INTRODUCTION

- ACA Prayer
- Letter from the Executive Director
- Master Calendar
- Our Mission
- Parish Prep Overview
ANNUAL CATHOLIC APPEAL PRAYER

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,

*I believe* - Opening of the Apostle’s Creed

Some traditions say that the twelve articles of the Apostle’s Creed were composed by the twelve Apostles on the first Pentecost, the birthday of the Catholic Church. Whether it was composed on Pentecost or several centuries later, faithful Catholics have been saying *I believe* and putting their belief into practice for centuries.

The Church has been asking the Faithful to demonstrate their belief by financially supporting Her ministries since the time of the Apostles as well. In the Acts of the Apostles and the letters of St. Paul, the apostles speak of collections to help the needy.

Today, this great tradition continues in the Archdiocese of St. Louis, with your help through the *Annual Catholic Appeal* to bring the love of Christ to those most in need.

The 2019 *Appeal* will bring unique challenges as we seek to raise our $14.2 million goal. One of the biggest challenges in the coming year will be the clergy abuse scandal. It is important for you to know that none of the money raised by the *Appeal* will be used for settlements or legal expenses related to the abuse scandal. For more information on how the archdiocese is responding to the current abuse crisis, please visit https://www.archstl.org/promise.

To help you implement the *Appeal* in your parish, our team has assembled this Leadership Guide. It will guide you through the four simple phases of the *Appeal* in your parish and provide other resources. Much of this information is also available online at archstl.org/aca. Just click on the Leadership and Volunteer section for more help.

As you work on the *Appeal* in the coming months, I pray that your experience will draw you closer to the Church and especially to the love of our Lord, Jesus Christ. Thank you, and I will be praying for you!

Gratefully,

Brian Niebrugge
Executive Director
Office of Stewardship and the Annual Catholic Appeal

P.S. Please pray for the *Appeal* every day! If we pray and work hard, we can be confident our Lord will provide us with the resources needed for the mission of the Church in the Archdiocese of St. Louis.
### 2019 MASTER CALENDAR

#### Appeal Launch Meetings and Kickoff Dinner

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>February 21, 2019</td>
<td>Saint Agnes Parish–Bloomsdale (Festus &amp; Ste. Genevieve Deaneries)</td>
</tr>
<tr>
<td>February 26, 2019</td>
<td>Saint Gertrude Parish–Krakow (Washington Deanery)</td>
</tr>
<tr>
<td>February 28, 2019</td>
<td>Cardinal Rigali Center</td>
</tr>
<tr>
<td>March 5, 2019</td>
<td>Assumption Parish - O’Fallon (St. Charles Deanery)</td>
</tr>
<tr>
<td>March 7, 2019</td>
<td>Cardinal Rigali Center</td>
</tr>
<tr>
<td>March 12, 2019</td>
<td>Our Lady of Guadalupe Parish (St. Louis)</td>
</tr>
<tr>
<td>March 14, 2019</td>
<td>For New Parish Chairs, Cardinal Rigali Center</td>
</tr>
<tr>
<td>April 7, 2019</td>
<td>ACA Kickoff Dinner</td>
</tr>
</tbody>
</table>

#### ACA Parish Pledge Weekends and Processing

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>April 27-28, 2019</td>
<td>ACA Weekend</td>
</tr>
<tr>
<td>April 29, 2019</td>
<td>Send first set of pledge cards to the lockbox*</td>
</tr>
<tr>
<td>May 4-5, 2019</td>
<td>ACA Weekend</td>
</tr>
<tr>
<td>May 6, 2019</td>
<td>Send second set of pledge cards to the lockbox*</td>
</tr>
<tr>
<td>May 11-12, 2019</td>
<td>ACA Weekend</td>
</tr>
<tr>
<td>May 13, 2019</td>
<td>Send third set of pledge cards to the lockbox*</td>
</tr>
<tr>
<td>May 20, 2019</td>
<td>Send fourth set of pledge cards to the lockbox*</td>
</tr>
<tr>
<td>May 28, 2019</td>
<td>Send fifth set of pledge cards to the lockbox*</td>
</tr>
<tr>
<td>May 31, 2019</td>
<td>Deadline for sending pledge cards to the lockbox to keep donors from receiving the Follow-up Mailing*</td>
</tr>
</tbody>
</table>

#### Mailings from the ACA Office

<table>
<thead>
<tr>
<th>Date</th>
<th>Mailer Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 1, 2019</td>
<td>Advance Mailing (includes Associates, $500+ donors, clergy and religious)</td>
</tr>
<tr>
<td>Late March/Early April</td>
<td>Catholic St. Louis magazine mails</td>
</tr>
<tr>
<td>April 5, 2019</td>
<td>General Mailing</td>
</tr>
<tr>
<td>June 21, 2019</td>
<td>Follow-up Mailing (to those who have not yet made a pledge)</td>
</tr>
</tbody>
</table>

#### Deadlines

<table>
<thead>
<tr>
<th>Date</th>
<th>Deadline Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 29, 2019</td>
<td>Deadline for ACA parish kits to be mailed to parish office</td>
</tr>
<tr>
<td>June 9-20, 2019</td>
<td>Telemarketing begins for Associates ($1,000+)</td>
</tr>
<tr>
<td>August 16, 2019</td>
<td>Final cut-off for Appeal 2019</td>
</tr>
<tr>
<td>September 13, 2019</td>
<td>Final Progress Report published in the St. Louis Review</td>
</tr>
</tbody>
</table>

NOTE: Progress Reports will be emailed to each parish by the ACA office periodically throughout the Appeal.

