



DIOCESE OF ST. PETERSBURG
CATHOLIC
MINISTRY
Appeal

The meeting will begin in a few moments

Agenda

- Opening prayer – Bishop Parkes
- Introductory remarks – Bishop Parkes
- Wrap Up: 2022 Catholic Ministry Appeal – Meegan Wright
- The Catholic Ministry Appeal in your parish
 - Active Phase – Michelle Mesiano
 - Lay Witness Testimonial/Sample Testimonial – Ryan Phelan
 - Elements of a successful in-pew appeal – Meegan Wright
 - Importance of a strong in-pew weekend – Nic Prenger
- Q&A
- Closing and blessing – Bishop Parkes

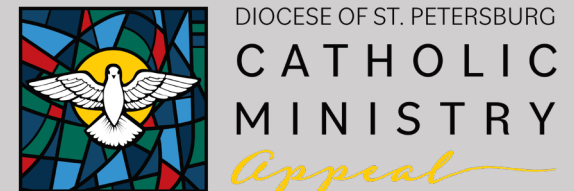


DIOCESE OF ST. PETERSBURG
CATHOLIC
MINISTRY
Appeal



Opening Prayer

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



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.



Agenda

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- The Catholic Ministry Appeal in your parish (Active Phase)
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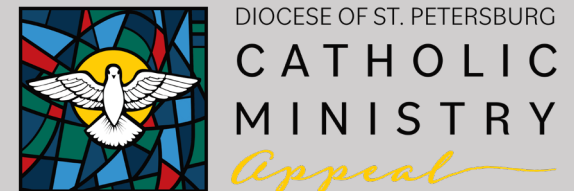


DIOCESE OF ST. PETERSBURG
CATHOLIC
MINISTRY
Appeal



Introductory Remarks

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





Wrap Up: 2022 Catholic Ministry Appeal

Meegan Wright

Exec. Director of the Office of Stewardship & Development

Exec. Director of the Catholic Foundation



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

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

Current stats (as of 1/6/2023):

\$9.5 million in commitments | **\$9.3 paid to date**

22,349 donors – 3,400 new donors | 17K historic

47 parishes over goal in amount paid

11 above 90% of goal in amount paid

7 above 80% in amount paid

Current stats (as of 1/6/2023):

21% participation

22,349 total donors > **\$425** Average Gift

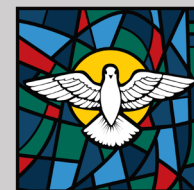
3,443 E-donors > **\$659** Average E-gift



The Catholic Ministry Appeal in your parish

Michelle Mesiano

Associate Director of the Office of Stewardship & Development



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

2023 Timeline

Planning Phase Dates

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

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

BROCHURE

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.

Embracing God's Call to Serve

Our ministries and programs support the call to serve and ministry

ENCOUNTERING GOD AND NURTURING OUR SPIRITUAL LIFE



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.

GOOD SAMARITAN PROJECT



EMBRACING GOD'S CALL TO SERVE



Spotlight on...

Shelters of Hope

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.



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.



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 & Tuition 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
- Disaconate Program & Formation
- La Clinica Guadalupe Support
- Prison Ministry
- Seminarian Education & Support, & Promotion of Vocations
- Vicar for Religious

27% | Accompanying our Missionary Disciples

- Clergy Care, Ministry to Priests & Continuing Education for Priests
- Haitian 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

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 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 do in Christ's name, and grateful to those who make it possible. We do in Christ's name, and grateful to those who make it possible. We do in Christ's name, and grateful to those who make it possible.

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 alcance a la comunidad 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 mensaje 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.

ENCUENTRO CON DIOS Y CULTIVAR NUESTRA VIDA ESPIRITUAL



Enfasis en...

Ministerios para la vida espiritual y la formación que se ofrece en el Bethany Center para el Ministerio Pastoral para el Ministerio Litúrgico.

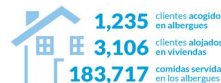
106 sacerdotes en servicio activo en nuestras 75 parroquias y 4 misiones

ACOGER EL LLAMADO DE DIOS PARA SERVIR



Enfasis en...

