

DIOCESAN SUPPORT APPEAL 2018



**A Resource Manual
for
Pastors and Parish DSA Coordinators
Diocese of Charlotte**

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DIOCESAN **SUPPORT** **APPEAL** 2018

Loving God,
You call us to a life of service,
entrusting to us the mission of making your name and your love known.

We strive each day to use your generous gifts to grow ever more faithfully
into a community of faith and love, attracting people to your Son, Jesus.

We are grateful for your gifts.
Help us to use them wisely in Your service.

Keep us ever mindful of the many needs of our brothers and sisters in
Christ.

Help us recognize the presence of Your Son in them and respond to the
Diocesan Support Appeal with love, compassion and generosity.

May our words and actions be a response to your great love,
in the name of Jesus the Lord.

Amen.

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We are Called *2018 DSA*

Introduction

The purpose of the Diocesan Support Appeal (DSA) is to help provide the annual funding necessary to carry out the mission of our diocese – namely to fulfill our call to “grow ever more perfectly into a community of praise, worship and witness, and to become a leaven of service and sign of peace through love in the Piedmont and Western North Carolina.”

The DSA provides support for more than 20 services that Catholic Charities offers throughout the diocese. The appeal also provides funding for Vocations, Education Ministries (providing over 30 different programs), Multicultural Ministries, Eucharistic Congress, and the Housing Ministry. Some of these ministries provide services beyond the scope of individual parishes and some exist for the sole purpose of assisting parishes in their own missions to teach, evangelize and serve.

The theme of the 2018 DSA is “We are Called”. This theme provides a strong message of stewardship, evangelization and vocation support. Each of us is called to share our gifts with those in need; we are called to bring the light of Christ to the lost and un-churched; and we are also called to pray for and encourage vocations to the priesthood and religious life.

The goal for the 2018 DSA is \$5,870,000, which is a 3.5% increase over the appeal in 2017. Each parish is assessed a portion of this goal. One of the primary ways to reach your goal is through education and increased donor participation. In this manual, and throughout the year, we provide parishes with Bulletin Announcements, Pulpit Announcements, and Bulletin Inserts that focus on making parishioners more aware of the work done by the personnel in the ministries funded by the DSA. The article in the February 4th issue of the *Catholic News Herald* will also provide a good overview.

DSA Funds Distribution

33%	Catholic Charities Diocese of Charlotte Burial Assistance, Case Management, Counseling, Disaster Relief, Elder Ministry, Food Pantries, Infant and Adult Clothing Closets, Legal Immigration Services, Marriage Preparation, Natural Family Planning, Pregnancy Support & Adoption, Project Safe Place, Refugee Services, Social Concerns, Advocacy & Respect Life, Stay the Course, Teen & Young Parent Support, Transition Out of Poverty, Translation & Interpretation Enterprise, Youth in Crisis
27%	Education Adult Education/Evangelization, Campus Ministry, Faith Formation Office, Youth Ministry, Catholic Schools Office, Office of the Vicar of Education
14%	Multicultural Ministries Hispanic Ministry, Hmong Ministry, African American Ministry
14%	Vocations Seminar Education, Permanent Diaconate
7%	Other Eucharistic Congress, Housing Ministry
5%	DSA Campaign Costs

NEW in 2018

- In an effort to “go green” we will offer parishioners the option to receive their monthly pledge reminders via email, rather than a paper reminder.
- The DSA video will include a “hot link” which will connect to the online giving page.
- Parishes will receive DSA webpage banners, and other logo and graphic materials to use in print, parish websites, parish apps, and social media.

2018 DSA CALENDAR

JANUARY 2018

- Mid-January DSA Kick-Off Meetings (Asheville, Kernersville, Charlotte and Hickory)
- January 27/28 Announcement Weekend (display posters, bulletin announcement, pulpit announcement)
- January 29 DSA “First Ask” letters/postcards in homes – signed by Bishop Jugis

FEBRUARY 2018

- February 2 Special article in the *Catholic News Herald* about the 2018 DSA
- February 3/4 DSA Video Weekend (show video at **ALL** Masses, bulletin announcement #1)
- February 9 Pastor Support Letters in homes
- February 10/11 bulletin announcement #2
- February 17/18 **Appeal Weekend – Pastor** (pastor speaks at ALL Masses, lead in-pew pledge process, bulletin announcement #3)
- February 19/20 Parish process appeal envelopes and send to Office of Development
- February 24/25 **Appeal Weekend – Lay Witness** (lay presenter speaks at ALL Masses, lead a second in-pew pledge process, bulletin announcement #4)
- February 26/27 Parish process appeal envelopes and send to Office of Development

MARCH 2018

- March 3/4 bulletin insert with pledge information
- March 10/11 bulletin announcement #5
- March 16 ½ page ad in *Catholic News Herald*
- March 17/18 bulletin announcement #6

APRIL 2018

- April 9 DSA “Second Ask” letter in homes to those who have not contributed to DSA yet – signed by Bishop Jugis

MAY 2018

- May 21 DSA “Third Ask” letter in homes to those who have not contributed to DSA yet – signed by Monsignor West (or Pastor)

JUNE 2018

Mountain parishes Appeal Weekends (in-pew process)

JUNE – DECEMBER

The Office of Development continues to work with parishes, as needed

OCTOBER 2018

DSA “Final Ask” letter in homes to past givers who have not contributed to DSA yet, or to all parishioner non-donors at pastor’s request

Components of a Successful Diocesan Support Appeal

Parish DSA Coordinator

Parishes that have a dedicated lay parish leader coordinate the elements of the DSA find that he/she helps bring the appeal to a successful ending, and takes the bulk of the work off the pastor and office staff. Under the pastor's direction, some of the coordinator's responsibilities might include:

- recruiting lay presenters
- inviting DSA-funded agency speakers to Mass or parish gatherings
- inviting parishioners who have been helped by a DSA-funded agency to give personal testimony
- coordinating the various aspects of Appeal Sunday in-pew solicitations
- providing a DSA focused article for the parish newsletter
- creating a bulletin board display of DSA-funded ministry activities for parish
- keeping the DSA highlighted in the parish bulletin throughout the year

This manual is designed to answer most of the questions your DSA coordinator might have. The Office of Development is always available to help parish DSA coordinators. Call or email us for further assistance. Kerry can be reached at 704-370-3302 or katornesello@charlottediocese.org.

