



Bishop's Ministry Appeal

FAITH: Proclaiming, Sharing, Living!

2020 Bishop's Ministry Appeal Trust Leadership Manual for Pastors, Chairpersons & Parish Staff

Bishop's Ministry Appeal Trust • Diocese of Stockton
212 North San Joaquin Street Stockton, CA 95202-2409 • (209) 546-7646 • StocktonDiocese.org/BMA

The Bishop's Ministry Appeal is a 501(c)3 nonprofit trust
The Bishop's Ministry Appeal Trust has been created with its own bank account for the sole benefit of the ministries,
Separate and apart from the assets of the Diocese, for the receipt and administration of these funds.



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OVERVIEW



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Dear Leadership Team,

As we prepare to launch our Bishop's Ministry Appeal (BMA), we want to express our gratitude to you for the many blessings we enjoy in the Diocese of Stockton because of your ministry and service.

This BMA Leadership Manual has been prepared to help you plan and implement a successful BMA campaign in your parish. The theme of this year's BMA is: "**FAITH: Proclaiming, Sharing, Living!**"

If you are helping for the first time or are a returning volunteer, please accept my gratitude for your willingness to share your time and talent to promote and implement the BMA. Your efforts, along with the generosity of our many donors, allow us to continue the important mission entrusted to us by Jesus Christ: to serve our people here in the Diocese of Stockton.

Thank you for your generosity of spirit.

Sincerely,

Msgr. Richard Ryan

Msgr. Richard Ryan
Vicar General
Diocese of Stockton

The Office of Development & Stewardship

Our goal is to help you and your parish be successful with your Bishop's Ministry Appeal. Please contact Martha McCoy, Assistant Director of Development by phone at (209)546-7646 or e-mail: mmccoy@stocktondiocese.org

Staff

Stacy Erickson, Director of Development
Martha McCoy, Assistant Director of Development
Kathleen Nomura, Database Coordinator
Stephanie Owens, Data Entry



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Mission

"As each has received a gift, use it to serve one another, as good stewards of God's varied grace. Whoever preaches, let it be with the words of God; whoever serves, let it be with the strength that God supplies, so that in all things God may be glorified through Jesus Christ, to whom belong glory and dominion forever and ever. Amen." (1 Peter 4:10-11)

The Bishop's Ministry Appeal helps sustain the parishes, programs and ministries of the Diocese of Stockton through the Bishop's Ministry Appeal Trust.

Once a year, Catholics throughout the Diocese of Stockton are asked to support these ministries by giving to the Bishop's Ministry Appeal Trust. Their support plays a key role in advancing the mission of the Church both within and beyond the boundaries of their parishes.

Through collaboration among pastors, volunteers, and staff, strategies have been developed for the Bishop's Ministry Appeal that will:

- Increase parishioner participation
- Train Appeal chairperson(s) from parishes to assist pastors in implementing the Appeal plan
- Increase Appeal branding and visibility

These programs and ministries, along with Diocesan Directors, include:

- **BISHOP'S MINISTRY APPEAL** **Director: Stacy Erickson**
Manages the annual Bishop's Ministry Appeal Campaign and coordinates efforts of the 35 parishes.
- **BISHOP'S OFFICE** **Bishop Myron J. Cotta**
Oversees all operations, programs and activities of the Pastoral Center and the Diocese of Stockton.
- **CATHOLIC SCHOOLS** **Director: Marian Graham**
Provides leadership and support to ensure our schools remain faith-centered and constantly committed to improving the quality of Catholic education.
- **MINISTRY AND SERVICES TO PRIESTS** **Director: Msgr. John Armistead**
Provides services, encouragement and ongoing training and education for all priests.
- **COMMUNICATIONS** **Director: Joe Dondero**
Coordinates the overall organization of internal and external communications for the Diocese of Stockton. A major goal is to assure that the presentation of the public image of the local church is marked by our deepest values and beliefs.
- **DEACON FORMATION** **Director: Sr. Wanda Billion, MSC**
Trains, ordains and dedicates Permanent Deacons in service of the Liturgy, the Gospel, Justice and Charity.
- **DIOCESAN COUNCILS** **Director: Doug Adel**
Provides guidance and assistance to parishes through Finance and Pastor Councils.
- **HISPANIC APOSTOLATE** **Director: Digna Ramirez-Lopez**
Serves as a resource to parishes, lay people, apostolic movements, Diocesan and community organizations



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serving the Hispanic community.

