

Table of Contents

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“Stewardship” by Bishop Robert Morneau	Page 2
Letter from Francis Cardinal George, O.M.I.	Page 3
Letter from Bishop Francis Kane	Page 4
The 2010 Challenge and The Annual Catholic Appeal Case	Page 6
Campaign and Parish Goals and Parish Rebates	Page 7
2010 Annual Catholic Appeal Calendar	Page 10
Parish Leadership Job Descriptions	Page 12
2010 Parish Committee Implementation Objectives	Page 15
Initial Announcement of the Campaign – January 9-10	Page 17
Preparation for Announcement Weekend – week of January 25	Page 18
Announcement Weekend – January 30-31	Page 19
Preparation for Commitment Weekend - week of February 1	Page 22
Commitment Weekend In-Pew Process – February 6-7	Page 25
Follow-up Weekend In-Pew Process - February 13-14	Page 30
Continuing Campaign Management	Page 34
Telephone Follow-Up Program	Page 36
Text of Cardinal George’s Homily for Commitment Weekend	Page 37
Gift Processing Instructions	Page 39
Transmittal Form and Shipping Instructions	Page 40
Bulletin Announcements for 2010	Page 41
“A Reflection on Gratitude” - Thomas Merton	Page 48

STEWARDSHIP

BISHOP ROBERT MORNEAU

*What is this way of life,
this putting God first in all things,
this proportionate giving of everything unto the Lord,
this refusal to take more than we need?*

*Yesterday I met a flock of them, these stewards,
gathered to thank God for his providential love
and tell again and again the joy, the peace of giving.*

*It wasn't the words that touched me,
rather the quiet assurance that things were ordered,
time, talent, treasure aligned with Transcendence,
all coming from Love, lived in Love, directed toward Love.*

*What touched me was the rightness of this way of life,
this joyful giving, this sacrificial attitude, this sublime joy.*

ARCHDIOCESE OF CHICAGO



OFFICE OF THE CARDINAL

January 2010

Dear Sisters and Brothers in Christ,

The 2009 Annual Catholic Appeal has raised over \$14,000,000 to date, continuing the generous response from the people of the Archdiocese of Chicago. Even in these difficult economic times, when everyone pulls together in this way, we are able to fund the many critical agencies and ministries of the Church in Chicago. As importantly, many parishes exceeded their goal, resulting in rebates thus far of \$1,500,000! The credit for this success goes to the pastors and people of God in the Archdiocese of Chicago. Thank you.

Saint Luke says of the earliest disciples, “...*they left everything and followed Him.*” That haunting phrase describes a full and completely generous commitment, and it describes the theme of the 2010 Annual Catholic Appeal. Through the Annual Catholic Appeal, we rededicate ourselves as Christ’s disciples and a community of *welcome, service, and support*. Our loving and trusting act of faith is, of course, at the heart of it all. Only faith can enable us to leave everything behind that holds us bound and strengthen us to follow Jesus. Only faith can enable us to embrace the works of welcoming those who believe in Jesus Christ, of serving others with our talents, and of supporting the needs of our neighbors in the Archdiocese of Chicago and neighbors in need throughout the world with our financial offerings.

The Annual Catholic Appeal extends an essential hand of help to our schools, parishes, programs of religious education and ministerial formation, efforts to respect life, initiatives to make the world more just, peaceful and loving, and Catholic Relief Services that serve those overseas who are devastated by natural disasters, illness, wars, and famines. The prayer of our hearts, the work of our hands, and our generous offering of financial support—all these identify us among those who *follow Him*.

Thank you for sharing in this endeavor.

You and those you love are in my prayers. Please continue to keep me in yours.

Sincerely yours in Christ,

Francis Cardinal George,
Archbishop of Chicago



ANNUAL CATHOLIC APPEAL ARCHDIOCESE OF CHICAGO

January 2010

Dear Friends,

Despite these difficult economic times, the people of God in the Archdiocese of Chicago have supported the schools, agencies and ministries funded by the 2009 Annual Catholic Appeal. Over \$14,000,000 has been raised to date from over 92,000 households. The credit for this success goes to you and your parishioners. Thank you.

Because of strong 2009 campaigns in many parishes, over \$1,500,000 in rebates have been earned to date. Since we updated the parish campaign plan in 2006, parishes have received \$8,600,000 in rebates that are free of any Archdiocesan assessment and are for use at the discretion of each parish.

While we may be tempted to feel that we can rely on the good will and commitment that people demonstrated during the previous years, I ask you to follow all the procedures that are recommended to develop a successful Annual Catholic Appeal again in 2010.

You may recall the following three steps.

- Pastors recruit a three person Leadership Team.
- Pastors and their Leadership Teams attend training.
- Pastors personally lead the in-pew solicitation process that secures at least 30% of the total pledges from your parish.

If you and your parish follow this plan and still do not reach goal, the parish will not be asked to make up the difference between the goal and the funds raised. However, if you do not follow the plan and your parish does not meet its goal, it will be necessary for your parish to make up the difference between your goal and the funds raised.

When parishioner contributions exceed the parish goals, parishes receive a rebate of 100% of the funds paid over their goals.

All parishes participate in the Annual Catholic Appeal each year. If, however, you feel that your parish has a special circumstance that could preclude full participation in the Appeal, please notify your Vicar in writing and copy your Dean and Barbara Shea Collins in the Department of Stewardship and Development. The Vicar and the Dean will review any extraordinary circumstances.

I look forward to the enthusiastic participation of every parish during the 2010 Annual Catholic Appeal, and I thank you in advance for your leadership in this important effort.

You are in my prayers, and I ask that you include me in yours.

Sincerely yours in Christ,

A handwritten signature in black ink that reads "+ Francis Kane". The signature is written in a cursive style with a cross at the beginning.

Francis J. Kane
Auxiliary Bishop of Chicago

The 2010 Challenge and the Annual Catholic Appeal Case

2010 ANNUAL CATHOLIC APPEAL KEY DATES

January 30-31 – Announcement Weekend

February 6-7 – Commitment Weekend

February 13-14 – Follow Up Weekend

“...THEY LEFT EVERYTHING AND FOLLOWED HIM.” (LUKE 5:11)

Two purposes are served by the way in which the Annual Catholic Appeal is designed. First, it provides much needed funding for our schools, parishes, programs of religious education and ministerial formation, efforts to respect life and Catholic Relief Services. Second, it provides rebates to those parishes that exceed their goals in cash raised.

Whenever possible throughout the campaign emphasize both of these purposes.

The funding provided to the Archdiocese limits the need to increase the cathedralicium. The funding provided to the parishes that receive rebates helps them to meet their needs with funds that are not assessed by the Archdiocese. This is the very definition of a win-win situation. Please note that no evidence exists supporting the claim that parish income is negatively affected by conducting the Annual Appeal according to the approved plan. On the contrary, studies support the fact that donations to the parish increase once parishioners embrace the concept of pledging.

Ministries, Programs and Services Funded by the 2010 Annual Catholic Appeal

1. grants and scholarships for schools serving economically disadvantaged communities
2. training of volunteer religious educators to conduct parish religious education programs
3. recruitment, education and formation of lay ministers and deacons
4. continuing education and ongoing spiritual formation of priests
5. capital grants to parishes and schools serving economically disadvantaged communities
6. Catholic Relief Services for aid to the poor in foreign lands
7. ministries of care and comfort to those in need
8. SPRED (Special Religious Education) in over 100 parishes
9. Office of Respect Life (supporting the dignity of life from conception to natural death) – Elizabeth Ministry, Project Rachel, Project Gabriel, chastity programs for youth, etc.

What is the Annual Catholic Appeal?

The Archdiocese of Chicago conducts an annual campaign (as is the case in most dioceses in the United States), to help fund the work of its schools, agencies, ministries, offices and other services. Without such campaigns, the training, ministry, education and administrative services provided by the Archdiocese would have to be funded almost totally

through the cathedraticum. While direct contributions made to the Annual Appeal do not come out of parish income, an increase in the cathedraticum would.

Why should people give to the Annual Catholic Appeal?

It is important to provide parishioners with an opportunity to share their financial gifts to help provide Catholic education, ministry and services to the people, parishes and schools throughout our Archdiocese.

The Annual Catholic Appeal also provides a teachable moment. It allows parish leaders the opportunity to talk about the connectedness of our Church. Every time that we say the Creed, we reaffirm the fact that we are members of the “One, Holy, Catholic and Apostolic Church”. However, often people don’t reflect upon the meaning of these words. The Appeal provides an opportunity to reflect upon the fact that every Catholic is part of our local Church and part of the Universal Church. Each of us is responsible not only for his or her parish, but also for the well being of the Church throughout our Archdiocese and throughout the world. Since we are one community of believers, members of all parish communities throughout the Archdiocese of Chicago are asked to give to this campaign.

