

Appeal Sunday Presenter Manual



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Our Faith In Action
2020 DSA Facts

- The 2020 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 from DSA-funded ministries. For example, among those served are:

6,896	Students in Catholic Schools
39,872	Adults/children through programs assisted by the Faith Formation Office
6,762	Teenagers through Youth Ministry
3,928	Catholic college students through Campus Ministry programs
23,404	Clients of Catholic Charities Diocese of Charlotte
137	Permanent deacons through the Permanent Diaconate program
40	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 2020 DSA is \$6,200,000. 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 12/31/2020.
- In 2019, over 16,400 households made a pledge to the DSA. The average gift per household was approximately \$390.

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 2018 – June 2019), pregnancy support and adoption services were provided to 11 families and babies. The teen parenting program provided an array of services to help 37 birth mothers learn to better parent their babies and helped them achieve greater educational and job goals. Counseling services were provided to 295 individuals for a total of 2,422 sessions. Programs that promoted healthy marriages served 884 individuals through marriage preparation classes. Over eight hundred individuals attended a NFP course or training. Across the diocese, 1,275 seniors participated in events hosted by Elder Ministry.

Building Communities:

Between July 2018 and June 2019, services to build up the larger community were provided by Catholic Charities through the resettlement of 160 refugees. An additional 483 refugees were provided with employment, case management, transportation, and/or afterschool mentoring. Legal immigration services were provided to 429 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 548,410 pounds of much-needed food and supplies to 14,414 people in fiscal year 2018-19. Thanks to help from parishes and other community groups, 364 households received food and other assistance for the holidays. The Burial Assistance program provided 103 dignified burials for the especially destitute.

Making this possible were full- and part-time employees, 362 volunteers, and more than 2,000 donors who gave directly to Catholic Charities, along with the 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 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 in memory of Bishop William G. Curlin, the third Bishop of the Diocese of Charlotte, who served from 1994 to 2002 and passed away December 23, 2017. Curlin Commons apartments were completed with occupancy beginning in April 2010.

GOOD SHEPHERD GARDENS - The CDCHC was awarded a \$3 million 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.

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 3,900 Catholic students at 11 colleges/universities in the diocese.

Catholic Schools Office provides educational direction for 15 elementary, one middle school, and three high schools with approximately 6,800 students. 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 6,800 teenagers and for many youth coordinators. Retreats and other programs bring together youth from all 46 counties.

EUCCHARISTIC CONGRESS

Eucharistic 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 fundraising.

MULTICULTURAL MINISTRIES

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 137 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. 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

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 your 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 <name> 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. 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.

DSA Funded Ministry Spokesperson – Sample Script (2015)

Good afternoon/morning, my name is <name>. I have worked with Catholic Charities for <#> years. I'd like to thank Father <name> for inviting me to <parish name> to talk to you about some of the ways you **Share God's Gifts** through support of the Diocesan Support Appeal. (Sharing God's Gifts was the 2015 DSA theme)

Catholic Charities provides over a dozen different programs throughout the diocese. I'd like to talk with you today about three of our programs: Respect Life, Refugee Resettlement, and Food Pantries.

I work in the Office of Social Concerns and Advocacy. Thanks to DSA support from the parishes throughout the diocese, our agency is able to raise awareness of the Church's call that all human life is entitled to protection, dignity, and respect – from conception to natural death. Catholic Charities seeks to educate and raise awareness about abortion and other human life issues. It sponsors events and activities such as the annual March for Life, National Night of Prayer for Life, post-abortion healing services, and prayer services.

At the end of 2014, it was estimated that there were 19.5 million refugees worldwide, 51% of whom are children. Conflict and persecution forced an average of 42,500 people per day to flee their homes and seek protection elsewhere.

Refugees are among the most desperate homeless people. Many come to the United States without any possessions and without knowing anyone. They must rebuild their lives from traumatic and tragic circumstances and many have faced horrors unimaginable to those of us blessed with freedom.

