



DIOCESE OF ST. PETERSBURG
**CATHOLIC
MINISTRY**
Appeal

The meeting will begin in a few moments

1

Agenda

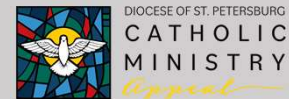
- Opening prayer – Bishop Parkes
- Introductory remarks – Bishop Parkes
- The Catholic Ministry Appeal in your parish (Active Phase)
 - Active Phase – Meegan Wright
 - Lay Witness Testimonial/Sample Testimonial – Mackenzie Kraker
 - Elements of a successful in-pew appeal – Lois Locey
 - Importance of a strong in-pew weekend – Nic Prenger
- Q&A
- Closing and blessing – Bishop Parkes



2

Opening Prayer

Most Rev. Gregory Parkes
Bishop of the Diocese of St. Petersburg



3

More numerous than the stars in the sky are your blessings,
O Good and Gracious God.

You have called us to spread the Good News of your Son,
Jesus Christ, through our words and actions.

Strengthen our faith and open our hearts
to care for all our brothers and sisters,
especially those who need us the most.


Help us to understand the difference we can make,
the love we can share and the lives we can bring to Christ
through our *Catholic Ministry Appeal*.

We pray that your grace, O Lord,
will lead us to be your loving heart and hands today.

Amen.




4



COURAGEOUSLY
Living the Gospel

Introductory Remarks

Most Rev. Gregory Parkes
Bishop of the Diocese of St. Petersburg



DIOCESE OF ST. PETERSBURG
CATHOLIC
MINISTRY
Appeal

5



COURAGEOUSLY
Living the Gospel

The Catholic Ministry Appeal in your parish

Meegan Wright
Exec. Director of the Office of Stewardship & Development
Exec. Director of the Catholic Foundation



DIOCESE OF ST. PETERSBURG
CATHOLIC
MINISTRY
Appeal

6

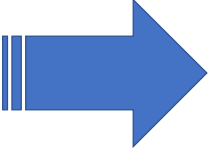
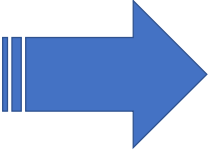
Planning Phase – COMPLETE 


7

Parish Resource Page

www.dosp.org/catholicministryappeal/parishresources

8





CATHOLIC DIOCESE OF ST. PETERSBURG

COURAGEOUSLY *Living the Gospel*

PRIESTS

DEACONS

PASTORAL BULLETIN

DIRECTORY

NEWS

CONTACT

LANGUAGE

About

Parishes

Schools


Clergy

Events

Offices

Pray

Donate



Catholic Ministry Appeal Resources & Materials

[Home](#) > [Catholic Ministry Appeal](#) > [Catholic Ministry Appeal Resources & Materials](#)

The following materials have been designed to assist parishes in promoting, educating and spreading the word about the *Catholic Ministry Appeal* starting in 2022.

Throughout the year, more resources will be added, updated and shared with parishes.

NEW THIS WEEK:

- Más que un cambio de nombre...Inicio de la *Campaña para los Ministerios Católicos* Launch video in Spanish
- Estamos comenzando de nuevo... Teaser video in Spanish
- Flocknote Template Timeline – Spanish version
- Give Now Graphics – Spanish version
- Weekly Parish Resources – Spanish graphics

In case you missed it:

- Prayer PowerPoint – Spanish
- Prayer Card (3 Up) – Spanish
- Ministerios en Acción Bulletin Inserts – Spanish
- 11x17 Posters & Inserts – Spanish
- 33x84 Diocesan Rollout Banner
- 2022 *Catholic Ministry Appeal* Teaser Video "We Are Starting Over..."
- 4-Week Social Media Guide

Digital Resource Guide – Updated 1/10/2022

The Digital Resource Guide provides an organized listing and description of all materials, resources and tools created and made available on this webpage.

If you have questions concerning the materials below, or need to request assistance, please contact the Office of Stewardship and Development at stewardship@dosp.org.

9

Parish Resource Page

www.dosp.org/catholicministryappeal/parishresources

- Planning and Execution
- Promotional Materials
- Training Webinar Recordings

10

5

Active Phase

11

Active Phase

- Kick-off (AKA Launch) → 1/8-9/2022

12

Active Phase


Parish Implementation Timeline


2022 Catholic Ministry Appeal

3 | Page

1/8-9/22	Saturday - Sunday	Catholic Ministry Appeal Kick Off: <ul style="list-style-type: none">- Pray using prayer cards before/at specified time during Mass- Pulpit announcement made- Bulletin insert- Prayer intentions- Web posts- Social media posts- Deliver appropriate messages to explain the new Catholic Ministry Appeal, and that they will be receiving more information over the next few weeks.	
1/10/22	Monday	Submit bulletin, pulpit announcement, general intercession, social media post, web posts for Catholic Ministry Appeal education to appropriate parish staff/volunteers. Restock prayer cards in the pews for parishioners to pray together before/at specific time at all Masses.	
1/10–14/22	Monday - Friday	EXTRAORDINARY EFFORT TASKS: <ul style="list-style-type: none">- Prepare personalized Pastor Letter of support on parish letterhead so it can be mailed the third week of January.- Meet with music minister to select songs for kick-off, education and the In-pew #1 and #2 weekend liturgies to compliment or speak about doing ministry.	

