

# 2017 Diocesan Support Appeal Appeal Weekend Presenter's Manual



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# Appeal Sunday Presenter Manual



## Table of Contents

<b>Title</b>	<b>Page</b>
Facts about DSA 2017	3
DSA Ministry Facts	4-6
Pastor's Presentation Weekend	7-8
Lay Presenter's Presentation Weekend	9-10
Sample Lay Presenter Script	11-13

## Facts About the 2017 DSA

- \* The 2017 Diocesan Support Appeal provides an opportunity for parishioners to recognize and respond to the annual needs of our diocesan ministries.
- \* The DSA provides funds for Catholic Charities Diocese of Charlotte, educational, multicultural, vocational ministries, Eucharistic Congress, and the diocesan Housing Ministry. It supports 30 offices and agencies in the Diocese of Charlotte that provide over 50 programs or services in the 46 counties of western North Carolina.
- \* The DSA funds agencies and ministries that reach the poor, hungry and homeless. It also provides programs that help in the faith formation of children, families and many others. In one way or another, the agencies and ministries funded by the DSA will touch the people in the parishes and missions in the diocese.
- \* Thousands of people across the diocese benefit because of the DSA-funded ministries. For example, among those served are:
  - 7,200 grade and high school students in Catholic Schools
  - 46,000 through programs assisted by the Faith Formation Office
  - 6,700 teenagers through Youth Ministry
  - 3,500 Catholic college students through Campus Ministry programs
  - 20,000+ clients of Catholic Charities Diocese of Charlotte, served through the following ministries:

Pregnancy Support and Adoptions	Counseling
Marriage Preparation	Immigration Assistance
Natural Family Planning	Food Pantries
Social Concerns & Advocacy	Clothing Closets
Elder Ministry	Direct Financial Assistance
Respect Life	Refugee Resettlement
Teen Parenting	Stay the Course teen program
- 100,000+ minority parishioners through multicultural ministries
- 121 permanent deacons through the Permanent Diaconate program
- 24 seminarians currently discerning or in formation for the diocese
- \* To help support these ministries, each parish or mission has been assessed a specific amount of money. Those that surpass their assessed targets receive rebates of 100% of the amount received over their target. If a parish falls short of the target, then they must pay the shortfall from the parish operating budget.
- \* The financial goal for the 2017 DSA is \$5,670,000. An individual pledge may be paid in up to 10 installments, by EFT, credit card, or with a gift of stock. All pledges must be paid by the end of 2017.
- \* In 2016, over 17,000 households or 26% of our registered parishioners pledged. The average gift per household was about \$325.

**DSA MINISTRY FACTS**  
**Helpful Information about Some of the Agencies and Ministries**  
**That Receive Funds from the Diocesan Support Appeal**

The Diocesan Support Appeal funded ministries and agencies provide services to parishes, individuals, families, and to Catholics as well as people of other religious backgrounds. Use this information in any way that might help your presentation.

**CATHOLIC CHARITIES DIOCESE OF CHARLOTTE**

**REGIONAL OFFICES IN ASHEVILLE, CHARLOTTE AND WINSTON-SALEM**

**Strengthening Families:**

Catholic Charities provides services to develop healthy children, healthy families and healthy seniors. In the past fiscal year (July 2015 – June 2016), pregnancy support and adoption services were provided to 77 families and babies. The teen parenting program provided an array of services to help 50 birth mothers learn to better parent their babies and helped them achieve greater educational and job goals. Counseling services were provided to 354 individuals for a total of 2,510 sessions. Programs that promoted healthy marriages served 392 couples through marriage preparation classes. Six hundred eighteen individuals attended a NFP course or training. Across the diocese, 957 seniors participated in events hosted by Elder Ministry across the diocese.

**Building Communities:**

Between July 2014 and June 2015, services to build up the larger community were provided by Catholic Charities through the resettlement of 421 refugees. An additional 577 refugees were provided with employment, case management, transportation, and/or afterschool mentoring. Legal immigration services were provided to 553 individuals. The Social Concerns and Advocacy Office and the Respect Life program, in coordination with parishes and missions, promoted the intrinsic value of all human life through educational workshops and informational efforts.