* Indicates Parish Chair responsibility.

Please pray for the success of the Appeal. For help at any time, please call our office at 314.792.7680.
THE MISSION OF THE ANNUAL CATHOLIC APPEAL

Through baptism, every Catholic has been given the grace to be God’s steward, 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.
INTRODUCTION

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
  • Launch meeting dates
  • Online parish prep questionnaire access
  • 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 Carlson 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 is 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 donor’s 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.
THE FOUR PHASES OF THE APPEAL

• Phase 1: Promote the Appeal
• Phase 2: Obtain the Pledge
• Phase 3: Conduct Smart Follow-up
• Phase 4: Thank the Donors
FOUR PHASES OF THE APPEAL

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 being done by the ACA office. 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 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 conducts a guest speaker program, connecting parishes with people from ministries supported by the Appeal.

• **Publish announcements** – use the 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.

• **Use social media** – use the ACA website toolkit provided online at archstl.org/aca.
PHASE 1: PROMOTE THE APPEAL (CONTINUED)

- **Utilize the marketing support** – several of these items, including brochures, bulletin covers and case statements, are included in the Appendix.

- **Use your own creativity** – promote the *Appeal* in your parish in your own way.

<table>
<thead>
<tr>
<th>What else is happening?</th>
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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*.

**Print ads** highlighting the *Appeal* will appear in publications throughout the archdiocese.

A **personal letter from Archbishop Carlson** is sent to all 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

Hospitality – welcoming others at the parish is an important way to demonstrate our relationship with Jesus Christ and foster discipleship.

Best Practices

- **Make pledging convenient** - select a location at your parish that is easily accessible after Masses.
- **Spread out the cards** - make it easy for volunteers to help people find their cards.
- **Have plenty of pens** - Make sure you have enough pens for people 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 Tab 3 of this binder for precise processing instructions.

What else is happening?

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

There is no **direct solicitation** between parishioners and the ACA Office during this time. 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.
PHASE 3: CONDUCT SMART FOLLOW-UP

Stewardship is a way of life. Reaching out to invite others to give, and following up when possible, will reinforce the importance of participation by everyone.

Best Practices

• **First, 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 mailings** – use the sample letters provided in the Appendix of this binder.

• **Share the printed materials** and the video to help 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 19 for details about online reporting.

• **Be persistent** – continue promoting the *Appeal*, follow up with donors, and let us know if we can help.

What else is happening?

**Mailed Follow-up:** Any active registered household that has not made a gift by mid-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.
Discipleship involves sacrifice, but also celebration as a community. Create opportunities to thank and celebrate those who have made a gift.

**Best Practices**

- **Say “thank you” often** – as people 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 into the Prayers of the Faithful, 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.

**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 Carlson hosts *Associates of the Archbishop appreciation events* in the fall.

Every donor receives a thank-you letter from the archbishop.
3 TOOLKIT

- Parish Goal Overview
- Filling Out a Pledge Card
- Pledge Card Processing
- Matching Gift Processing
- Online Reporting Tools
PARISH GOALS

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’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 $14.2 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 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 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 (LYBUNTS Report, provided by the Office of Stewardship and the Annual Catholic Appeal) 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.
FILLING OUT A PLEDGE CARD

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
• Email address (if requested)
• Home phone (if requested)
• Prior gift (if applicable)
• Requested gift amount
• Donor’s account number
• Parish number
• Any applicable matching gift information
• Parishioner’s name, home address, city, state and ZIP code

Telephone numbers can be listed on the pledge cards, if requested by your parish, to make telephone follow-up calls easier for volunteers.

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 “balance” sections.
2. Choose a payment option and plan as indicated, if applicable.
3. For automatic payment from checking or savings, attach a voided check to verify the nine-digit bank routing/transit number and account number.

For volunteers: If the donor does not have a check on hand, please hold the pledge card until the voided check is provided.

4. For credit cards, check the proper credit card box. Enter a readable credit card number on the proper line, along with an expiration date.

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 each month.

5. Sign and date the pledge card.
6. Provide email address.
FILLING OUT A PLEDGE CARD

Notes

- 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 Office Copy” of the card.

- If someone is unable to participate, please ask them to check the box “I am unable to participate at this time” 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 matching gift instructions.

- 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.
FILLING OUT A PLEDGE CARD

Top Copy: Privacy Slip

Thank you for considering a gift to the 2019 Annual Catholic Appeal. Your gift will help others to experience the love and mercy of Jesus Christ through the ministries of His Church.

Sincerely yours in Christ,

Most Reverend Robert J. Carlson
Archbishop of St. Louis

Parish Office Copy

Select payment option:
- Bill me (1)
- Automatic withdrawal (2)
- Credit Card (3)
- Gift of Stock

Select one of the following payment plans for your pledge:
(1) ☐ 12 monthly payments - Jul 2019 - Jun 2020
(2) ☐ Four quarterly payments - Jul and Oct 2019, Jan and Apr 2020
(3) ☐ Three payments - Jul, Oct and Dec
(4) ☐ One payment - Nov - Jul (6/6/19) - Oct (10/10) - Dec (12) Other _________

Please complete the following if applicable:
Automatic withdrawals are processed on the 10th of the month.