Active Phase





THE COURIER

CATHOLIC MINISTRY *Appeal*

Happening Now | Active Phase Begins

The new year is upon us and the Active Phase of the 2022 *Catholic Ministry Appeal* has officially begun. Below are the upcoming Best Effort prep and action items for the Kick Off in your parish coming this weekend January 8 & 9.

This week (if not already completed):

- **Submit** bulletin insert, pulpit announcement, general intercession, social media post, web posts for *Catholic Ministry Appeal* kick-off to appropriate parish staff/volunteers.
- **Download and display** 11X17 specific ministry posters in entry ways of parish buildings (church, school, parish hall, youth room, maintenance building, meeting and classrooms).
- **Download and print** prayer cards OR **download PowerPoint prayer slide** for projection system so parishioners can begin praying together before/at specific time at all Masses.
- Download the introduction video. [Share the introduction video](#) on your parish website.


Saturday, Jan. 8 - Sunday, Jan. 9, 2022 - Catholic Ministry Appeal Kick Off

- Deliver appropriate messages to explain the new appeal, and that they will be receiving more information over the next few weeks.
- Pray using prayer cards/PowerPoint presentation before/at specified time during Mass
- Pulpit announcement made
- Bulletin insert
- Prayer intentions
- Web posts
- Social media posts
- Show introduction video at Masses

- Kick-off (AKA Launch) → 1/8-9/2022
- Bishop Mailing → 1/10/2022

15

- Kick-off (AKA Launch) → 1/8-9/2022
- Bishop Mailing → 1/10/2022



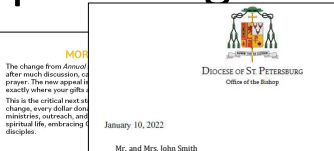
Brothers and Sisters in Christ,

Your Bishop, I am constantly in awe of the good work and ministry we do together. For over 50 years our diocese has responded to the needs of our local communities, and supported Catholics throughout their lives to grow in faith. This good work is made possible through the Catholic Ministry Appeal.

Your gift directly supports critical ministries throughout our diocese. Your gift supports faith formation for young adults, and families, it supports sacraments and priests. It provides for those in need of shelter, food, and clothing in the spirit of faith and mission. I ask and pray that you will consider making a generous commitment to the Catholic Ministry Appeal of the Diocese of St. Petersburg. Thank you for your support, and may the Lord's abundant blessings be with you!

Sincerely Yours in Christ,


Most Reverend Gregory Parkes
Bishop of St. Petersburg



I offer special thanks.

In November 2021, I appointed a special Task Force of 17 bishops and priests to study the appeal and to work with me to make positive changes to our annual appeal. This group accepted the challenge, and together we worked diligently to revise feedback we had received from fellow bishops, parish staff and lay members. After months of study and discernment, we came to a unanimous decision to replace the Annual Pastoral Appeal (APA) with the Catholic Ministry Appeal. I offer gratitude for the time, commitment and dedication of the Task Force members.

Rev. Msgr. Robert Morris, V.G., Chair
Rev. Msgr. Michael Carvethers
Rev. John Diaz
Very Rev. Krzysztof Charamba, V.F.
Rev. Emory Longene
Rev. Richard Jankowski
Very Rev. Len Hanowski, V.F.
Rev. Msgr. Joseph Pellegrino
Rev. John Tapp
Rev. Fr. Joseph Waters, J.C.L., V.F.



January 10, 2022

Mr. and Mrs. John Smith
123 Street St.
St. Petersburg, FL 33737-4320

*After Jesus was baptized, he came up from the water and heho
served open, he saw the Spirit of God descending like a dove com
Matthew 3:16*


Dear Mr. Alves and Dr. Alves,

How do you see the Holy Spirit at work in your life?

I see the Holy Spirit every day, particularly when I am with the
discern. The look on the faces of new parents as their child is being
mission in when one of our teens has truly incorporated the Lord into the
who the joy that fills the Church during the Mass of a couple celebrating
wedding anniversary.