**Reducing Poverty:**

Catholic Charities continues to respond to a large increase in requests for food, financial help, and burial assistance. Regional pantries in Asheville, Charlotte, and Winston-Salem provided 451,960 pounds of much needed food and supplies to 13,085 people in fiscal year 2015-16. Thanks to help from parishes and other community groups, 528 households received food and other assistance for the holidays. The agency also helped 364 families with direct financial assistance. The Burial Assistance program provided 117 dignified burials for the especially destitute.

Making this possible were more than 60 full- and part-time employees, hundreds of donors who gave directly to Catholic Charities, and financial support received through the annual Diocesan Support Appeal.

**DIOCESAN HOUSING MINISTRY** The Catholic Diocese of Charlotte Housing Corporation (CDCHC) is an outreach of the Roman Catholic Diocese of Charlotte, and since July of 2004 it has been a ministry funded by contributions made through the annual Diocesan Support Appeal.

Working together with regional advisory committees, groups of dedicated parishioners and clergy, community agencies and consultants, the CDCHC is engaged in responding to housing needs within a 46-county area of western North Carolina.

CURLIN COMMONS was initiated in 2007 as an affordable senior apartment community to honor Bishop William G. Curlin the 3rd Bishop of the Charlotte Diocese who is now retired and served from 1994 to 2002. Curlin Commons apartments were completed with occupancy beginning in April, 2010.

GOOD SHEPHERD GARDENS - The CDCHC was awarded a 3 million dollar grant from HUD in July 2010 to construct the GOOD SHEPHERD GARDENS senior apartments on the grounds adjoining the Sacred Heart Parish in Salisbury, NC. These 19 one bedroom apartments became available for occupancy in January, 2013 for seniors over 62 years of age who have an income under \$22,000 per year.

MOTHER TERESA VILLA - In 2014 ground was broken for the building of Mother Teresa Villas, a housing project to serve developmentally disabled adults in Charlotte and was opened and dedicated by Bishop Jugis in August 2015. There are currently 12 residents at the complex.

**EDUCATION VICARIATE** serves every parish in the diocese through programs that teach our children, youth and adults.

**CAMPUS / YOUNG ADULT MINISTRY** makes catechetical, religious, service and social programs available to an estimated 3,500 Catholic students at 16 colleges and universities in the diocese. Eight full-time campus ministers help administer and direct the programs, which are both service and spiritually based.

**CATHOLIC SCHOOLS OFFICE** provides educational direction for 15 elementary, one middle school, and three high schools with more than 7,500 students and 400 teachers. All state and federal accreditation responsibilities are handled by the Catholic Schools Office. *Note that funding of the DSA is not used for tuition, classroom furnishings, equipment or salaries of teachers but for the administration of the diocesan schools office, which supports all of the schools.*

**ADULT EDUCATION / EVANGELIZATION** provides programs to parish evangelization commissions on ways to design outreach strategies and create greater parish involvement in local community projects. The diocesan Lay Ministry Training program is a two-year program of formation for parish Lay Ministers interested in furthering their knowledge of their faith.

**FAITH FORMATION OFFICE** coordinates the ministries of Religious Education and RCIA. The office offers catechetical certification and ongoing programs of formation for our parish catechists and youth ministers.

**YOUTH MINISTRY** provides spiritual guidance and leadership training for nearly 6,700 teenagers and for many youth coordinators. Retreats and other programs bring together youth from all 46 counties.

**EUCCHARISTIC CONGRESS** is held annually to celebrate and proclaim the Real Presence of Jesus Christ in the Eucharist. Programs, presentations, Eucharistic Procession, Holy Hour, Sacred Music program, and more make this annual event a true celebration of our Catholic

Faith. DSA funds are used to supplement the collections taken at the event and additional fund-raising.

**MULTICULTURAL MINISTRIES** help meet the spiritual and religious needs of, Hispanic, Hmong, and African Americans comprising over 300,000 individuals in the diocese.

### **VOCATIONS**

**PERMANENT DIACONATE** prepares candidates for ordination to the Permanent Diaconate and provides ongoing support and continuing education to 121 deacons. Deacons preside over public prayer, baptize, assist at marriages, and give communion to the dying, lead the Rite of Burial and minister to prisoners in the diocese.