Account No. 123456789
Credit Card: □ MasterCard □ Visa □ Discover □ American Express
Exp. Date __________

Make checks payable to the Annual Catholic Appeal unless your employer will match your gift. See reverse side for details and to indicate the recipient for your company match.

My employer will match my gift ______

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

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PLEDGE CARD PROCESSING PROCEDURE

Every week, the pledge cards will need to be properly batched and sent to the lockbox (bank) for processing. Timely remittance will ensure that your Parish Progress Reports reflect your current parish totals. This will also ensure 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 Office 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 Office Copy of the pledge card. Please do not staple or paperclip the checks to the pledge cards.

3. Put the handwritten pledge cards and their associated payments together (pledge cards without preprinted information). These batches (grouped according to batching instructions below) should be placed in the envelope marked “Handwritten Pledges” and mailed separately to the ACA office.

4. Batch the Appeal Office Copy of the pledge cards into the following categories:
   • Pledge cards with checks.
   • Direct debit pledges and single payments (ACH).
   • Credit card single payments.
   • Credit card installment payments (includes those with partial payment).
   • Matching gift pledges. If a matching gift form is available, it should be placed behind the donor’s check.
   • Pledge cards with cash. The lockbox (bank) 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. Keep these pledge cards together and place the single check behind them. Please include an adding machine tape showing the amount of each card for a total equal to the face value of the parish check. Send these batches directly to the ACA Office via the “Handwritten Pledges” envelopes.
   • Pledges without checks, credit cards, automatic payments or stock payments.
   • Pledge cards without a pledge or payment (refusal to give, unable to participate).
   • Pledge cards with special notations (moved, deceased, etc.).

5. Bundle the batches. Use rubber bands to bundle each batch separately.

6. Mail the batches. All batches except the handwritten pledge cards and multiple cash gift batches should be placed in the provided lockbox envelopes and mailed to the lockbox. Handwritten pledge cards and multiple cash gift batches should be placed in the specially marked envelopes and mailed directly to the ACA office. All envelopes will be included in the parish kit sent to the parish by the end of March.

Thank you for your assistance with this important task of the Appeal.
PROCESSING MATCHING GIFTS

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 complete the form, provide them with a matching gift return envelope from the parish kit. Please send the pledge card to the lockbox. The matching gift form can be sent separately.

A Step-By-Step Guide for Matching Gifts:

1. Review matching gift flyer from the parish kit, sent to the parish office in late March.

2. 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.

3. 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.

4. Work with the pastor and parish volunteer staff to ensure the matching gift program is adequately promoted, using the matching gift posters, matching gift flyers, bulletin announcements, pulpit announcements and any other appropriate medium at your parish.

5. 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.

6. After the main Appeal weekends, obtain a list of current matching gift donors (Current Year Matching Gift Donors) from the online reporting system.

7. 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.
PROCESSING MATCHING GIFTS

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:** Some companies will allow gifts to be made directly to the Annual Catholic Appeal for matching gifts. If the company requires that the matching gift be made to a school, the check should be made payable to the school designated on the matching gift form by the donor, 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.

**Notes**

• 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 on the pledge card.
### Online Reporting Tools

The *Annual Catholic Appeal* offers online reporting for your parish. The system is secure and updated daily, beginning in January. 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 AAR 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.

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<thead>
<tr>
<th>Report Name</th>
<th>Description</th>
<th>What, When and Where to Use This Report</th>
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<tbody>
<tr>
<td>Current Year Progress Report</td>
<td>Summary information for the current year, including parish goal, challenge goal, new donor goal, and progress toward each goal.</td>
<td>Use this to measure progress in this year’s <em>Appeal</em>.</td>
</tr>
<tr>
<td>Current Year LYBUNTS (Last Year But Not This Year)</td>
<td>Parishioners who gave last year but not yet this year.</td>
<td>Use when conducting follow-up after <em>Appeal</em> Sundays, to identify those most likely to respond. This report can also be used to send a letter prior to <em>Appeal</em> Sundays, encouraging participation.</td>
</tr>
<tr>
<td>Current Year SYBUNTS (Some Years But Not This Year or Last Year)</td>
<td>Parishioners who gave some years but not yet this year or last year.</td>
<td>Use this report to conduct the follow-up after <em>Appeal</em> Sundays, to identify those most likely to give. This report can also be used to send a letter prior to <em>Appeal</em> Sundays, encouraging participation.</td>
</tr>
<tr>
<td>Never Givers</td>
<td>Parishioners who have never given to the <em>Annual Catholic Appeal</em>.</td>
<td>Use this report to find potential new donors. This report can also be used to send a letter prior to <em>Appeal</em> Sundays, encouraging participation.</td>
</tr>
</tbody>
</table>
## ONLINE REPORTING TOOLS