- **MARRIAGE TRIBUNAL** **Director: Fr. Luis Navarro**
Serves as the Church court, hearing cases for the invalidity of marriage and advising the Diocese on matters of canon law.
- **MIGRANT PASTORAL MINISTRY** **Director: Jose Lopez-Ceja**
Responds to the needs of the migrant community in our Diocese identifying needs and supporting parish leaders.
- **OFFICE OF EVANGELIZATION AND FAITH FORMATION (formerly RELIGIOUS EDUCATION & TRAINING)** **Director: Grace Garza-Ayala**
Works to accompany our parish communities in the effort to better evangelize, form and educate our people in the teaching of the Catholic Faith.
- **RESPECT LIFE** **Coordinator: Robert Poncini**
Works for the enhancement of human dignity and respect for life from conception through natural death.
- **SCHOOL OF MINISTRY** **Director: Dominador "Jun" Bombongan**
Forms lay ministers for leadership and service in parishes throughout the Diocese.
- **SEMINARIAN EDUCATION** **Director: Fr. Cesar Martinez**
Encourages and nurtures the call to priesthood and consecrated life for young men.
- **SOCIAL MINISTRIES** **Director: Digna Ramirez-Lopez**
Develops and activates committees for service and advocacy in parishes and connects them for joint action on local and state-wide issues.
- **UNIVERSITY CAMPUS MINISTRIES** **Director: Vacant**
Administers, oversees and fosters communication for all Diocesan ministries and the Newman Ministry of the University of the Pacific.
- **WORSHIP/SPIRITUALITY** **Director: Michael Schmitz**
Serves as a resource to parishes, clergy and lay people in matters concerning the sacraments and liturgy. Assists RCIA parish coordinators and teams in preparing individuals to become fully initiated into the Catholic Church.
- **YOUTH & YOUNG ADULT MINISTRY** **Director: Jose Lopez-Ceja**
Serves in both English- and Spanish-speaking communities, certifying pastoral leaders and providing spiritual growth opportunities through retreats, missions and other events.



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GOALS

Diocesan Goal: **\$2,500,000**

Parish Goals

Every parish in the Diocese of Stockton is provided a personalized financial goal for the Bishop's Ministry Appeal.

Financial Goal

All parishes are to raise a minimum amount based on the 3-year average of parish and diocesan offertories. This calculation is used to set all parish goals.

Donor Goal

Increased participation helps a parish to reach its financial goal sooner and more efficiently. But more importantly, increased participation is an opportunity to invite parishioners to a deeper relationship with Christ by supporting the ministries that spread the Gospel in your parish and throughout the Diocese of Stockton.

Our goal for donor participation at a parish is 100%, but the national average regarding donor participation averages between 20-26%. For 2019, the overall BMA Appeal participation rate was approximately 10.8%. It should be noted that 21 parishes in the Diocese of Stockton exceeded this rate. We ask that pastors be mindful of their individual parish participation rate.

Diocesan Goals

The Bishop's Ministry Appeal has an overall goal of raising \$2.5 million in funds. All parish goals are noted on the Bishop's Ministry Appeal Pastor Goal Sheet.

Parish Goals & Campaign Dates

To ensure a successful campaign, in-pew dates are set one year in advance and approved by Bishop Cotta. Should a pastor need to request a change in a start date, please contact Stacy Erickson, Director of Development.



