

# WELCOME

2024 Annual Catholic Appeal  
Guest Speaker Training



ARCHDIOCESE OF ST. LOUIS



# Opening 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.



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ARCHDIOCESE OF ST. LOUIS



# Thank You!

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- Many of you helped support this effort during 2023. THANK YOU!
- Guest Speaker program continues to be a “Best Practice” among parishes and one of the most appreciated resources we offer to the parishes.

thank  
you!



# THEME FOR 2024 – For the Life of the World



[archstl.org/aca](http://archstl.org/aca)



# Giving Options

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## Text to Give

Text “ACA” to 243725

Returns link to online giving page

## Scan to Give

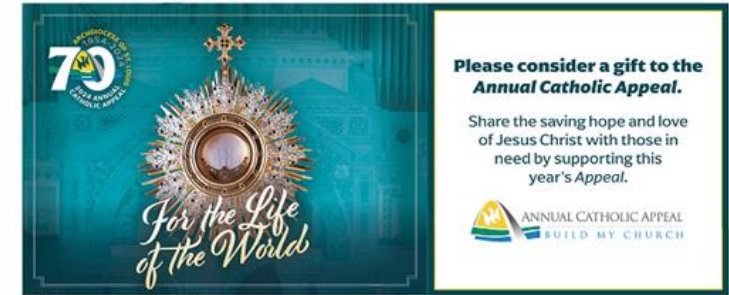
- “QR (quick response) code
- It’s an easy and fast way to access a website or landing page  
Links directly to the ACA microsite.



# Giving Options

## Giving Flyer

- Ask your parish if they are using this flyer and, if so, refer to it in your talk.
- Encourage parishioners to make their gift, even during your talk.



Text  
"ACA" to 243725

◀ **TEXT TO GIVE**



◀ **SCAN TO GIVE**

[aca.archstl.org](http://aca.archstl.org)

◀ **GIVE ONLINE**

TO MAKE A PLEDGE OVER THE PHONE  
CONTACT THE ACA OFFICE AT 314.792.7680



# Giving Options

## Giving Options

- Feedback from last year's Launch sessions.
- Giving options
  - Online or via Phone
  - Scan/Text to Give
  - Gift of Stock
  - Donor Advised Fund/IRA
  - Pledge card

### ANNUAL CATHOLIC APPEAL GIVING OPTIONS

DONATE ONLINE  
aca.archstl.org

CALL 314.792.7680  
to pledge over the phone



◀ SCAN TO GIVE



◀ TEXT TO GIVE  
Text "ACA" to 243725

TAX ID/EIN: 43-0653244

#### GIFT OF STOCK

Make a gift of stock and include the following info with the transfer order:

- Donor name
- Gift amount: # of shares
- Account name: *Archdiocese of St. Louis*
- Parish/Org/Campaign name: *Annual Catholic Appeal*

DTC: Smith Moore, RBC  
DTC Participant # 0235  
Credit account # 89103740

#### DONOR-ADVISED FUND/IRA

Use your Donor-Advised Fund or IRA to make a gift. Contact your financial advisor or fund administrator for details.

#### ACA PLEDGE CARD

Fill out the pledge card below and return to your parish; mail to 20 Archbishop May Dr, St. Louis, MO 63119; fax to 314.792.7229; or email to [acaoffice@archstl.org](mailto:acaoffice@archstl.org)

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

Your gift matters. Thank you for giving to the 2024 Annual Catholic Appeal.

Total Pledge: \$ \_\_\_\_\_  I'm unable to participate  
Today's Payment: \$ \_\_\_\_\_  Check  credit Card  
Pledge Balance: \$ \_\_\_\_\_  My employer will match my gift

Note: Checks payable to the Annual Catholic Appeal close 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 95780, St. Louis, MO 63195-4780

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

**Select one of the following payment plans for your pledge balance:**  
(1)  Ten monthly payments: Jul 2024-Apr 2025  
(2)  Four quarterly payments: Jul and Oct 2024, Jan and Apr 2025  
(3)  Three payments: Jul, Oct and Dec 2024  
(5)  Specify payment months: \_\_\_\_\_

**Select payment options** (Automatic withdrawals and credit card payments are processed on the 25th 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 # \_\_\_\_\_ CVV Code \_\_\_\_\_  
Exp Date \_\_\_\_\_ 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](http://aca.archstl.org) and select "sustaining gift" when making your online donation.  
\*For more information, contact us at 314.792.7680 or [acaoffice@archstl.org](mailto:acaoffice@archstl.org)

APPEAL COPY



# 2024 Updates

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- 55 Parishes have requested a Guest Speaker
- 69 Volunteers
- May receive additional requests in the coming weeks.