To embrace God's call to mission and ministry, you need
embracing God's call to serve and accompanying missionary spirit
ministries are funded by the Catholic Ministry Appeal.

This fall, I reached out to you about the Catholic Ministry Ap
information about the content of the Annual Pastoral Appeal (APA),
to this new appeal, and the impact we make together.



Make your gift online!
ministryappeal.dosp.org

To make your gift by credit card or electronic funds transfer, please visit our secure website

1. YES, I WANT TO SUPPORT THE 2022 CATHOLIC MINISTRY APPEAL

☐ With 10 *monthly* gifts of:

OR ☐ \$80 ☐ \$90 ☐ \$100 ☐ \$120 ☐ Other \$_____

☐ With a *one-time* gift of:

☐ \$800 ☐ \$900 ☐ \$1,000 ☐ \$1,200 ☐ Other \$_____

Giving Monthly? Consider becoming a recurring giver by visiting ministryappeal.dosp.org.

2. PAYMENT DETAILS

Total Gift Amount: \$_____

Amount Enclosed: \$_____

☐ I will set-up my gift at ministryappeal.dosp.org

☐ I have enclosed a check for the full amount
(Make checks payable to: *Catholic Ministry Appeal*)

☐ I have enclosed my first payment, please send me reminders:

☐ Monthly ☐ Quarterly ☐ Annually

Start Date: _____

16

Active Phase

- Kick-off (AKA Launch) → 1/8-9/2022
- Bishop Mailing → 1/10/2022
- Education Weekend #1 → 1/15-16/22
- Pastor Letter → 1/17/2022
- Education Weekend #2 → 1/22-23/2022

17

Active Phase

Poll Question:
How many of you are getting the Courier, the weekly e-newsletter sent on Mondays?

18

Active Phase

11/29-12/3/21	Monday-Friday	Parish Plan - Review goals - Develop 1 - 1
1/17-21/22	Monday-Friday	EXTRAORDINARY EFFORT TASKS: <ul style="list-style-type: none">- Host Catholic Ministry Appeal reception or town hall discussion.- Meet with the Visitation Team.- Meet with lay speaker to review talking points for upcoming education weekends, and the testimonial the lay speaker will give on the assigned weekend.
1/22-23/22	Saturday-Sunday	Education Weekend #2: <ul style="list-style-type: none">- Pray using prayer cards before/at specified time during Mass- Pulpit announcement made- Bulletin insert- Prayer intentions- Web posts- Social media posts- Deliver appropriate messages to explain the Catholic Ministry Appeal and to communicate the expectation that each family or individual participate by returning a commitment card.- Show video (if not shown prior weekend). EXTRAORDINARY EFFORT TASKS: <ul style="list-style-type: none">- Lay speaker delivers testimonial.- Music for the weekend compliments or speaks about doing ministry.- Show parish video.

Active Phase

Lay Witness Testimonial

Active Phase – Lay Witness Testimonial

What is it?

- ✓ AKA “lay witness talk”
- ✓ made by a layperson/minister/parishioner from the pulpit to Mass attendees
- ✓ a message from someone “just like them”

21

Active Phase – Lay Witness Testimonial

Who is it?

- ✓ served by
- ✓ working with
- ✓ giving to
- ✓ serve in a staff role

22

Active Phase – Lay Witness Testimonial

Why is it important?

- ✓ say “thank you”
- ✓ bring depth, knowledge, personal experience
- ✓ inspire people

23

Active Phase – Lay Witness Testimonial

Why is it important?

- ✓ present specific info about specific effort
- ✓ show why its important
- ✓ people give to people

24

Active Phase – Lay Witness Testimonial

Tips for Presenters

- ✓ example (coming up next!)
- ✓ learn more
- ✓ 3-5 minutes
- ✓ write it out, send it for review, practice

25

Active Phase – Lay Witness Testimonial

Tips for Presenters

- ✓ grab attention early
- ✓ large and small
- ✓ positive, enthusiastic & yourself
- ✓ advocate
- ✓ pray & read your audience

26

Active Phase – Lay Witness Testimonial

Lay Witness Guide

- ✓ information we just talked about
- ✓ tips in detail
- ✓ sample outline
- ✓ words to inspire & scriptural references

27

Active Phase – Lay Witness Testimonial

Video Recording Tips

- ✓ for those who wish to record/show at Masses or use on web/social media

28

Active Phase – Lay Witness Testimonial

Video Recording Tips

- ✓ for those who wish to record/show at Masses or use on web/social media

29

Active Phase – Lay Witness Testimonial

Testimonial Speaker

Mackenzie Kraker
Coordinator of Youth Ministry
Corpus Christi Parish, Temple Terrace

30

Active Phase – Lay Witness Testimonial

Testimonial Speaker

Q & A

31



32

Active Phase

Successful in-pew appeals

Lois Locey, Chancellor for Administration
Diocese of St. Petersburg

33

Commitment Weekend

Put out into deep water and lower your nets for a catch.

