

2023 Catholic Ministry Appeal

PREVIEW MEETING



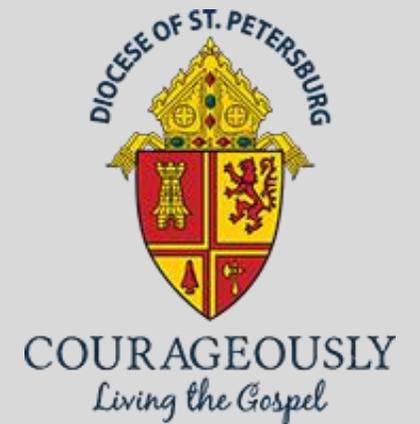
COURAGEOUSLY
Living the Gospel

2022 Results

Meegan Wright

Exec. Director of the Office of Stewardship & Development

Exec. Director of the Catholic Foundation



Where we started...

Leaders shared:

- **Donors want to fund only ministry, program and outreach**
- **The old APA balance considered tax and obligation**
- **Goal unattainable and heavy burden**

Where we started...

Not just a name change:

- **Leadership paid by small tax of 2%**
- **Administration/business supported through interest earnings on a new trust**

Where we started...

Not just a name change:

- **Appeal is only for ministry, program and outreach**
- **If goal not reached, no \$ owed**

Our Challenge

Transform a “successful” annual appeal based on mandatory parish goals into a voluntary appeal with no mandatory goals

- ✓ Create a positive experience for pastors and parish leaders
- ✓ Retain long-term donors
- ✓ Hit goal to fund ministries at current level, exceed overall goal to allow potential of increasing ministries

**Create a positive experience for pastors
and parish leaders**

The first parish hit goal by end of in-pew follow up

Pastors communicated regularly they liked the materials and messaging

Pastors, staff and leaders told us talking with their parishioners about supporting larger ministries with their donations was easy

[Blessed Sacrament Seminole – Appeal Update Video with CMA Committee - https://www.youtube.com/watch?v=VQFIUNlaZI](https://www.youtube.com/watch?v=VQFIUNlaZI)





St. Paul's Catholic Church

1800 12th Street North, St. Petersburg, Florida 33704
 Parish Phone: 727-822-3481 / Fax: 727-822-1754 / Website: stpaulstpete.com

Rev. Msgr. Robert C. Gibbons, Pastor
 Rev. Fr. Joshua Hare, Parochial Vicar

February 6, 2022

Fifth Sunday in Ordinary Time

WEEKEND MASS SCHEDULE

Saturday Vigil
 5:30 p.m.
 Sunday Masses
 7:30 a.m.
 9:30 a.m. (Folk Music)
 11:30 a.m. (Choir & Organ)
 6:00 p.m. (Contemporary Music)

WEEKDAY MASSES

Monday-Friday
 7:00 a.m.
 8:00 a.m. (1st Year)
 9:00 a.m.
 10:00 a.m. (Summer)

EXPOSITION

Exposition
 8:00 a.m. - 4:00 p.m.
 8:00 a.m. - 4:00 p.m.

EXHIBITION

Exhibition
 8:00 a.m. - 4:00 p.m.
 8:00 a.m. - 4:00 p.m.



DIOCESE OF ST. PETERSBURG
CATHOLIC MINISTRY
Appeal

2022 CATHOLIC MINISTRY APPEAL

The *Catholic Ministry Appeal (CMA)* is focused exclusively on raising funds used directly for the good of our Catholic people. Some major items funded through the **CMA** will include:

- * Tuition assistance for Catholic Schools
- * Financial support for financially challenged parishes that served the underprivileged
- * Vocations promotion, and education and formation of our seminarians and permanent deacon candidates
- * Support for retired clergy, many of whom still assist in our parishes
- * Catholic Charities and its many outreach ministries, including Pinellas Hope

For more details on the Catholic Ministry Appeal, go to:
www.dosp.org/catholicministryappeal/

Thank you for your generosity!

We are a parish family that strives to live our Catholic faith by vibrant worship of God and loving service to others, all through God's grace.



Retain long-term donors

18,500 historical donors

17,000 made a gift

Hit goal to fund ministries at current level...

Diocese hit \$7.1 million goal by the end of the active phase in May.

exceed overall goal to allow potential of increasing ministries

Diocese transitioned to participation focus and achieving regional/national levels... hit that in July.

exceed overall goal to allow potential of increasing ministries

Current stats:

\$8.8 million in commitments | **\$8.5 paid to date**

21,681 donors – 3,372 new donors | 17K historic

42 parishes over goal, 11 above 90% of goal, 7 above 80%

Where we are going...

2023 Planning & Execution

Meegan Wright

Exec. Director of the Office of Stewardship & Development

Exec. Director of the Catholic Foundation



COURAGEOUSLY
Living the Gospel

2023 Timeline

Planning Phase Dates

Goals out

-> 11/9/2022

For the 2023 Catholic Ministry Appeal, we kept the same formula to calculate goals as last year:

Offertory

Plus Donations

Less School Support up to \$100,000

= Assessable Revenue

Times 14.0%

= Catholic Ministry Appeal Parish Goal

2023 Timeline

Planning Phase Dates

Goals out	->	11/9/2022
Mater Dei Prayer Service	->	11/20/2022
Pre-Ask for 2022 Donors	->	11/21/2022
Pastor Letter to DOSP	->	12/12/2022

