



Annual Diocesan Appeal
Diocese of Davenport

“Supporting the Vision”

2019-2020 Annual Diocesan Appeal
PARISH MANUAL



Includes:

- Questions and answers that can be used in your bulletins
- Bulletin announcements
- Pulpit announcements
- Sample presentation for weekend of September 21 & 22
- In-Pew Solicitation
Process guaranteed to improve your results

Parish Manual



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Annual Diocesan Appeal 2019-2020

The Annual Diocesan Appeal (ADA) is the Diocese's campaign that funds vital ministries and services that benefit all 77 parishes and the wider community in the Diocese of Davenport.

As we approach the 2019-2020 ADA, we want to express our sincere gratitude and appreciation to all pastors, parish life coordinators, parish staff and all who assist in making our ADA a success. It is because of your efforts we exceeded our 2018-2019 ADA goal!

This manual serves as a guide to conduct the 2019-2020 ADA for your parish. It is also available on the Diocesan website, so feel free to copy or cut and paste as needed.

This year, we will be mailing to approximately 30,000 registered households in the Diocese. The **In-Pew Solicitation Process, at the end of this manual**, gives parishes an effective way to reach all of those who attend Mass, but may not be registered, or simply have not yet responded to the mailing they received for the Appeal. **This is a very successful way of receiving additional gifts immediately!**

The Diocese was able to **decrease** the percentage of the adjusted parish income to approximately 15.15% down from 15.45%. We encourage you to have a local parish coordinator, to assist the pastor and parish staff with conducting the Appeal. They can organize lay witnesses, and help the parish organize the pledges and mail them to the Diocese of Davenport.

Please know, we are here to help you reach your goal. Do not hesitate to call or email. We are available to assist you with any ADA needs or questions.

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Overview

- The Annual Diocesan Appeal goal for 2019-2020 is \$3,189,276.
- The Annual Diocesan Appeal is the major fundraising effort conducted annually throughout our 22-county diocese with all parishes participating.
- The Annual Diocesan Appeal provides funds for ministries, programs and services in education, charity, spiritual formation, pastoral ministries and much more.
- Every parish meeting their parish goal has the opportunity to receive 100% of payments received above and beyond their parish goal.
- Gifts may be tax-deductible.
- The average gift in 2018-2019 was \$329.
- A total of 10,900 households contributed to the 2018-2019 Appeal.
- No gift is too small!

Parish Timeline

Sept. 14-15: Let parishioners know that next weekend is the ADA Kick-off with an In-pew Solicitation (optional).

Sept. 21-22: ADA Kick-off in parishes. Present either the In-pew Solicitation Script or a lay witness presentation. See sample talks on pages 9, 10 and 14.

September 28-29: Pulpit and bulletin announcements. Fliers and envelopes should be in the pews. You can use some of the FAQs in the parish bulletin.

Oct. 5-6: Pulpit and bulletin announcements giving the goal and the amount pledged. Fliers and envelopes remain in the pews.

Oct. 12-13: Pulpit and bulletin announcements giving the goal and the amount pledged. Fliers and envelopes remain in the pews.

Mid-November: As your completed pledge envelopes decrease in number, we will mail to those who gave in the past two years, but not this year. We will do the necessary follow-up steps because we want you to meet goal.

End of February: We will send a final mailing to those who gave in the past two years, but not this year. This is being timed to be received just as Lent begins. We will do the necessary follow-up because we want you to meet goal.

Tips for a Successful Annual Diocesan Appeal

- **Be prepared.** Study the materials. Have a good understanding of how the Annual Diocesan Appeal makes a difference for your parish and our Diocese
- **Start early.** Be ready with bulletin and pulpit announcements well in advance.
- **Create a positive image.** Promote the ADA in a positive manner. Explain how diocesan services are a benefit to your parish.
- **Strive to obtain a greater percent participation.** Stress participation by pointing out that every person is asked to respond to the Appeal. Ask people who have never given to do so this year.
- **Encourage pledging.** Remind people that they can make a bigger gift when they pledge over a period of months.
- **Pray.** Ask your parishioners to pray for the success of this year's Appeal.

Campaign Materials

Direct Mail: A letter with attached envelope from Bishop Zinkula mailed to parishioners

Posters are for your bulletin boards. These are only in English.

Fliers are available in English, Spanish and Vietnamese.

Pledge Envelopes are available in English, Spanish and Vietnamese.

Why is the in-pew solicitation process so important?

Even though parish members will receive the mailing, many will not respond to it. Although some will not respond because they are not interested in giving, many simply ignore direct mail appeals.

The in-pew process, detailed later in this manual, is effective in alerting mass-attending parishioners that their support is needed. Moreover, the in-pew process will solicit those parishioners that have never registered and, therefore, never received the Bishop's mailing.