Simon said in reply,

Master, we have worked hard all night and have caught nothing,

but at your command I will lower the nets.

When they had done this, they caught a great number of fish and their nets were tearing.

(Luke 5:4-6 ~ Gospel on the 5th Sunday of Ordinary Time)

34

Commitment Weekend: Preparations

Consider this: whoever sows sparingly will also reap sparingly, and whoever sows bountifully will also reap bountifully.

2 Corinthians 9:6

35

Commitment Weekend: Preparations

PREPARATIONS BEFORE HAND

BULLETIN

- Pastor shares an invitation to participate in Catholic Ministry Appeal in his bulletin message
- Bulletin insert

MEDIA

- Web posts
- Social media posts

36

Commitment Weekend: Preparations

PREPARATIONS BEFORE HAND

MASS

- General Intercessions
- Catholic Ministry Appeal Prayer – to be recited
 - SCREEN OR PRINTED PRAYER CARD?
- Pulpit announcement inviting those who didn't make a commitment to pray over that
- Music compliments or speaks about doing ministry

37

Commitment Weekend: Preparations

PREPARATIONS BEFORE HAND

MASS: THE PEWS

- Commitment Cards
 - Pencils
 - For those who are going to use the QR code or text-to-give method
 - Information is in the pews (QR code)
 - Text-to-give method is on the screens
 - Electronic Devices – when to invite to turn on?

MAKE IT AS EASY AS POSSIBLE FOR PARISHIONERS TO GIVE. HAVE THE TOOLS READY AND AVAILABLE.

38

Commitment Weekend: Preparations

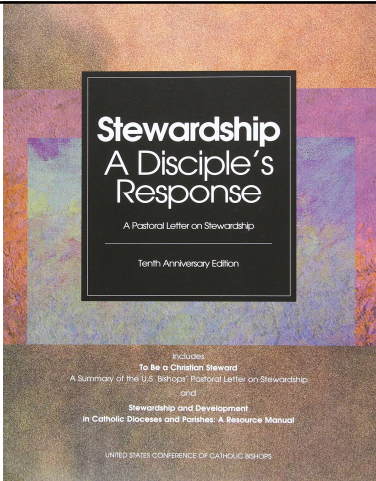
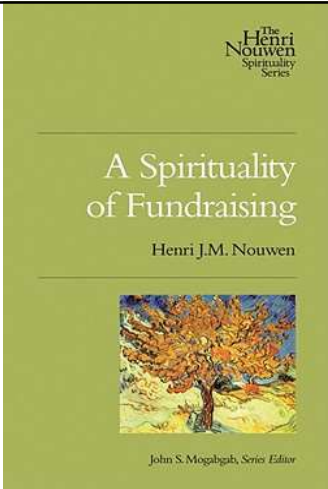
PREPARATIONS BEFORE HAND

MASS: THE PEWS

- Assign PEW GARDENERS who will come between Masses to create order in the pews again
- laying out the cards for the next Mass.
 - (21 INCH SECRET)

39

Commitment Weekend: HOMILY



From the perspective of the Gospel, raising money is not a response to a crisis. Raising money is, first and foremost, a form of ministry. It is a way of announcing our vision and inviting other people into our mission.” (Henri Nouwen, *A Spirituality of Fundraising*)

40

Commitment Weekend: HOMILY

This is your opportunity to invite people to build the kingdom of God in a tangible way. They have an impact on Ministry in God's kingdom.

5 elements of Giving Sacrificially

- **Planned**
- **Proportionate**
- **Sacrificial**
- **A Prayer of Thanksgiving**
- **A Gift**

41

Commitment Weekend: HOMILY

*Each must do as already determined,
without sadness or compulsion,
for God loves a cheerful giver.*

2 Corinthians 9:7

42

Commitment Weekend: THE INVITATION

- A robust ASK/INVITATION (three-to-five minutes)
 - **No Apologies** – Express your support and even your excitement for the opportunity to be part of something bigger than ourselves – being part of building God’s kingdom on earth
 - **Walk through the commitment card**
 - Time to complete: Complete it yourself
 - Text-to-Give
 - QR Code
 - Information must be accessible – even on Live Stream
 - Electronic Devices must be “on”

43

Commitment Weekend: THE INVITATION

- A robust ASK/INVITATION (three-to-five minutes)
 - **Intentionally COLLECT the commitment cards at the time of the invitation**
 - Completes the invitation with an action step
 - Coordinate with the Ushers
 - Not an afterthought

44

Follow-up Weekends: THE INVITATION

- 70% to 85% were not at Mass the previous weekend – did not hear your message or invitation.
- It takes time to **hear** your invitation, **understand** your invitation, **accept** your invitation and **act** on your invitation. Repeating the message is okay and expected.
- Invite everyone to pick up the commitment card again (invite those who already committed to serve as a witness to others by joining in the exercise).