2023 Timeline

Planning Phase Dates

Parish In-pew Materials -> 1/9/2023

Direct Mail (Bishop Parkes) -> 1/9/2023

Pastor/Parish Training Webinar -> 1/9/2023

2023 Timeline

Active Phase Dates

Kick-off -> 1/14-15/2023

Mail Pastor Letter of Support -> 1/16/2023

Education Weekend #1 -> 1/21-22/2023

Education Weekend #2 -> 1/28-29/2023

2023 Timeline

Active Phase Dates

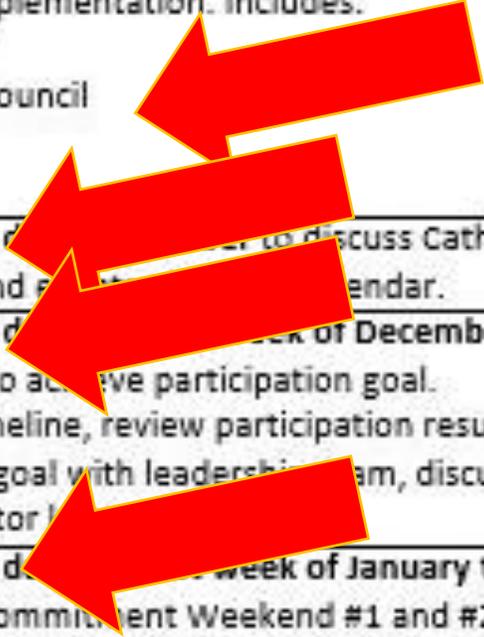
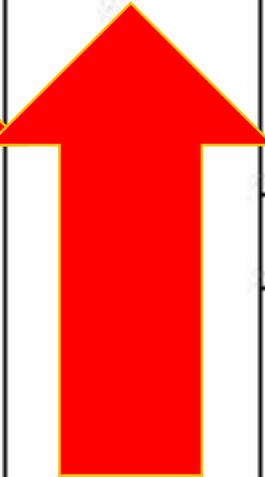
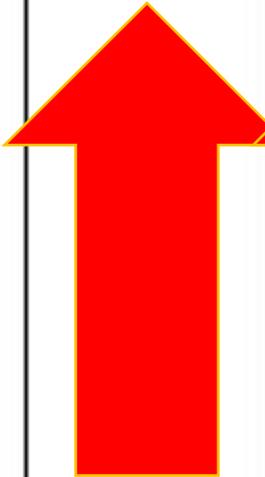
In-Pew/ Commitment Weekend #1	->	2/4-5/2023
In-Pew/ Commitment Weekend #2	->	2/11-12/2023
Follow-up Weekend #1	->	2/18-19/2023
Follow-up Weekend #2	->	2/25-26/2023

[www.dosp.org/catholicministryappeal/
2023parishresources/](http://www.dosp.org/catholicministryappeal/2023parishresources/)

Planning and Execution – Parish Toolkit

#1 Parish Implementation Timeline

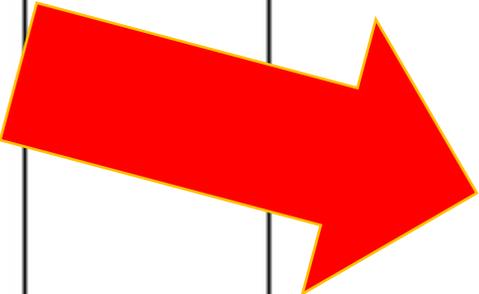
DATE	DAY OF THE WEEK	TASK DESCRIPTION	COMPLETED (✓)
Date	Thursday-Friday	EXTRAORDINARY EFFORT TASK: Contact your envelope provider to include a Catholic Ministry Appeal envelope with your monthly parish envelopes starting in February.	
Date	Monday-Friday	Establish Catholic Ministry Appeal leadership team for parish responsible for planning and implementation. Includes: <ul style="list-style-type: none"> - Pastor - Members of Stewardship Council - Lay Team Leader - Key staff and volunteers 	
		Set parish planning meeting #1 d... to discuss Catholic Ministry Appeal and set tasks and e...endar.	
		Set parish planning meeting #2 d... week of December to make an individual parish plan to achieve participation goal. Incorporate each step of the timeline, review participation results of APA 2021 and set participation goal with leadership team, discuss financial goal and complete Pastor l...	
		Set parish planning meeting #3 d... week of January to walk through each step for In-pew/Commitment Weekend #1 and #2 with all those involved in the execution of steps (pastor, sacristan, ushers, etc.).	



Planning and Execution – Parish Toolkit

#1 Parish Implementation Timeline

Date	Monday-Friday	<p>Parish Planning meeting #1: Using training materials and resources provided at the meeting, the parish leadership team will have an <i>overview/discussion about the Catholic Ministry Appeal (FAQ and Case Summary)</i>, and set tasks and events on parish calendar for:</p> <ul style="list-style-type: none"> - Using the Communication Worksheet, collect all submission dates, contacts and submission methods for the bulletin, pulpit announcements, general intercessions, social media and web - Using the Parish Leadership Responsibility Worksheet, assign team members to specific tasks - Set Parish Planning meeting #2 - Schedule time for Pastor/staff/leadership Training on January 19, 2022 - Set Parish Planning meeting #3 for the last week of January. 	
		EXTRAORDINARY EFFORT TASKS:	
		<ul style="list-style-type: none"> - Set Lay testimonial presentation date/training date/who will complete training. - Set date to host a Catholic Ministry Appeal reception at town hall 	



Planning and Execution– Parish Toolkit

#2 Parish Leadership Responsibility Worksheet

Parish Leadership Team Members	Responsible for	Contact Information
Pastor	Leads recruitment of team, guidance through planning and implementation of a Best Effort and robust in pew solicitation for participation.	Name: _____ Email: _____ Phone: _____
Team Leader	Works with pastor on planning and implementation, chairs parish planning meetings and coordinates leadership team in carrying out assigned tasks.	Name: _____ Email: _____ Phone: _____
Communications Leader	Coordinates bulletins, pulpit announcements, web posts and social media updates.	Name: _____ Email: _____ Phone: _____
Other Members	Supports leaders and takes on specific tasks related to executing the Best Effort plan.	Name: _____ Email: _____ Phone: _____

Planning and Execution – Parish Toolkit

#2 Parish Leadership Responsibility Worksheet

- Preliminary Planning *
 - Communications *
 - Liturgical *
 - Ministry Presentations
 - Visitation Team
 - Catholic Ministry Appeal Reception
 - Reminder Postcard
- Year Round

*** Sections most critical for assuring a “Best Effort”**

Planning and Execution – Parish Toolkit

#2 Parish Leadership Responsibility Worksheet

3 Important Elements

- Task
- Person(s) Responsible
- Deadline Date

Planning and Execution – Parish Toolkit

#3 Handouts and Worksheets

- Case Summary
- Lay Testimonial Worksheet
- Communications Worksheet
- FAQ
- Gift Remittance Process

Planning and Execution– Parish Toolkit

#3 Handouts and Worksheets

- Case Summary
- Lay Testimonial Worksheet
- Communications Worksheet
- FAQ
- Gift Remittance Process

Gift Remittance Process

With the direct mail packet dropping in mid-January, you may receive *Catholic Ministry Appeal* gifts and commitments in the collection basket beginning in January. The following procedures have been established to expedite the remittance of gifts and commitments to the Campaign Processing Office to ensure donors are acknowledged accurately and quickly.

