

Best Effort Parish Implementation of the Catholic Ministry Appeal

	“BEST EFFORT”	“EXTRAORDINARY “BEST EFFORT”
#1 Preview Webinar on November 6, 2023	Pastor and staff attend the Catholic Ministry Appeal Pastor and Parish Training Webinar on November 6, 2023.	Pastor, members of the Stewardship Council and other involved staff members/leaders attend the Catholic Ministry Appeal Pastor and Staff Training Webinar on November 6, 2023.
#2 Pastor Letter of Support returned by December 1, 2023	Review draft of letter provided and return approved version to Office of Stewardship and Development by December 1, 2023 so they can prepare the mailing for the parish at the end of January.	Review draft of letter provided and return approved version to Office of Stewardship and Development by December 1, 2023 so they can prepare the mailing for the parish at the end of January. Complete an email to go out to parishioners right before the mailing drops with encouraging messages about participation.
#3 Participation Goal	Prior to launch, set a goal for 2024 participation equal to the number of commitments received for 2023 Catholic Ministry Appeal.	Prior to launch, set a goal to achieve 30% participation in the 2024 appeal or 10% more than the participation achieved for 2023 Catholic Ministry Appeal (whichever is greater).
#4 Active Phase Timeline January – March 2024	<p>Make an individual parish plan to achieve participation goal incorporating each step of the timeline as laid out by the Stewardship & Development Office, including all action:</p> <ul style="list-style-type: none"> ✓ Personalized letter of support and endorsement sent from pastor on a copy of parish stationary by the Diocese ✓ Promote the appeal to parishioners using the materials provided by the diocese: <ul style="list-style-type: none"> • General intercessions • Bulletin inserts • Email copy • Pulpit announcements • Social media 	<p>Make an individual parish plan to achieve participation goal incorporating each step of the timeline as laid out by the Stewardship & Development Office, and extra action items:</p> <ul style="list-style-type: none"> ✓ Personalized letter of support and endorsement sent from pastor on parish stationary by the parish ✓ Promote the appeal to parishioners using the materials provided by the diocese: <ul style="list-style-type: none"> • General intercessions • Bulletin inserts • Email copy • Pulpit announcements • Social media

	<ul style="list-style-type: none"> ✓ On the designated weekends (pre-in pew, in-pew and follow up), deliver appropriate messages to explain the Catholic Ministry Appeal and to communicate the expectation that each family or individual participate by filling out and returning a commitment card. ✓ Homilist incorporates the joy of giving into homily/spiritual reflection, tied to the possible reasons for giving: 1) To meet recognized needs; 2) To meet moral or legal obligations; 3) To live out a Christian way of life (<i>the basis of stewardship</i>). ✓ Conduct a robust in-pew appeal with the following elements: <ul style="list-style-type: none"> • Place diocesan-provided pledge cards and pencils in the pews where people sit or pass them out during Mass. • The pastor personally endorses the appeal and invites everyone to participate and fill out a pledge card, dedicating about 5 minutes to walk through the process while inviting parishioners fill out the cards in the pews during Mass during In-Pew/Commitment Weekends (January 27-28, 2024 and February 3-4, 2023) • Ushers collect the completed pledge forms from the pews (rather than asking them to mail them in or drop them off after Mass). ✓ Conduct a follow-up with the following elements: <ul style="list-style-type: none"> • Place diocesan-provided pledge cards and pencils/ in the pews where people sit or pass them out during Mass. • Update parishioners on progress to date • Encourage those who have not yet participated to return their commitment. 	<ul style="list-style-type: none"> ✓ On the designated weekends (pre-in pew, in-pew and follow up), deliver appropriate messages to explain the Catholic Ministry Appeal and to communicate the expectation that each family or individual participate by filling out and returning a commitment card. ✓ Homilist incorporates the joy of giving into homily/spiritual reflection, tied to the possible reasons for giving: 1) To meet recognized needs; 2) To meet moral or legal obligations; 3) To live out a Christian way of life (<i>the basis of stewardship</i>). ✓ Conduct a robust in-pew appeal with the following elements: <ul style="list-style-type: none"> • Place diocesan-provided pledge cards and pencils in the pews where people sit or pass them out during Mass. • Place diocesan-provided pledge cards and pencils/pens while people are at church (on every seat). • The pastor personally endorses the appeal and invites everyone to participate and fill out a pledge card, dedicating about 5 minutes to walk through the process while inviting parishioners fill out the cards in the pews during Mass during In-Pew/Commitment Weekends (January 27-28, 2024 and February 3-4, 2023) • Ushers collect the completed pledge forms from the pews (rather than asking them to mail them in or drop them off after Mass). ✓ Send a friendly reminder postcard or email in February asking parishioners to bring their commitment card with them to Mass next weekend. ✓ Host a Catholic Ministry Appeal reception or town hall discussion for your past appeal donors and all interested parishioners to talk through differences between the Annual Pastoral Appeal and the Catholic Ministry Appeal
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