About 60% of the number of pledges should come from the in-pew phase and 40% from the direct mail phases. On the other hand, about 40% of the dollars pledged come from the in-pew phase and 60% from the mail.

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

The in-pew solicitation process must be followed meticulously. Even in the most mature appeals, **only about 15% of parish households donate in the first mailing.** Many people ignore direct mail and many others are not on their parish list and, therefore, don't receive the mail. **If a parish has only 45% of its households attending Mass regularly, almost 60% of them will not have responded to direct mail.**

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

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

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

Frequently Asked Questions

Regarding the Annual Diocesan Appeal

1. What does the Annual Diocesan Appeal (ADA) cover?

The Annual Diocesan Appeal is the major source of income for the Diocese of Davenport.

The Diocese of Davenport is the administrative headquarters for the 77 parishes and 18 Catholic schools in the 22-county area.

- **Priests and Deacons:** The ADA covers the expense for priestly and deacon formation, the ongoing education opportunities for these men when serving in parishes, as well as assisting priests with their retirement.
- **Confirmations:** The ADA makes it possible for Bishop Zinkula to go to parishes for Confirmation and other events.
- **Annulments:** The Diocese of Davenport is one of the few dioceses in the U.S. that covers the expense of annulments so that there is no financial barrier to anyone seeking this process.
- **Ministerial Resources for Parishes:** The ADA covers the administration costs for many diocesan programs, such as, Catholic schools, Stewardship, Social Action, Catholic Charities, Hispanic Ministry, Youth Ministry and so much more.
- **Parish Financial Reviews:** The Finance office assists parishes with financial reviews, human resources and annual parish Corporation meetings. The Development office assist parishes in Capital Campaigns.
- **Archives:** The Chancery houses and maintains the sacramental records and other important parish records for each parish.
- **Expenses covered by the ADA include** salaries for all diocesan employees including the bishop, all directors and their staff.

2. Why should I give to the Annual Diocesan Appeal?

The Annual Diocesan Appeal is the major source of funding for diocesan ministries and offices. It is only with the support given to the ADA that these ministries are able to exist and flourish.

- 3. How does our Catholic Foundation for the Diocese of Davenport assist the Diocese?** The Annual Diocesan Appeal funds the annual operating expenses of the diocesan programs and ministries and income from our Foundation supplements it.

Our Catholic Foundation now has a principal of approximately \$13 million dollars. Our Foundation will enable the Diocese to be more financially stable for many years to come. Four percent of the Foundation's average financial assets of sixteen consecutive quarters is distributed to ministries the Diocese provides and to Catholic schools each year.

- 4. Am I able to make my gift electronically for my ADA pledge?**

Yes. There are two ways you can give electronically:

- You can complete the information needed on the envelope for the Diocese to have your pledge withdrawn from your checking or savings account on a regular basis.
- Electronic giving and credit card donations can be securely entered on the diocesan website. Go to www.davenportdiocese.org.

- 5. How do I donate stock or commodities?**

To donate stock or grain, please contact Michael Hoffman, 563-888-4252 or hoffman@davenportdiocese.org.

- 6. Can we earmark donations for a certain area we wish to support?**

Yes, you can. Simply write your designation on the pledge form.

- 7. Who is responsible for reviewing programs within the diocesan budget and who has final approval of the budget?**

The Bishop supported by the Vicar General, Chancellor and Chief Financial Officer review the programs and the related costs and expenses. The annual operating budget is approved by the Diocesan Finance Council and then the Corporate Board of the Diocese of Davenport.

- 8. Does my Catholic school benefit from the Annual Appeal? How?**

Most certainly! The Office of Catholic Schools takes great measures to make sure we do so by assisting the pastors, principals and teachers of our diocese in meeting the challenges of education and faith development. Maintaining an environment and curriculum that prepares our children to be leaders in our faith and communities is vital to keeping our Catholic identity strong.

Lay Witness Speaking Points

(Use if not using In-Pew Process)

1. Introduce yourself and your association with the parish. Use your own style, wording and delivery. Write out your talk and practice it.
2. Indicate how long you have been in your parish.
3. Describe your parish and diocesan involvement.
4. Acknowledge and thank donors to last year's ADA.
5. Announce the 2019-2020 Annual Diocesan Appeal goal, your parish goal and focus on participation by everyone.
6. State why you give to the Annual Diocesan Appeal. Relate a personal story of why you give and some examples of what your gift does and how it helps other people. You might use some of the information in the FAQs, especially Question 1.
7. Explain how the Annual Diocesan Appeal benefits your parish. Again use some of the information in the FAQs, especially Question 1.
8. Give some examples of how gifts to the ADA reach beyond parish boundaries to help those in need (University of Iowa hospital chaplains, care of retired priests, assisting immigrants and refugees, educating seminarians and deacon candidates.)
9. Complete your talk by making the "ask." Invite everyone to pledge to the Annual Diocesan Appeal. **Remind them that the pledge envelopes and fliers should be at the end of the pews.** What you are doing is ministry. You are inviting people to participate in the ministry of the Church. You should feel good about helping your parish and the Diocese. **Be enthusiastic, friendly and convincing.**

Presentation #1
September 21 & 22

Let parishioners know that next weekend is
Commitment Weekend with an In-Pew Solicitation.