IN-PEW PLEDGE ENVELOPES

- For security and accuracy purposes, please do not open any *Catholic Ministry Appeal* envelopes.
- Please submit all gifts to the Campaign Processing Office as they are received. **Do not hold or collect gifts or commitments.**
- If the donor has **not sealed the envelope, please seal** and submit to the Campaign Processing Office.
- To ensure prompt and accurate posting, please make sure **all envelopes have your parish name and city on them.**
- *Catholic Ministry Appeal* gifts and commitments should be collected, packaged securely and sent to:

For UPS/FedEx **(Preferred Method)**

Campaign Processing Office
Bishop W. Thomas Larkin Pastoral Center
6363 Ninth Avenue N.
St. Petersburg, FL 33710

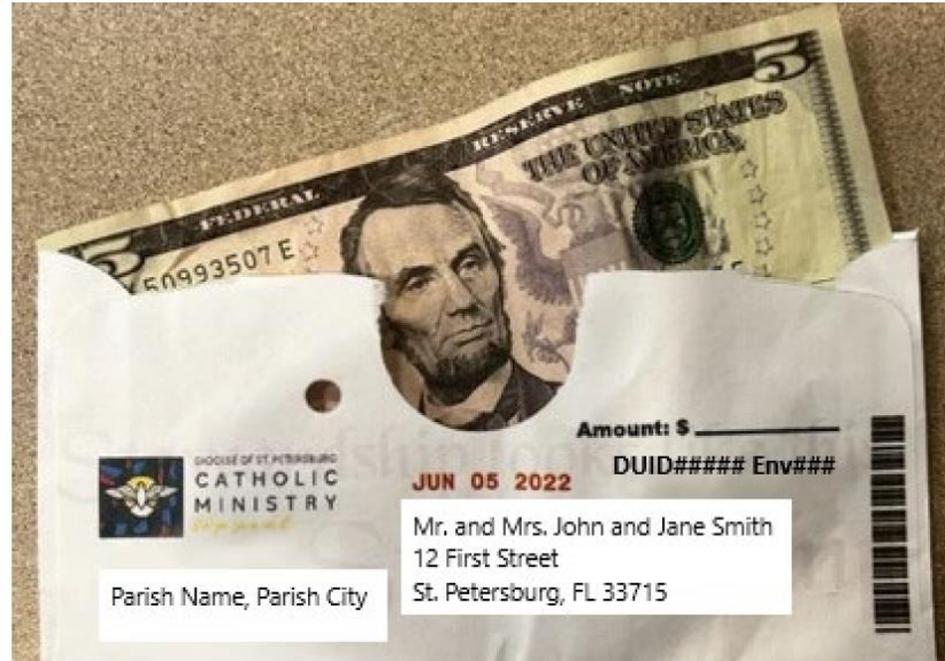
For United States Postal Service (USPS)

Campaign Processing Office
Bishop W. Thomas Larkin Pastoral Center
Post Office Box 40200
St. Petersburg, FL 33743-0200

GIFTS OF LOOSE CASH

- Cash should not be sent through the mail.
- **Must** be deposited by the parish into the parish account. Once deposited, a check to the Diocese with the original envelopes should include: DUID, first name, last name, address, parish envelope number, payment amount and pertinent payment type. Check for the total amount of the cash gifts should be forwarded to the Campaign Processing Office with notation of “anonymous cash gifts.” Any cash donations received at the parish must be deposited by the parish.

Please use this sample for reference:



Gift Remittance Process

2023 Catholic Ministry Appeal

PARISH CHECKS WITH LISTS

- **When donations are deposited at the parish, and one parish check is cut, we have been receiving incomplete lists and/or information.** This includes missing addresses, incorrect name spellings and more. A correct parish list should include: DUID, first name, last name, address, parish envelope number, payment amount and pertinent payment type.
- Accepted File Formats include:
 - .csv
 - .exl

Please use this sample for reference:

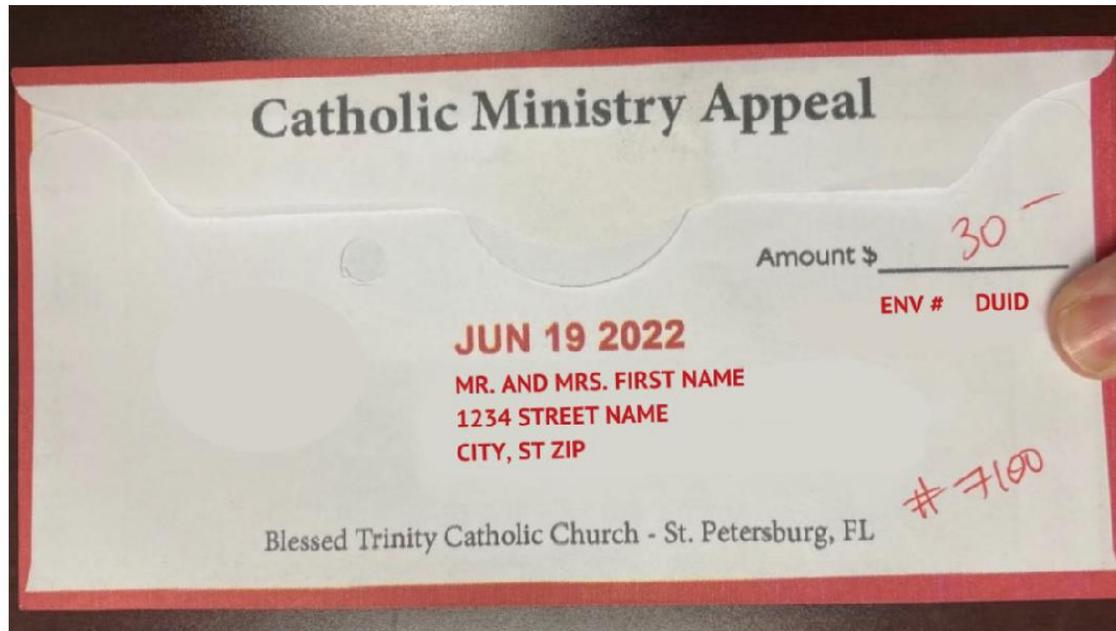
Catholic Ministry Appeal <Date Range> <Parish Name>

DUID	First Name	Last Name	Address	ST	Zip	Env	Amount	Payment Type
100001	John	Smith	1234 First St	FL	33715	434	\$ 50.00	Cash
200002	Jane	Doe	5678 2nd Ave	FL	33713	565	\$ 25.00	Check
100001	John	Smith	1234 First St	FL	33715	434	\$ 15.00	Cash
200002	Jane	Doe	5678 2nd Ave	FL	33713	565	\$ 60.00	Check
100001	John	Smith	1234 First St	FL	33715	434	\$ 50.00	Cash
200002	Jane	Doe	5678 2nd Ave	FL	33713	565	\$ 10.00	Check
100001	John	Smith	1234 First St	FL	33715	434	\$ 15.00	Cash
200002	Jane	Doe	5678 2nd Ave	FL	33713	565	\$ 40.00	Check
100001	John	Smith	1234 First St	FL	33715	434	\$ 20.00	Cash
200002	Jane	Doe	5678 2nd Ave	FL	33713	565	\$ 100.00	Check
100001	John	Smith	1234 First St	FL	33715	434	\$ 25.00	Cash
							<u>\$ 410.00</u>	

SMALL, OFFERTORY PACKET ENVELOPES

- Different from the deep flap commitment envelopes or direct mail pledge cards.
- Small, offertory packet envelopes with checks have been received with missing addresses, DUIDS, parish names and incorrect amounts.
- Small, offertory packet envelopes with cash and coins should not be mailed through the US Postal Service, via an overnight service or hand delivered. **Please audit these envelopes** with the amount of cash, deposit the cash and **submit one check** for all the cash with the backup (see Parish Check List instructions above).