Campaign and Parish Goals and Parish Rebates

How are parish goals determined?

With very few exceptions, parish goals are set at 6% of the parish offertory income (Sundays, Holy Days, Christmas and Easter) for the previous fiscal year.

Are parish goals mandatory?

If a parish completes the following steps, the parish goal is not mandatory.

1. The parish forms a three person Leadership Team.
2. The committee and the pastor attend an Annual Appeal training workshop.
3. The Pastor personally leads the in-pew solicitation process that secures at least 30% of the parish’s total pledges.

If the parish follows this plan and still does not reach goal, the parish will not be asked to make up the difference between the goal and the funds raised.

However, if the parish does not follow the plan and the parish does not meet its goal, it will be necessary for the parish to make up the difference between the goal and the funds raised.

What happens when a parish exceeds its goal?

Once the amount of the payments received from the parishioners in a given parish exceeds its goal, 100% of the excess will be returned as a rebate. Rebate checks are issued on

November 1 and at the end of the Appeal. Parishes pay no Archdiocesan assessment on Annual Catholic Appeal rebates.

How can a parish exceed its goal?

There are four steps that, if followed, will assure that parishes reach and exceed their goals.

1. All parish members who have given to the campaign in the recent years will receive **a mailing from the Cardinal** two to three weeks prior to the in-pew campaign. All contributors who gave amounts close to or exceeding \$1,000 will be asked to join the Lumen Cordium Society. New households, added by the parishes that gave permission to update their lists through their envelope companies, will receive the initial mailing also. Pledges resulting from the direct mail produce more income from each parish than in-pew pledges. In most parishes, responses from the **first mailing will provide 60%, or more, of the parish goal.**
2. The next step is the **in-pew solicitation process**. This process is described in detail later in this manual. When in-pew and mail results are combined, many parishes exceed goal on the first weekend of the in-pew process. However, all parishes are encouraged to conduct the **full in-pew process for two weekends** to assure that the amount paid by parishioners will reach and exceed parish goals.
3. Because there are so many people who give intermittently to campaigns such as the Annual Catholic Appeal (as many as 1/3 of each year's contributors will not give in the early phases of the next year's campaign), the **Archdiocese will conduct follow-up mailings to assist parishes in exceeding their goals** and receiving rebates.

However, none of these follow-up mailings are as effective as the parish promotion of the initial mailing and its thorough performance of the in-pew solicitation process. If a parish is far short of goal after these first two phases, no amount of mailing will get it over goal.

4. Finally, parishes that have experienced pledge payment problems must concentrate on using the **collection announcements** (both bulletin and altar) that are contained in this manual.

All parishes should take advantage of the support offered by the Annual Catholic Appeal office and the campaign consultant. **Please call** if you are experiencing any problems during the solicitation or collection phases of the Appeal. Pertinent phone numbers and email addresses are listed on the back cover of this manual.

Why is the in-pew solicitation process so important?

Out of over 91,000 pledges received in the 2009 campaign, only about 26,000 came from direct mail. Over 65,000 came from the in-pew efforts made by the parishes. Direct mail pledges are about **29%** of the total and in-pew pledges are about **71%**.

The direct mail pledges represent **38%** of the dollars pledged and the in-pew pledges represent **62%**. These figures are as of the end of September 2009.

When the vast majority of parishes fully implement the in-pew process, about 60% of the number of pledges will come from the in-pew phase and 40% from the direct mail phases. On the other hand, about 40% of the dollars pledged come from the in-pew phase and 60% from the mail.

	<u>Number of Donors</u>	<u>% of Total Funds Raised</u>
In-Pew	60%	40%
Direct Mail	40%	60%

The Cardinal's letter, the first mailing that people receive, is sent to past contributors and any new households that have enrolled within the last year. This second group, new parishioners, is only available to us if the parish has permitted us to use its envelope list or has updated the Annual Catholic Appeal mailing list on its own.

October counts indicate that about 150,000 households attend Mass in the Archdiocese on a regular basis. With a normal response to the Cardinal's letter, the average parish will find that about 15% of those households that attend Mass on Commitment Weekend have already given by mail. Conversely, 85% have not. This is why it is so important to conduct the in-pew process on both Commitment and Follow-Up Weekends.

It is also important to do the full in-pew process as directed in this campaign plan because it will succeed in obtaining pledges from far more people than just inviting people to take envelopes home or to stop at a table. The in-pew process assures that each parishioner, who attends Mass on Commitment and Follow-up Weekends, understands that he/she is being invited to consider making a pledge at that time.

Why must the in-pew process be done on Follow-up Weekend?

Many Catholics do not attend Mass at their own parish every weekend. If they miss Mass on Commitment Weekend, they are more likely to pledge during the in-pew follow-up process than they are to stop at a table after Mass. If the parish nears or exceeds its goal on Commitment Weekend, the pledges from the Follow-up Weekend in-pew process become rebates. If a parish has not made its goal on Commitment Weekend, the Follow-up Weekend in-pew goes a long way toward reaching and exceeding goal.

2010 Annual Catholic Appeal Calendar

<u>Date</u>	<u>Activity</u>
December 14-18	Bulletin announcements, pulpit announcements and Prayers of the Faithful for January 9-10, January 16-17 and January 23-24 sent to parishes.
January 8-16	Pastors and Parish Leadership Teams attend a training workshop.
January 9-10	Parishes begin use of Prayer of the Faithful and use bulletin and pulpit announcement regarding the Cardinal's mailing.
January 11-15	All parishioners who contributed in recent years and those who have been added through envelope company updates will receive a letter from the Cardinal, a brochure, a commitment form and reply envelope.
Week of January 11	Parishes receive delivery of all campaign materials.
January 16-17	Parishes continue bulletin and pulpit announcements and Prayer of the Faithful.
January 23-24	Parishes continue bulletin and pulpit announcements and Prayer of the Faithful.
Week of January 25	Committees prepare Announcement Weekend Bulletin and Altar Announcements, Prayers of the Faithful and brochures, and pastors prepare their homilies.
January 30-31	Conduct Announcement Weekend Bulletin and Altar Announcements, Prayers of the Faithful, Pastor's homily and Annual Catholic Appeal brochure inserted in Bulletins.
Week of February 1	Prepare for Commitment Weekend; train those who will distribute and collect commitment envelopes, prepare for playing of the Cardinal's recorded homily (pre-play CD/tape/video) and Pastor's direction of the in-pew process.
February 6 - 7	Conduct Commitment Weekend Play the Cardinal's recorded homily. Ushers or students distribute and collect in-pew envelopes. Pastors lead the in-pew process.

Week of February 8	First weekly return of verified and recorded pledges, checks, etc.
February 13 - 14	Conduct Follow-Up Weekend Conduct final in-pew solicitation activities.
Week of February 15	Second weekly return of verified and recorded pledges, checks, etc.
Succeeding Weeks	Continue weekly return of pledges.
April 1 (approx)	First monthly pledge billings sent out.
Early April through Early December	Parishes use monthly bulletin announcements regarding pledge billings (shown later in this manual).
Late Spring	Follow-up mailing from ACA office to all who have not responded.
Summer	Parishes review their payment rates and implement additional collection processes if needed.
Mid- To Late Summer	Archdiocese conducts telephone follow-up program.
September – November 2010	Archdiocese conducts additional follow-up mailings as necessary.
September	Parishes check list of Annual Catholic Appeal donor lists to identify unregistered donors and update the parish lists.
September through December	Parishes publish bulletin announcements

Parish Leadership Job Descriptions

The Pastor

Objective: To provide leadership to the Parish Community and the Parish Annual Catholic Appeal Committee by publicly endorsing the campaign and ensuring that the parish plan and schedule are followed.

The Pastor is asked to actively participate in and support the following activities:

- Enlistment of the Parish Leadership Team: Annual Catholic Appeal Co-Chairpersons, and Appeal Coordinator/Parish Secretary.
- Attend an Annual Catholic Appeal Training Session
- Implementation of Announcement Weekend activities January 30-31.
- Implementation of Commitment Weekend activities February 6-7.
- Encouragement of support for the Appeal by endorsing the Appeal and providing a theological basis for participation during the preaching of a homily from the readings of the day at all Masses on Announcement Weekend. Note: If the pastor cannot preach at all Masses, other Presiders should be encouraged to provide similar messages.
- Introduction of Cardinal George's taped homily at all Masses on Commitment Weekend. There is no need for any additional homily that day since the Cardinal's homily is from the readings of the day. Immediately after the Cardinal's homily, each pastor is asked to lead the process of completing the in-pew pledge envelopes at all Masses.
- Briefing of all Presiders of Announcement, Commitment, and Follow-Up Weekend activities.