El ministerio con sacerdotes. Nuestros sacerdotes atienden a millones de feligreses, animándonos a todos a acoger el llamado de Dios. Nuestra 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.



ACOMPANAR A NUESTROS DISCÍPULOS MISIONEROS



Enfasis en...

El ministerio con sacerdotes

Nuestros sacerdotes atienden a millones de feligreses, animándonos a todos a acoger el llamado de Dios. Nuestra 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.



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 Litúrgico
- 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 Guadalupe
- El ministerio de prisiones
- La educación y el apoyo para seminaristas y promoción de vocaciones
- La Oficina del Vicario 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 haitiano 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 Ambiente Seguro
- Programas de formación en la responsabilidad 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.

2023 Timeline – Planning Phase

Planning Phase Dates

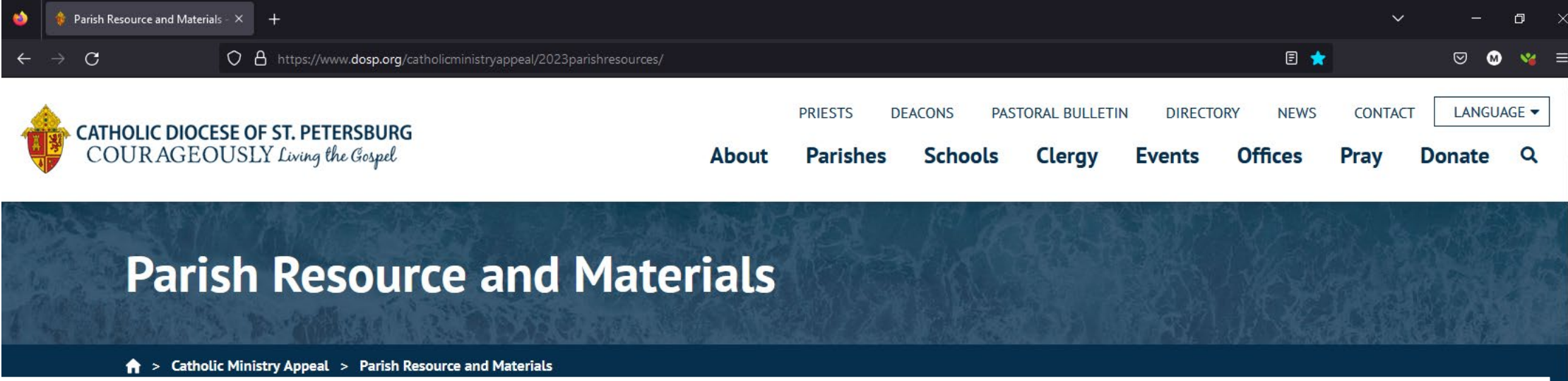
Parish In-pew Materials -> 1/9/2023

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

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

Planning Phase – COMPLETE ✓

Active Phase – STARTS NOW!



www.dosp.org/catholicministryappeal/2023parishresources

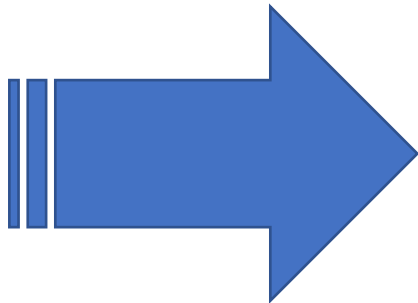
Planning and Execution

Pastor Letter of Support Sample – [English](#) | [Spanish](#) – As part of parishes “Best Effort”, this letter will be mailed for each Pastor mid-January.

[Parish Best Effort Implementation](#) – Definition of Best Effort and Extraordinary Effort for parish implementation

[Timeline](#) – Timeline & Plan of Action for the *Catholic Ministry Appeal*

[Gift Remittance Process](#) – Procedures established to expedite the remittance of gifts and commitments.