Please use this sample for reference:



PARISH RESOURCES

[www.dosp.org/catholicministryappeal/
2023parishresources/](http://www.dosp.org/catholicministryappeal/2023parishresources/)

Right now... Planning Phase

- ✓ Goto the resource page
 - ✓ Pull together your team to assist in planning and implementation
 - ✓ Set your meeting dates
 - ✓ Review your successes
 - ✓ Get your active phase planned out
-
- ✓ And...

PASTOR LETTER OF SUPPORT

Pastor Letter of Support (sent to all parishioners after Bishop Parkes mailing sent)

As a pastor, I am always learning and growing. For a long time, I thought fundraising fell on the “practical” side of being a pastor, a necessary task our parish had to complete occasionally, like kids needing to eat their vegetables before getting dessert. But I was wrong. Fundraising is a ministry, and it is so much more.

It is not just asking for money to support worthy causes. It is about *inviting* families to take an active role in supporting the larger Church to help those around us. It is about coming together to provide real, immediate help to those in need.

The *Catholic Ministry Appeal*, introduced to you by Bishop Parkes last week, invites us to do just that.

I truly believe the *Catholic Ministry Appeal* is one of the most impactful ways we can support our Catholic Church. Your gift helps so many people as we *nurture spiritual life, embrace God’s call to serve and accompany missionary disciples*. For example, did you know the *Catholic Ministry Appeal* supports:

- 13,000 students enrolled and 1,300 educators and professional staff members in our 41 diocesan Catholic schools
- 11,400 clients receiving 104,647 meals through our Catholic Charities Ministries of Mercy
- 75 retired priests who still provide services and support the faith life of parishioners in all 79 of our parishes and missions.

< INFORMAL SALUTATION >, will you help me, Bishop Parkes, and most importantly, these important ministries with your gift to the *Catholic Ministry Appeal*? Thank you for your prayerful consideration of our request.

Sincerely yours in Christ,

|

<INSERT SIGNATURE>

<PASTOR NAME>, Pastor

<PARISH NAME>

The Reveal

Michelle Mesiano

Associate Director, Office of Stewardship & Development



BROCHURE



TU DONACIÓN APOYA...

Tu generosidad enriquece la vida espiritual, acoge el llamado de Dios a servir y acompaña a nuestros discípulos misioneros a través de los ministerios, el outreach, y los programas apoyados por la Campaña para los Ministerios Católicos.

Encuentro con Dios y cultivar nuestra vida espiritual

Compartir la fe con los demás es como encontramos el rostro de Dios. Estos ministerios ayudan a las parroquias y nos ofrecen a todos los que buscamos a Dios una oportunidad de encontrarnos con Él y de enriquecer nuestra vida espiritual. Es así como fortalecemos nuestra respuesta al llamado de Dios a servir.

Acoger el llamado de Dios para servir

Al escuchar su llamado y llevar a cabo su misión y su ministerio con amor, gratitud y preocupación por los demás es como acogemos el llamado de Dios a servir. Estos ministerios nos animan a todos a actuar, expresando el amor salvador de Dios en nuestro interior mientras ayudamos a darle forma al mundo.

Acompañar a nuestros discípulos misioneros

Servir como testigos vivos del renacimiento y el amor de Cristo y ayudar a los necesitados es como acompañamos a nuestros discípulos misioneros. Estos ministerios sirven a nuestros sacerdotes, diáconos y líderes laicos en su camino pastoral para que puedan seguir ofreciendo a nuestro pueblo la formación y las bases necesarias para llevar el mensaje. La misión y el ministerio de Dios a nuestras comunidades de fe y al mundo.



Hermandades y hermanas en Cristo, Cada año el pueblo de nuestra diócesis es invitado a unirse para ayudar a los más necesitados en nuestras comunidades locales y apoyar a los donaciones de todas las edades en el crecimiento de la Campaña para el buen trabajo de la Campaña para los Ministerios Católicos.

YOUR GIFT SUPPORTS...

Your generosity directly nurtures spiritual life, embraces God's call to serve, and accompanies our missionary disciples through the ministries, outreach, and programs supported through the Catholic Ministry Appeal.

Encountering God and Nurturing Our Spiritual Life

Sharing the faith and reaching out to others is how we encounter the face of God. These ministries assist parishes and offer all who seek God an opportunity to encounter Him and enrich our spiritual lives, fostering our response to God's call to serve.

Acoger el llamado de Dios para servir

Al escuchar su llamado y llevar a cabo su misión y ministerio con amor, gratitud y preocupación por los demás es como acogemos el llamado de Dios a servir.



Brothers and Sisters in Christ.

Each year, the people of our diocese are invited to come together to assist those most in need in our local communities and support Catholics of all ages in growing their faith through gifts to the Catholic Ministry Appeal. I am proud of the good work and ministry that you are doing to support those who make it possible. We do in Christ's name, and grateful to those who make it possible.

...equal with more than \$8.8 million in ... last year and the

ENCOUNTERING GOD AND NURTURING OUR SPIRITUAL LIFE



GOOD SAMARITAN PROJECT

324 Young Adult Volunteers
32 Hours of Service Sites over 18 Days for a total of 4 Shelter Meals Served
10,368 Hours

EMBRACING GOD'S CALL TO SERVE



Spotlight on...

Ministry to Youth & Young Adults

The Youth and Young Adult Ministry builds opportunities for young people to encounter the Lord, supporting those seeking a rich spiritual life, and fostering our response to His call to serve. Last year, this ministry held its 10th annual Good Samaritan Project, bringing the youth in our diocese together to grow in the virtue of stewardship to advance the quality of life in our community both during the event and every day after.

Through social services designed to preserve families, encourage self-sufficiency, and promote social justice, Catholic Charities brings faith and love to those they serve. This past year, Catholic Charities housed and sheltered more than 4,000 people through Shelters of Hope, and provided new affordable housing opportunities with the opening of Mercy Oaks Apartments in Tampa, the Pasco Family Shelter for young homeless families with children, and two communities in Hillsborough County, Las Villas and Vincent Oaks. An additional location, St. Benedict Apartments, will be available after construction is completed this year.

