



# 2020 Bishop's Annual Appeal

## APPENDIX



### Best Practices for Commitment Weekend:

Pastor or Presider: Please consider the following approaches to your Commitment Weekend strategy:

- Make your own commitment to the Bishop's Annual Appeal.
- You should lead and deliver the Commitment Week Pulpit Announcement at every Mass. In the event you are not the Presider, the Presider should introduce the Pastor immediately after Bishop Cary's MP3 message. Be sure to contact the other Presider early in the week so they are aware that they will not need to prepare a homily.
- Obtain a large basket to place the Pledge Envelopes with both Prayer Intention Card and Holy Card inside for parishioners to take as they exit the Church. Consider involving your Ushers, Staff, or Volunteers to hold the basket, as they are working examples of Stewardship.
- Ask parishioners for 100% participation to show the parish's commitment to stewardship.
- Evaluate previous years' parish results to develop a strategy for meeting your parish goal leverage the learning's contained in these *Best Practices*.
- You should carefully review the Pledge Envelope and Prayer Intention Cards so that you can anticipate any questions your parishioners might have and then go over the card during your Homily.
- Exhibit a positive, sincere attitude toward the Appeal and its objectives (see *Appendix: FAQ*).
- If parishioners have previously given their intention or are unable to give, ask them to write a Prayer Intention and the word "Amen" on their Pledge Card.
- Let your parishioners know that the Ushers will have a basket with the Pledge Envelope, Prayer Intention Card and Holy Card inside it after Mass.



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### Best Practices: Additional Pulpit Talking Points

Please consider incorporating any combination of the following talking points on your Commitment Weekend Pulpit Announcement:

- “Our parish-wide annual effort on behalf of the Bishop’s Annual Appeal is about to begin. Our parish participation goal for the 2020 Appeal is 21% with a supporting \$ \_\_\_\_\_ financial target.”
- “The advance mail campaign for our Diocese will begin on Thursday, September 3<sup>rd</sup>. Each of you should be receiving a letter in the mail from the Bishop asking for your gift and commitment to support the ministries of the Diocese of Baker. It is preferred that Pledges Cards be mailed to the Diocese in the provided Envelope in the mailer to avoid additional administrative expenses.”
- “The direct mail component will allow parishioners that are unable to attend Mass the opportunity to contribute to the Bishop’s Annual Appeal.”
- “Please give prayerful consideration to your gift and commitment. The Pledge Cards sent to all registered parishioners may be mailed back to the Diocese in the provided envelope or may be brought to the Parish on Commitment Weekend, September 12-13<sup>th</sup> and placed in the collection basket.”
- “Please be sure to take a Bulletin today as it has more information about the Appeal in it and reflect upon its content. I would ask that you join me in prayer for the success of our efforts in the 2020 Bishop’s Annual Appeal.”
- Express gratitude to those parishioners who have already responded to the 2020 Bishop’s Appeal.
  - If your Parish reached its Appeal goal last year, thank and acknowledge parishioners for this accomplishment and express optimism for this year’s Appeal.
  - If your Parish did not reach its Appeal goal, acknowledge other positive aspects such as participation percentage, volunteer efforts, etc... followed by words of encouragement that the Parish goal and target may be within reach this year.
- Remind parishioners that they are stewards of their time, talent and treasure that God has given each of us. Please encourage everyone to share a portion of his or her treasure through a gift pledge to the 2020 Appeal.
- Assure parishioners that their donations will be used exclusively to support the ministries, programs and services outlined in the promotional materials.