45

Moreover, God is able to make every grace abundant for you, so that in all things, always having all you need, you may have an abundance for every good work.

2 Corinthians 9:8

46

Active Phase

Importance of a strong in-pew weekend

Nic Prenger
CEO, Prenger Solutions Group

47

Catholic Ministry Appeal succeeds when...

We make a compelling case for parishioners to support these ministries and program

Pastors are vocal in support the appeal

Parishes run a robust in-pew appeal and follow the marketing timeline

People are inherently generous. They feel called to support the Church and they want to make a difference.

48

Catholic Ministry Appeal succeeds when...

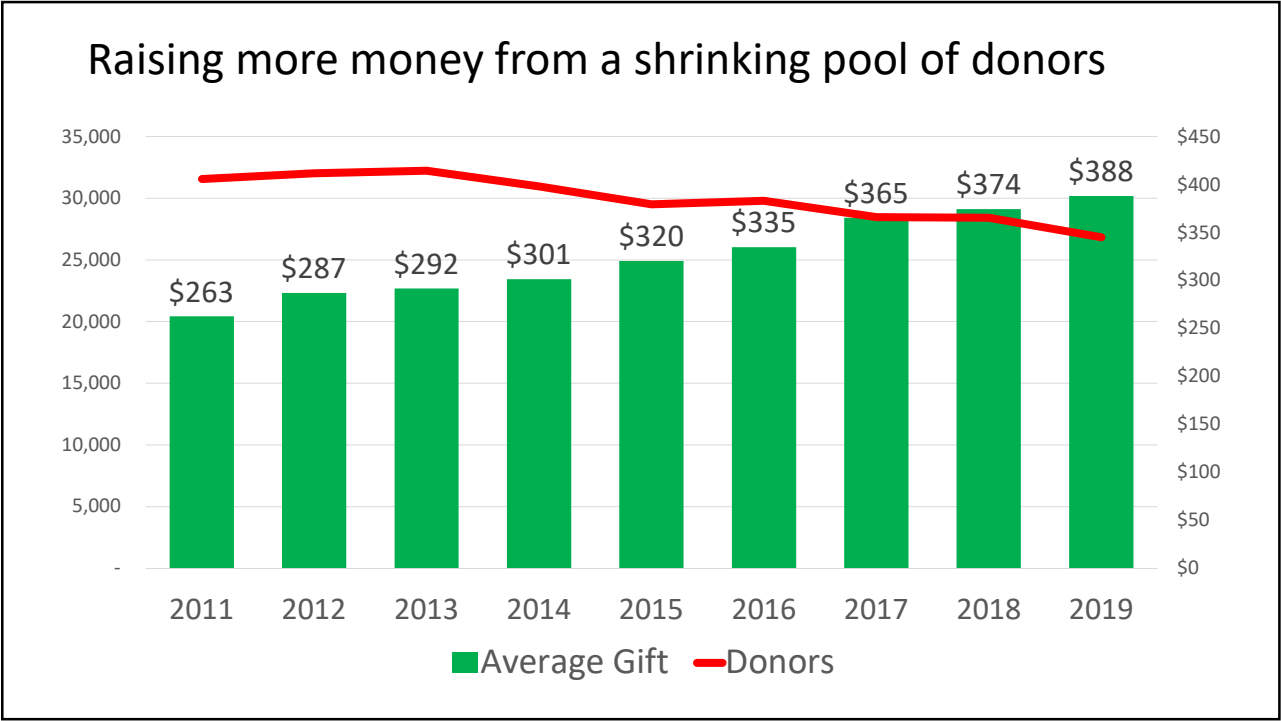
- We make a compelling case for parishioners to support these ministries and program
- Pastors are vocal in support the appeal
- Parishes run a robust in-pew appeal and follow the marketing timeline

People are inherently generous. They feel called to support the Church and they want to make a difference.