1,235 Clients Sheltered
3,106 Clients Housed
183,717 Meals Served

ACCOMPANYING OUR MISSIONARY DISCIPLES



Spotlight on...

Ministry to Priests

Our priests care for thousands of parishioners, encouraging all of us to embrace God's call. Our Office of Ministry to Priests offers our active and retired priests opportunities for spiritual direction, sacramental reconciliation, consultation, days of recollection, retreats, and mentoring for our newly ordained priests and new pastors.

106 Priests in active service across our 75 parishes & 4 missions
27 Priests serving less than 7 years
17 New pastors serving 1-5 years
62 Veteran pastors serving 5+ years



OUR GOAL: \$8.5 Million

42% Encountering God and Nurturing our Spiritual Life

- Bethany Center for Spiritual & Formation Development
- Faith Formation & Evangelization
- Lay Pastoral Ministry Formation Program
- Marriage & Family Life
- Media-Based Communication Ministry
- Ministry to Catholic Schools & Talion Assistance Grants
- Ministry to Multicultural Communities
- Ministry to Youth & Young Adults
- Office of Worship & Diocesan Liturgical Celebrations
- Support of The Catholic University
- Tribunal Office for Canonical Information & Sacramental Support

31% Embracing God's Call to Serve

- Catholic Charities of the Diocese of St. Petersburg
- Diocesan Program & Formation
- La Clínica Guadalupeana Support
- Prison Ministry
- Seminarian Education & Support, & Promotion of Vocations
- Visita for Religious

27% Accompanying our Missionary Disciples

- Clergy Care, Ministry to Priests & Continuing Education for Priests
- Holistic Apostolate & the St. Rita, St. Joseph-Tampa & St. Clement Migrant Apostolates
- Justice, Life & Advocacy Promotion & Formation
- Safe Environment Program
- Stewardship Formation & Development Programs
- Support for Shrines in the Holy Land & Churches in Latin America

ENCOUNTERING GOD AND NURTURING OUR SPIRITUAL LIFE



ACOGER EL LLAMADO DE DIOS PARA SERVIR



ACOMPANAR A NUESTROS DISCÍPULOS MISIONEROS



Refugios de Esperanza (Shelters of Hope)

A través de servicios sociales diseñados para preservar las familias, potenciar la autosuficiencia y promover la justicia social, Caridades Católicas lleva la fe y el amor a aquellos a quienes sirve. El año pasado, Caridades Católicas alojó y le dio refugio a más de 4,000 personas a través de sus Refugios de Esperanza y proporcionó nuevas oportunidades de vivienda asequible con la apertura de los Apartamentos Merry Oaks en Tampa, el refugio para familias con niños y niñas sin hogar en el condado de Pasco y dos comunidades en el condado de Hillsborough, Las Villas y Vincent Oaks. Los Apartamentos St. Benedict son una ubicación adicional que estará disponible una vez finalizada su construcción este año.

1,235 clientes acogidos en albergues
3,106 clientes alojados en viviendas
183,717 comidas servidas en los albergues

El ministerio con sacerdotes

Nuestros sacerdotes atienden a millones de feligreses, animadores a todos a acoger el llamado de Dios. Nuestro Oficina del Ministerio con Sacerdotes les ofrece a nuestros sacerdotes activos y jubilados oportunidades de dirección espiritual, reconciliación sacramental, consulta, días de recogimiento, retiros, y tutoría para nuevos párrocos y nuestros sacerdotes recién ordenados.

106 sacerdotes en servicio activo en nuestras 75 parroquias y 4 misiones
27 sacerdotes con menos de 7 años de servicio
17 nuevos párrocos con 1-5 años de servicio
62 sacerdotes veteranos con más de 5 años de servicio



NUESTRA META: USD 8.5 Millones

42% Encuentro con Dios y cultivar nuestra vida espiritual

- El desarrollo espiritual y la formación que se ofrece en el Bethany Center
- La formación en la fe y la evangelización
- El programa de formación del Instituto Pastoral para el Ministerio Laico
- El ministerio de la vida familiar
- El ministerio de medios de comunicación
- El ministerio de escuelas católicas y becas de asistencia para la matrícula
- El ministerio con comunidades multiculturales
- El ministerio con jóvenes y adultos jóvenes
- La Oficina del Culto Divino y las celebraciones litúrgicas diocesanas
- La Universidad Católica de América
- La información canónica y el apoyo sacramental de la Oficina del Tribunal

31% Acoger el llamado de Dios para servir

- Caridades Católicas de la Diócesis de St. Petersburg
- El Programa y Formación del Diaconado
- La Clínica Guadalupeana
- El ministerio de prisiones
- La educación y el apoyo para seminaristas y promoción de vocaciones
- La Oficina del Visita para Religiosos y Religiosas

27% Acompañar a nuestros discípulos misioneros

- El cuidado del clero, el ministerio con sacerdotes y la educación continua para sacerdotes
- El apostolado holístico y los apostolados con migrantes de St. Rita, St. Joseph en Tampa y St. Clement
- La promoción y formación en la vida, la justicia y la defensa
- El Programa de Asistencia Segura
- Programas de formación en la corresponsabilidad y el desarrollo
- Los santuarios en la Tierra Santa e iglesias en América Latina

PLEDGE CARD

DIOCESE OF ST. PETERSBURG

CATHOLIC MINISTRY

Appeal

<Cons ID>

<Primary Addressee>

<Address>

<City>, <State> <Zip>

<Email>

<Mobile Phone>

<Parish Name>, <Parish City>

**Please make any corrections to
your information above*

1. YES, I/WE WILL SUPPORT THE 2023 *CATHOLIC MINISTRY APPEAL*

- OR
- With a monthly gift of:
 - \$<50> \$<100> \$<175> \$<250> Other \$ _____
 - Until I/We choose to stop Until December 2023
 - With a one-time gift of:
 - \$<100> \$<250> \$<500> \$<1,000> Other \$ _____

2. PAYMENT DETAILS

Total Gift Amount: \$ _____ Amount Enclosed: \$ _____

- I/We have enclosed a check for the full amount.
(Make checks payable to: *Catholic Ministry Appeal*)
- I/We enclosed my/our first payment of \$ _____.
Please send reminders: Monthly Quarterly Annually
Start Date: _____
- I/We will set-up my/our gift at xxxxx.dosp.org.

PLEDGE CARD



DIOCESE OF ST. PETERSBURG
CATHOLIC
MINISTRY
Appeal



**Scan here to make
your gift online or visit
<XXXX.dosp.org>!**

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

If you would like to designate your gift to a particular ministry, please email appealgift@dosp.org. To leave a gift in your will, please email foundation@dosp.org. To donate stock or securities, please email stock-iradonations@dosp.org.