<table>
<thead>
<tr>
<th>Report Name</th>
<th>Description</th>
<th>What, When and Where to Use This Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Year Not Given</td>
<td>Parishioners who have not yet given this year. Combines the Cur. Yr. LYBUNTS, Cur. Yr. SYBUNTS, and Never Givers reports.</td>
<td>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 Appeal Sundays, encouraging participation.</td>
</tr>
<tr>
<td>Parish List</td>
<td>A list of all parishioners associated with the parish.</td>
<td>Use this list to ensure that the Appeal has the most current parishioner list.</td>
</tr>
<tr>
<td>Current Year Pledge Detail</td>
<td>Reports total gift for each parishioner who has given this year.</td>
<td>Use this list to ensure all gifts have been properly recorded, or to see who has contributed to your parish total.</td>
</tr>
<tr>
<td>Current Year Refusals</td>
<td>Parishioners who have sent in a “signed refusal,” which is a pledge card stating that they will not give to the Appeal.</td>
<td>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.</td>
</tr>
<tr>
<td>Prior Year Matching Gift Detail</td>
<td>List of parishioners who made a matching gift in previous years.</td>
<td>Use this list to determine who may be able to make a matching gift.</td>
</tr>
</tbody>
</table>
APPENDIX

- Parish Incentive Program
- AAR Form
- Sample Letters
- Scripture Reflections
- Bulletin/Pulpit Announcements
- Contact List
- How Your Gift Helps
- Marketing Materials
PARISH INCENTIVE PROGRAM 2019

Purpose: Encourage and Promote Parish Participation and Financial Goals.

Award 5 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.
- Five tickets will be drawn by Archbishop Carlson at the Kickoff Dinner on April 7, 2019.

Parishes are awarded tickets based on the following objectives:

- One ticket for reaching your 2018 Financial Goal.
- One ticket for reaching your 2018 Challenge Goal.
- One ticket for Increased Participation in 2018.
- One ticket for greater than 50% Total Participation in 2018.
- One ticket for meeting your 2018 New Donor Goal.
- One ticket for increasing the number of Associates from 2017 to 2018.
- One ticket for showing the ACA Video during the 2018 Appeal.
- One ticket for attending a 2019 Appeal Launch Session.

Note: The objectives for which tickets are awarded may be changed. Any changes will be announced at the Appeal Launch Meetings.
Annual Appeal Reporting (AAR)
Access Request Form for New Users

Please return the completed form to the ACA office. Once a new user has been added to the system, they will receive instructions from the IT department via email. The IT Help Desk can be reached at 314.792.7593.

20 Archbishop May Drive
Saint Louis, MO 63119

Email: acaoffice@archstl.org
Fax: (314) 792-7229

Are you currently a SEPT or PHOL user at your parish?  □ Yes  □ No
If yes, please complete only your Name, Email Address and Parish Name.

Name: ____________________________
Email Address: ____________________________
Phone: ____________________________
Parish Name: ____________________________
Parish Number: ____________________________
Parish City: ____________________________

User ID and Password: Your AAR User ID will be assigned as your ‘first name+last name’ (e.g., JohnSmith). Passwords must contain a minimum of eight characters and include at least one uppercase letter (A to Z), at least one lowercase letter (a to z), and at least one number (0-9) or one special character from this set (~!@#$%^&*_-+=`|(){}[]:;"'<>,.?/). You cannot use any part of your name as part of the password. Please type your chosen password below:

Password: ____________________________

Security Question: Please answer only ONE of the questions below. It will become your security question. Should you forget your password, you will have to give the answer to the security question before the support person will be able to reset your password.

Mother’s maiden name?
First school attended?
Oldest child’s birthday

Operating System: Please select the computer operating system you are using:

PC: □ Windows Vista □ Windows 7 □ Windows 8.x □ Windows 10
Mac: □ OS9 □ OSX

User’s Signature: ____________________________ Date: ____________________________

YOUR PASTOR’S SIGNATURE IS REQUIRED IN ORDER TO GRANT YOU ACCESS TO AAR.

Pastor’s Signature: ____________________________ Date: ____________________________

Please pray for the success of the Appeal. For help at any time, please call our office at 314.792.7680.
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.

All of these letters also are available online at archstl.org/aca. Just click on “Resources for Leadership and Volunteers.”

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

Sample Letters

<table>
<thead>
<tr>
<th>Sample Letters</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Sample Letter from Pastor to Those Who Gave Last Year (LYBUNTS)</td>
<td>A. Sample letter from pastor to those who have given last year.</td>
</tr>
<tr>
<td>B. Sample Letter from Pastor to Those Who Have Given in the Past But Not Last Year (SYBUNTS)</td>
<td>B. Sample letter from pastor to those who have given in past years but not last year.</td>
</tr>
<tr>
<td>C. Sample Letter from Pastor to Those Who Have Never Given</td>
<td>C. Sample letter from pastor to those who have never given.</td>
</tr>
<tr>
<td>D. Sample Letter to Those Who Have Not Yet Given After Appeal Sundays—Follow-up Letter</td>
<td>D. Sample letter from pastor to those who have not yet given after Appeal Sundays.</td>
</tr>
<tr>
<td>E. Sample Letter to be Sent Home by School Principal/DRE Prior to the Appeal</td>
<td>E. Sample letter to be sent home with school-aged children from the principal or DRE.</td>
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<tr>
<td>F. Sample Letter from Pastor to Those Who Gave Between $500-999 Last Year</td>
<td>F. Sample letter from pastor to those who gave $500 to $999 last year.</td>
</tr>
<tr>
<td>G. Sample Thank-You Letter from Pastor to Non-Associates</td>
<td>G. Sample thank-you letter from pastor to those who gave less than $1,000 this year.</td>
</tr>
<tr>
<td>H. Sample Thank-You Letter from Pastor to Associates</td>
<td>H. Sample thank-you letter from pastor to those who gave more than $1,000 this year.</td>
</tr>
<tr>
<td>I. Sample Email to Parishioners</td>
<td>I. Sample email to parishioners just before Appeal Weekends.</td>
</tr>
</tbody>
</table>
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 «first_name»,

Recently Archbishop Carlson invited everyone in our Catholic community to make a gift to the Annual Catholic Appeal. As a parish, we are being asked to consider how we might say I Believe – offer our yes to God – by sharing our gifts with others. The Appeal is one way we do just that. It is an opportunity to come together to support those who are suffering or in need, the weak and the abandoned.