DSA Video

A five minute video has been produced in both English and Spanish. Two weeks before "Pastor Appeal Weekend" the DSA video should be shown at ALL the Masses. The purpose of the video is for the parishioners to hear and see what the DSA is all about from a unique perspective. It is a wonderful tool for visual learners to understand all the good that is done through the DSA funded-ministries throughout the diocese. The English version is also closed-captioned for the hearing impaired. Parishes are also encouraged to post a link to the videos on their website and embed them in e-news blasts and share on their social media pages. Instructions on how to embed the video are on page 24 of this manual.

Electronic Communications

Many parishes are now communicating through more sources than just the weekly bulletin. This year, we have created webpage banners and other graphic images that you can use to promote the DSA on your website, through your parish app or Facebook page, and in email newsletters. Here are the best uses of email, social media, mobile app, and parish website:

- Announce the Appeal (include DSA donate link)
- Embed the DSA videos
- Send LayWitness script (after presented)
- Follow-up reminders and Final Ask
- Report Results and Thank your Parishioners
- Add the donate link to the bottom of all outgoing parish emails

Pastor's Support Letter

A personal letter of support from the pastor is an effective way to make your parishioners more aware of the need for their financial pledge. The pastor's endorsement will link the parish or mission to this diocesan effort. The Office of Development will mail a pastor's endorsement letter to be received in your parishioner's homes the week following the DSA video weekend. Pastors are asked if they would like the Office of Development to send a Pastor Support letter on their behalf in October for the coming year. These letters are sent at no cost to the parish. (A sample letter is included in this manual.)

In-Pew Pledge Process

Ideally, parishes should conduct **two** back-to-back in-pew pledge solicitations. One led by the pastor, and the other by a lay presenter (either someone from a ministry supported by the DSA, a parishioner with first-hand experience with a DSA funded ministry, or a parishioner who strongly supports the DSA in word and action). If you have multiple parishioners speaking on the second appeal weekend, we suggest scripting them, so the

messages heard at each Mass are essentially the same. The entire process should take place at a time of the pastor's choosing, but **it is strongly recommended that it NOT be left for the end of Mass.**

Spanish Language Materials

The DSA video has both the English and Spanish version on the same DVD or thumb drive. The informational bulletin inserts are available in both English and Spanish on the diocesan website. A Spanish version of the bulletin and pulpit announcements can be found in this manual. If your parish has a Spanish Mass, you will also receive a copy of the First Ask letter from Bishop Jugis with your DSA materials in January. We encourage you to read this letter at the Spanish Masses during the Appeal weekends and to use the Spanish collection envelopes to conduct a second collection on these weekends. There are no Spanish "pledge" envelopes.

Speakers from DSA-Funded Agencies

Dedicated professionals from the various DSA-funded agencies and ministries are available to speak to your parishioners about their work. Their comments will shed light on the impact that these services have on people's lives, and what the DSA means to their ministry or agency and the people it serves. **Speaker requests should be made directly through the agency or department head. A list of phone numbers is included in this manual. Please contact the Development Office if you are having difficulty in obtaining a speaker.**

DSA-Funded Offices and Ministries

Catholic Charities Diocese of Charlotte:

Offices:

Administrative Office	704-370-3262
Charlotte Regional Office	704-370-3262
Family Life Office	704-370-3228
Elder Ministry	704-370-3220
Natural Family Planning	704-370-3230
Respect Life	704-370-3229
Marriage Preparation	704-370-3237
Social Concerns & Advocacy	704-370-3225
Office of Economic Opportunity	828-835-3535
Piedmont Triad Regional Office	336-727-0705
Refugee Resettlement Office	704-370-3262
Western Regional Office	828-255-0146

Eucharistic Congress 704-651-5860

Educational Ministries:

Adult Education / Evangelization	704-370-3274
Campus / Young Adult Ministry	704-370-3212
Catholic Schools Office	704-370-3270
Faith Formation	704-370-3246
Youth Ministry	704-370-3211
Media Resource Center	704-370-3241
RCIA	704-370-3246
Office of the Vicar for Education	704-370-3244

Housing Ministry 704-370-3248

Multicultural Ministries:

African American Affairs Ministry	704-568-1573
Hispanic Ministry	704-370-3269
Hmong Ministry	828-221-0651

Vocations:

Seminarian Education	704-370-3327
Permanent Diaconate	704-370-3344

Personal Testimony from Parishioners

The DSA benefits many of your parishioners in a variety of ways. You might consider having one of them speak about their experience from the pulpit, or perhaps write an article for your parish newsletter. Some of the possible speakers from your parish might include the Director of Faith Formation, Youth Ministry Director, Lay Ministry graduates, catechists, permanent deacon, and elder/senior group members. If your parish has a Hispanic community, you might invite the Hispanic Vicariate Coordinator to speak at your Masses. Personal testimony may be done throughout the year to keep the DSA ministries highlighted, not just on the Lay Presenter Appeal Weekend. In addition to this manual, there is an Appeal Weekend Presenter's Manual, to assist those who will speak on behalf of the DSA.