DEEP FLAP IN-PEW

GLUE STRIP AREA – NO PRINT ZONE



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



Make your gift online!
GivetoMinistry.dosp.org

Scan here to make your gift by credit card or electronic funds transfer on our secure website.

Make a Special Gift:

- Please contact me to discuss how I can designate my gift to a particular ministry. I've provided my updated information below.
- Please contact me to discuss how I can leave a gift in my estate for my parish, the *Catholic Ministry Appeal* or other Catholic ministries. I've provided my updated information below.

We ask that all pledges are paid by December 31, 2023.

SHORTENED FLAP AREA – NO PRINT ZONE

1. YES, I/WE WILL SUPPORT THE 2023 CATHOLIC MINISTRY APPEAL

- OR
- With a **monthly** gift of:
 \$50 \$100 \$175 \$250 Other \$ _____
(to be paid through December 2023)
 - With a **one-time** gift of:
 \$100 \$250 \$500 \$1,000 Other \$ _____

2. PAYMENT DETAILS

- I/We enclosed a check for the full amount.
(Make checks payable to: **Catholic Ministry Appeal**)
- I/We enclosed my/our first payment of \$ _____.
Please send reminders: Monthly Quarterly Annually
Start date: _____
- I/We will set-up my/our gift at **GivetoMinistry.dosp.org**.

3. DONOR INFORMATION

Parish City

Name

Address

City State Zip

Email

Phone Mobile Home Work

SEAL AREA FOR GLUE STRIP – NO PRINT ZONE



LARGE POSTER



DIocese OF ST. PETERSBURG
CATHOLIC MINISTRY
Appeal

WWW.DOSP.ORG

GIVE TODAY
GIVETOMINISTRY.DOSP.ORG



ST. PETERSBURG
paña PARA LOS
ERIOS CATÓLICOS

HAZ TU DONACIÓN HOY
GIVETOMINISTRY.DOSP.ORG



SOCIAL MEDIA

Facebook, Instagram, and Twitter are great tools to communicate with your parishioners and spread the word. It is our hope this social media guide and sample plan serves you well as we continue ministering and serving our community through the *Catholic Ministry Appeal*.

Below you can find designing tips, dimensions, and a sample week of postings to get you started.

Designing Tips

- [Canva](#) is a great tool to design and craft your message. It is free and provides easy design templates. Please create an account to get started.
- **Plug and post!** Create a template in Canva, Adobe Spark or Photoshop! Stylize your template to be branded to the *Catholic Ministry Appeal* with room for a large photo and catchy text.
- Remember to...
 - **Brand** each graphic with the *Catholic Ministry Appeal* logo.
 - **People** like seeing other people. Pick a strong photo of real people – candid or portrait. Limit the text on the photo. The stronger the photo, the less explaining you will need – save it for the body of the post.
 - **Engage!** Provide a call to action – ask your audience for feedback, take a poll, follow a link, join in prayer, highlight a Parish Champion, etc.
 - **Keep it Simple!** Limit the amount of text on the post (typically 80 words **or less**). Provide the main information in the body text of the post.
 - Be positive and uplifting!
 - **Use Hashtags** but don't overdo it. Pick one or two relevant to your particular parish and make sure to use #CatholicMinistryAppeal so we can highlight your extraordinary efforts!
- Visit the [Catholic Ministry Appeal resource page](#) to download and create your own social media posts!
- Free stock photo resources are available [here](#).

Dimensions

- Facebook – 940 x 788 px / 1080 x 1080 px / 1920 x 1920 px
- Instagram – 1080 x 1080 px / 1920 x 1920 px
- Twitter – 1024 x 512 px

SOCIAL MEDIA

Kickoff Weekend (1/14-15/23)		
Purpose/ General Guidance	Graphic Description/ Posting Examples	Copy
Drive viewers to the main video and learn more.	2023 CMA Teaser.mp4	Giving to the Catholic Ministry Appeal means... Youth & Young Adult Ministry, Ministry to Catholic Schools, Catholic Charities and Ministry to Priests are supported, and the more gifts we receive the more our ministries can grow. Visit www.dosp.org/catholicministryappeal to learn more! #CatholicMinistryAppeal #CourageouslyLiving
Education Weekend #1 (1/21-22/23)		
Pastor Letter of Support drops 1/16/23		
Purpose/ General Guidance	Graphic Description/ Posting Examples	Copy
Explain the Catholic Ministry Appeal and communicate expectation / impact	 Accompanying (2) - or -  Accompanying (2)	Accompanying our missionary disciples through the Catholic Ministry Appeal means supporting our priests, deacons and lay leaders in their pastoral journey so they can continue offering our people the formation and foundation needed to bring God's message, mission, and ministry to our faith communities and world. Visit www.dosp.org/catholicministryappeal to learn more! #CatholicMinistryAppeal

In-Pew/Commitment Weekend #1 (2/4-5/23)		
Purpose/ General Guidance	Graphic Description/ Posting Examples	Copy
	 Embracing (2) - or - 	Embracing God's Call to Serve through the Catholic Ministry Appeal means hearing His call and actively carrying out His mission and ministry with love, gratitude and concern for others. Ministries like < Seminarian Education & Support, & Promotion of Vocations/Catholic Charities> encourage all to act, expressing God's saving love within us as we help give shape to the world. Visit givetoministry.dosp.org to show your support! #CatholicMinistryAppeal

d #2 (1/28-29/23) 1/30/23 - 2/3/2023	
Graphic Description/ Posting Examples	Copy
 Encountering (4)	OPTION 1: "You want your child in an environment where there's joy, faith, forgiveness, and kindness, and where those things are get that anywhere else." – Chris Pastura, Superintendent of Catholic Schools Encountering God and Nurturing our Spiritual Life through the Catholic Ministry Appeal means encountering the face of God by sharing the faith and reaching out to others. The opportunity to encounter Him and enrich our spiritual lives, fostering our response to God's call to serve. Visit www.dosp.org/catholicministryappeal to learn more! #CatholicMinistryAppeal
 9 (3)	OPTION 2: "You can get a good education in a lot of different places. Jesus Christ is lived, taught and breathed every day. It's a beautiful place." – Chris Pastura, Superintendent of Catholic Schools Encountering God and Nurturing our Spiritual Life through the Catholic Ministry Appeal means encountering the face of God by sharing the faith and reaching out to others. The opportunity to encounter Him and enrich our spiritual lives, fostering our response to God's call to serve. Visit www.dosp.org/catholicministryappeal to learn more. #CatholicMinistryAppeal