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## All Things New

How does this impact the Appeal?



**ALL THINGS NEW**

STEADFAST IN FAITH • FORWARD IN HOPE



# Discussion Item

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## Main Goal

- Personalized pledge cards for parishioners.
- Pledge cards available where needed.

## Special Challenges with Merged Parishes

## What We Did –

- ACA Database changed to reflect new reality after All Things New!
- Parishes with suspended decrees remained separate



# Discussion Item

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## Multiple Sets of Pledge Cards

- One set available for each worship site

## Speaking at Multiple Parishes or Multiple Worship Sites

- One speaker assigned to each pastor
- Multiple masses at multiple locations
- Perhaps even concurrent Masses

**You may be their first contact with the Archdiocese since the merger. Please be generous in responding to the parish needs.**



# Guest Speaker Resources

- Everything you need can be found at <https://archstl.org/aca> under the Guest Speaker Resources button.

The screenshot shows the website for the Annual Catholic Appeal. The navigation bar includes 'ANNUAL CATHOLIC APPEAL', 'WAYS TO GIVE', 'PROGRAMS WE SUPPORT', and 'RESOURCES'. The main content area features a large heading 'what is the ACA?' with a sub-heading 'Every year, the Annual Catholic Appeal provides us an opportunity to realize the difference we can make when we act together in God's love. By serving the Lord with gladness, we can see the impact it has on so many lives, including our own. The ministries that rely on the Appeal are wide-ranging and have a direct impact on the Church and our communities throughout the archdiocese. We invite you to learn more and see how you can help.' Below this text are four buttons: 'DONATE TO THE ACA', 'LOOKING TO LEARN MORE?', 'VOLUNTEER RESOURCES', and 'GUEST SPEAKER RESOURCES'. The 'GUEST SPEAKER RESOURCES' button is circled in blue, and a blue arrow points from it to the right. Below the buttons is a section titled 'Your prayers and support for the Annual Catholic Appeal will help thousands to experience the love and mercy of Christ through the ministries of His Church. Thank you for your generous gifts.' and a photo of a man.

## Guest Speaker Resources

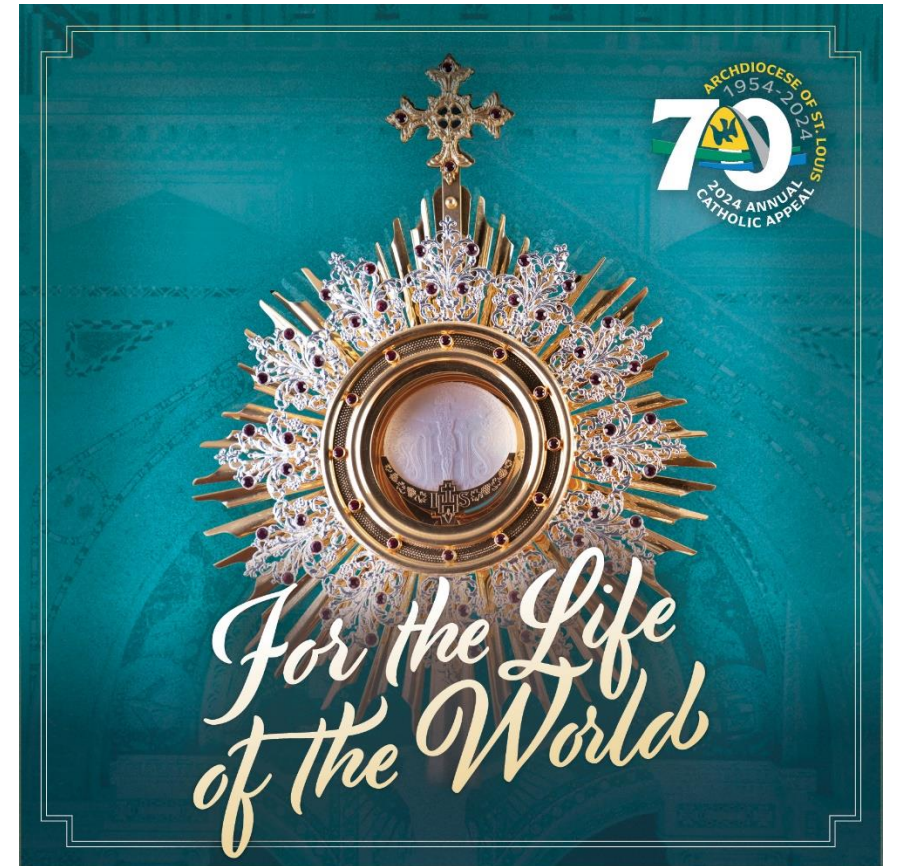
- [2024 ACA Guest Speaker Manual](#)
- [2024 Scripture Readings and Reflections for ACA Weekends](#)
- [All Things New Response](#)
- [Guest Speaker Training - Presentation Slides - coming soon!](#)
- [Guest Speaker Training - Recorded Webinar - coming soon!](#)
- [Programs Supported by the ACA](#)
- [Printable Giving Flyer with Text-to-Give and QR Code](#)
- [Sample Talks](#)
  - [Guest Speaker Sample Talk #1](#)
  - [Guest Speaker Sample Talk #2](#)
  - [Guest Speaker Sample Talk #3](#)
  - [Guest Speaker Sample Talk #4](#)