The Pastor is asked to assure that the following tasks are completed:

- Distribution of the extra brochures in the back of the Church on Announcement Weekend.
- Distribution of the campaign brochure, together with your parish bulletin, on Announcement Weekend.
- Preparation of in-pew envelopes and pencils and recruitment of students or ushers to assist with the process on Commitment and Follow-Up Weekends.
- Regular updates to parishioners about the parish Annual Catholic Appeal results and progress toward achieving its assigned goal.
- Encouragement of pledge payments on a timely basis.

Annual Appeal Co-Chairpersons (2) Job Description

Objective: To provide overall parish management for implementation of the Catholic Appeal.

The Annual Catholic Appeal Co-Chairperson is asked to participate in and/or to oversee the completion of the following activities:

- Attend a Training Session.
- Assure that all Annual Appeal Parish Leadership Team members and the parish staff are familiar with the Appeal Plan and implementation dates.
- **Assure that all bulletin and altar announcements promoting the direct mail and in-pew solicitation stages of the Appeal are edited and used.**
- **Assure that all bulletin and altar announcements that are needed to stimulate pledge payments are used.**
- Make certain that those who will work with you on the Appeal know how to do the tasks that they have accepted.
- Assure that the parish has sufficient Annual Catholic Appeal materials: i.e., brochures, in-pew commitment envelopes, pencils, etc.
- Work with the Pastor to review and edit all bulletin announcements, altar announcements, and Prayers of the Faithful, and make sure that they are used on a timely basis.
- Oversee preparations for and implementation of Announcement, Commitment and Follow-Up Weekend activities. Particular attention should be paid to assuring that the in-pew process is accomplished in a thorough yet efficient manner on both Commitment and Follow-Up Weekends.
- **Assist in improving parish rebates by monitoring collection of pledges and calling the Annual Catholic Appeal office or the campaign consultant for assistance when necessary.**

In-Pew Coordination Activities

The Annual Appeal Co-Chairpersons are asked to manage the implementation of the in-pew solicitation activities (on February 6-7 and 13-14) as follows:

- Oversee preparations for and implementation of Announcement, Commitment and Follow-up Weekend activities. Particular attention should be paid to assuring that the in-pew process is accomplished in a thorough yet efficient manner.
- Assure that the pencils are inserted in all in-pew envelopes during the week before Commitment Weekend.
- Recruit and train those who will distribute in-pew pledge envelopes and pencils at each Mass. If these are not going to be hand distributed, then, distribute sufficient pledge envelopes and pencils in the pews, or pew pockets, on Commitment and Follow-Up Weekends.

- Assure that there is an in-pew coordinator at every Mass on Commitment and Follow-up Weekends.
- Supervise the distribution and collection of pledge envelopes at each Mass.
- Assist in distributing sufficient pledge envelopes and pencils for Commitment and Follow-up Weekends. It is recommended that you insert pencils in each annual appeal envelope and use students or ushers to distribute and pick up pledge cards. Assist the Appeal Coordinator/Parish Secretary in recruiting and training these students/ushers.
- If the pledge envelopes and pencils are not hand distributed during each Mass, assist in straightening up pews after each Mass on Commitment and Follow-Up Weekends. Make certain that each pew pocket has 5 pledge envelopes and a sufficient number of pencils.
- Assure that the Appeal Secretary has enough assistance to accomplish accurate processing and timely transmittal of pledges.

Annual Catholic Appeal Coordinator/Parish Secretary Job Description

Objective: To provide administrative support for the Annual Catholic Appeal.

The Annual Catholic Appeal Coordinator/Parish Secretary is asked to ensure that the following tasks are completed:

- Attend the training session.
- Oversee all record keeping and transmittals.
- Update the Annual Catholic Appeal office regularly as to any changes, additions, or deletions to the parish mailing list during the course of the Annual Catholic Appeal and throughout the year.
- Count all materials shipped to the parish from the Annual Catholic Appeal office, and ensure that sufficient materials have been provided to your parish.
- Make sure that the Bulletin Announcements and Prayers of the Faithful are used. These have been mailed to the parish in December.
- Organize volunteers to insert the campaign brochures into the parish bulletin on Announcement Weekend.
- Assist as needed with the Commitment Weekend in-pew process.
- Assure that there are enough in-pew supplies for Follow-up Weekend.
- Assist as needed with the Follow-up Weekend in-pew process.
- Collect, sort and transmit all pledges on a weekly basis.
- Use the Annual Catholic Appeal donor list to update your parish list since there will be contributors through your parish that are not registered as your parishioners.

2010 Parish Committee Implementation Objectives

Objective 1: To use the materials and announcements provided to assure that your parishioners are well informed about the Annual Catholic Appeal.

- Put up posters.
- Use the Bulletin and Altar Announcements.
- Insert the Annual Catholic Appeal brochure in your bulletins for distribution on Announcement Weekend. These will provide plenty of information for those who did not receive or read the mail and they will provide additional information to those who did.
- Pastors, preach enthusiastically about the campaign at all Masses on Announcement Weekend.
- Pastor introduces and plays Cardinal George's recorded homily on Commitment Weekend. No additional homily is needed.

Objective 2: To study the in-pew process and conduct it as detailed later in this manual.

- There is no other method of solicitation, except home visits, which will secure as many pledges to the Annual Catholic Appeal.
- If you have used an in-pew method before, please make sure to use the process recommended in this manual. It will have differences. As you implement the process, make sure that you are not skipping any steps. The steps that are detailed in this manual are all necessary.
- **The pastor's leadership is critical to the success of the in-pew process. No other member of the parish will be as successful leading the process. People will respond in far greater numbers if the pastor is the one reading the in-pew script.**
- If your parish has not tried this method, study it carefully and implement it this year. It represents the only way that leadership can be certain that all of those who attend Mass are conscious of the fact that they have been asked for support. Also, there are scores, if not hundreds, of unregistered people in every parish who attend Mass regularly. Mail will never reach them because the parish doesn't have their names, much less their addresses, on its records. The in-pew process is the only way to provide these people with an opportunity to give.

Objective 3: To limit the number of people who do not renew their pledges by conducting the full in-pew process on Follow Up Weekend.

- Each year as many as 35-40% of the preceding year's contributors do not pledge again during the parish phase of the campaign. This seems to have little to do with an unwillingness to give, since many will pledge when they receive follow-up mailings from the Archdiocese. Limit the number of lapsed contributors by following the full Annual Catholic Appeal Plan.
- Also, on any weekend, many parishioners will not attend Mass at their home parish. These parishioners, and any others that were not at your Masses on Commitment Weekend, deserve the opportunity to be effectively asked to participate.
- If all parishes conduct the in-pew process on Follow-Up Weekend, and each parish received only 50 pledges, the overall result would be almost 20,000 additional pledges. At an average gift of only \$100, this would equal \$2 million in additional pledges and many of these dollars would be returned to parishes as rebates.
- Conducting a thorough Follow-Up Weekend process will help to limit the number of previous contributors that are missed during the parish phase of this year's campaign.
- Follow-up Weekend is especially important if your parish has a population that is new to pledging, you need to secure pledges of 50-60% over your goal to assure that the goal is reached in cash.

Objective 4: To review the pledge payment history in your parish and, if necessary, follow the directions given throughout this manual for parishes that have a pledge collection problem.

- The process of making a pledge may be something very new to some members of your parish community. Please review and implement the actions to improve pledge collection that are described throughout this plan .

**Initial Announcement of the Campaign
January 9-10, 2010**

Prayer of the Faithful

(Please include this prayer each weekend from **January 9-10** through **February 13-14**.)

“Encouraged by the example of the disciples as they left everything to follow Jesus, we pray that all will give generously to the Annual Catholic Appeal of our Archdiocese. We pray to the Lord, “

Bulletin and Pulpit Announcements

Please print the Bulletin Announcement shown below on the weekends of
January 9-10, January 16-17 and January 23-24.

Please prepare an altar announcement referring to this Bulletin Announcement and calling attention to the fact that many people will be receiving, or already have received, the mailing from the Cardinal. Ask them to reflect on God’s gifts to them and to offer their generous support to the work of the Archdiocese.

2010 ARCHDIOCESAN ANNUAL CATHOLIC APPEAL BEGINS

“...they left everything and followed Him.” (Luke 5:11)

Many of our parishioners either have or soon will receive a mailing from Cardinal George. He will ask that you make a pledge to the 2010 *Annual Catholic Appeal*.