Sample

In every parish throughout the Diocese of Davenport, Catholics are participating in the 2019-2020 Annual Diocesan Appeal. Our local diocesan Church is comprised of 77 parishes serving approximately 94,200 Catholics from all walks of life in 22 counties in southeastern Iowa.

Each year, every Catholic family is asked to participate in our Annual Diocesan Appeal. This is a vital sign of our unity in Christ as we reach out in faith to love one another constantly in Jesus' name. Supporting this Appeal is also a very meaningful way of expressing our gratitude to God for His many blessings.

The Annual Diocesan Appeal provides the financial lifeblood for a broad range of ministries. Your generous gifts make a difference in the lives of your brothers and sisters throughout southeast Iowa. This Appeal helps with the daily operations of the Diocese.

Our parish goal for this year is \$ _____. With everyone's full participation, we will meet and exceed our goal. Average size gifts were \$30/month last year or \$1/day

Next weekend, every family will have the opportunity to participate by offering a pledge as we celebrate Commitment Weekend across the Diocese. So this week, please prayerfully consider how you can support the Annual Diocesan Appeal with a monthly gift. May God bless you for your generosity and willingness to share for the benefit of our entire local Church.

Prayers of the Faithful (You may want to use a different one each week.)

1. That we may recognize our need to give of what we have to help others, to return to God through the Annual Diocesan Appeal a portion of what God has given to us... we pray
2. That God may bless our parish, our Diocese and our Bishop. Strengthen our faith and grant us the spirit of Christian stewardship by opening our hearts to the Annual Diocesan Appeal...we pray
3. That we may realize that we touch many lives through the Annual Diocesan Appeal by sharing our gifts...we pray
4. That we may come to full realization of what it is to be generous and share our gifts through the Annual Diocesan Appeal...we pray

Heavenly Father, hear our prayers, strengthen our Faith and walk with us each day of the week ahead and we ask this through Christ Our Lord---AMEN!

Bulletin Announcements

(Feel free to edit)

September 14-15: The Annual Diocesan Appeal Kick-off is just one week away. This is your opportunity to assist our parish, the Diocese and the universal church. Please plan now to participate in this important diocesan endeavor. Thank you for your thoughtfulness.

September 21-22: The Annual Diocesan Appeal begins next weekend. This is your opportunity to assist the Diocese in its ministry. You can assist our parish with your pledge as well. When a parish goes over its goal, 100% of that overage amount is returned to the parish for its use. Over \$400,000 was refunded from last year's Appeal to diocesan parishes. **(Mention also what your parish has received).**

September 28-29: Please prayerfully consider your pledge to the Annual Diocesan Appeal. Our parish goal is ***. If you did not make a commitment this weekend, please return your pledge form to the parish this week. Your support and prayers are greatly appreciated.

October 5-6: Thank you to all who responded so generously to the 2019-2020 Annual Diocesan Appeal last weekend. Each year the success of the campaign depends on you. Once more this year, you have done a wonderful thing; your pledges and gifts have helped to assure that the ADA will be able to continue building the faith community throughout the Diocese of Davenport. For those of you, who were not here last weekend or for other reasons have not yet made your pledge to this year's diocesan Annual Appeal, please consider a pledge by picking up a flier/pledge envelope in your pew or the foyer of the church. You may return the completed form to the parish office or mail it directly to the Diocese of Davenport.

October 12-13: The Annual Diocesan Appeal is an opportunity for us to be good stewards of God's gifts as we share with other Catholics our treasure and our blessings and show our love for one another. The ADA gives us the opportunity to act together as a family of faith and support the programs and services no single individual or parish can offer by themselves. Your gift is important. Every gift, regardless of size, is vital to the success of the Appeal.

October 19-20: Thank you for your generous response to the request from Bishop Zinkula to make a pledge to the Annual Diocesan Appeal. We are now ***% toward our parish goal of \$***. For those who have not returned their pledge envelope, I am asking, as your pastor, to do so next week. We will meet our goal quickly when you respond sooner rather than later!

October 26-27: You are great parishioners! Thank you so much for responding to Bishop Zinkula and me, your pastor, in making a pledge to the ADA. We need only \$*** to meet our goal. You will find fliers and envelopes at the church entrance. Please do your part so that we can all "pat ourselves on our backs" for another success.

