000
	\$2,140,000

SERVING THOSE IN NEED

Catholic Charities	\$1,650,000
Rural Parish Clinic	\$325,000
The Care Service at Sts. Joachim & Ann	\$155,000
Criminal Justice Ministry	\$75,000
Immigrant and Refugee Ministry	\$60,000
Bridge of Hope Lincoln County	\$50,000
Rural Parish Workers	\$50,000
Archbishop's Charity Fund	\$30,000
Messengers of Peace Mission Work	\$25,000
Meals Program at Sts. Peter & Paul Church	\$15,000
	\$2,435,000

SERVING THOSE WHO SERVE US

Care for Active and Retired Priests	\$974,000
Regina Cleri Priests Retirement Home	\$370,000
Continuing Formation for Priests	\$280,000
Permanent Diaconate	\$100,000
Support for Religious Orders	\$50,000
	\$1,774,000

OTHER

Annual Catholic Appeal Expenses	\$1,500,000
Reserve for Unpaid Pledges	\$930,000
Archdiocesan Services	\$465,000
	\$2,895,000

2024 APPEAL GOAL:
\$15,500,000

*"I am the living bread
that came down from heaven;
whoever eats this bread will live forever;
and the bread that I will give is my flesh
for the life of the world."*

John 6:51



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