The Annual Catholic Appeal is the largest philanthropic source of financial support for ALL of the Catholic schools in the Archdiocese. In addition, it funds services that are of great help to the ministries here in our parish. (For example, *Appeal funds support* *INSERT SOME OF THE MINISTRIES IN YOUR PARISH THAT RECEIVE TRAINING, OR OTHER FORMS OF SUPPORT (SEE LIST ON PAGE 6 IN THIS MANUAL).*

This year, the theme of the Appeal is, “...they left everything and followed Him.” This familiar phrase from the story of the Apostles walking away from their livelihoods and their worldly possessions to follow Jesus is a familiar one. But, how often do we reflect on their example as it applies to our lives. At the core of discipleship is the practice of stewardship. Stewardship is the recognition that all that we have is a gift from God and we are obligated to return a significant portion of our gifts to assist in his work. Our gifts are to be given in gratitude for what God has given us. A gift to the Annual Catholic Appeal helps to provide education, services, and ministry to thousands within and outside of our Archdiocese.

Also, when our parish reaches its goal of \$ _____ in paid pledges, 100% of the additional funds received will be returned to us for use in our parish.

Please prayerfully consider a pledge to the 2010 Annual Catholic Appeal.

Preparation for Announcement Weekend
Week of January 25-29, 2010
Bulletin and Pulpit Announcement
for January 30-31

This is the weekend that pastors will preach about the Annual Catholic Appeal at each Mass. Following the pastor's remarks, a Catholic School student will give a brief testimonial statement. It is also the weekend when the campaign brochures are to be inserted in your bulletins. Please prepare a pulpit announcement that asks people to read the brochure and to come to Mass prepared to make their Annual Catholic Appeal pledge next weekend. Note that the in-pew envelope will have a place where those that have given by mail can indicate that.

Please continue to use the Prayer of the Faithful on the previous page.

Annual Catholic Appeal 2010

They Left Everything

This week, you are asked to review the Annual Catholic Appeal brochure that you will receive with your bulletin today. The theme of the campaign is: "...they left everything and followed Him." (Luke 5:11)

The Apostles gave up everything to follow Jesus. You are not asked to do the same. Rather, you are asked to spend some time this week reflecting on the Annual Catholic Appeal. While funding a number of Archdiocesan ministries, **the Annual Catholic Appeal is also the largest philanthropic source of financial support for ALL of the Catholic schools in the Archdiocese.**

Please remember that the Annual Catholic Appeal campaign is much different than a one time special collection. It is a pledge campaign where you can make a gift, payable over five months.

As you review the work enabled by your contribution to the Annual Catholic Appeal, please reflect on God's gifts to you. He has given you all that you have. Your gifts to our parish, to the Archdiocese and to the work of the Church throughout the world are given in gratitude for the continuing gifts that God gives you.

Sometimes it is difficult to envision how one pledge can help an organization the size of our Archdiocese, how it can make a real difference. But each pledge does make a difference because all parishes participate in the campaign and the gifts of many enable our Archdiocese to deliver needed ministries and services.

Our combined gifts not only signify our gratitude to God, they fund a significant portion of the work of our Archdiocese. After our parish goal of \$ _____ is reached in cash, 100% of the additional funds come back to our parish to help to fund our needs.

If you received your pledge form in the mail, please complete it and mail it back or bring it to Mass next weekend. For those of you that did not receive a mailing or have not had time to respond to it, we will conduct our in-pew pledge process at all Masses next weekend.

Announcement Weekend Procedures January 30-31, 2010 (Student Testimonials)

Process

The focus of Announcement Weekend is to provide substantial information about the use of Annual Catholic Appeal funds and to advise parishioners that they will be asked to make a pledge next week during the in-pew process. Each parish committee should **put up the posters** and have the Annual Catholic Appeal **brochures inserted in parish bulletins** ready for distribution after all Masses. Include the campaign in your **Bulletin Announcements and the Prayers of the Faithful**.

Homily

The Pastor's homily should be a five-minute presentation. It is suggested that the homily serve as a prelude to the Cardinal's recorded homily, which will be played on February 6-7. Pastors should listen to that tape, or refer to the text of the homily provided in this manual, as they prepare their homily in order to develop a consistent message.

Announcement Weekend in 2010 falls on the start of Catholic Schools Week. This presents a unique opportunity to remind the congregation that, while the Appeal funds numerous ministries and agencies in the Archdiocese, it is also the largest philanthropic source of funding for ALL of the Catholic schools.

To emphasize this point, a program of Student Testimonials has been instituted. With the cooperation of the pastors and principals, students have been selected to make brief statements at the close of the pastor's homily. Even in parishes that do not have a school, students from neighboring parishes have been selected to say a few words.

Please note that religious education programs and students will be highlighted in the 2011 Appeal.

Possible Homily Content

The theme of the Annual Catholic Appeal is: "...they left everything and followed Him" (Luke 5:11). This phrase is taken from the Gospel on February 6-7, the 5th Sunday of Ordinary time.

Please listen to the Cardinal's taped homily, or refer to the written text of his homily provided in this manual, to assist in preparation of the homily that pastors will preach on January 30-31 – Announcement Weekend. Remember that a Catholic school student will provide a brief testimonial at the completion of the homily.

HOMILY NOTES
Provided by: Father Lou Cameli

Next weekend will be a time to make a commitment to the Annual Catholic Appeal. The Cardinal will speak to us and invite us to join the first community of disciples who followed Jesus with full commitments and generous hearts. The Appeal, as you know, benefits the works of the Archdiocese including schools, religious education, pro-life efforts, ministerial formation, and—beyond the Archdiocese—Catholic Relief Services that extends help to people facing natural disasters and wars throughout the world.

The readings that we have heard today can help us begin to reflect on our following of Jesus and the practical ways that we can express our discipleship through our support of the Church's efforts on behalf of those in need.

Jeremiah is called to a holy mission, and so are we. The Corinthians are called to a generous love of God and each other, and so are we. The people of Nazareth are called to put aside their pre-conceived notions about Jesus in order to hear him truly and follow him closely, and so are we. To follow Jesus means letting go of what holds us bound and generously and lovingly embracing the path he shows us. This is exactly what we will hear next week: *...they left everything and followed Him.*

The Eucharist we are about to celebrate is a mystery of love and generosity that attaches us to the one whom we call Lord and Master. In this moment, we hear the call to follow him, to love him and one another, and to support the works of the Church, his Body.

Other thoughts for consideration...

- Are all of the gifts that God gives us intended to make our lives easier? The gift of prophecy didn't seem to make Jeremiah or Jesus popular with those in their hometowns.
- Paul points out in the Second Reading that people are welcome to pray for gifts such as prophecy and teaching, but that those gifts and others matter little if you don't have the gift of love.
- We often hear the Second Reading at weddings but do we truly listen to its message? The love described by Paul is not easy. Real love, the love we know we must feel for all of humanity, is difficult to develop and maintain.
- Paul tells us that all other things will go away but faith, hope and love will remain and "the greatest of these gifts is love".
- In the gospel we see Jesus talking to his neighbors. Clearly, they did not see him as a prophet. They lacked faith and love. They challenged him to repeat one of his miracles so that they could see it. In their anger, they threatened him.
- Do we recognize that all that we are and all we have is given to us by God? Do we focus only on those gifts with which we are comfortable? Do we pray that God will strengthen our gifts of faith, hope and charity so that we will love one and other regardless of how dissimilar we may be?

- The theme of the 2010 Annual Catholic Appeal of the Archdiocese of Chicago Appeal is: “...**they left everything and followed Him.**” (Luke 5:11). Are any of us willing to demonstrate this kind of faith? Are we able to show love for our fellow human beings at the same level as the Apostles loved one and other and their fellow human beings?
- By making a generous pledge to the Annual Catholic Appeal we not only demonstrate our love for those served by the Appeal, we also make our gifts as a sign of our gratitude for all that God gives us.

Other pertinent points...

- Even though Catholic Schools are emphasized in 2010, you may wish to also mention ways in which other Archdiocesan programs benefit your parish staff and members.
- The Annual Catholic Appeal that supports the work of the Archdiocese is not just another special collection. Rather, it is the one time during the year that all Catholics are asked to make a significant pledge to the Local Church that serves the needs of parishes, schools and the people throughout our Archdiocese.
- Inform people that next week at all Masses, the Cardinal, in his recorded homily, will be asking those, who have not contributed as yet, to make a commitment using a pledge envelope that will be provided during Mass.
- Ask them to read the campaign information that you will receive along with today’s bulletin. Prayerfully reflect on the generosity of God in their lives and decide upon a suitable gift to reflect their appreciation for God’s gifts. Ask people to give to help share the Good News not only with fellow Catholics, but also among all of those who look to the Archdiocese for leadership and support.
- If you received a rebate, mention how much was received and what was funded with the proceeds.

Preparation for Commitment Weekend Week of February 6-7, 2010

As soon as you receive the shipment of Annual Catholic Appeal supplies, open the boxes and check to make sure that you have received sufficient quantities of all items. Also, prior to Commitment Weekend, make certain that you have enough pencils.

To ease the process of distribution, put a PENCIL inside each pledge envelope before distribution. Close the flap of the envelope but don't seal it. By doing this, you assure that each person has everything he or she needs right in the envelope.