Our willingness to say I Believe, without condition, creates in us a generous heart. Faith leads to a desire to take action – to satisfy hunger and heal broken lives. Faith stirs in us a spirit of goodwill in our parishes and schools. Faith means a family will find hope and a single mother will keep her child.

Thank you for your generous support of the Annual Catholic Appeal last year. It meant so much to those we seek to help. Your contribution helped to enliven programs and ministries like «example» and provides for many other opportunities for grace in our community. I invite you to consider a gift to this year’s Appeal in the coming weeks.

Please join me and many others in our parish in sharing our gifts joyfully and saying I Believe confidently! I am praying for you and your loved ones daily.

Sincerely,

«signature»

«pastor_name»
«parish_name»

P.S. Visit archstl.org/aca to learn more about supported ministries and agencies and to view a brief video about those who benefit from the Appeal.
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 «first_name»,

Recently Archbishop Carlson invited everyone in our Catholic community to make a gift to the Annual Catholic Appeal. As a parish, we are being asked to consider how we might say I Believe – offer our yes to God – by sharing our gifts with others. The Appeal is one way we do just that. It is an opportunity to come together to support those who are suffering or in need, the weak and the abandoned.

Our willingness to say I Believe, without condition, creates in us a generous heart. Faith leads to a desire to take action – to satisfy hunger and heal broken lives. Faith stirs in us a spirit of goodwill in our parishes and schools. Faith means a family will find hope and a single mother will keep her child.

Thank you for your generous support of the Annual Catholic Appeal in the past. It meant so much to those we seek to help. Your contribution helped to enliven programs and ministries like «example» and provided many other opportunities for grace in the community. I invite you to consider a gift to this year’s Appeal in the coming weeks.

Please join me and many others in our parish in sharing our gifts joyfully and saying I Believe confidently! I am praying for you and your loved ones daily.

Sincerely,

«signature»

«pastor_name»
«parish_name»

P.S. Visit archstl.org/aca to learn more about supported ministries and agencies and to view a brief video about those who benefit from the Appeal.
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 «first_name»,

Recently Archbishop Carlson invited everyone in our Catholic community to make a gift to the *Annual Catholic Appeal*. As a parish, we are being asked to consider how we might say *I Believe* – offer our *yes* to God – by sharing our gifts with others. The *Appeal* is one way we do just that. It is an opportunity to come together to support those who are suffering or in need, the weak and the abandoned.

Our willingness to say *I Believe*, without condition, creates in us a generous heart. Faith leads to a desire to take action – to satisfy hunger and heal broken lives. Faith stirs in us a spirit of goodwill in our parishes and schools. Faith means a family will find hope and a single mother will keep her child.

I invite you to learn more about the works of the Church in St. Louis by visiting *discoverthejoy.archstl.org*. Please prayerfully consider participating with a gift to the *Annual Catholic Appeal*. Here at «parish_name», your gift will help support «insert ministries here». Your generosity will provide for many opportunities for grace in the community.

Please join me and many others in our parish in sharing our gifts joyfully and saying *I Believe* confidently! I am praying for you and your loved ones daily.

Sincerely,

«signature»

«pastor_name»
«parish_name»

P.S. Visit *discoverthejoy.archstl.org* to learn more about the ministries and agencies that touch the lives of people throughout our community each day.
D. SAMPLE LETTER 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 «first_name»,

Recently Archbishop Carlson invited everyone in our Catholic community to make a gift to the Annual Catholic Appeal. As a parish, we are being asked to consider how we might say I Believe – offer our yes to God – by sharing our gifts with others. The Appeal is one way we do just that. It is an opportunity to come together to support those who are suffering or in need, the weak and the abandoned.

Our willingness to say I Believe, without condition, creates in us a generous heart. Faith leads to a desire to take action – to satisfy hunger and heal broken lives. Faith stirs in us a spirit of goodwill in our parishes and schools. Faith means a family will find hope and a single mother will keep her child.

This year, I invite you to participate in the Annual Catholic Appeal. Your contribution will help to enliven programs and ministries like «example». Your generosity also will provide for many other opportunities for grace in the community. Even though Appeal Sundays are past, our Parish Follow-Up continues. You can still make a gift to the Appeal by <<instructions>>.

Please join me and many others in our parish in sharing our gifts joyfully and saying I Believe confidently! I am praying for you and your loved ones daily.