Hispanic Community Engagement

Hispanics are very generous with their time and talent. Historically, they do not financially support the DSA by "pledging" a monthly monetary gift. Many parishes have had success by engaging Hispanic parishioners in service projects that raise funds for the DSA (ie. Specialty food sales, festivals). These activities, along with periodic second collections for the DSA will increase the participation of the Hispanic community in the DSA. The Office of Development provides DSA offertory envelopes in Spanish.

DSA Bulletin Announcements

This manual includes the bulletin announcements to use during the initial solicitation phase of the DSA. Beginning in April and throughout the rest of the year, the Office of Development will send you an educational/inspirational announcement with the weekly DSA parish progress reports for your use. It is important to include announcements about the DSA in the bulletins year-round, even if you have exceeded your goal.

DSA Bulletin Inserts

Your parishioners will contribute to the DSA when they have a better understanding of the ways it helps our brothers and sisters throughout the diocese. The Office of Development has produced educational bulletin inserts in both English and Spanish. The purpose is to provide more detailed information and personal testimonials on a few of the DSA ministries that touch the lives of people throughout the diocese. They can be used as a means of promoting the appeal at the pastor's discretion...i.e. every other weekend, once a month, or for three consecutive weekends. The bulletin inserts will be emailed to you and are also available on the diocesan website at www.charlottediocese.org/dsa.

Pledge Reminder Buckslips

Parishioners who make a pledge to the DSA will receive monthly pledge reminders that they can return to the diocesan Finance Office with their payments. An informational/educational/appreciation "Buckslip" is included with each of these mailings to better educate and thank donors for their support of the DSA funded ministries. New in 2018, parishioners can elect to receive their pledge reminders via email. The information contained in the printed buckslip will be included in the email reminder, as well.

Third Ask Letter

A Third Ask solicitation letter will be sent out in mid-May. Pastors have the option to have this letter sent under their signature to those parishioners who have given to the DSA in the past, but not 2018 yet. The Office of Development will mail this letter for all pastors who request the service. If the pastor chooses not to personalize the letter, then this letter will be sent from Monsignor West. (A sample letter is included in this manual.)

Final Solicitation Letter

In mid-October the Office of Development will send out a final DSA solicitation letter. Pastors have a choice of whether they want a letter to be sent to their parishioners that stresses the goal amount (particularly if not met yet) OR participation. Otherwise, a letter is sent to those who have given to the DSA in the past but not yet in 2018 signed by Monsignor West.

A Personal Thank You Note

Saying thank you is most important when parishioners respond generously to your request for help. In addition to thanking parishioners from the pulpit, please consider sending a personal letter or postcard of thanks to each

parishioner as pledges come in. The names of parishioners who pledged will be sent to your parish upon request. You will note on the DSA Calendar that Thank-You notes from Bishop Jugis will be sent on a bi-weekly basis throughout the year.

DSA Weekly Parish Progress Reports

The Office of Development will provide weekly DSA progress reports throughout the year. A summary report for all parishes with total paid, pledge balance, parish goal, amount over or under the goal, and number of donors will be emailed to all pastors and parish DSA coordinators on a weekly basis. **At the request of the pastor or DSA coordinator, a detailed report with names of donors will be emailed to the parish at any time during the appeal.** More complex detailed reports, such as past donors, new parishioner lists, etc. can be generated at the pastor's request. Please contact Kerry Ann Tornesello at 704-370-3302 or katornesello@charlottediocese.org for any detailed report request.

Tips for a Successful Diocesan Support Appeal

TEACH THE IMPORTANCE OF STEWARDSHIP TO YOUR PARISHIONERS: Don't be afraid to explain what STEWARDSHIP is all about. Let your parishioners know that it is "practical spirituality." It is one way that we should respond to Jesus' call to be His disciples. We should offer to God the first and best portion of all we receive in an intentional, proportionate, and thankful way, as God's Word teaches. Support of the diocesan programs and ministries is as necessary as being a responsible steward to one's parish. On the other hand, do not stress the needs of the diocese as the primary motivation. Please teach and stress our need to give in return for God's Gifts – Pay it forward with hope, give back with gratitude.

START AS SOON AS POSSIBLE: Review the materials outlined in this packet and follow the suggested DSA calendar. Posters should be hung prominently in your church to call attention to the fact that the campaign has begun. By holding the appeal weekends in February, you give parishioners 10 months to pay their pledge commitments. Start later, and they will have less time, and ultimately pledge less (ie. A pledge of \$20/month in February = \$200; a pledge of \$20/month in September = \$80).

ENCOURAGE PLEDGES INSTEAD OF A ONE TIME CHECK/CASH GIFT: Minimize the use of the word "gift" as it encourages people to give only what they can afford at that particular time. Using the word "pledge" and stressing the concept of pledging will encourage people to make larger commitments since they know that their pledge may be paid off over a period of time. Cash, checks, credit cards, ACH debits and online pledges are all accepted methods of payments.

HAVE A PLAN AND BE PREPARED FOR THE PLAN TO BE CARRIED OUT: Follow these guidelines, and the DSA calendar. Make sure all parishioners involved with the in-pew pledge process understand their role COMPLETELY. Be consistent from Mass to Mass.

UTILIZE CAMPAIGN MATERIALS: Posters, brochures, videos, letters, pledge envelopes, and this manual will be supplied to each parish. Bulletin and Pulpit Announcements are included in this manual, and will be sent throughout the year to the parishes.

CREATE A POSITIVE IMAGE: Speak about and publish positive results and information about the DSA and the many ways it benefits the people of the diocese. Speak of the importance of giving because we have a need to return a portion of what God has given us to sustain His work in the world.

PROVIDE MOTIVATION: When talking about the ministries and programs supported by the DSA, more people are apt to give when they feel the cause is up-close and personal and when they sense a connection with the areas funded. We suggest that the pastor and DSA coordinator explain how the DSA provides services to the parishes such as helping to prepare future parish priests by educating seminarians, training for our catechists, support to parish youth ministry programs, etc. Seek to offer examples of diocesan services and ministries that relate more closely to your parish.