Play the Cardinal's recorded homily on the equipment that will be used on Commitment Weekend. If the equipment is adjustable, correct the base and treble for the best sound and make note of the appropriate settings. You have two copies of the homily in each of the languages that you requested—one audiotape and one CD. If, for some reason, neither of them works properly, call Wendy Budzynski at the Annual Catholic Appeal office at (phone number and email info is on the back cover) immediately to secure replacements.

During the week prior to the in-pew process, each Presider should be briefed on the in-pew process. The Pastor will be leading the in-pew process at every Mass. In the event that the Pastor is not the Presider, the Presider should introduce the Pastor immediately after the reading of the Gospel. Be sure to contact the other Presiders early in the week so that they are aware that they will not need to prepare a homily.

Training the Students and Informing the Ushers

The parish should recruit students who are preparing for Confirmation to distribute and collect the pledge envelopes. This not only provides a good service project and learning experience, it also assures that you will have plenty of help. If you choose to use students, please be sure that there is enough adult supervision and sufficient training to assure that everyone who should get a pledge envelope gets one and that all completed envelopes are retrieved.

You will need one student in every section of your church, about every 5 to 8 pews. You will need one adult in each side aisle to retrieve extra envelopes from some pews and to provide extra envelopes for pews that do not have enough. These adults should also take care of any people who are standing or are in the cry room or the choir loft. If there are large numbers of standing room people, assign extra adults to them.

Each parish should hold a practice session for the students. The Pastor should read through the entire script at the practice. To assure that the students attend their assigned Mass and report at the right time and place, a letter should be sent home with them after the practice session.

The ushers and/or students will collect the Annual Catholic Appeal envelopes immediately after the in-pew process. Make sure that the decision on who will do this is made and communicated well ahead of time. The kids love to do this collection but, often, the ushers are reluctant to allow them.

Training the Students

The Pastor and the Campaign Co-Chairperson assigned to coordinate in-pew activities should train the students. Assign the students and adults to their respective areas and, then, have them assemble in the area of the church where they will wait for the Pastor's signal.

Have the Pastor play the Cardinal's recorded homily and begin the reading of the in-pew script. Have him give a prearranged signal that will tell the students that they should move to their assigned areas. At the point in the script where Father asks "one member of each household to raise his or her hand," the students can pass the required number of pledge envelopes down each row. The adult working the outside aisle can retrieve overages and provide envelopes where there are shortfalls. Only one adult per side aisle is needed...not one for every student.

Students will need the following information. It is a good idea to provide it in writing.

1. Where to report.
2. What time to report.
3. Where to pick up their supplies.
4. Where to wait for the signal that it is time to distribute their envelopes.
5. Which specific pews they will work.
6. When they will be expected to move to their assigned locations (when Father signals from the altar and what signal he will use).
7. What to do while the people are completing their pledge envelopes.
8. Where to get the collection baskets.
9. Where to empty the baskets after they collect the pledge envelopes.
10. Where to return the baskets.

At least one member of the committee must be present at every Mass to make sure that the process goes smoothly and completed pledge envelopes are properly secured after each Mass. That person can brief the ushers before every Mass as to the Annual Catholic Appeal process and the role of the students.

At each Mass, a committee member should be designated to take the Annual Catholic Appeal envelopes to an appropriate, secure place after they are collected.

Parishes with a History of Substantial Nonpayment of Pledges

Some parishes fall far below the standard non-payment percentage (7-8%). If your parish is one of these, it is suggested that substantial efforts be made to educate parishioners on the importance of not only making, but also paying their pledges. Parishes should begin to define what a pledge is in the very first Annual Catholic Appeal Bulletin Announcement. Leadership should speak with members of the committee to determine the most effective description of what people are expected to do.

Care must be taken not to discourage pledging. Something as simple as the following blurb may help to reduce the non-payment rate.

Use the following at the end of paragraph four in the script.

“It is important that you make your pledge payment every month. Even though the form that you have shows five payments, the Archdiocese will send out billings for ten months if that much time is needed to pay your pledge.”

Parishes Where Parishioners Are Very Concerned About Privacy

If your parishioners have a serious level of concern about the privacy of their names, addressees, etc., please also state the following prior to paragraph five in the script:

“All information that you provide today will be shared only with the Archdiocese of Chicago and this parish. No one else can or will have access to it.”

Commitment Weekend February 6 – 7, 2010

Process

The Pastor's Commitment Weekend presentation is very important to the success of the campaign. Up to this point, people have heard about the Annual Catholic Appeal and why it is so very important to support it. Some may have pledged by mail. Now is the time to ask all the rest of the parishioners for their financial support! The fact that the Pastor is asking will have a very positive effect on the importance that people place on the request.

Immediately after the proclaiming of the gospel, the Pastor should introduce the Cardinal's recorded homily.

There is no need for an additional homily. After the Cardinal's recorded homily, the Pastor should ask those who are to distribute the pledge envelopes and the pencils to come forward and distribute them. While they are coming forward, add your support to the campaign by reading the first few paragraphs of the in-pew script. Time the presentation so you are asking people to raise their hands at the point where the students or ushers are at their appointed positions.

Be careful not to state or imply that people should take the pledge cards home and bring them back. This approach always results in large numbers of pledge cards never being returned. The publicity about the program has allowed everyone plenty of time to consider his or her level of support. Now is the time to ask them to decide whether or not they will make a commitment.

In-Pew Solicitation

Implement the full in-pew process on Commitment and Follow-Up Weekends. Remember that many things affect the outcome of an in-pew process. Among them are the ready availability of supplies and even the attitude of the people distributing them.

It is hoped that all parishes will distribute the pledge envelopes by hand. If not, please make sure that a committee member and additional volunteers are available to put the pledge envelopes in the pew racks. Be sure the pencils are inside the envelopes and pew racks are replenished before each Mass.

Immediately after Cardinal George's recorded homily, the Pastor should begin the in-pew process. If you have already provided envelopes and pencils in the pews, the Pastor need only be sure that one member of each household has them. The in-pew script will need to be adjusted to ask one member of each household to pick up a pledge envelope and remove the pencil.

IN PREVIOUS YEARS WE HAVE ASKED PEOPLE TO INSERT THEIR PENCILS IN THE PLEDGE ENVELOPES. NOW, WE ARE ASKING PEOPLE TO PLACE THE PENCILS IN THE COLLECTION BASKET SEPERATLY. THE PENCILS ARE TO BE RETAINED BY THE PARISH. THE FOLLOWING SCRIPT HAS BEEN ADJUSTED TO REFLECT THIS CHANGE.

Note: After the pastor has edited the following script, please double space it, enlarge it to 14 or 16-point type, print it and place it in a notebook.

**In-Pew Presentation Script
To be used by pastors on Commitment Weekend
February 6-7, 2010**

“Good morning. Today we are conducting the annual campaign that asks all parishioners to make a financial commitment to the Archdiocese of Chicago.

“As your Pastor, I want to thank all of you who have given to this campaign in past years. I can assure you that the funds you gave are deeply appreciated by the parishes, schools and people served by the Archdiocese.

“Each of us is called to share his or her gifts in support of the Church. We must first support our parish and then our Archdiocese and the Church throughout the world. The Annual Catholic Appeal of the Archdiocese of Chicago is a very effective way to support ministry outside of our parish boundaries, as well as to support the services that the Archdiocese provides to our parish.

“So, I ask one member of each household that did not bring your direct mail pledge form with you, to raise your hand so that we can give you a pledge envelope and a pencil. Please take an in-pew envelope even if you have already given in the mail or cannot give at this time. You can indicate either of those choices on the envelope”.

(Pause and make sure that everyone has received a pledge envelope and pencil. Pay special attention to people who are standing and in the cry room or choir loft. Once everyone has an envelope, continue with the script.)

“Now, please open the flap and find the pledge form and the pencil”.

(Pause and wait until about half of those participating are looking back at you.)

“Please print your first name, your spouse’s first name and your last name on the top line”.

(Pause and wait until about half of those participating are looking back at you.)

“On the second line, please print your address including any unit or apartment number”.

(Pause as above.)

“On the third line, please print your city, state and zip code”.

(Pause as above.)

“Also, on the third line, please print your telephone number”.

(Pause as above.)

“On the next line, please indicate the name of our parish so that we will receive credit for the gift. If you are a visitor and are a member of another parish in the Archdiocese, you may indicate that parish”.

(Pause as above.)

“If you have already made a pledge by mail, check the box that indicates ‘I have already pledged by mail’.

(Stress the following point) “Please do not indicate any additional financial information on the form. We do not want to double count your pledge”.

“I ask everyone else to look at the gift boxes on the right side of the form and check the amount that you wish to give. Your pledge will be billed over five months or longer if necessary. Also, there is no need to provide a down payment today unless you wish.”