Sincerely,

«signature»

«pastor_name»
«parish_name»

P.S. Visit archstl.org/aca to learn more about supported ministries and agencies and to view a brief video about those who benefit from the Appeal.
E. SAMPLE LETTER TO BE SENT HOME BY 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 «first_name»,

Recently Archbishop Carlson invited everyone in our Catholic community to make a gift to the Annual Catholic Appeal. As a parish, we are being asked to consider how we might say I Believe – offer our yes to God – by sharing our gifts with others. The Appeal is one way we do just that. It is an opportunity to come together to support those who are suffering or in need, the weak and the abandoned.

Our willingness to say I Believe, without condition, creates in us a generous heart. Faith leads to a desire to take action – to satisfy hunger and heal broken lives. Faith stirs in us a spirit of goodwill in our parishes and schools. Faith means a family will find hope and a single mother will keep her child.

I encourage you to share the joy of giving with your family. Your prayerful support of the Appeal will allow your family to witness the story of Christ among us. Please take the opportunity to talk to your children about the importance of faith, the need for generosity and how they might bring hope and healing into our world through their words and actions.

I invite you to participate in this year’s Appeal, and to encourage your children to participate in our youth Appeal with some small gift as well. Your family’s contributions will help to enliven programs and ministries like (list something close to your heart). Thank you for considering my request.

Please join many in our school and parish community by sharing your gifts joyfully and saying I Believe confidently!

Sincerely,

«signature»
«principal / DRE»

P.S. Visit archstl.org/aca to learn more about supported ministries and agencies and to view a brief video about those who benefit from the Appeal.
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 between $500 and $999, asking them to consider becoming an Associate. When: Just Prior to Appeal Sundays.

«date»

«name»
«addr_line1»
«city», «state» «ZIP»

Dear «first_name»,

Recently Archbishop Carlson invited everyone in our Catholic community to make a gift to the Annual Catholic Appeal. As a parish, we are being asked to consider how we might say I Believe – offer our yes to God – by sharing our gifts with others. The Appeal is one way we do just that, as a parish. It is an opportunity to come together to support those who are suffering or in need, the weak and the abandoned.

Our willingness to say I Believe, without condition, creates in us a generous heart. Faith leads to a desire to take action – to satisfy hunger and heal broken lives. Faith stirs in us a spirit of goodwill in our parishes and schools. Faith means a family will find hope and a single mother will keep her child.

Thank you for your generous support of the Annual Catholic Appeal last year. It meant so much to those we seek to help. Your contribution helped to enliven programs and ministries like «example». This year, if you are able, please prayerfully consider joining the Associates of the Archbishop with a gift of $1,000 or more. As an Associate of the Archbishop, you will help even more people to experience the love of Christ through the ministries of His Church.

Please join me and many others in our parish in sharing our gifts joyfully and saying I Believe confidently! I am praying for you and your loved ones daily.

Sincerely,

«signature»

«pastor_name»
«parish_name»

P.S. Visit archstl.org/aca to learn more about supported ministries and agencies and to view a brief video about those who benefit from the Appeal.
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 «first_name»,

Thank you for your generous gift of «GIFT_AMT» to the Annual Catholic Appeal. Your generosity is a powerful witness of your faith in action. Your support will help to touch lives in our parish and throughout our archdiocese.

I am grateful for your participation in the Appeal. The generosity of so many in our parish is an important witness of our faith in Jesus. May God continue to bless you and your loved ones.

Sincerely,

«signature»

«pastor_name»
«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 «first_name»,

Thank you for your generous leadership gift of «GIFT_AMT» to the Annual Catholic Appeal. Your support as an Associate of the Archbishop is a powerful witness of your faith in action. Your leadership gift will help to touch lives in our parish and throughout our archdiocese.

I am grateful for your extraordinary generosity as an Associate of the Archbishop. The response of so many in our parish is an important witness of our faith in Jesus. May God continue to bless you and your loved ones.

Sincerely,

«signature»

«pastor_name»
«parish_name»
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 «first_name»,

Archbishop Carlson has invited everyone in our Catholic community to make a gift to the *Annual Catholic Appeal*. Each year, the *Appeal* is one way we say *I Believe* – offer our *yes* to God – by sharing our gifts with others.

Please prayerfully consider making a gift after Mass on «date». Your contribution will help strengthen ministries and programs like «example» right here in «parish».

Visit [archstl.org/aca](http://archstl.org/aca) to learn more about supported ministries and agencies and to view a brief video about those who benefit from the *Appeal*. Thank you for your support and know that I am praying for you and your loved ones daily.

Sincerely,

«pastor»
SCRIPTURE REFLECTIONS

Second Sunday of Easter
April 27/28, 2019

Doubting, stubborn, weak Thomas

Everyone knows the expression, “doubting Thomas.” This is among the most famous passages in the New Testament where a doubting, stubborn, weak apostle, Thomas, outright refuses to acknowledge that the Lord has risen from the dead unless he sees him for himself, sees the wounds of crucifixion, and touches the flesh of Jesus. Unless “I can place my fingers in the wounds,” he exclaims, “I will not believe.”

He wanted proof. As we all do at one time or another. It is a weak but all too human response. Saying I Believe is not always as easy and simple as it might seem.

Believing in the Resurrection of Jesus, the eternal presence of the living God, is a lifelong response by each Christian. Sometimes our faith is strong, sometimes weak. Nonetheless, all that we do is a reflection of our faith... in times of doubt, stubbornness and weakness. Through it all, a life of giving is the preeminent centerpiece of the Christian life. This means giving our selves to others, sharing our blessings and gifts, and designating part of our wealth to help others. Renewing an annual commitment to the Annual Catholic Appeal can be an important part of a declaration of faith.