2023 Timeline – Active Phase

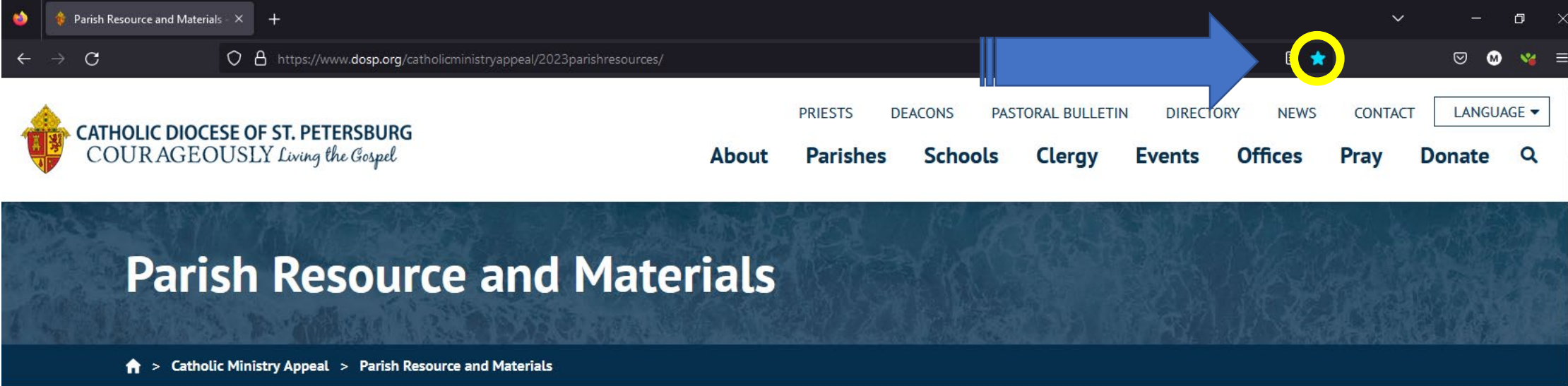
Active Phase Dates

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

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/

Planning and Execution

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THE COURIER

CATHOLIC MINISTRY *Appeal*

PASTOR, STAFF & LEADERSHIP TRAINING WEBINAR

HOSTED BY BISHOP PARKES
January 9, 2023 | 10:30 AM



DIOCESE OF ST. PETERSBURG
CATHOLIC
MINISTRY
Appeal

Bishop Gregory Parkes invites you to attend our "2023 Kick Off" training webinar for the *Catholic Ministry Appeal*. This is our final webinar for the coming appeal.

We will discuss the logistics of Commitment Weekend and give you tips to ensure its success. In addition to receiving valuable training and having an opportunity to ask questions, you will hear a sample testimonial and receive guidelines to share with your lay witnesses who may be providing testimonials at your parish.

This webinar is part of our "Best Effort" plan.

[Click here to register for the webinar](#)

Final Notice 2023 Preview Meeting

Thank you for those who joined the 2023 Preview Meeting. During the session, we previewed our upcoming *Catholic Ministry Appeal* materials and resources, and answered questions. If you have not already done so, please [click here](#) to view the recording, and visit our resource page [here](#) to download a copy of the PowerPoint presentation.

[Click here](#) to download the **2023 Timeline** for planning.

Second Notice Due 12/12 - Pastor Letter of Support

Thank you to the **13 of our 79** parishes who have already completed and returned the Pastor Letter of Support to the Office of Stewardship and Development. As explained at the Preview Meeting last week, this letter will be mailed for each Pastor mid-January, but must be edited/approved and returned to stewardship@dosp.org on or before December 12th.

By [clicking here](#), Pastors can download the sample Pastor Letter of Support.

- Please download, review and edit as soon as possible.
- **PLEASE EMAIL IT AS A WORD DOCUMENT.**
- The Diocese will place it on parish letterhead, personalize and mail these for you in January.

Second Notice Coming Soon: Advanced Mailing

On November 28th, the advanced mailing from Bishop Parkes' will be sent to all who made a gift to the 2022 *Catholic Ministry Appeal* as of October 15th. In this letter, Bishop discusses his surgery, the accomplishments and challenges faced this past year, and all that was made possible thanks to their support. This group is then asked to help set the pace by making a gift to the 2023 *Catholic Ministry Appeal*. Please [click here](#) to download a sample of Bishop Parkes' letter.