49



50



51

LU0

80% of *first-time* gifts come from in-pew



First-time gifts

\$40 - \$100 on average

Focus: *participation*



Previous donors

\$200 - \$500 on average

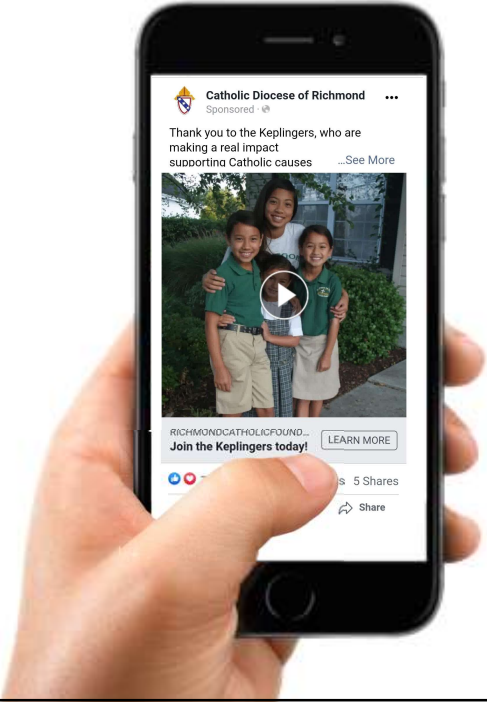
Focus: *earn trust, show impact*

52

26

Slide 52

LU0 [@Nic Prenger] we used this slide last time, but I think its a good one and really underscores what Meegan wants you to focus on
Leslie Ulrich, 2022-01-12T02:15:39.390



Parish Champion Videos

Highlight a local family who supports the appeal

“People like you do things like this...”

- Show gratitude
- Share their gifts
- Support the universal Church

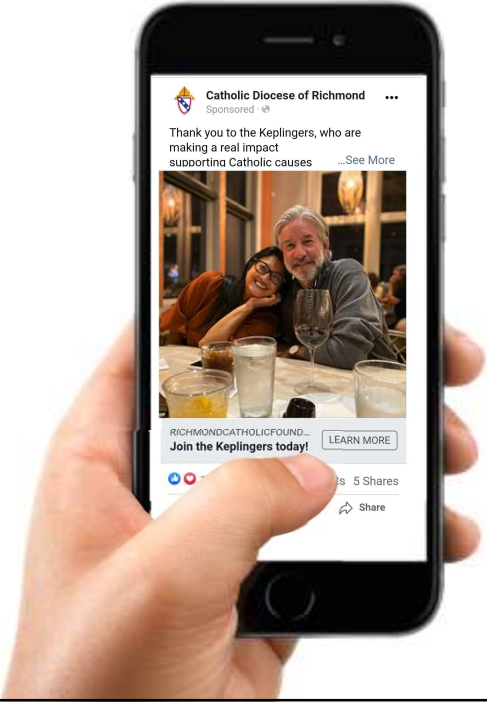
53



Localized videos for social media

- St. John Vianney, St. Pete Beach
- St. Paul, Tampa
- St. Peter the Apostle, Trinity
- St. Scholastica, Lecanto
- St. Stephen, Riverview
- St. Theresa, Spring Hill