For additional information, please contact us at [acaoffice@archstl.org](mailto:acaoffice@archstl.org) or 314.792.7680.



# Guest Speaker Manual & Workbook

- The Guest Speaker Manual & Workbook can be found online on the Guest Speaker Resources webpage
- Can be filled in electronically or downloaded and printed



# Step 1 - Coordinating With the Parish

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- Contact the Pastor
  - Set up logistics for the day.
  - What part of Mass will you speak?
  - Are there any specific issues to address?
  - Any ways the parish has been helped by the ACA?
  - How is the parish handling the pledge cards?
  - Is your parish using the Giving Flyer?
  
- Call Guide on Page 4 of Guest Speaker Manual



# Step 1 - Coordinating With the Parish (Cont.)

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- Questions for this year, specific to All Things New
  - Confirm Mass times and locations.
    - Our listing of Mass times is accurate based on the most up-to-date information that we have, but it may be changing quickly in some parishes.
    - It is important to confirm locations, if a parish has multiple sites. They may vary from week to week.
  - If Mass times seem to be close or even concurrent at separate locations, speak with the pastor about the best way to be present at all of them.
    - Even completely concurrent Masses in multiple locations can be supported by speaking at the beginning of one Mass and at the end of another.
  - What is the parishioner sentiment/situation with All Things New?



# Step 2 - Preparing to Write Your Talk

- Personal Story About the Program you Represent - Page 6
- Impact of the *Appeal* in your assigned parish - Page 7
- Overall impact of the *Appeal* in the Archdiocese - Page 8
- Scripture References - Pages 9, 14 - 25
  - 1<sup>st</sup> and 2<sup>nd</sup> Readings
  - Gospel
  - Reflection





# Step 3 – Writing Your Talk

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- Invest your speech time wisely
- Be personal in your story
- Be specific on how they can pledge (Giving flyer or preprinted pledge cards.)
- Be brief and spiritual
- Say Thank You
- Make the Ask (most important part of your talk)
- Make notes about the Mass times and locations on your talk notes itself or enter them into your calendar. Do not try to rely on memory.
- Writing Guide on Pages 10 – 11 of Guest Speaker Manual



# Tips for Writing Your Talk

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- Share stories with names, even if they are changed to protect the privacy of your clients
- Share what your agency **WILL** accomplish with their help, not just what has already been accomplished
- Don't focus solely on your agency
- Be sure to mention Catholic Education, Catholic Charities, and the Seminary



# Step 4 – Rehearsing Your Talk

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- Give your talk out-loud
- Speak loudly and clearly, just as you will at the parish
- Ask a friend or colleague to listen
- Time yourself
- Record yourself
- Rehearsal Guide on Page 12 of Guest Speaker Manual



# Step 5 – The Day of Your Talk

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- Arrive early
- Meet and thank volunteers
- Learn where the pledge cards are and where the posters, giving flyers, and case statements are displayed
- Be available for parishioners after Mass
- Offer to help the volunteers
- Send a thank you note
- Delivering Your Talk on Page 13 of Guest Speaker Manual



# Assignments

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## Guest Speaking Assignments

- Assignments were emailed on Monday, March 18<sup>th</sup>
- Attempted to meet assignment/area requests, but it was not always possible
- Thank you for being flexible with your availability
- **EMAIL TO PASTORS WITH YOUR ASSIGNMENTS WILL BE SENT ON THURSDAY, MARCH 21<sup>ST</sup>**
- **NEXT WEEK IS HOLY WEEK - IT MAY BE BEST TO TRY AND CONTACT THE PASTOR THE WEEK OF APRIL 1<sup>ST</sup>**



# Prayer – Your Most Important Preparation

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- Every time you open the workbook
- Before contacting your pastor
- While rehearsing your talk
- The day of your talk



Pray for yourself, for the ACA, and for all who will hear you speak.

**You are Building the Church.**



# THANK YOU

Please contact the ACA Office at 314.792.7680  
or [acaoffice@archstl.org](mailto:acaoffice@archstl.org) with any questions.