We seek the grace to overcome our doubt, stubbornness and weakness, just like one of the twelve hand-picked founders of the Catholic Church – St. Thomas.

Please pray for the success of the Appeal. For help at any time, please call our office at 314.792.7680.
Do you love me?
Have you ever asked this question of someone you love?

These are the words of Jesus to Peter after the resurrection. In this famous passage, Jesus asks him three times. Over and over again, Jesus persists. “Do you love me?” It must have hurt Peter to hear his Lord and Master repeat this penetrating question. Exasperated, Peter says, “Lord, you know everything; you know that I love you!”

Jesus knew Peter believed, but he also knew how fragile his faith was. Only a short time before did Peter deny Jesus and run away when Jesus was crucified. Jesus doesn’t demand an expression of faith, so much as encourage us to be confident and sure when we say, I Believe. Jesus knows once Peter is confirmed in faith, he will do anything for the proclamation of the Gospel.

The Annual Catholic Appeal asks the question, “Will you give?” In some ways it is the same question as “Do you love me?” or even “Do you believe?” It is really one question, not three, to which the Christian is invited to make a response. I Believe, in short, means I love and I will give.
An invitation to Believe
How many chances do we get? Who gets the chance? When?

In the reading from the Acts of the Apostles today, we see those who were given the opportunity to believe St. Paul’s witness to Jesus. But many rejected Paul’s preaching of the Word, thereby condemning themselves as “unworthy of eternal life” (cf. Acts 13:14’ 43-52).

Many of the Gentiles, on the other hand, Paul writes, who were “destined for eternal life came to believe.” Faith is a gift, freely given by God and lovingly accepted by believers. God gives us many opportunities, sometimes every day, to respond. Often we do, other times we do not.

The Annual Catholic Appeal is an invitation to Believe. It is an opportunity to acknowledge the many blessings of God in our lives, and an opportunity to share these blessings. It all starts with faith. It begins when we say I Believe. Each person has the chance to say yes, to make a conscious decision to believe.

We don’t often think of “giving” as a way to choose eternal life. Certainly we cannot buy salvation with money. Giving, however, is a reflection of who we are, followers of Jesus. Giving demonstrates how we love, and how convincingly we care.
April 27/28, 2019 – Second Sunday of Easter
Doubting, stubborn, weak Thomas

In the reading Gospel this weekend, the apostle Thomas refuses to acknowledge that the Lord has risen from the dead. He asks to see the wounds of crucifixion and touch the flesh of Jesus for himself. He wanted proof. We all do at one time or another. It is a weak but all too human response.

Saying I Believe is not always easy. Believing in the Resurrection of Jesus is a lifelong response by each Christian. Sometimes our faith is strong, sometimes weak. Through it all, giving is central to the Christian life. The Annual Catholic Appeal is one way we declare our faith in Jesus by sharing our gifts with others. Together we respond to Christ’s call to new life this Easter season, as we seek to overcome doubt, stubbornness and weakness.

May 4/5, 2019 – Third Sunday of Easter
Do you love me?

“Do you love me?” These are the words of Jesus to Peter after the resurrection. Over and over again, Jesus persists, “Do you love me?” Exasperated, Peter says, “Lord you know everything; you know that I love you!” Jesus knew Peter believed, but he also knew how fragile his faith was. Jesus doesn’t demand an expression of faith, but encourages us to be confident when we say I Believe.

The Annual Catholic Appeal asks the question, “Will you give?” In some ways it is the same question as “Do you love me?” or even “Do you believe?” It is really one question, not three, to which the Christian is invited to respond. I Believe in short, means I love and I will give.

May 11/12, 2019 – Fourth Sunday of Easter
An invitation to Believe

In the reading from the Acts of the Apostles, we see those who were given the opportunity to believe St. Paul’s witness to Jesus. While many rejected Paul’s preaching of the Word, many Gentiles who were “destined for eternal life, came to believe” (cf. Acts 13:48).

Faith is a gift, freely given by God and lovingly accepted by believers. God gives us many opportunities every day to respond. The Annual Catholic Appeal is an invitation to say I Believe – to acknowledge the blessings of God in our lives and to share them with others.

We don’t often think of giving as a way to choose eternal life. Certainly, we cannot buy salvation with money. Giving, however, is a reflection of who we are – followers of Jesus. Giving demonstrates how we love, and how convincingly we care.
CONTACT LIST

For assistance, please contact a member of the ACA staff at any time.