54




Case Study: Diocese of Richmond

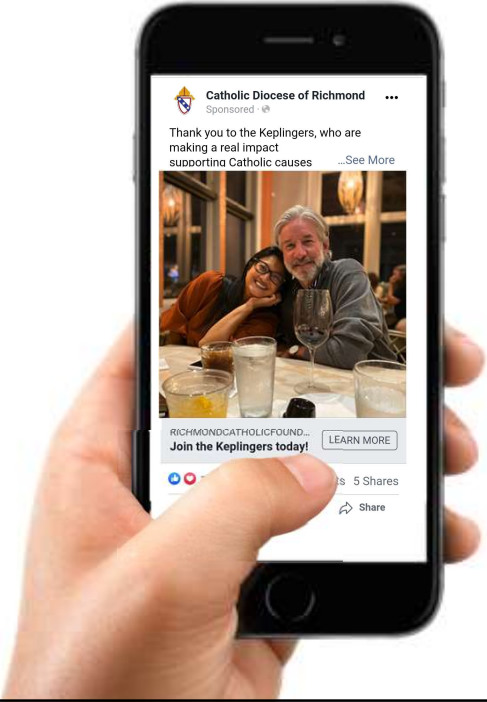
Participation

49% increase in donors



 *Other parishes down 8%*


55




Case Study: Diocese of Richmond

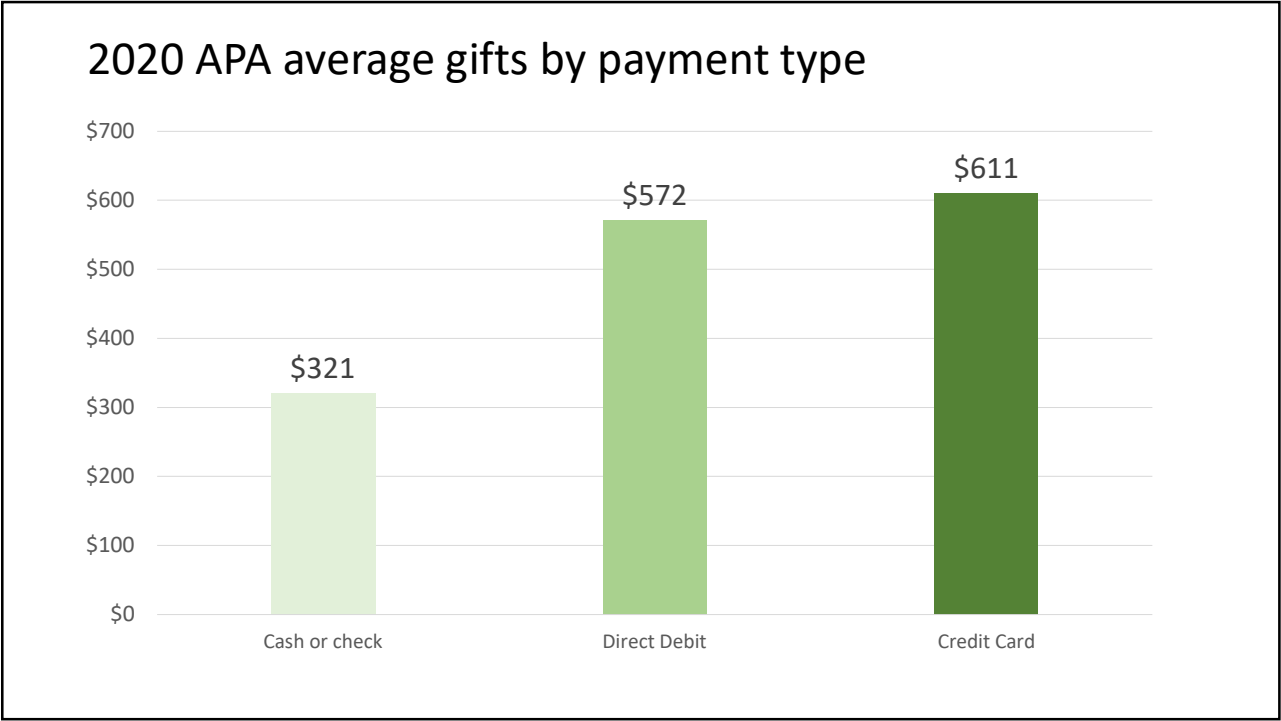
Participation

58% increase in donations

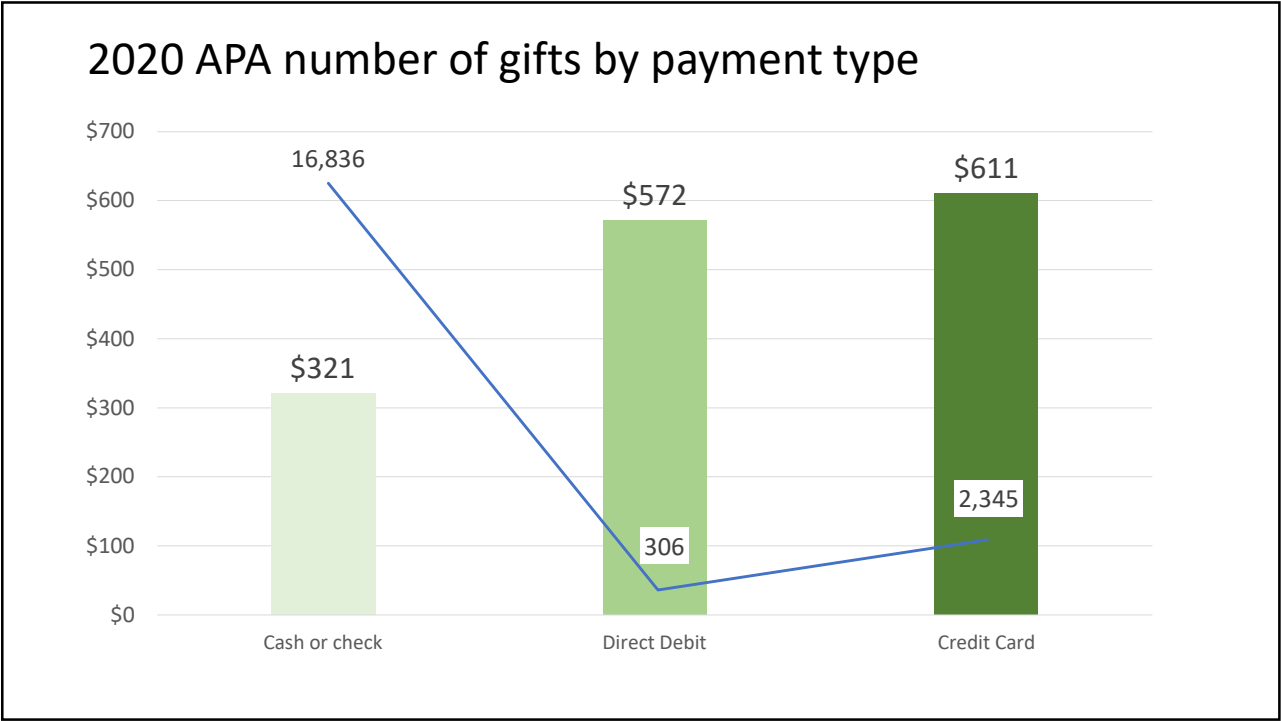


 *Other parishes up 1%*

56



57



58

Active Phases

ENCOUNTERING GOD and NURTURING SPIRITUAL LIFE

EMBRACING GOD'S CALL to SERVE

ACCOMPANYING MISSIONARY DISCIPLES

CATHOLIC MINISTRY Appeal

GIVE TODAY

TEXT 2022APPEAL TO 727-888-5125

WWW.DOSP.ORG

QR Code

TEXT 2022APPEAL TO 727-888-5125

WWW.DOSP.ORG

59

Select Language

I already have an account

CATHOLIC MINISTRY Appeal

WE DAMOS LA BIENVENIDA

ENCOUNTERING GOD and NURTURING SPIRITUAL LIFE

EMBRACING GOD'S CALL to SERVE

ACCOMPANYING MISSIONARY DISCIPLES

Together, through the Catholic Ministry Appeal, we respond to needs of our local communities and support Catholics throughout their lives. With your gift, you are nurturing spiritual life, embracing God's call to serve and accompanying missionary disciples in the Diocese of St. Petersburg. In the spirit of faith and mission, please consider making a commitment to the Catholic Ministry Appeal for the Diocese of St. Petersburg.

Your Gift Supports:

+ Catholic Schools

+ Marriage and Family Life

+ Homeless Ministry

+ Priest Retirement and Clergy Care

+ Faith Formation

+ Worship and Liturgical Celebrations

+ Seminarian Education and more!

Yes, I will make a gift to the Catholic Ministry Appeal!

☒ Pledge

☐ Recurring Gift

☐ One-Time Gift

60

Pledge Amount *

---Select---

Frequency *

Select Frequency

Installment Amount *

\$ Installment Amount

Pledge Start Date

2022-01-12

Parish *

--Select--

Designation or special field

--Select--

Please contact me concerning designating my gift

☐ Yes ☐ No

Pledges to the 2022 Catholic Ministry Appeal must be completed on or before December 31, 2022. Any payments scheduled after that time will be cancelled.