Resources & Materials

New resources and materials for parishes to use in *Catholic Ministry Appeal* have been uploaded to the www.dosp.org/CatholicMinistryAppeal/2023Parish

- Parish Best Effort Implementation
- Parish Implementation Timeline, FAQ & T
- Gift Remittance Process
- Ways to Give
- Lay Witness Guide
- Parish Planning Worksheets - Case Sur
- Team Responsibility
- 2023 Main Video
- 2023 Social Media Teaser Video
- Brochure
- Flickr Album
- Prayer Card (in-house printing and p
- Bulletin Inserts
 - Kick Off Weekend
 - **UPDATED!** "Encountering"
 - "Partnering together" - She
 - **NEW!** "Imparting Clarity a
 - Commitment Weekend
- 11x17 Posters (in-house printing
- Offertory Envelope and Graphic
- Give Now Graphics
- QR Code
- Website Sliders
- 4-Week Social Media Guide

Please note, that the remainder of the coming weeks:

- Prayers of the Faithful
- Pulpit and Web Announce
- Build Your Own Poster, I
- Digital Resource Guide - Resource page

Special requests and questions can

2023 Goals

Goals for the 2023 *Catholic Ministry Appeal* were mailed to pastors November 9th. Please look for the information to arrive this week at parishes. If you have not received this information, please email stewardship@dosp.org.

Fifth Notice Year-End Giving Reminders & Ideas

Did you know that all charitable contributions made by year-end 2022 are 100% tax deductible up to the amount of an individual's Adjusted Gross Income?

There are many benefits for parishioners and benefactors seeking ways to assist favorite charities. Do not miss this opportunity to share creative giving options with your most generous supporters.

To assist parishes working to promote end of year gifts, legacy giving and/or new, creative options for giving with parishioners, the Catholic Foundation has created camera ready, downloadable materials and pre-drafted text for message development available on their parish resource page www.catholicfoundation.org/parish-resources/. The following materials are available for download:

- IRA sample letter of instruction
- bulletin inserts and articles
- text for article, pulpit and web news post development
- information on the Catholic Foundation Donor-Advised Fund
- buttons, ads and social media graphics

If you have any questions, please contact the Catholic Foundation at foundation@dosp.org or call 727-374-0220.

Gift Remittance Process Cash, Parish Lists & Small Offertory Packet Envelopes

THANK YOU to all parishes submitting commitments, parish lists and checks, and small envelopes with identifiers in place.

For parishes we have not spoken with directly but are sending in cash, parish lists with checks, OR small envelopes from offertory packets, please [CLICK HERE](#) to review the process for sending gifts to the Pastoral Center. Please note: If we receive submissions with incomplete donor information provided, we cannot process these gifts, and they will be returned to the parish.

Poll Question:

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

2023 Timeline – Active Phase

Active Phase Dates

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

2023 Timeline – Active Phase

Active Phase Dates

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

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

2023 Timeline – Active Phase

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

Education Weekend #1 & #2

Lay Witness Testimonial

Education Weekend #1 & #2 – 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”

Education Weekend #1 & #2 – Lay Witness Testimonial

Who is it?

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

Education Weekend #1 & #2 – Lay Witness Testimonial

Why is it important?

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

Education Weekend #1 & #2 – Lay Witness Testimonial

Why is it important?

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

Education Weekend #1 & #2 – Lay Witness Testimonial

Tips for Presenters

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

Education Weekend #1 & #2 – Lay Witness Testimonial

Tips for Presenters

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

Education Weekend #1 & #2 – Lay Witness Testimonial

Lay Witness Guide

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

Education Weekend #1 & #2 – Lay Witness Testimonial

Video Recording Tips

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

Education Weekend #1 & #2 – Lay Witness Testimonial

Testimonial Speaker

Ryan Phelan

Director of Youth & Young Adult Ministry

Diocese of St. Petersburg



DIOCESE OF ST. PETERSBURG
CATHOLIC
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Education Weekend #1 & #2 – Lay Witness Testimonial

