



2020 Bishop's Annual Appeal



APPENDIX

FAQ / Tips for Success

What is the Bishop's Annual Appeal?

The Bishop's Annual Appeal is the annual fundraising campaign conducted each year in parishes and missions throughout the Diocese of Baker to fund its pastoral ministries.

While much of the Church's ministry take place at the parish level, we also come together as a diocesan Church to carry out critical services and ministries that have impact beyond any one parish.

How are parish targets determined?

Individual parish targets are determined by a calculation that compares a parish's annual offertory to the total annual offertory of all parishes in the Diocese.

Here is the calculation:

Annual parish offertory ÷ Total offertory for all parishes x BAA Goal for 2020 = Parish target

For example, assume your annual parish offertory totals \$100,000. The total offertory for all parishes in the Diocese totals \$5,000,000. The BAA target for 2020 is \$412,750. Your parish target would be calculated like this:

$$(\$100,000 \div \$5,000,000) \times \$412,750 = \$8,255$$

How can we reach our goal & target?

The majority of Parishes that conduct a thorough Appeal using this guide and the resource materials provided (also see *Appendix: Best Practices*) will find in most cases they reach their participation goal and supporting financial target in a few weeks.

Why is the Usher Assisted Process so important?

Many active parishioners never respond to the direct mail process. Perhaps they did not open it or they intended to respond but never got around to it. The point is they did not respond. Your enthusiasm and active role of the Usher Assisted Process (see *Appendix: Best Practices*) is critical to increasing the participation rate for your parish resulting in a greater impact to the success of the 2020 Appeal.

No one really knows how many people regularly attended Mass and are not registered. It's more important than ever this year that the Active Families in your database be up to date. Unregistered Families will not receive Appeal mailings and may miss announcements or processes in church. Therefore, the Usher Assisted Process, no matter how small, is a critical step toward reaching this significant segment of parishioners, and meeting your participation goals and supporting financial targets.



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Are the BAA materials available in Spanish?

Yes, all Appeal materials and communications will be available in Spanish for distribution at your parish.

2020 Bishop's Annual Appeal Objectives?

To pay for the following diocesan funded activities:

- Evangelization & Communication
- Youth & Young Adult Ministry
- Religious Education & Catholic Schools
- Family & Respect Life
- Priestly Vocations & Seminarians
- Priest Health and Retirement Fund
- Clergy Formation

What is the role of Pastor?

As leader of the parish family, the parish pastor plays an essential role in communicating to parishioners their membership in the universal Church. There is no replacement for the parish priest; no poster, letter, insert or other item can replace the impact of your personal support. As persons of faith and as spiritual leaders of your parish community, your personal request to the people of your parish is crucial. You are the principal motivators. Your enthusiasm is contagious.

Reflect on the reasons why you should support the work of the Diocese of Baker. The Church in Central and Eastern Oregon certainly needs the financial support of its Catholic faithful. But more importantly because, as Catholics, we are part of the Mystical Body of Christ, we are called to share with each other the gifts He has given to each of us. In contributing to the Appeal, your parishioners are responding to the call to be active participants within the universal Church.

Thank you for your prayers, service, sacrifice and continued support for the 2020 Bishop's Annual Appeal.