“In the event that you wish to contribute an amount other than the ones indicated, please check the “Other” Box and indicate the full amount of your pledge on the blank line to its right”.

(Pause as above.)

“Now, please look at the lines provided on the lower right-hand side of the pledge envelope. Indicate the total amount that you pledged on the first line.

“In the event that you are making a down payment, write the amount of the down payment in the next box”.

(Pause 5 seconds.)

“Subtract the down payment from the full amount of your pledge and note the unpaid balance on the line provided”.

(Pause 5 seconds.)

“If you do not wish to contribute, please check the box provided immediately under the parish name line that indicates that you do not wish to give at this time”.

(Pause 5 seconds)

“I will give you another moment to complete your credit card information, if you wish to use your card. Please note that you can check a box above the credit card information that will tell us to bill your down payment, the entire pledge or five monthly payments”.

(Pause 20 seconds)

“Please be sure to tear off the commitment form, place it in the envelope and seal it. Keep the pencil separate and drop it in the collection basket along with your completed pledge envelope.”

“The ushers will now collect your pledge envelopes and pencils”.

“On behalf of Cardinal George and myself, I thank you for your contribution to the Annual Catholic Appeal. May God bless you”.

Follow-up Weekend In-Pew Process February 13-14, 2010

Introduction

The campaign's primary objective is participation. Each year, after the initial mailing and the parish phase of the Annual Catholic Appeal campaign have been concluded, a significant number of the donors from the previous year will not have renewed. These are not necessarily people who do not want to give. Many of them will renew during the follow-up mailings. Since people are given an opportunity to refuse to give when the in-pew process takes place, it is fair to assume that most of those who skip a year of contributing to the campaign simply missed the mail and in-pew solicitations.

There will be far fewer "skippers" in those parishes that conduct the full in-pew process on Commitment Weekend and again on Follow-Up Weekend. Conducting the process on two weekends also saves the campaign a significant amount of money. In-pew solicitation is obviously the least expensive way to secure a pledge. Follow-up solicitations add significantly to the printing and postage costs of the appeal.

Preparations

The person coordinating the in-pew process will need to perform the same set-up steps that were followed for Commitment Weekend. Prepare the pledge envelopes and pencils. Be sure to arrange for the volunteers that will help with the process at each Mass. Make sure that one person is assigned to manage the process at each Mass.

On Follow-Up Weekend, however, there will be a different presenter at each Mass. Either the Presider will lead the in-pew process or lay leaders will need to be asked to do it. The homily need not be about the campaign but should be brief to allow time for repeating the in-pew process. **If you amended the script from last weekend, add those amendments here.** Once the presenter for each Mass is selected, the in-pew coordinator will need to meet with them to assure that they know what to do and will do it in a consistent manner.

AGAIN, THIS WEEKEND, ASK THE PEOPLE TO KEEP THE PENCILS SEPARATE.

Note: Once the Follow-up Weekend presenters have had an opportunity to edit their script, please double space it, enlarge it to 14 or 16 point type, print it and place it in a notebook.

**In-Pew Presentation Script
To be used on Follow-Up Weekend
February 13-14, 2010**

“Good morning. I am _____. As you know, this is the time of year that we are asked to offer our financial support to the Archdiocese of Chicago to help the Archdiocese provide ministry, education, training and services to all of our parishes and tens of thousands of people throughout the Archdiocese. On behalf of our pastor, Fr. _____, and our Annual Catholic Appeal Committee, I want to thank all of those who have responded by mail or during our in-pew solicitation last weekend.

“This year we are stressing the importance of participation and of making a significant pledge to support the Archdiocese. It is our hope that we will receive a pledge form from all active households in our community. In filling out a pledge form today, you may make a pledge, indicate that you gave in the mail or decline to give and be removed from any follow-up efforts. Now, I ask one member of each household that has not had an opportunity to fill out a pledge form to raise your hand. A pledge envelope and pencil will be passed to you.

“I ask those who have already pledged to bear with us for just a few minutes. Perhaps each of you might offer a prayer for the success of this Annual Catholic Appeal”.

(Make sure that everyone has received pledge envelopes and pencils. Pay special attention to people who are standing and in the cry room or choir loft. Once everyone that has indicated that they need an envelope has one, continue with the script.)

“Now, please open the flap and find the pledge form and the pencil”.

(Pause and wait until about half of those participating are looking back at you.)

“Please print your first name, your spouse’s first name and your last name on the top line”.

(Pause and wait until about half of those participating are looking back at you.)

“On the second line, please print your address including any unit or apartment number”.

(Pause as above.)

“On the third line, please print your city, state and zip code”.

(Pause as above.)

“Also, on the third line, please print your telephone number”.

(Pause as above.)

“On the next line, please indicate the name of our parish so that we will receive credit for the gift. If you are a visitor and are a member of another parish in the Archdiocese, you may indicate that parish”.

(Pause as above.)

(Stress the following point) “If you have already made a pledge by mail, check the box that indicates ‘I have already pledged by mail’. Please do not indicate any additional financial information on the form. We do not want to double count your pledge”.

“I ask everyone else, to look at the gift boxes on the right side of the form and check the amount that you wish to give. Your pledge will be billed over five months or longer if necessary. Also, there is no need to provide a down payment today unless you wish.

“In the event that you wish to contribute an amount other than the ones indicated, please check the “Other” Box and indicate the full amount of your pledge on the blank line to its right”.

(Pause as above.)

“Now, please look at the lines provided on the lower right-hand side of the pledge envelope. Indicate the total amount that you pledged on the first line.

“In the event that you are making a down payment, write the amount of the down payment in the next box”.

(Pause 5 seconds.)

“Subtract the down payment from the full amount of your pledge and note the unpaid balance on the line provided”.

(Pause 5 seconds.)

“If you do not wish to contribute, please check the box provided immediately under the parish name line that indicates that you do not wish to give at this time”.

(Pause 5 seconds)

“I will give you another moment to complete your credit card information, if you wish to use your card. Please note that you can check a box above the credit card information that will tell us to bill your down payment, the entire pledge or five monthly payments”.

(Pause 20 seconds)

“Please be sure to tear off the commitment form, place it in the envelope and seal it. Keep the pencil separate and drop it in the collection basket along with your completed pledge envelope. ”

“The ushers will now collect your pledge envelopes and pencils”.

“On behalf of Cardinal George, _____, our pastor and myself, I thank you for your contribution to the Annual Catholic Appeal. May God bless you”.

Continuing Campaign Management

Assuring That the Parish Reaches Its Goal

The campaign does not end when the in-pew processes are over. If your parish has not exceeded its goal by an amount large enough to assure that it will exceed its goal in cash, then further steps will be needed. Please **contact the Annual Catholic Appeal Office** as soon as you have an indication that the payments may leave the parish short of its goal. Follow-up assistance and special mailings may be needed or something as simple as a monthly bulletin and altar announcement may resolve the problem. **In early August, bulletin announcements for September through December will be sent to you.**

Pledge Processing

Please be sure to process pledges immediately. Early submission of pledges assures faster processing and mailing of the first pledge billing. This will allow people more time to pay their pledges. Collection processing instructions are located at the back of this manual.

Reminders

Pledge Reminders will be mailed monthly beginning on April 1, or immediately after processing of your parish collection, and will stop when the pledge is fully paid. **In an effort to encourage complete fulfillment of all pledges, the reminders for the months of September through December, will include an insert describing the ways in which the donations are used.**

Monthly Bulletin and Altar Announcements

Each parish can aid the pledge collection effort by publishing the announcement shown on the next page, starting in May, in the bulletins for the first weekend of each month. Also, parishes are asked to make an altar announcement to direct people to the bulletin announcement. **All bulletin announcements for 2010 are printed at the end of this manual, and are available on the website – www.annualcatholicappeal.com**

Pledge Collection

Pledging and the payment of pledges is something that many of our parishioners take for granted. However, if your parish has difficulty with payment of pledges, because community members are unfamiliar with this tradition, it is important to offer continuous education.

Each month, beginning in May, a special effort should be made to inform and educate parishioners on the importance of paying their monthly pledge billings. The words that are used are critical. For that reason, we encourage pastors and parish committees to talk with members of each national group within their parishes to establish that the messages being presented are clear, inoffensive and productive.

The Bulletin Announcement presented on the next page should be edited to assure that each audience understands it. Then, it should be published on the first weekend of each month.

Having a special use for the rebates will improve the collection of pledges. If your parish has a special use for any rebates that you receive, be sure to mention that in the Bulletin Announcement.

In addition, please have a respected member of the community make a brief Altar Announcement each month on the weekend that the Bulletin Announcement is published. This individual should inform the community of the progress toward the parish goal, stress the importance of making pledge payments and refer people to the Bulletin Announcement. If you have a special use for the rebates, please be sure to mention that each month but, most importantly, once payments have exceeded the parish goal.