Testimonial Speaker

Q & A

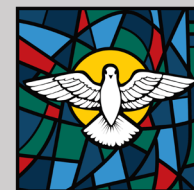
Active Phase

Successful Commitment Weekends

Meegan Wright

Exec. Director of the Office of Stewardship & Development

Exec. Director of the Catholic Foundation



DIOCESE OF ST. PETERSBURG
CATHOLIC
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Commitment Weekends: Preparations

BULLETIN

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

POSTERS up in all entry ways





Commitment Weekends: Preparations

MEDIA

- Web banner
- Link to e-giving website
- Web posts
- Social media posts



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.dio.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 (1)	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 to bring God's message, mission, and ministry to our faith communities and world. Visit www.dio.org/catholicministryappeal to learn more! #CatholicMinistryAppeal
	 Accompanying (2)	
Social Media Guide 2023 Catholic Ministry Appeal		

Commitment Weekends: Preparations

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

Commitment Weekends: Prepare


THE PEWS

○ Commitment Cards

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

Together, through the Catholic Ministry Appeal, we respond to the needs of our local communities and support Catholics throughout their lives. Your gift allows Catholics of the Diocese of St. Petersburg to nurture 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 so much more...

In the spirit of faith and mission, please consider making a commitment to the Catholic Ministry Appeal for the Diocese of St. Petersburg.

THANK YOU!



CATHOLIC MINISTRY APPEAL
Diocese of Petersburg
PO Box 40200
St. Petersburg, FL 33743-0200

Thank you for your gift of postage

Commitment Weekends: Preparations

THE PEWS

- Commitment Cards
- Pencils/pens
- QR code
 - Information is in the pews
 - 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.

Commitment Weekends: Preparations

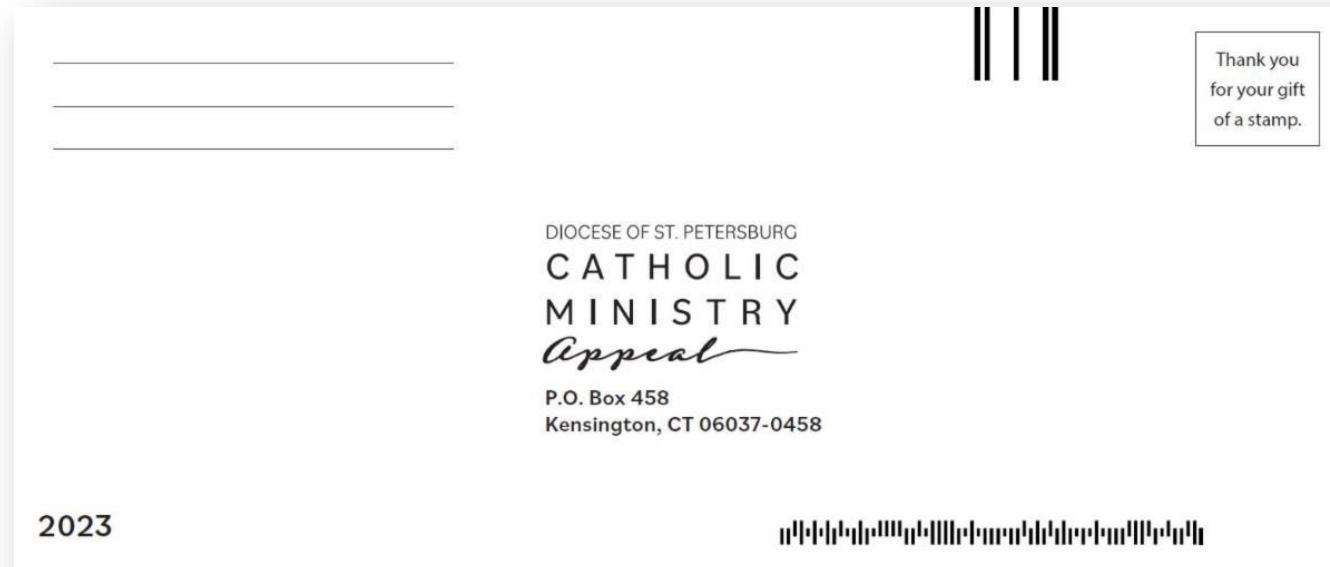
THE PEWS

Assign PEW GARDENERS who will come
between Masses to create order in the pews again
– laying out the cards for the next Mass.