STRESS PARTICIPATION TO ALL: Please stress the point that every household in the diocese is asked to respond to the DSA. It is important that everyone be encouraged to pledge something. We are all in this together and we have lots of room to grow.

PRAY FOR SUCCESS: Everyone in the parish should be encouraged to take a few moments to pray for the success of the DSA, as its success will strengthen our diocesan Church in unity and common identity. As we do so, we can express gratitude to God for what has been given to the individuals, the families, the parishes and the schools of the diocese.

RECOGNIZE DONORS AND VOLUNTEERS: Always thank those who have given and/or helped conduct the DSA. We suggest not making a general thank you to everyone at Mass one weekend, as some will not have given. Graciously thank those who participated for their gifts of time as well as for their financial contribution.

Bulletin and Pulpit Announcements

(the following can be used as both Bulletin and Pulpit Announcements)

Announcement Weekend

“We are Called,” is the theme of the 2018 Diocesan Support Appeal. This week, you should receive a letter or postcard from Bishop Jugis asking for your generous support of the DSA; and next weekend we will view the DSA video, so we can all have an understanding of how the funds given to the DSA impact our diocese. Bishop Jugis asks each of us to prayerfully consider a gift to the DSA as a way of serving Christ through service to thousands of Catholics in western North Carolina.

“Nosotros Estamos Llamados” es el tema de la Campaña Diocesana de Apoyo (DSA) en 2018. Obispo Jugis pide que cada uno de nosotros considere en oración como pudieran participar en el trabajo de los ministerios diocesanos que sirven como las manos de Cristo a los miles de católicos en Carolina del Norte occidental.

#1 By now you should have received a letter or postcard from Bishop Jugis asking for your generous support of the Diocesan Support Appeal. Please give prayerful consideration to how you will respond by filling out your pledge and mailing it this week.

Por favor considere en oración como usted, con su contribución a la Campaña Diocesana de Apoyo, pudiera ser las manos de Cristo.

#2 Please be generous to the Diocesan Support Appeal. Your contribution to the Diocesan Support Appeal is a way to act with love for our sisters and brothers throughout the diocese and to continue the saving work begun by Jesus. Next week during Mass, you may complete a pledge envelope or go to www.charlottediocese.org/dsa to make a gift online.

Por favor sea generoso a la Campaña Diocesana de Apoyo compartiendo sus dones y bendiciones. Su contribución al DSA es una manera de servir a nuestros hermanos y hermanas a través de la diócesis y de continuar la labor comenzado por Jesús.

#3 As we look at our lives and the many ways God has blessed us, let us give back a proportionate gift to the Diocesan Support Appeal as a way of saying thank you to the Lord. God will never be outdone in generosity. If you did not turn in your completed pledge envelope during today’s Mass, you may complete a pledge envelope and return it to the Parish Office or go to www.charlottediocese.org/dsa to make a gift online.

Al mirar a nuestras vidas y a las muchas maneras en que Dios nos ha bendecido, demos un regalo adecuado a la Campaña Diocesana de Apoyo como manera de darle gracias al Señor. La generosidad de Dios no tiene límites.

#4 Your pledge to the Diocesan Support Appeal is shared with the educational, multicultural, vocational, housing, and social service ministries of the diocese. Thousands of people depend on your generosity. You may complete a pledge envelope and return it to the Parish Office or go to www.charlottediocese.org/dsa to make a gift online.

Su donación al DSA se utilizará solamente para los ministerios educativo, multicultural, vocacional, y social de la diócesis. Miles de personas dependen de su generosidad.

#5 On behalf of those who benefit from the Diocesan Support Appeal, thank you for your generosity. Remember “We are Called” to share our gifts and our prayers to support the diocesan ministries that serve those in need, bring the light of Christ to those in the dark, and encourage vocations.

En nombre de todos los que benefician a la Campaña Diocesana de Apoyo, gracias por su generosidad. Recuerden: “Nosotros Estamos Llamados” para compartir nuestros dones y nuestras oraciones para ayudar a los ministerios de la diócesis que sirven aquellos necesitados, brindar la luz de Cristo aquellos que están en la oscuridad y alentar a las vocaciones.

#6 We are now six weeks into the Diocesan Support Appeal campaign, and as of today _____# _____ of our parishioners have contributed. We need each of you to help us reach our goal of \$_____.

La Campaña Diocesana de Apoyo ya lleva un mes. Necesitamos la ayuda de todos para poder llegar a nuestra meta de \$_____.

Announcement Weekend - Special Remarks for Weekend before Video

We are strongly encouraging parishes to have the DSA coordinator or other parish leader speak briefly about the upcoming DSA. You may wish to have one person speak at all the Masses, or split the duties among several people. If you choose to split the duties, create a script, so everyone will hear the same message. The remarks should be brief, no longer than 1-2 minutes.

Lay speakers should make the following points in their presentation. This presentation can be done during the same part of Mass that other announcements are done. However, this announcement should stand out from the normal pulpit announcements.

- The 2018 Diocesan Support Appeal begins this week.
- The DSA is the campaign that raises funds that support the programs, services and ministries of our diocese.
- Remind them that registered parishioners will receive a letter or postcard from Bishop Jugis this week.
- Let them know that next weekend you will show the DSA video at all Masses (popcorn is optional, haha).
- Encourage parishioners to pray for the success of the DSA and make a proportionate pledge to help your parish reach the goal.