2 (2/11-12/23)	
Graphic Description/ Posting Examples	Copy
 ntering (2)	"What I greatly appreciate about the Project (GSP) in general is that it's not service hours. It's about encountering Fr. Xavy, Chaplain at Tampa Catholic Encountering God and Nurturing our the Catholic Ministry Appeal means of God by sharing the faith and rear Make your commitment today by givetoministry.dosp.org . #CatholicMinistryAppeal

Follow-up Weekend #1 (2/18-19/23)		
Purpose/ General Guidance	Graphic Description/ Posting Examples	Copy
	 Embracing (3)	Acts of love, charity and service can be done with your support of the Catholic Ministry Appeal. Are you ready to make your commitment? Visit givetoministry.dosp.org to get started. #CatholicMinistryAppeal
Follow-up Weekend #2 (2/25-26/23)		
Purpose/ General Guidance	Graphic Description/ Posting Examples	Copy
	 Encountering (1)	The Catholic Ministry Appeal paves the way for us to bring ministry to life. Together, we can courageously live the Gospel by loving God, loving others and making disciples. Visit givetoministry.dosp.org to make your commitment. #CatholicMinistryAppeal #CourageouslyLiving

SOCIAL MEDIA



MINISTRY POSTERS



BULLETIN INSERTS



MINISTRIES IN ACTION

DIocese of St. Petersburg | CATHOLIC MINISTRY Appeal



WORKING TOGETHER

By joining together each year through the Catholic Ministry Appeal, we help nurture spiritual life, embrace God's call to serve and accompany missionary disciples. Last year more than 22,000 households joined together in support of the ministries and services funded through the Catholic Ministry Appeal. Through their generosity and the dedication of our pastors, parish staff and volunteers we exceeded our goal!

This year, we invite all to join us as we work together toward raising \$8.5 million to ensure we can continue bringing ministry to life by loving God, loving others, and making disciples through faith formation for children, adults, and families; supporting our seminarians and priests; and providing shelter, food, and clothing to those in need.

We are blessed to continue the good works we do in God's name as we embark on the 2023 Catholic Ministry Appeal and together Courageously Live the Gospel.



WHAT IS THE CATHOLIC MINISTRY APPEAL?

+ The Catholic Ministry Appeal invites all Catholics to make an annual donation to fund larger shared ministries and services that no single parish could accomplish on its own.

+ 100% of donations are going to outreach that positively affects people, communities, parishes and schools, such as Catholic Charities vocation promotion, seminarian support, campus ministry effort the Lay Pastoral Ministry Institute. For a full listing, please visit www.dosp.org/catholicministry

+ Each parish will have a goal for the new appeal, but it does not have to be paid by the parish if not achieved.

+ If we exceed our \$8.5 million goal, we can explore growing and new ministries.

FOLLOW US @DIOSTPETE

DOSP.ORG/CATHOLICMINISTRY



MINISTRIES IN ACTION

DIocese of St. Petersburg | CATHOLIC MINISTRY Appeal



SERVING IN SOLIDARITY

Like the symbol of our appeal, the dove, your generosity through the Catholic Ministry Appeal will continue bringing hope, peace and joy to countless people. Exceeding our \$8.5 million goal will allow us to support and explore growing the critical ministries making a difference in our diocese every day by:

- + nurturing spiritual life and offering opportunities for people to encounter Christ
- + embracing God's call to serve
- + accompanying those who help form missionary disciples

We know we can make a difference by working together. One gift, when added to thousands in solidarity, can serve and support thousands.

You can also make a secure, on-line gift today through one of these three options:



VISIT

givetoministry.dosp.org

SCAN THE QR CODE BELOW



CHECK

Payable to Catholic Ministry Appeal
PO Box 40200
St. Petersburg, FL 33773-0220

FOLLOW US @DIOSTPETE

DOSP.ORG/CATHOLICMINISTRYAPPEAL



MINISTRIES IN ACTION

DIocese of St. Petersburg | CATHOLIC MINISTRY Appeal



SEAFARER PROJECT

Encountering Christ in each other
Involved with the Good Samaritan Project since I was a child, I have been invited to help with the project. I was at my pastoral assignment for the Lady of the Rosary. And last year we had a summer of being assigned to help with the project. And ever since, I went to the project, I also would come and visit here.



324 Young Adult Volunteers
32 Hours at Service Sites over 18 Days for a total of 10,368 Hours

What we appreciate about GSP in general is that it's not just about service hours. It's about encountering Christ in each other.

I was involved in a class or they're in campus ministry and I have met people with them and I speak with them. But here it has been a more meaningful aspect of building up those relationships because we're with them 24-hours a day for the next five days and you just get so many opportunities and you get to know them much better. They get to share about their experiences of the retreat, but they point out something maybe in their life that they realize they need healing or that the graces that have been given to them are just to share funny stories and build up those relationships."

Fr. Elixavier "Xavy" Castro
Pastor, St. Ignace of Tampa Catholic High School

We have been blessed in many ways by the Lord and have been supported by the church in times of need so I feel that I can thank both of them by supporting my parish as well as the Catholic Ministry Appeal.

- Carmelo & Elba Meletiche

ENCOUNTERING GOD AND NURTURING OUR SPIRITUAL LIFE

The Youth and Young Adult Ministry is one of 11 diocesan ministries that embrace God's call to serve, and offer all who seek God an opportunity to encounter Him and enrich our spiritual lives, fostering our response to God's call to serve. Through the Catholic Ministry Appeal, this group of ministries will receive \$3.6 million of the total \$8.5 million appeal goal to carry out their good works.



SCAN TO LEARN MORE about these ministries!



FOLLOW US @DIOSTPETE

DOSP.ORG/CATHOLICMINISTRYAPPEAL

WEB SLIDERS



"There is a strong Catholic presence in all of our schools, from Pre-K, all the way through high school. Our Catholic faith is woven into everything we do."

Chris Pastura, Superintendent
Office of Catholic Schools & Centers

 CATHOLIC MINISTRY *Appeal*



"The process of becoming a priest is not one that everyone chooses, but because of your support you are a part of our formation journey."

Deacon Christian Galvan, Seminarian

"The Good Samaritan Project is a week-long service retreat where we encounter the Lord through prayer, mass, in the sacraments, and of course, in the community that is built up."