Commitment Weekends: Preparations

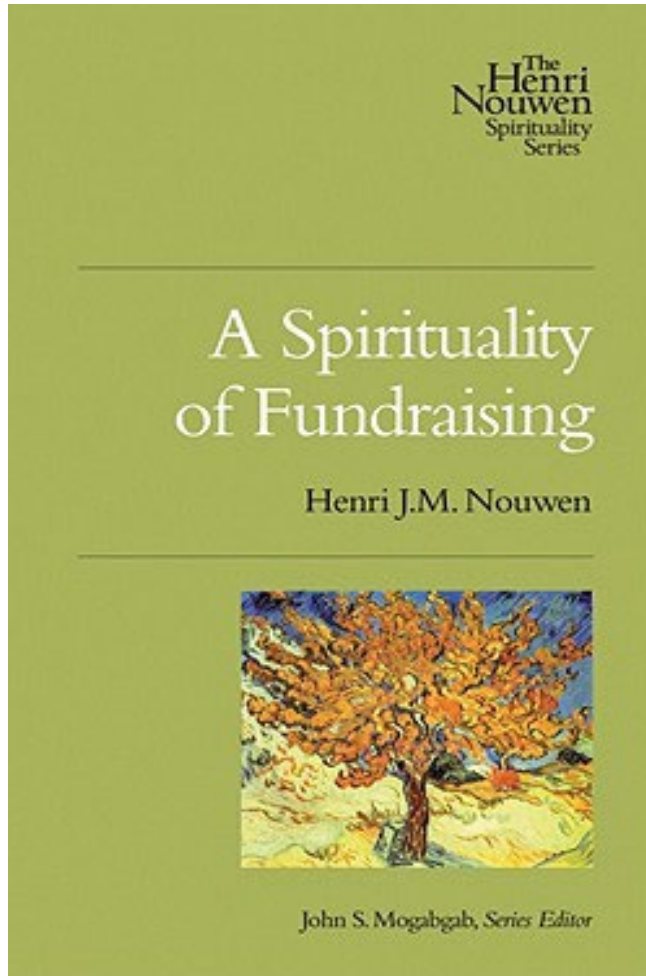
LOCKBOX

- Direct mail commitments ONLY
- Received quickly and safeguarded in the bank
- Return envelopes addressed to the lockbox deposit P.O. Box as follows:

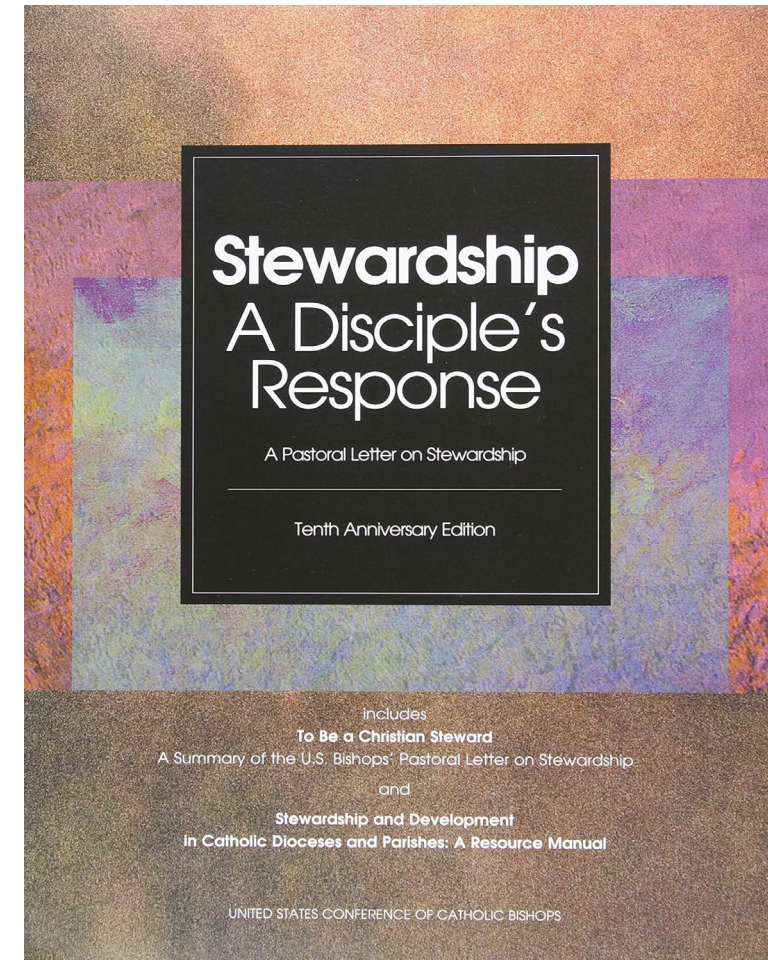


- Share this information with your parishioners!

Commitment Weekends: 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*)



Commitment Weekends: 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**

Commitment Weekends: 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
 - QR Code
 - Information must be accessible – even on Live Stream
 - Electronic Devices must be “on”

Commitment Weekends: 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

Commitment Weekends: Follow-up

- 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).

Active Phase

Importance of a strong in-pew weekend

Nic Prenger

CEO, Prenger Solutions Group



DIOCESE OF ST. PETERSBURG
CATHOLIC
MINISTRY
Appeal

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.

Catholic Ministry Appeal succeeds when...

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

In 2022, the Catholic Ministry Appeal received gifts from **3,228 new donors**.

Of those new donors, **2,404** made their gifts during or directly after Commitment Weekend.

74% of our new donors came through Commitment Weekend thanks to your efforts last year!

Overall, 61% of all donors made
their gift *during* or *directly after*
Commitment Weekend.

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!

Current stats (as of 1/6/2023):

21% participation

22,349 total donors > **\$425** Average Gift

3,443 E-donors > **\$659** Average E-gift



DIOCESE OF ST. PETERSBURG
CATHOLIC MINISTRY
Appeal
WWW.DOSP.ORG



GIVE TODAY

GIVETOMINISTRY.DOSP.ORG





Together, through the *Catholic Ministry Appeal*, we respond to the 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 **2023 Catholic Ministry Appeal** for the Diocese of St. Petersburg.

Your Gift Supports

- + Catholic Schools
- + Marriage and Family Life
- + Catholic Charities
- + Priest Retirement and Clergy Care
- + Faith Formation
- + Worship and Liturgical Celebrations
- + Seminarian Education and more!

Yes, I will make a gift to the 2023 Catholic Ministry Appeal!

☒ Pledge ⓘ

☐ Recurring Gift ⓘ

☐ One-Time Gift ⓘ

Pledge Amount *

\$50

\$100

\$250

\$300

\$500

\$ Enter Other Amount

Frequency *

Select Frequency ▼

Installment Amount *

\$ Installment Amount

Payment Start Date

📅 2023-01-04

Parish *

--Select-- ▼

Designation

--Select-- ▼

Pledges to the 2023 Catholic Ministry Appeal must be completed on or before December 31, 2023. Any payments scheduled after that time will be cancelled.

Your Information *

[🔗 I already have an account](#)

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-- ▼

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 *

CVV

Country

United States ▼

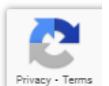
Zip *

Zip

RESET

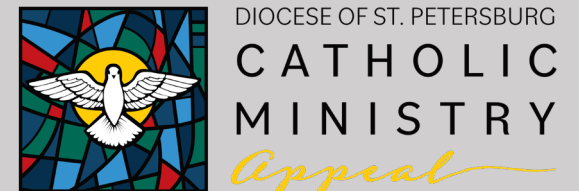
PREVIEW TOTAL

If you have any questions about your pledge or donation, please contact the Campaign Office of the Diocese of St. Petersburg at 727-341-6841.





Questions & Answers





Closing & blessing

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