Here is a sample script:

“We are Called,” is the theme of the 2018 Diocesan Support Appeal. This week, you should receive a letter or postcard from Bishop Jugis asking for your generous support of the DSA; and next weekend we will view the DSA video, so we can all have an understanding of how the funds given to the DSA impact our diocese. Bishop Jugis asks each of us to prayerfully consider a gift to the DSA as a way of serving Christ through service to thousands of Catholics in western North Carolina.

“Nosotros Estamos Llamados” es el tema de la Campaña Diocesana de Apoyo (DSA) en el 2018. El Obispo Jugis pide que cada uno de nosotros considere en oración como podrán participar en el trabajo de los ministerios diocesanos que sirven como las manos de Cristo para los miles de católicos en Carolina del Norte occidental.

DSA Video Weekend

Prior to showing the video

When you receive the DSA video, please take the time to view the video and make sure there are no problems with the DVD or your playback unit. Call the Office of Development immediately if you need a replacement. Note that the English and Spanish versions are on the same DVD or thumb drive. Please check both versions if you plan to use both.

Set-up of playback unit in the church

It is best to use a skilled technician in setting up the playback unit and showing it at all the Masses. This will assure that the showing of the video runs smoothly and sets a positive tone for incorporating the DSA message and theme with the rest of the Mass. Many parishes have a parishioner who will be happy to do this as part of his/her stewardship to the parish.

Showing of the DSA Video

Each parish is expected to show the DSA video either at the beginning of Mass, prior to the processional or at the end of Mass during post-Communion time. Introduce the video to your parishioners with these or similar words:

In English:

Earlier this week, every registered household should have received a letter or postcard from Bishop Jugis asking for financial support for the Diocesan Support Appeal. The video we are about to watch lets us see and hear how the funds we so generously pledge to the DSA are used and appreciated. It is also meant to inspire us to act with love and share the unique gifts that God has bestowed on each of us to do the Lord's work here in the diocese of Charlotte.

En Español:

El video que estamos a punto de ver nos permite ver y escuchar cómo se utilizan y se aprecian los fondos que tan generosamente se comprometen a DSA. También tiene el propósito de inspirar a compartir los dones únicos que Dios ha concedido a cada uno de nosotros para hacer la obra del Señor aquí en la diócesis de Charlotte.

At the completion of the video thank the parishioners for their attention. Encourage them to pray for the success of the DSA and make a proportionate pledge to help your parish reach the goal. They may complete the pledge portion of the letter they received from Bishop Jugis, they may go online to complete their pledge, or they may make a pledge commitment in a few weeks at Mass.

Appeal Weekends

Some Suggested Homily Remarks for Pastor's Appeal Weekend

All pastors are asked to preach about the DSA at all Masses on this weekend

- We are all called to respond to the needs of our brothers and sisters both here in our parish and in the diocese. Yet most of us are not able to drop everything and work for the Church. Most of us are not qualified to provide such services as counseling, refugee resettlement, adoption, natural family planning, prison ministry, sacramental preparation, and many more. But we can, through financial contributions support the work of the Church in areas such as these.
- Our parish serves as our gathering point where we are helped to practice and strengthen our faith. It is at the parish level where we reach out in love and mercy to our fellow parishioners so that they feel God's love and hear His word. There are diocesan ministries that have a direct impact on us here at (name of parish)...(identify some of these ministries such as faith formation, youth ministry, lay ministry training, marriage preparation, elder ministry, etc.)
- Yet this must not stop at the boundaries of our parish. While we are part of a parish, we are also part of our diocesan Church and the Universal Church.
- It is at the diocesan level where we can reach out to share the gifts we have been given with thousands whom we could never reach in our parish alone. (Mention diocesan ministries that are beyond the scope of the parish such as seminarian education, permanent diaconate, housing ministry, counseling, adoption, etc.)

Appeal Weekend Materials

All Appeal Sunday materials will be distributed at the regional DSA "Kick Off" Meetings in mid-January. If you are not able to attend a meeting, materials will be mailed to you after the last meeting in late January. Your parish will receive the quantity of pledge envelopes, pencils and videos that was requested during the DSA planning phase in October. If you did not request specific quantities, the same quantity that was sent to you in 2017 will be given to you in 2018. ***Remember: The in-pew envelopes are not designed to be mailed. They should be returned to the parish office for proper processing prior to being sent to the diocesan development office.***

Training the Volunteers and Informing the Ushers

If possible, students make great volunteers to distribute and collect the pledge envelopes. This not only provides a good service project and learning experience, but 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 volunteer for every section of your church. You will need one person in each side aisle to retrieve extra envelopes from some pews and to provide extra envelopes for pews that do not have enough. They also should 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.

If you are asking students to assist with the in-pew process, you should seek to hold a practice session for the volunteers. The Pastor does not need to be present at the practice session. A

prearranged signal should be arranged that will alert the students/ushers that they should move to their assigned areas. At the point designated in the script, students/ushers can hand out 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.

Volunteers will need the following information. To ensure everyone is on track, the following information should be provided in writing to the volunteers after the practice session.

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. Designate the specific rows of pews to which they are assigned.
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.
11. Help after Mass to collect unused pledge envelopes and to get baskets ready for the next Mass

Sequence of the In-Pew Campaign on Appeal Weekends

Before- Instruct ushers/volunteers about the re-supply of pencils in the pews before each Mass, and the distribution of envelopes at the appropriate time during Mass. **The most important part is being sure that the pledge cards are HANDED OUT BY USHERS/VOLUNTEERS to each family in all the pews and not simply left in the pews to be handed out by the person sitting on the end.** It would be helpful if the envelopes are separated into bunches of 8-12 (depending on how large the pews are) beforehand; so the ushers/volunteers can quickly distribute the envelopes when directed.

During- At the completion of the pastor's or lay presenter's remarks, he/she will instruct the parishioners as to how the pledge information on the envelope may be completed. Be sure to thank those who have already made a pledge to this appeal. Please follow the script as closely as possible and allow ample time to complete the pledge information.

