

Preparing for Success

**People are more likely
to offer financial support
to something that they believe in,
knowing that their gift
will make a difference
and help others.**

While the words “Annual Pastoral Appeal”, or “APA” are familiar to most parishioners, many do not realize what the appeal actually accomplishes. APA provides the funds to support over 50 ministries, programs and services. Our objective as pastors, pastoral associates, religious, parish or diocesan staff, and lay leaders is to educate our fellow Catholics about the good work that is accomplished because of the Annual Pastoral Appeal.

We cannot assume that people across the Diocese of St. Petersburg are aware of the variety of services that are provided through ministries, programs and services supported by APA. Therefore, the task of communicating about its many good works is critical.

As APA promoters, we have several jobs in front of us:

- ✓ **Plan.** We need to start early and create a dated plan. Download, review and become familiar with the materials prepared for parish use on the resource page – www.dosp.org/stewardship/apa/2021-materials/
- ✓ **Review your results from last year.** Use the final report to evaluate all approaches that were taken, determine ways to improve results and create a plan that will achieve your parish goal.
- ✓ **Know the facts.** We need to educate ourselves about the appeal so that we can speak about it with confidence. This includes what it does support, and what it doesn't.
- ✓ **Ask.** We need to make sure that ALL parishioners are given the opportunity to give to the appeal.
- ✓ **Pray.** We need to pray for the success of the APA – pray for those we talk with, that they may open their hearts and their minds and listen to God's call. Pray for a positive spirit in your parish toward the appeal and pray that we can accomplish the work that God has entrusted to us.
- ✓ **Offer thanks.** There is no substitute for genuine gratitude and affirmed progress. These two things help us to recognize that by giving, we increase our blessings.