Please consider having several community leaders make these announcements, so that the same person is not speaking month after month.

**ANNUAL CATHOLIC APPEAL
PLEDGE REPORT**

The monthly pledge billings for the Archdiocesan Annual Catholic Appeal pledges have been mailed. It is very important that these pledges be paid so that our parish will reach and, hopefully, exceed our goal.

Once the pledge payments have exceeded our goal, all of the additional funds are returned to our parish for use in our ministries.

PARISH GOAL: _____
AMOUNT PLEDGED: _____
AMOUNT PAID: _____
REMAINING BALANCE: _____

Telephone Follow-Up

In the fall of 2009, the Archdiocese tested a telephone follow-up program in an effort to limit the number of people that gave within the last two years but not in 2009. Many (arch)dioceses throughout the country, not to mention universities and high schools, use this type of follow-up very successfully.

Those called were people who had pledged in 2007 and/or 2008 at amounts between \$100 and \$999 and paid their pledges. Calling was conducted only in parishes that were under goal and not in the Debt Reduction Program.

Given the success of this test and the lack of complaints from those contacted, we will be expanding this program in 2010.

Parish Reports

On the 20th of each month, a report will be sent to your Archdiocesan email account. This report will list all current donors, their pledged amounts and amounts paid-to-date. It is important that you advise the Appeal office of any name and/or address changes so that pledge reminders reach the parishioners on a timely basis. If you have not set up your Archdiocesan email account, please contact Karen Whitehead, the Annual Catholic Appeal Operations Manager. A staff listing with phone numbers, etc. can be located on the back cover of this manual.

Copies of the Parish Procedures Manual

Copies of the manual, including bulletin announcements, in-pew scripts, etc. can be found on the Annual Catholic Appeal web site. These materials are provided in English, Spanish and Polish. In order to obtain these materials, follow these steps:

- 1) www.annualcatholicappeal.com
- 2) Click on “Procedures Manuals” section.

Requests for Help

If you need assistance with implementation of the campaign, please call:

Bill Bannon at 1-800-837-7757 or

The Annual Catholic Appeal office.

A staff listing can be located on the back cover of this manual.

Cardinal George's Homily for Commitment Weekend
To Be Played by Each Parish on
February 6-7, 2010
“...*they left everything and followed Him.*” Luke 5:11

approximately 6 minutes long

Dear Brothers and Sisters in Christ,

While each day I pray for you and your families, I am glad to be able to speak to you now. Across this year in various ways—through the *Festival of Faith*, the *Catholics Come Home* initiative, and *Catholic Schools Week*—we have been rediscovering what it means to follow Jesus Christ in the Catholic Church. The Word of God just proclaimed leads us more deeply into this mystery of our calling to follow Jesus in His Church.

The gospel today speaks of the time when Jesus was calling His first followers. It ends with these powerful words: *they left everything and followed Him*. Jesus called His earliest community of disciples to accompany Him. They had to put aside not only their plans and commitments to others, but also their own discouragement and their fear. They even had to let go of their own sense of unworthiness, as the prophet Isaiah and the apostle Paul did. These earliest disciples heard Jesus' invitation to share in His mission: *from now on you will be catching men*. They heard the call, and they said Yes: *they left everything and followed Him*. Imagine now the power of Jesus' call, the force of His personality and His words. What they had to give up to leave was, perhaps, not much by our standards, but nonetheless it was everything to them.

Seeing the little community of disciples who walked with Jesus, who followed Him, we recognize the seed of the Church, the very same Church of which we are a part two thousand years later. The disciples hear the words of Jesus, and so do we. They receive from Jesus the Bread of Life, and so do we. They are sent in mission to be His witnesses, and so are we. Centered on Jesus and bonded by His word, by the sacraments, and by His mission, these earliest disciples and we ourselves make up the Church, the Body of Christ.

This year, in the Archdiocese of Chicago, we have had the graced opportunity to rediscover how we belong to the Body of Christ and also to deepen our sense of apostolic mission, of being sent by Christ. We have done so in three different ways: by welcoming, by serving, and by supporting. The events and the energy surrounding the Festival of Faith, Catholics Come Home, Catholic Schools Week, and now the Annual Catholic Appeal have given us a focus for our discipleship.

First of all, we welcome. We welcome everyone who hears Jesus' call to follow Him and wants to do so. We welcome those who seek a conversion of heart and want to live holy lives. We welcome those who have for whatever reason drifted from our family of faith and want to come home. We welcome all who search for God.

Secondly, we serve. We serve the deepest needs of men and women and children. We nourish faith through our Catholic schools and programs of religious education. We serve the poor, the unborn, and the vulnerable in our city and suburbs and even beyond. We serve the poorest of the poor in other countries through the Catholic Relief Services. We serve the spiritual needs of people by maintaining the structures and buildings and churches that provide a spiritual home for everyone who hears Christ's call and wishes to come and pray and follow Him.

Thirdly, we support. We support our brothers and sisters and our children in the community of Christ's disciples. We support them in practical ways, we support them with our prayers, we support them with the work of our hands, and we support them with our financial offerings. We have known the gifts of God in our life, beginning with God's call and love given generously to each one of us. And God's generosity to us prompts us to support those in need and to support the Church herself, for she connects us to Christ and has been a rich source of blessing for us and so many others.

Dear friends, the Annual Catholic Appeal calls you and me to live out our discipleship by making a generous financial gift that will enable the Church to continue to welcome, to serve, and to support all people in the name of Jesus Christ.

Today's gospel should echo in our minds and hearts: *they left everything and followed Him*. This is a disquieting challenge. Everything? What the call means is that finally we prefer nothing to Christ Jesus. Jesus can make this call because He is God and loves us with a love so great that it commands our trust. Everything. We, too, have heard His call and together in His Church we strive to follow Him and to continue His mission in the world.

The people of the Church in the Archdiocese of Chicago are a great blessing to me as they make discipleship and mission a reality in our time and in our circumstances. Above all, I am grateful for the action of God's grace in your lives. I am also grateful now for your willingness to be a part of this year's Annual Catholic Appeal. And, I ask that you pay attention now to your pastor who will guide you in the pledging process. May God bless you and keep you. Thank you.

Francis Cardinal George, OMI
Archbishop of Chicago

2010 Annual Catholic Appeal Gift Processing Instructions

Each individual parish can select either method of processing the pledges and gifts received.

- If you **do not wish to open the envelopes**, bundle all together, complete Transmittal Form and send to Agilis Company.

-- or --

- If you **do wish to open the envelopes**, follow the checklist below.
 - Write on the pledge form the **parish name and parish number**.
 - **Place appropriate sticker in upper right corner of pledge form.** (This ensures proper gift posting. Make name/address corrections where appropriate.)
 - **Clip together** the related envelope, pledge form and check for each donor.

DO NOT SEPARATE THE CHECKS FROM THE PLEDGE FORMS AND Envelopes

If cash is in the envelope, write the amount followed by the letter “C”, in the bottom right corner of the pledge form. (If this is not done, there will be no way to credit the donor or send an acknowledgement letter from the Cardinal.)

- Add together the **cash received** in envelopes and all anonymous cash donations (cash in the basket without identification) and deposit into the parish account. Draw a check in the same amount made payable to the Annual Catholic Appeal. Be sure to enclose the pledge forms along with the check so that all donors will receive proper credit and acknowledgement by the Cardinal for their gifts.
- Fill out **Transmittal Form** bundle all together, **taking care to keep the envelope, pledge form and check for each donor clipped together** and send to Agilis Company.

DO NOT SEPARATE THE CHECKS FROM THE PLEDGE FORMS AND ENVELOPES

***Note: A completed Transmittal Form must accompany each shipment to Agilis.**

**2010 Annual Catholic Appeal
Transmittal Form
(Required for all Shipments)**

Parish Name: _____ Sent by: _____

Parish Number: _____ Date Sent: _____

Parish Address: _____ Telephone: _____

_____ E-mail: _____

SHIPPING INSTRUCTIONS

Do not separate the checks from the pledge forms and envelopes.

**We suggest that you ship your packages via the courier of your choice:
UPS, Fed-Ex, etc.**

Ship to:

Agilis Company
2381 Crossroads Boulevard
Albert Lea, MN 56007
Attention: Terri Zabrocki
Terriz@agilisco.com
Telephone Number: 507-379-1423

If you choose to use the U.S. Postal Service, please mail to the address below.