Office of Stewardship and the Annual Catholic Appeal
20 Archbishop May Drive
Saint Louis, MO 63119

Main: 314.792.7680
Fax: 314.792.7842
acaoffice@archstl.org

Brian Niebrugge
Executive Director
314.792.7681
niebruggeb@archstl.org

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Executive Assistant
314.792.7691
nancyrankin@archstl.org

Dave Sida
Senior Director of Operations
314.792.7211
davesida@archstl.org

Dave Baranowski
Stewardship Education Director
314.792.7215
davidbaranowski@archstl.org

Mia Lorenzo
Development Systems/Project Manager
314.792.7216
mialorenzo@archstl.org

Tiffany Calzone
Communications and Operations Coordinator
314.792.7682	tiffanycalzone@archstl.org

Will Owen
Workflow Coordinator
314.792.7213
williamowen@archstl.org

Carol George
Matching Gift Coordinator
314.792.7685
carolgeorge@archstl.org

Kerry Gavrilovic
Database Assistant
314.792.7684
kerrygavrilovic@archstl.org

Reginald Williams
Database Assistant
314.792.7689
reginaldwilliams@archstl.org

Please pray for the success of the Appeal. For help at any time, please call our office at 314.792.7680.
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 their parishes
• Respond to emergency situations

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

• 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 Newman Centers on college and university campuses
• Reach young adults through the Catholic Youth Apostolate programs
• Keep students in Catholic schools through the Alive in Christ! and 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 Paul VI Institute, 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 the bimonthly magazine, Catholic St. Louis
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
- Care for those living with HIV/AIDS through Doorways Ministries
- Advocate on behalf of people in need of legal assistance and representation
- Spread the Gospel message to those living in impoverished Latin American communities through the archdiocesan missions
- Shelter men and women without a place to live in our own community, and work for sustainable, systemic change through Peter & Paul Community Services and Sts. Joachim and Ann Care Service

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.

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.*

### Human Dignity and Social Responsibility

<table>
<thead>
<tr>
<th>Ministry</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catholic Charities</td>
<td>$1,300,000</td>
</tr>
<tr>
<td>Respect Life Apostolate</td>
<td>$325,000</td>
</tr>
<tr>
<td>Regina Cleri Priests Retirement Home</td>
<td>$315,000</td>
</tr>
<tr>
<td>Hispanic Ministry</td>
<td>$195,000</td>
</tr>
<tr>
<td>Rural Parish Clinic</td>
<td>$100,000</td>
</tr>
<tr>
<td>Our Lady of Guadalupe Convent</td>
<td>$100,000</td>
</tr>
<tr>
<td>Sts. Joachim and Ann Care Service</td>
<td>$90,000</td>
</tr>
<tr>
<td>Criminal Justice Ministry</td>
<td>$65,000</td>
</tr>
<tr>
<td>Archbishop’s Charity Fund</td>
<td>$50,000</td>
</tr>
<tr>
<td>Immigrant and Refugee Support</td>
<td>$40,000</td>
</tr>
<tr>
<td>Parish Food Pantries</td>
<td>$35,000</td>
</tr>
<tr>
<td>Doorways HIV Ministry</td>
<td>$30,000</td>
</tr>
<tr>
<td>Peter and Paul Community Services, Shelter at Sts. Peter and Paul Parish</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

### Catholic Education

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary School Assistance</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Archdiocesan High Schools</td>
<td>$1,170,000</td>
</tr>
<tr>
<td>Continuing Formation for Priests</td>
<td>$876,000</td>
</tr>
<tr>
<td>Special Education</td>
<td>$300,000</td>
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<tr>
<td>Parochial High Schools</td>
<td>$290,000</td>
</tr>
<tr>
<td>Newman Centers on College Campuses</td>
<td>$250,000</td>
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<tr>
<td>Permanent Diaconate</td>
<td>$130,000</td>
</tr>
<tr>
<td>Today and Tomorrow Educational Fund</td>
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</tbody>
</table>

### Missionary Discipleship

<table>
<thead>
<tr>
<th>Ministry</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Care for Active and Retired Priests</td>
<td>$750,000</td>
</tr>
<tr>
<td>St. Charles Lwanga Center</td>
<td>$146,000</td>
</tr>
<tr>
<td>Catholic St. Louis Magazine</td>
<td>$80,000</td>
</tr>
<tr>
<td>Latin America Apostolate</td>
<td>$75,000</td>
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<tr>
<td>Rural Parish Workers</td>
<td>$50,000</td>
</tr>
<tr>
<td>Cathedral Basilica of St. Louis</td>
<td>$50,000</td>
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<tr>
<td>Catholic Renewal Center</td>
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</tr>
<tr>
<td>Messengers of Peace Mission Work</td>
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### Culture of Leadership

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Archdiocesan Seminary</td>
<td>$600,000</td>
</tr>
<tr>
<td>Vocation Programs</td>
<td>$505,000</td>
</tr>
<tr>
<td>Marriage and Family Life</td>
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</tr>
<tr>
<td>Paul VI Institute/Adult Catechesis</td>
<td>$300,000</td>
</tr>
<tr>
<td>Natural Family Planning</td>
<td>$200,000</td>
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<tr>
<td>Parish Emergency Assistance Fund</td>
<td>$90,000</td>
</tr>
<tr>
<td>Elementary Teachers Educational Fund</td>
<td>$75,000</td>
</tr>
<tr>
<td>High School Stewardship Essay Program</td>
<td>$55,000</td>
</tr>
<tr>
<td>Support for Religious Orders</td>
<td>$25,000</td>
</tr>
<tr>
<td>Catholic Youth Apostolate</td>
<td>$20,000</td>
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</tbody>
</table>

### Other

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Annual Catholic Appeal Expenses</td>
<td>$1,335,000</td>
</tr>
<tr>
<td>Reserve for Unpaid Pledges</td>
<td>$852,000</td>
</tr>
<tr>
<td>Archdiocesan Services</td>
<td>$426,000</td>
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### 2019 Appeal Goal

$14.2 Million