**SEMINARIAN EDUCATION** provides for the theological education of young men studying for the priesthood for the diocese.

## **Pastor's Presentation Weekend**

### **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.)

### **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. 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

### LAY PRESENTER'S RESPONSIBILITIES FOR APPEAL WEEKEND

#### **Before Appeal Weekend**

Meet with your pastor or DSA Coordinator to review the following items.

- When your presentation will be made—before Mass or post-communion?
- What you will say in your presentation (See suggested script in this document.)
- Are there any human interest stories involving DSA ministries that pertain to your parish that can be used in your presentation?
- How will the in-pew process take place?

#### **On Appeal Weekend**

- Coordinate with the ushers so that a supply of pencils for parishioners is placed in the pews before each Mass, and that they know when to distribute the envelopes on you cue.
- Inform the ushers that they are to distribute and collect the envelopes after your remarks.
- Make a short (five minute) presentation based on the suggested script followed by the distribution, completion and collection of the envelopes.

#### **After Your Presentation**

- Be available after Mass to answer any questions or refer parishioners to the diocesan staff who can respond to their questions.

### **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 form. Pledge reminders will be sent on a monthly basis through December, when the DSA comes to a close. 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.

Sample Lay Presenter Talk – given in 2016

Good afternoon/morning, my name is Jim Kelley and I am a member of St. Matthew parish and the diocesan director of development. I am here at the invitation of Fr. Putnam to talk with you at all six Masses about the Diocesan Support Appeal and to ask you to consider making a pledge today to the DSA. First, I want to thank all of you who have already given this year to the Diocesan Support Appeal, as well as those of you who have given in past years. Second, I want to tell you that I am not asking you to do something that my wife Joan and I haven't done. Joan and I have given to the DSA every year since we were married in 1983 and I gave when I was single, starting in 1978 – so 38 years. I want you to consider giving to the DSA for two reasons that Joan and I give - gratitude and impact. Each of us is called to share his or her gifts in support of the Church. We have been blessed and we give of our time, talent and treasure in gratitude for those blessings. 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 your parish boundaries as well as in the parish itself. I can assure you that the funds you give help to provide valuable ministries, programs and services throughout our diocese. But the DSA is not about ministries, programs and services. It is about people and more specifically it is about changing people's lives, making an impact. And many of these ministries and services have helped change people's lives at (name of parish) as well. Over the past 12 months, parishioners at (parish name) have received or been impacted by the following services – adoption, counseling, elder ministry, financial assistance, food pantry services, marriage preparation classes, natural family planning classes, campus ministry programs, and youth ministry programs. The Catholic Schools Office provides resources and support to your principals and teachers at (name of school) which benefits the students. The Diocesan Office of Faith Formation provides training for your faith formation staff and your staff has attended those every year and what they learn benefits your (x number) faith formation students. Your

priests from this parish have received their seminary education because of the DSA and your permanent deacons have likewise received their education and training through DSA funding. Sure the DSA benefits parishioners throughout the diocese but your parish receives great benefits as well. Each year, you see a short snapshot through the video of what the DSA provides. It is often challenging to convey all that your donations go to in a 5-minute video, but know that the faces you saw on the screen are just a few of the over 60,000 people that benefit from DSA ministries each year through parishioners financial commitment and 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 that impacts your people at (parish name) and people across the diocese. As of this week, we are getting closer to the parish goal. (Name of parish) has received payments of \$XXX towards its assessed goal of \$XXX. We are looking to surpass that goal. Currently 13% of (parish name) households have made a gift to the DSA. The average across the parishes of the diocese is at 25% participation so we would like to double your current participation so you can get closer to the parish average across the diocese.

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. The pledge cards and pencils are at the end of the pews. At this time, I ask those at the end of the pews to pass down the DSA pledge envelopes to each family here. Please pass them down. While you are waiting for your envelope, please pray about your contribution. If you do not have a pen, the pencils are being passed down with the in pew envelopes.

*(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 your parish name goes on the last line.

If you are unable, for financial reasons, to make a pledge at this time please check that box so we won't mail any more letters to you this year.

*(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. So you can pledge for four months. 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 the 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 collect your pledge envelopes as a separate collection after the regular offertory collection. On behalf of Bishop Jugis, (name of 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. May God bless you.