Pulpit Announcements

(Feel free to use as a guide)

September 14-15: Each September our diocese conducts its Annual Diocesan Appeal to fund the ministries of our diocese. Our Kick-off is in one week. Please begin to consider a monthly gift to this important plan of what you are able to do.

September 21-22: Next weekend is Commitment Weekend for the Annual Diocesan Appeal. Our parish coordinator will speak to you now. Please prayerfully consider your response. (See pages 9 and 10.)

September 28-29: Use In-Pew solicitation talk on pages 14-15.

October 5-6: It is my sincere hope that all of you will respond to the Annual Diocesan Appeal. If you have not already responded, you will find fliers and envelopes in the pews and at the church entrances.

Office Procedures

Preferred Method

As pledge envelopes come in, you need not open them. Mail them in one big envelope to the diocesan office marked Annual Diocesan Appeal.

Optional Method

If you wish to open the pledge envelopes, for those containing cash, please write on the envelopes what the cash amount is and then write one check for all the cash payable to Diocese of Davenport. For any checks written to the parish, our bank will deposit these as is.

Donor Reports

Our office will process these and send the parish office and the pastor a print out of your donors via email at the end of each month, **starting at the end October.**

Weekly Totals

On a weekly basis we will total the pledges and send that number to you so you can inform your parishioners regularly of progress.

Continue to update your parishioners on progress. **In November**, when the pledge envelopes from your parish lessen in quantity, we will mail a letter and envelope to those who gave in the past two years, but not this year.

Our goal is to help you make your goal. We will communicate regularly with you in order to assist in meeting this goal.

For further information, contact Michael Hoffman, 563-888-4252, hoffman@davenportdiocese.org.

Thank you for your work in supporting the ministries of the Diocese of Davenport.

In-Pew Process

September 28-29

Overview

This In-Pew Process is designed to **increase the participation level** for the ADA so that all parishes meet their goal and so that more parishes receive a rebate. Parish rebates are a great way to increase parish income.

Materials Needed:

- Fliers
- Pledge Envelopes
- Pens/Pencils: Have ushers place pencils in the pews before Mass.

Presentation

When the presentation begins, have ushers handout pledge envelopes to each adult. **Do not** place the envelopes at the end of the pews—it is important to get them in the hands of the parishioners.

Good (morning/evening). Today we are conducting the Annual Diocesan Appeal and asking each parishioner to make a financial commitment to the Diocese of Davenport.

The Annual Diocesan Appeal is the primary support parishes give the Diocese of Davenport. Today I am asking every adult to complete one of these envelopes for the Annual Appeal.

I ask the ushers to begin handing out these envelopes. I know several of us have already made our pledge, but to encourage 100% participation, I ask that you complete this envelope.

I want to thank all of you who have given to this Appeal in the past and/or have responded to a recent mailing from Bishop Zinkula. I can assure you that the funds you give are deeply appreciated by the people served by our diocesan ministries.

Each of us is called to share his or her gifts in support of the Church. We must first support our parish and then our diocese and the church throughout the world. The Annual Diocesan Appeal of the Diocese of Davenport is a very effective way to support ministry outside of our parish boundaries, as well as to support the services that the diocese provides to our 77 parishes. So, I ask one member of each household to take a pledge envelope and pencil. Please take an in-pew envelope even if you have already given in the mail. You can indicate that you have already given on the envelope.

If each of us makes a pledge, together we can provide additional financial support for the important work of our diocese. Please consider giving a monthly pledge that will allow you to provide a larger gift.

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

I will now lead you through the commitment process in order to limit the time that it takes.

Section 1 on the envelope: On the top line, please indicate the name of our parish and city so that we will receive credit for your gift. If you are a visitor and are a member of another parish in the diocese you may indicate your parish.

- **Next, please print your first name and your last name.**
- **If you have already made your gift, simply write the word “AMEN” at the top of the envelope flap. Those of you who have made a gift-- are done.**

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

- **For the rest of us, on the third line, please print your spouse’s first name and last name if it is different from yours.**

Pause as above

- **On the fourth line, please print your address including any unit or apartment number. If you have recently changed addresses, please note that.**
- **On the next line, please print your city, state, and zip code.**
- **On the following line, please print your primary email address and on the last line your phone numbers.**

Pause as above

Section 2 on the envelope: Indicate the total amount that you can pledge. Then choose how you would like to time your payments, be it annually, semi-annually, quarterly or monthly.

- **Or if you wish to make a different gift please write that amount on the line**

Pause 5 seconds

Section 3 on the envelope: Now choose your payment method. If you are not enclosing a check, nor paying by credit card or electronic fund transfer you will receive a payment reminder from the Diocese.

Pause 5 seconds

- **Please seal the envelope and pass the pencils to the end of the pews.**
- **We will now collect your pledge envelopes.**

On behalf of Bishop Zinkula and myself, I thank you for your contribution to the Annual Diocesan Appeal. May God continue to bless you.