Mail to:

Archdiocese of Chicago
Annual Catholic Appeal Processing Center
Post Office Box 7013
Albert Lea, MN 56007-8013

If you need assistance, please contact:

Karen Whitehead
Annual Catholic Appeal Operations Manager
Telephone Number: 312-534-7461
kwhitehead@archchicago.org

Bulletin Announcements for 2010

2010 ANNUAL CATHOLIC APPEAL BULLETIN ANNOUNCEMENT FOR JANUARY 9-10, JANUARY 16-17 AND JANUARY 23-24

(This can be found on the ACA website – www.annualcatholicappeal.com)

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2010 ANNUAL CATHOLIC APPEAL BEGINS

“...they left everything and followed Him.” (Luke 5:11)

Many of our parishioners either have or soon will receive a mailing from Cardinal George. He will ask that you make a pledge to the 2010 *Annual Catholic Appeal*.

The Annual Catholic Appeal is the largest philanthropic source of financial support for ALL of the Catholic schools in the Archdiocese. In addition, it funds services that are of great help to the ministries here in our parish. (For example, *Appeal funds support INSERT SOME OF THE MINISTRIES IN YOUR PARISH THAT RECEIVE TRAINING, OR OTHER FORMS OF SUPPORT (SEE LIST ON PAGE 6 IN THIS MANUAL)*).

This year, the theme of the Appeal is, “...they left everything and followed Him.” This familiar phrase from the story of the Apostles walking away from their livelihoods and their worldly possessions to follow Jesus is a familiar one. But, how often do we reflect on their example as it applies to our lives. At the core of discipleship is the practice of stewardship. Stewardship is the recognition that all that we have is a gift from God and we are obligated to return a significant portion of our gifts to assist in His work. Our gifts are to be given in gratitude for what God has given us. A gift to the Annual Catholic Appeal helps to provide education, services, and ministry to thousands within and outside of our Archdiocese.

Also, when our parish reaches its goal of \$_____ in paid pledges, 100% of the additional funds received will be returned to us for use in our parish.

Please prayerfully consider a pledge to the 2010 Annual Catholic Appeal.

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2010 ANNUAL CATHOLIC APPEAL
BULLETIN ANNOUNCEMENT FOR
JANUARY 30-31

(This can be found on the ACA website – www.annualcatholicappeal.com)

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Annual Catholic Appeal 2010

They Left Everything

This week, you are asked to review the Annual Catholic Appeal brochure that you will receive with your bulletin today. The theme of the campaign is: "...they left everything and followed Him." (Luke 5:11)

The Apostles gave up everything to follow Jesus. You are not asked to do the same. Rather, you are asked to spend some time this week reflecting on the Annual Catholic Appeal. While funding a number of Archdiocesan ministries, **the Annual Catholic Appeal is also the largest philanthropic source of financial support for ALL of the Catholic schools in the Archdiocese.**

Please remember that the Annual Catholic Appeal campaign is much different than a one time special collection. It is a pledge campaign where you can make a gift, payable over five months.

As you review the work enabled by your contribution to the Annual Catholic Appeal, please reflect on God's gifts to you. He has given you all that you have. Your gifts to our parish, to the Archdiocese and to the work of the Church throughout the world are given in gratitude for the continuing gifts that God gives you.

Sometimes it is difficult to envision how one pledge can help an organization the size of our Archdiocese, how it can make a real difference. But each pledge does make a difference because all parishes participate in the campaign and the gifts of many enable our Archdiocese to deliver needed ministries and services.

Our combined gifts not only signify our gratitude to God, they fund a significant portion of the work of our Archdiocese. After our parish goal of \$ _____ is reached in cash, 100% of the additional funds come back to our parish to help to fund our needs.

If you received your pledge form in the mail, please complete it and mail it back or bring it to Mass next weekend. For those of you that did not receive a mailing or have not had time to respond to it, we will conduct our in-pew pledge process at all Masses next weekend.

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**2010 ANNUAL CATHOLIC APPEAL
BULLETIN ANNOUNCEMENT FOR
FIRST WEEKEND OF THE MONTH
MAY THROUGH DECEMBER**

(This can be found on the ACA website – www.annualcatholicappeal.com)

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**2010 ANNUAL CATHOLIC APPEAL
PLEDGE REPORT**

“...they left everything and followed Him.” (Luke 5:11)

The monthly pledge billings for the Archdiocesan Annual Catholic Appeal pledges have been mailed. It is very important that these pledges be paid so that our parish will reach and, hopefully, exceed our goal.

Once the pledge payments have exceeded our goal, all of the additional funds are returned to our parish for use in our ministries.

PARISH GOAL:	_____
AMOUNT PLEDGED:	_____
AMOUNT PAID:	_____
REMAINING BALANCE:	_____

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In addition printing the above in the bulletin, please have a respected member of the community **make a brief Altar Announcement each month** on the weekend that the Bulletin Announcement is published. This individual should inform the community of the progress toward the parish goal, stress the importance of making pledge payments and refer people to the Bulletin Announcement. If you have a special use for the rebates, please be sure to mention that each month but, most importantly, once payments have exceeded the parish goal.

Please consider having several community leaders make these announcements, so that the same person is not speaking month after month.

2010 ANNUAL CATHOLIC APPEAL
BULLETIN ANNOUNCEMENT FOR
SEPTEMBER

(This can be found on the ACA website – www.annualcatholicappeal.com)

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2010 ANNUAL CATHOLIC APPEAL

“...they left everything and followed Him.” (Luke 5:11)

Today we wish to recognize those who not only support our parish, but also have made a gift or pledge to the 2010 Annual Catholic Appeal of the Archdiocese of Chicago. On behalf of those who will be served by your contributions, our thanks goes out to all who have already completed their pledge payments, as well as to those who are still making payments.

For those of you who have not had an opportunity to make a pledge or a gift this year, but still desire to be a part of the 2010 campaign, please contact Karen Whitehead at (312) 534-7461 or at kwhitehead@archchicago.org.

Whether your gift is large or small, when combined with the gifts of thousands of other parishioners throughout the Archdiocese, every gift makes a very real difference in the ability of the Archdiocese to provide ministries and services. Thank you again for your support.

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2010 ANNUAL CATHOLIC APPEAL
BULLETIN ANNOUNCEMENT FOR
OCTOBER

(This can be found on the ACA website – www.annualcatholicappeal.com)

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2010 ANNUAL CATHOLIC APPEAL

“...they left everything and followed Him.” (Luke 5:11)

In the gospel of Luke, Christ reminds us that everything we are and everything we have come to us as gift from God. We must grow our gifts and return them generously to be used in God’s work.

Gifts of our time, talent and treasure to our parish and our Archdiocese are an important part of our commitment to stewardship of God’s gifts. Those who have contributed to the 2010 Annual Catholic Appeal are not only demonstrating their stewardship, but also are providing critical resources necessary to continue the ministries and services of the Archdiocese.

On behalf of Francis Cardinal George, O.M.I., and the many beneficiaries of the Annual Appeal, thank you for completing your pledge payments. Every gift is important and appreciated.

If you wish to be part of the 2010 Annual Catholic Appeal, please contact Karen Whitehead at 312/534-7461 or at kwhitehead@archchicago.org.

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2010 ANNUAL CATHOLIC APPEAL
BULLETIN ANNOUNCEMENT FOR
NOVEMBER

(This can be found on the ACA website – www.annualcatholicappeal.com)

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2010 ANNUAL CATHOLIC APPEAL

“...they left everything and followed Him.” (Luke 5:11)

Over 90,000 households throughout the Archdiocese have supported the 2010 Annual Catholic Appeal. Your gifts are given to help your neighbors in Cook and Lake Counties and around the world.

Just one more pledge billing will be sent before the conclusion of the 2010 Annual Catholic Appeal of the Archdiocese of Chicago. Many thanks to those of you who have completed your pledges.

Whether your gift is large or small, when combined with the gifts of thousands of other parishioners throughout the Archdiocese, every gift makes a very real difference in the ability of the Archdiocese to provide vital ministries and services. Thank you again for your support.

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2010 ANNUAL CATHOLIC APPEAL
BULLETIN ANNOUNCEMENT FOR
DECEMBER

(This can be found on the ACA website – www.annualcatholicappeal.com)

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2010 ANNUAL CATHOLIC APPEAL

“...they left everything and followed Him.” (Luke 5:11)

The 2010 Annual Catholic Appeal is coming to a close. Please complete your pledge payments as soon as possible.

On behalf of Cardinal George, our pastor, _____, our parish Appeal Committee and parish staff, thank you for supporting your neighbors in Cook and Lake Counties, as well as around the world. Every gift is important and appreciated.

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A REFLECTION ON GRATITUDE

To be grateful is to recognize the Love of God in everything
He has given us -- and He has given us everything.
Every breath we draw is a gift of His love,
every moment of existence is a grace,
for it brings with it immense graces from Him.

Gratitude therefore takes nothing for granted,
is never unresponsive,
is constantly awakening to new wonder
and to praise of the goodness of God.
For the grateful person knows that God is good,
not by hearsay but by experience.
And that is what makes all the difference.

Thomas Merton