

Parish Implementation of the Catholic Ministry Appeal

	“BEST EFFORT”	“EXTRAORDINARY “BEST EFFORT”
#1 Launch Webinar on August 10, 2021	Pastor and other involved staff members/leaders attend the Catholic Ministry Appeal Webinar on August 10, 2021.	Pastor and other involved staff members/leaders attend the Catholic Ministry Appeal Webinar on August 10, 2021.
#2 Pastor & Staff Training on January 12, 2022	Pastor and staff attend the Catholic Ministry Appeal Pastor and Staff Training on January 12, 2022.	Pastor, Members of the Stewardship Council and other involved staff members/leaders attend the Catholic Ministry Appeal Pastor and Staff Training on January 12, 2022.
#3 Participation Goal	Prior to launch, set a goal for 2022 participation equal to the number of commitments received for APA 2021.	Prior to launch, set a goal to achieve 30% participation in the 2022 appeal or 10% more than the participation achieved for APA 2021 (whichever is greater).
#4 Active Phase Timeline January – March 2022	<p>Make an individual parish plan to achieve participation goal incorporating each step of the timeline as laid out by the Stewardship & Development Office, including all action:</p> <ul style="list-style-type: none"> ✓ Personalized letter of support and endorsement sent from pastor on a copy of parish stationery by the Diocese ✓ Promote the appeal to parishioners using the materials provided by the diocese: <ul style="list-style-type: none"> • General intercessions • Bulletin inserts • Email copy • Pulpit announcements • Social media ✓ On the designated weekends (pre-in pew, in-pew and follow up), deliver appropriate messages to explain the Catholic Ministry Appeal and to communicate the expectation that each family or individual participate by filling out and returning a commitment card. 	<p>Make an individual parish plan to achieve participation goal incorporating each step of the timeline as laid out by the Stewardship & Development Office, and extra action items:</p> <ul style="list-style-type: none"> ✓ Personalized letter of support and endorsement sent from pastor on parish stationery by the parish ✓ Promote the appeal to parishioners using the materials provided by the diocese: <ul style="list-style-type: none"> • General intercessions • Bulletin inserts • Email copy • Pulpit announcements • Social media ✓ On the designated weekends (pre-in pew, in-pew and follow up), deliver appropriate messages to explain the Catholic Ministry Appeal and to communicate the expectation that each family or individual participate by filling out and returning a commitment card.

	<ul style="list-style-type: none"> ✓ Homilist incorporates the joy of giving into homily/spiritual reflection, tied to the possible reasons for giving: 1) To meet recognized needs; 2) To meet moral or legal obligations; 3) To live out a Christian way of life (<i>the basis of stewardship</i>). ✓ Conduct a robust in-pew appeal with the following elements: <ul style="list-style-type: none"> • Place diocesan-provided pledge cards and pencils/ in the pews where people sit or pass them out during Mass. • The pastor personally endorses the appeal and invites everyone to participate and fill out a pledge card, dedicating about 5 minutes to walk through the process while inviting parishioners fill out the cards in the pews during Mass during In-Pew/Commitment Weekends (February 5 & 6, 2022 and February 12 & 13, 2022) • Ushers collect the completed pledge forms from the pews (rather than asking them to mail them in or drop them off after Mass). 	<ul style="list-style-type: none"> ✓ Send a friendly reminder postcard or email by February 2nd asking parishioners to bring their commitment card with them to Mass next weekend. ✓ Homilist incorporates the joy of giving into homily/spiritual reflection, tied to the possible reasons for giving: 1) To meet recognized needs; 2) To meet moral or legal obligations; 3) To live out a Christian way of life (<i>the basis of stewardship</i>). ✓ Conduct a robust in-pew appeal with the following elements: <ul style="list-style-type: none"> • Place diocesan-provided pledge cards and pencils/ in the pews where people sit or pass them out during Mass. • Place diocesan-provided pledge cards and pencils/pens while people are at church (on every seat). • The pastor personally endorses the appeal and invites everyone to participate and fill out a pledge card, dedicating about 5 minutes to walk through the process while inviting parishioners fill out the cards in the pews during Mass during In-Pew/Commitment Weekends (February 5 & 6, 2022 and February 12 & 13, 2022) • Ushers collect the completed pledge forms from the pews (rather than asking them to mail them in or drop them off after Mass). ✓ Host a Catholic Ministry Appeal reception or town hall discussion for your past appeal donors and all interested parishioners to talk through differences between the Annual Pastoral Appeal and the Catholic Ministry Appeal ✓ Choose songs for the weekend liturgy that compliment or speak about doing ministry. ✓ Provide time during Mass for a testimonial from a person receiving assistance from diocesan shared ministry.
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