After- When the parishioners have finished filling out their envelopes, the pastor or lay presenter will ask ushers/volunteers to collect them. After each Mass, you will need to collect all unused pledge envelopes so you will have enough to use at the upcoming Masses. Make sure the completed envelopes are put in a secure place for the office staff or special volunteers to process.

Pastor's Presentation Weekend

In-Pew Presentation Suggested Script for Appeal Sunday Weekend

Good evening/morning. As your Pastor, I want to thank all of you who have already given this year to the Diocesan Support Appeal, as well as those who have given in past years. I can assure you that the funds you gave have helped to provide valuable ministries, programs and services throughout our diocese. And many of these ministries and services have helped our parish as well.

Each of us is called to share his or her gifts in support of the Church. We do that first in our own parish, and then in our diocese and the Church throughout the world. The DSA is a most effective way to support diocesan ministries outside our parish boundaries.

(Add some examples of ministries that are supported by the DSA that an individual parish cannot provide, or an example or two of ministries that assist your parish specifically).

Over recent weeks you have all heard about the importance of the DSA. It is something that I support and that I believe each of us should support.

We gather to worship each week as a community of believers and then we join together in placing our weekly gift of gratitude in the offertory collection. Each weekly offering is important as it helps us carry out our parish ministries. It is equally important to support the work of our Diocesan Church.

Today, as we are gathered together, I ask for the commitment of those who have not yet joined in support of our diocesan ministries and programs. At this time, I ask our ushers and volunteers to distribute the DSA pledge envelopes to each family here. While you are waiting for your envelope, please pray about your contribution. If you do not have a pen, there are pencils available in each pew.

(Pause and make sure that everyone has received a pledge envelope and pencil. Once everyone has an envelope, continue with script.)

Now, please open the flap to show the pledge form.

Please print your first and last name on the top line. If you are married, please add your spouse's on the second line, as well as the best phone number to reach you. Then your email address, street address and our parish name goes on the last line.

If you have already contributed to the DSA by mail or online, please check that box. To avoid duplication of your pledge, please DO NOT fill out any additional pledge information on the right side of this envelope.

If you are unable, for financial reasons, to make a pledge at this time please check that box.

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

For new gifts or pledges, please indicate the total amount of your pledge on the right side of the envelope. Pledge reminders will be sent on a monthly basis through December, when the DSA comes to a close. This year you have the option to receive these reminders via email. If you would like to do that, please check the box at the bottom left of the envelope. Write your total pledge, the amount (if any) that you are enclosing, and the unpaid balance on the lines provided. If you include a check, please put your check number on the line provided and put your check in the envelope. Checks should be written out to DSA; not our parish. Cash may also be included as a one-time gift or initial pledge payment.

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

The ushers will now collect your pledge envelopes. On behalf of Bishop Jugis and myself, but most especially on behalf of those who will benefit from your contributions, I thank you for your gift to the DSA.

Lay Presenter's Presentation Weekend
In-Pew Presentation Suggested Script for Appeal Sunday Weekend

Good evening/morning. My name is _____ and I have the privilege of speaking to you this weekend about the Diocesan Support Appeal. This time each year we are all asked to offer financial assistance and support to the ministry work of the Diocese of Charlotte. I want to thank all of you who have already responded by mail or during our in-pew solicitation last weekend.

(Add personal testimony here. Should last approximately 3-5 minutes)

This year we are particularly stressing the importance of participation. It is our goal to receive a pledge form from every active household in our parish. Remember, you can make a pledge or indicate that you are unable to give at this time. Now, I ask the ushers to please pass out the pledge envelopes. If you do not have a pen, pencils are available in each of the pews.

I ask those who have already pledged through the mail, online or at Mass last weekend, to please bear with us for just a few minutes. This would be a great opportunity for you to pray for the success of the DSA and for the thousands of people who benefit from the funds raised.

(Pause and wait until everyone has received a pledge envelope and pencil.)

Now, please open the flap and find the pledge form.

Please print your first and last name on the top line. If you are married, please add your spouse's on the second line, as well as the best phone number to reach you. Then your email address, street address and our parish name goes on the last line.

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

Please indicate the total amount of your pledge on the right side of the envelope. Pledge reminders will be sent on a monthly basis through December, when the DSA comes to a close. This year you have the option to receive these reminders via email. If you would like to do that, please check the box at the bottom left of the envelope. Write your total pledge, the amount (if any) that you are enclosing, and the unpaid balance on the lines provided. If you include a check, please put your check number on the line provided and put your check in the envelope. Checks should be written out to DSA; not our parish. Cash may also be included as a one-time gift or initial pledge payment.

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

The ushers will now collect your pledge envelopes. On behalf of Bishop Jugis, our pastor and myself, but most especially on behalf of those who will benefit from your contributions, I thank you for your gift to the DSA.

Sorting the Pledge Envelopes at the Parish before sending to Office of Development

The following steps should be completed by the parish staff prior to sending Appeal Sunday envelopes to the Office of Development. This should be done on the Monday following each of the Appeal Sunday weekends, and the envelopes should be sent to the Office of Development as soon as they are sorted. Please do not keep completed DSA envelopes for weeks at the parish.

Open the envelopes so that the pledge information can be seen. Separate them into seven (7) groups:

- 1) One-time gift, check enclosed
- 2) Pledge with check enclosed
- 3) One-time gift, cash enclosed
- 4) Pledge with cash enclosed
- 5) Pledge with no funds enclosed
- 6) Unable to make a gift - check envelope for wording
- 7) Already gave

One-time gift, check enclosed - In the box marked for “Office Use Only” indicate the diocesan number for those who are registered in your parish. Check the box for “visitor” for those who are not registered in your parish, or “new” if you want us to add that person to your parish roster. (***Regardless of registration status, your parish will receive credit for the payment.***) Please indicate the check number in the appropriate space on the envelope. Bundle these envelopes (**with checks still inside**) together.