Rev. Elixavier "Xavy" Castro, Chaplain
Tampa Catholic High School

 CATHOLIC MINISTRY *Appeal*

MAIN VIDEO



DIOCESE OF ST. PETERSBURG
CATHOLIC
MINISTRY
Appeal



04:25



2023 Catholic Ministry Appeal

5 minutes ago | More



Diocese of St. Petersburg PREMIUM

This column is only visible to you

See video analytics

[View analytics](#)

My videos

PARISH RESOURCES

[www.dosp.org/catholicministryappeal/
2023parishresources/](http://www.dosp.org/catholicministryappeal/2023parishresources/)

Additional Parish Resources

Weekly Parish Resource Sheets
(uploaded at beginning of each
month)

Pulpit announcements

Bulletin article text

Bulletin inserts

Social media posts

Appeal videos

Pre-written emails

Prayer Card

Powerpoint slides

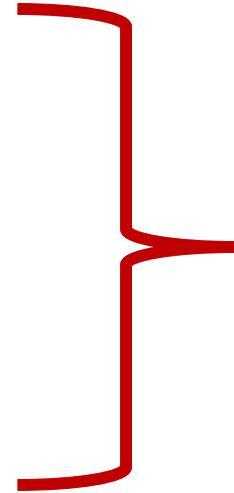


Available
NOW!

Additional Parish Resources

Small envelope
Give now graphics
Ways to Give
Video (4 minutes)
Teaser Video (30 seconds)
... and more!

Spanish translations being completed now – will be uploaded as completed



Available
NOW!

In-pew materials being shipped

In-pew pledge envelopes
Brochures
Posters

Week of
Jan. 9th

YOUR GIFT SUPPORTS...
Your generosity directly nurtures spiritual life, embraces God's call to serve, and accompanies our missionary disciples through the ministry, outreach, and programs supported through the Catholic Ministry Appeal.

Encountering God and Nurturing Our Spiritual Life
Sharing the faith and reaching out to others is how we encounter the face of God. These ministries assist parishes and offer all who seek God an opportunity to encounter Him and enrich our spiritual lives, fostering our response to God's call to serve.

Embracing God's Call to Serve
Hearing His call and carrying out His mission and ministry with love, gratitude, and concern for others is how we embrace God's call to serve. These ministries encourage all to act, expressing God's saving love within us as we help give shape to the world.

Accompanying our Missionary Disciples
Serving as living witnesses to Christ's message and love, and helping those in need, is how we accompany our missionary disciples. These ministries serve our priests, deacons, and lay leaders in their pastoral journey so they may continue offering our people the formation and foundation needed to bring God's message, mission, and ministry to our faith communities and world.

JOIN ME IN PRAYING...
More numerous than the stars in the sky are your blessings, O God and Gracious God. You have called us to spread the Good News of our 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 the Catholic Ministry Appeal. We pray that your grace, O Lord, will lead us to be one loving heart and hands today.
Amen.

WAYS TO GIVE

Diocese of St. Petersburg
CATHOLIC MINISTRY Appeal

Online at GivetoMinistry.dosp.org or scan the QR code above
727-344-1614 | stewardship@dosp.org | www.dosp.org
Mail your gift to PO Box 456, Kensington, CT 06027-0456

Brothers and Sisters in Christ,
Each year, the people of our diocese are invited to come together to assist those most in need in our local communities and support the Catholic Ministry Appeal. I am proud of those who make it possible. We do in Christ's name, and grateful to those who make it better. Last year, we surpassed our goal with more than \$8.2 million in commitments and can now explore growing ministries and better serving the community. We saw what was possible last year and this year, we will work together to raise \$8.5 million to ensure impact we had in our community. These ministries continue bringing ministry to life by living the faith formation of our seminarians and these ministries, and making disciples through faith formation and evangelization, and making disciples through faith formation and evangelization, and making disciples through faith formation and evangelization.

GLUE STRIP AREA - NO PRINT ZONE

Make your gift online!
GivetoMinistry.dosp.org
Scan here to make your gift by credit card or electronic funds transfer on our secure website.

Make a Special Gift:
 Please contact me to discuss how I can designate my gift to a particular ministry. I've provided my updated information below.
 Please contact me to discuss how I can leave a gift in my estate for my parish, the Catholic Ministry Appeal or other Catholic ministries. I've provided my updated information below.

We ask that all pledges are paid by December 31, 2023.

1. YES, I WILL SUPPORT THE 2023 CATHOLIC MINISTRY APPEAL		3. DONOR INFORMATION	
I	<input type="checkbox"/> With a monthly gift of: ☐ \$50 ☐ \$100 ☐ \$175 ☐ \$250 ☐ Other \$ _____ (to be paid through December 2023)	Parish	City
	<input type="checkbox"/> With a one-time gift of: ☐ \$100 ☐ \$250 ☐ \$500 ☐ \$1,000 ☐ Other \$ _____	Name	_____
2. PAYMENT DETAILS		Address	_____
<input type="checkbox"/> I/We enclosed a check for the full amount. (Make checks payable to: Catholic Ministry Appeal)		City	State Zip
<input type="checkbox"/> I/We enclosed my/our first payment of \$ _____ Please send reminders: ☐ Monthly ☐ Quarterly ☐ Annually Start date: _____		Email	_____
<input type="checkbox"/> I/We will set-up my/our gift at GivetoMinistry.dosp.org .		Phone	☐ Mobile ☐ Home ☐ Work

SHORTENED FLAP AREA - NO PRINT ZONE

SEAL AREA FOR GLUE STRIP - NO PRINT ZONE

Together, through the Catholic Ministry Appeal, we respond to the needs of our local communities and support Catholics throughout their lives. Your gift honors Catholics of the Diocese of St. Petersburg to nurture their spiritual life, embrace God's call to serve, and accompany missionary disciples.

YOUR GIFT SUPPORTS:

- Catholic Schools
- Homeless Ministry
- Faith Formation
- Seminarian Education
- Marriage and Family Life
- Priest Retirement and Clergy Care
- Worship and Liturgical Celebrations
- And more...

In the spirit of faith and mission to the Catholic Ministry Appeal, your commitment is appreciated. **THANK YOU!**

Thank you for your gift of postage

STRY APPEAL
727-344-1614

GIVE TODAY
GIVETOMINISTRY.DOSP.ORG

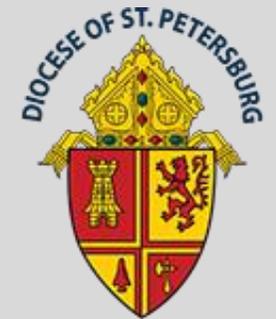
Diocese of St. Petersburg
CATHOLIC MINISTRY Appeal
WWW.DOSP.ORG

WAYS TO GIVE

- Online Giving (E-Giving)
givetoministry.dosp.org
- Checks
- Gifts of Stocks, Securities, IRA or Matching Gifts
stock-iradonations@dosp.org



Questions



COURAGEOUSLY
Living the Gospel

Contact

Meegan Wright

mlw@dosp.org

Michelle Mesiano

mnm@dosp.org



COURAGEOUSLY
Living the Gospel