Your Information

First Name *

First Name

Last Name *

Last Name

Mobile Phone #

Mobile

Email Address *

Email

Street Address *

House # and Street

Unit number or C/O

Unit number or C/O

Country

United States

State *

--Please Select--

Privacy Policy

61

City *

City

Zip Code *

Zip

☒ Save My Information

Create Username *

username

Create Password *

password

Confirm Password *

confirm password

Payment Information

Choose Payment Method

☒ Credit Card ☐ Bank Account

Name on Card *

Name on Card

Card Number *

XXX-XXX-XXX

Expiration *

MM

YYYY

CVV *

Country

United States

Zip *

Zip

SUBMIT

If you have any questions about your pledge or donation, please contact Kathy King at the Diocese of St. Petersburg at (727) 341-6041 ext. 5470 or kck@dosp.org.

PCI DSS CERTIFIED

Privacy Policy

62

LU0

Active Phase – Importance of a strong in-pew weekend

Invite your parishioners to support the appeal alongside tens of thousands of fellow Catholics - be a part of something greater.

If you DON'T invite people to give and take time to collect cards in-pew, you're doing a disservice to the folks who are already giving.

It takes ALL of us!

63

Questions & Answers



64


LU0 [@Nic Prenger], any other data/stats we want to add about the importance of a good in-pew?

Leslie Ulrich, 2022-01-12T02:16:17.411

NPO 0 [@Leslie Ulrich]

- People are generous and WANT to support the ministries of the Church.
- Invite them to support the appeal alongside tens of thousands of fellow Catholics - be a part of something greater
- Give them time to fill out a card and turn it in.
- If you DONT invite people to give and take time to collect cards in pew, you're doing a disservice to the folks who are already giving.


Nic Prenger, 2022-01-12T02:56:43.796



COURAGEOUSLY
Living the Gospel

Closing & blessing

Most Rev. Gregory Parkes
Bishop of the Diocese of St. Petersburg



DIOCESE OF ST. PETERSBURG
CATHOLIC
MINISTRY
Appeal