Pledge with check enclosed - In the box marked for “Office Use Only” indicate the diocesan number for those who are registered in your parish. Check the box for “visitor” for those who are not registered in your parish, or “new” if you want us to add that person to your parish roster. (***Regardless of registration status, your parish will receive credit for the payment.***) If a person makes a pledge (to be paid over an extended period of time) it makes sense to mark them as “new” and not “visitor.” Please indicate the check number in the appropriate space on the envelope. Bundle these envelopes (**with checks still inside**) together.

One-time gift, cash enclosed - In the box marked for “Office Use Only” indicate the diocesan number for those who are registered in your parish. Check the box for “visitor” for those who are not registered in your parish, or “new” if you want us to add that person to your parish roster. (***Regardless of registration status, your parish will receive credit for the payment.***) Check the box marked “cash” being sure to include the cash amount originally enclosed on the appropriate line. Remove the cash from the envelope. **Do not send cash through the mail.** Deposit these funds into the parish checking account, and send one parish check for the total amount of cash collected to the diocese. **This parish check must accompany the pledge envelopes of the parishioners who paid with cash. Do not send them separately.** ** You may bundle the cash gifts (one-time and pledge) together and write one parish check for the total amount of cash donations. Please make parish check payable to DSA.

Pledge with cash enclosed - In the box marked for “Office Use Only” indicate the diocesan number for those who are registered in your parish. Check the box for “visitor” for those who are not registered in your parish, or “new” if you want us to add that person to your parish roster. (***Regardless of registration status, your parish will receive credit for the payment.***) If a person makes a pledge (to be paid over an extended period of time) it makes sense to mark them as “new” and not “visitor.” Check the box marked “cash” being sure to include the amount originally enclosed. Remove the cash from the envelope. **Do not send cash through the mail.** Deposit these funds into the parish checking account, and send one parish check for the total amount of cash collected to the diocese. Please send

one parish check for the total amount of cash collected. This parish check must accompany the pledge envelopes of the parishioners who paid with cash. Do not send them separately. ** You may bundle the cash gifts (one-time and pledge) together and write one parish check for the total amount of cash donations. Please make parish check payable to DSA.

Pledge with no funds enclosed – In the box marked for “Office Use Only” indicate the diocesan number for those who are registered in your parish. Check the box for “visitor” for those who are not registered in your parish, or “new” if you want us to add that person to your parish roster. (*Regardless of registration status, your parish will receive credit for the pledge when it is paid*). Bundle these envelopes together.

Unable to make a gift – In the box marked for “Office Use Only” indicate the diocesan number for those who are registered in your parish. We will make a special note in their diocesan record that they are unable to participate in the DSA this year. This will eliminate them from receiving additional solicitations to the DSA this year. Bundle these envelopes together.

Already given – In the box marked for “Office Use Only” indicate the diocesan number for those who are registered in your parish. We will check our records to see if they have already given or not.

At the completion of each Appeal Sunday date, the sorted pledge envelopes should be sent to the Office of Development in one of the large Tyvek envelopes provided to you. **All envelopes and accompanying checks must be sent in the same Tyvek envelope and mailing. Do not send them under separate cover! (ie. Do not send empty envelopes marked “cash” in the Tyvek envelope, and then later send a parish check payable to DSA for that amount).**

To expedite processing at the Office of Development, it is very helpful to have the envelope bunches sorted so those with a diocesan ID are on top, followed by “new”, followed by “visitor.”

Please be sure to have the Tyvek enveloped tracked via USPS, or better yet, send to the Office of Development via FedEx or UPS.

**SAMPLE PASTOR'S SUPPORT LETTER
TO BE MAILED SECOND WEEK OF THE DSA**

This letter will be mailed to all parishioners by the Office of Development for those pastors who submit a request.



Date

Dear Parish Family,

This year, the theme of the Diocesan Support Appeal (DSA) is “We are Called.” This is a gentle reminder that God, Our Father, invites all of us to be his hands and voice in our community. The DSA provides funding for the ministerial arm of the diocese; ministries that no one parish can provide on their own. This is why I support the DSA, and ask you to support the DSA with your financial gifts, as well.

The DSA provides support for more than 20 services that Catholic Charities of Charlotte offers throughout the diocese. The appeal also provides funding for Vocations, the Housing Ministry, Education Ministries (providing over 30 different services), Multicultural Ministries, and the Eucharistic Congress. Some of these ministries provide services beyond the scope of individual parishes and some exist for the sole purpose of assisting parishes in our own mission to teach, evangelize and serve you, our parishioners.

Our parish DSA assessment for 2018 is <\$amt> and with your help, I am confident we can reach that goal. Once we reach our goal, funds over and above our target amount are returned to our parish. Likewise, any shortfall must be paid out of our operating budget. If you have given to the DSA in the past, you received a letter with pledge information from Bishop Jugis last week. If you replied to that letter with a gift, I thank you. Other giving alternatives include, completing the pledge portion of this letter and returning it in the enclosed envelope, making a pledge or gift using the pledge cards we will make available at all the Masses the weekends of February 17-18, and 24-25; or you can make a contribution online at www.charlottediocese.org/dsa.

I ask that you pray with a heart full of gratitude for all the gifts you have been given, and share those gifts accordingly. Thank you for your generosity. Be assured of my constant prayers for you and your loved ones.