Catholic Charities resettles between 300 - 400 refugees in Charlotte annually and since 1975, has resettled over 15,000 refugees representing 27 nationalities. We help refugees find housing, learn about life and customs in America, secure jobs, learn English, and become US citizens. We provide the most basic things they need to restart their lives and we help them to overcome cultural barriers so their adjustment is as easy as possible.

Catholic Charities has three food pantries across the Diocese of Charlotte, in Asheville, Charlotte, and Winston-Salem. Each food pantry provides walk-in assistance on a first-come, first-served basis. The pantries operate on a client-choice model, through the principle of providing food with dignity. In 2014, the food pantries of Catholic Charities provided almost 420,000 pounds of food and supplies to over 15,000 people.

The gifts you share through your participation in the DSA enable Catholic Charities to strengthen families, build communities and reduce poverty. We are so grateful for your support.

The DSA also supports educational ministries throughout the diocese, vocation formation for seminarians and deacons, housing ministries, and multicultural ministries.

Each parish in the diocese has a DSA goal. At <parish name> the goal is \$<goal amount>. Today, we would like to give those of you who have not made a gift or pledge to the DSA yet, an opportunity to do so. If you have made a gift or pledge, and are able to contribute more to reach the parish's goal, we would be most appreciative.

At this time, 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.

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

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

Looking at the left side of the form, please print your first name and, if you are married, your spouse's first name on the top line. Then your last name and phone number ... address and contact information ... and the parish name. If you are unable, for financial reasons, to make a pledge at this time please check that box. If you have already made a pledge to the 2015 DSA, please check that box.

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

For all new gifts, 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 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 now collect your pledge envelopes. On behalf of Bishop Jugis, Father <name> and myself, but most especially on behalf of those who will benefit from your contributions, I thank you for your gifts to the DSA.

Parishioner Spokesperson – Sample Script (2017)

Good afternoon/morning, my name is <name>. My husband and I are members of <parish name>. Today I am with you at the invitation of Father <name> to talk 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 husband and I haven't done. <husband's name> and I have been supporting the DSA with our financial contributions for <#> years. Why do we give? In a nutshell, 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 really effective way to support diocesan ministries outside your parish boundaries, but believe it or not, the DSA benefits our parish community, too.

The DSA is not simply about ministries, programs, and services. It is about people, and more specifically, it is about changing people's lives, making an impact. Our contributions to the DSA support the seminarians who often serve in this parish community during the summer. It also funds the formation and continuing education of the deacons that serve here. All of the children in faith formation programs or enrolled in Catholic schools, young adults involved in Catholic Campus ministry in colleges and universities throughout the diocese, adults who join the Church through RCIA, adults who deepen their faith through adult catechesis and lay ministry – all are supported by the DSA. In addition to supporting vocations, education and evangelization, the DSA also supports our sisters and brothers in need through the many works of Catholic Charities throughout the diocese – adoption, counseling, elder ministry, financial assistance, food pantry services, marriage preparation classes, natural family planning classes, immigration and refugee assistance, and promoting the right to life. We have so much to be grateful for and our contributions to the DSA truly do make an impact.

How much can you contribute to build the Kingdom of God here in western North Carolina? My suggestion is to give an amount that you are proud to give – not an amount that you have to justify. God loves a cheerful giver! The 2017 DSA goal for <parish name> is \$ <goal amount>; the overall goal is \$5,670,000. Last year, approximately <# of families> of the <parish name> families here gave to the DSA – that is about <% who gave>; meaning <% who did not give> of the parish did not support the DSA with financial gifts. So, this year, today, I am appealing to 100% of you who can hear my voice, please make a pledge to the DSA.

At this time, I would like to ask the ushers to distribute the pledge envelopes. I ask that each family take one envelope. Even if you have already made a gift to the DSA this year, please take an envelope. 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 have already made a gift to the DSA in 2017, please check the box – and you are done. If you are unable, for financial reasons, to make a pledge at this time please check that box so we won't solicit you any more this year – you are done.

(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 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. I will be here at the end of Mass if you have any questions or would like more information on the DSA. On behalf of Bishop Jugis, Father <name> 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.