Sincerely yours in Christ,

Pastor

(Pledge card at the bottom)

THIRD ASK LETTER SAMPLE
(signed by either pastor or Monsignor West)

The Office of Development will send this letter in May to parishioners who have given to the DSA in the past, but not in 2018 yet. Below is the letter sent out in 2017



May 2017

Dear <salutation>,

Why do we do what we do? What is our motivation? As Catholics, with each decision we ponder, we can ask “what would Jesus do?” Since God works through us, we are Jesus to those in need of His saving graces. By supporting the Diocesan Support Appeal, we have an opportunity to be merciful benefactors through personal prayer and financial gifts that make a difference in the lives of thousands of our sisters and brothers in faith. Our motivation can be summed up in the DSA theme this year: Your Every Act Should Be Done With Love (1Cor 16:14).

Your past support of the DSA has been a wonderful example of how you act with love. I ask that you prayerfully consider making a pledge to this year’s appeal. Offices that help teach our Catholic faith and strengthen our vocations program, as well as many other vital ministries and pastoral programs, are funded by the DSA. Some of those offices and programs directly impact you at your parish. Others provide help to those in need throughout the diocese.

The 2017 DSA goal for <parish> is \$__<goal>____, and the parish has currently collected \$__<amt paid>__ from <donors> households. If you have not yet made a pledge, please give prayerful consideration as to how you will respond with love. If you have already made a pledge to the DSA, I sincerely thank you and ask for your patient understanding because the preparation for this mailing began more than two weeks ago, and some pledges are still being processed.

Together in prayer, we earnestly seek God’s blessing on this year’s DSA, as each of us recognizes our call to act with love. Be assured of my grateful prayer and continued best wishes for you and for all whom we serve.

Sincerely yours in Christ,

Very Reverend Mauricio W. West
Vicar General and Chancellor

(pledge card below)

**PASTOR'S YEAR-END SOLICITATION LETTER SAMPLE FROM 2017
TO BE MAILED TO ALL PARISHIONERS WHO HAVE NOT GIVEN IN MID-OCTOBER**

(Goal)



October 2017

My Dear Parishioners,

I write to you today with gratitude and thanksgiving for the many ways you share your time, talent and treasure with our parish family. Your combined efforts help <name of parish> parish to do so much for our parishioners and our neighbors.

As we approach the end of the year, I am asking you to consider responding to another very important need, the Diocesan Support Appeal. As we sit down for our Thanksgiving feast, we must be mindful that there are many people in our diocese who depend on help from Catholic Charities Diocese of Charlotte food pantries to provide a meal for their families. When we are enjoying the festive gatherings of family and friends, there are other families facing crises who are seeking counseling from Catholic Charities.

Our seminarians will be on break from their seminaries, sharing their time and talent in their home parishes. Our permanent diaconate candidates are busy with service and study as they continue their formation.

Our catechists and youth ministers, trained through catechetical programs offered by the Offices of Faith Formation and Youth Ministry are providing meaningful experiences for our parish children and youth.

These are just a few of the ways over 30 DSA-funded ministries help make a difference in the lives of thousands throughout the diocese.

Our parish DSA assessment is <goal> and to date we have received <amount paid> from <donors>households. I am asking everyone to please put the DSA on your holiday giving list this year.

You may send your gift by completing the attached form and using the enclosed envelope, or by making a contribution online at <https://charlottediocese.org/dsa>.

Thank you for your generosity. Be assured of my constant prayers.

Sincerely yours in Christ,

<Pastor name>, Pastor

(Pledge card below)

**PASTOR'S YEAR-END SOLICITATION LETTER SAMPLE FROM 2017
TO BE MAILED TO ALL PARISHIONERS WHO HAVE NOT GIVEN IN MID-OCTOBER
(Participation)**



October 2017

My Dear Parishioners,

I write to you today with gratitude and thanksgiving for the many ways you share your time, talent and treasure with our parish family. Your combined efforts help <name of parish> parish to do so much for our parishioners and our neighbors.

As we approach the end of the year, I am asking you to consider responding to another very important need, the Diocesan Support Appeal. As we sit down for our Thanksgiving feast, we must be mindful that there are many people in our diocese who depend on help from Catholic Charities Diocese of Charlotte food pantries to provide a meal for their families. When we are enjoying the festive gatherings of family and friends, there are other families facing crises who are seeking counseling from Catholic Charities.

Our seminarians will be on break from their seminaries, sharing their time and talent in their home parishes. Our permanent diaconate candidates are busy with service and study as they continue their formation.

Our catechists and youth ministers, trained through catechetical programs offered by the Offices of Faith Formation and Youth Ministry are providing meaningful experiences for our parish children and youth.

These are just a few of the ways over 30 DSA-funded ministries help make a difference in the lives of thousands throughout the diocese.

To date, <donors> households in our parish have contributed to the DSA. This is __ percent of our parish family. I am asking everyone to please put the DSA on your holiday giving list this year.

You may send your gift by completing the attached form and using the enclosed envelope, or by making a contribution online at <https://charlottediocese.org/dsa>.

Thank you for your generosity. Be assured of my constant prayers.

Sincerely yours in Christ,

<Pastor name>, Pastor

(pledge card below)

Suggested Uses for DSA Videos

- Parish **Website**
- **Email** communications
- **Facebook**
- Mobile **Parish App**
- At **Masses** (if you have the audio/visual capability)
- In **Parish Hall/Gathering space**

English Video – 5 minutes

<https://www.youtube.com/watch?v=wd-70LXImYU&feature=youtu.be>

Spanish Video – 7 minutes

<https://www.youtube.com/watch?v=Ured0A7r4jI&feature=youtu.be>

How to EMBED a video on your website:

- Open the Video in YouTube
- Click the Share link under the video
- Click the Embed link
- Copy the code provided in the expanded box
- Paste the code into website

To stop related videos from displaying once the embedded video has played – see instructions here:

<http://illuminea.com/remove-related-videos-from-end-of-embedded-youtube-video/>