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GOAL SETTING & REBATES

<u>Year</u>	<u>Goal</u>	<u>Raised</u> (Total)
2002	\$1 M	\$1.2 M
2003	\$1.2 M	\$1.4 M
2004	\$1.4 M	\$1.6 M
2005	\$1.6 M	\$1.8 M
2006	\$1.6 M	\$1.825 M
2007	\$1.728M	\$1.964M
2008*	\$2.0M	
2009*	\$2.0M	
*Funded through Church for Tomorrow Capital Campaign		
2010	\$2.015M	\$1.54M
2011	\$2.1M	\$2.128M
2012	\$2.1M	\$2.6M
2013	\$2.1M	\$2.7M
2014	\$2.1M	\$2.7M
2015	\$2.1M	\$2.79M
2016	\$2.1M	\$2.87M
2017	\$2.1M	\$2.9M
2018	\$2.3M	\$2.997M
2019	\$2.5M	
2020	\$2.5M	

How the **individual parish** goals were determined

For 2011 - 2020 each parish goal (PG) was determined by the percentage of the 3-year average of their offertory for the previous 3 years in relation to the 3-year average of the overall diocesan offertory.

EXAMPLE:

Goal (G) = \$2,500,000

Three-year average of overall diocesan offertory (DO) = \$18,819,839

Three-year average of Parish A offertory (PO) = \$179,254

Formula: $G \div DO = \% \times PO = \text{parish goal (PG)}$

$$\$2,500,000 \div \$18,819,839 = 13.2838\% \times \$179,254 = \$23,812$$

(G) (DO) % (PO) (PG)

Parish A goal is \$23,812

Parish Rebate

2011 - 2020 100% of overages returned to the parish.



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Parish Stewardship Goal Setting Worksheet

Thank you for your commitment to the Bishop's Ministry Appeal and for embracing stewardship as a way of life. Setting appeal goals will help the parish and diocesan community become successful. Specific, measurable and attainable goals build confidence and enthusiasm. In this spirit, we are providing a goal setting worksheet for your planning purposes.

Chairperson(s): _____

Is this your first time serving as Chair or are you a returning volunteer? _____

Parish Name: _____

Pastor Name: _____

Goals	2019 Results	2020 Goals	% of Growth
Funds/Pledges Raised:			
Parish Community	_____	_____	_____
Diocesan Community	_____	\$2,500,000	_____
Percent of Participation:			
Parish Community	_____	_____	_____
Diocesan Community	_____	_____	_____
Number of new volunteers for parish ministries	_____	_____	_____



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YOUR SUCCESSFUL PARISH APPEAL



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Campaign Timetable

The following is a recap of the Active Phase of the Campaign Timetable events.

DATE	ITEM
Wednesday, January 8, 2020, 6:15 pm, Modesto (English & Spanish) Thursday, January 9, 2020, 5:30 pm, Stockton (Spanish & English) Thursday, January 16, 2020, 10:00 am, Angels Camp (English)	<input type="checkbox"/> Pastor & Chair BMA Training for Pastors, Priests, BMA Staff & BMA Chairpersons <input type="checkbox"/> Chairperson Information Form
January 31, 2020	<input type="checkbox"/> Direct Mail letter in mailboxes
February 1-2 <i>(Two weekends before 1st Appeal Weekend)</i>	<input type="checkbox"/> Bulletin #1 in pews <input type="checkbox"/> Pastor Pulpit Announcement #1 <input type="checkbox"/> Parish web edits and Facebook(FB)
February 8-9 <i>(One weekend before 1st Appeal Weekend)</i>	<input type="checkbox"/> Bulletin #2 in pews <input type="checkbox"/> Pastor Pulpit Announcement#2 <input type="checkbox"/> Parish web edits & Facebook
February 15 & 16 <i>Appeal Weekend #1</i>	<input type="checkbox"/> Pledge envelopes in pews <input type="checkbox"/> Action: In-Pew Strategy <input type="checkbox"/> Pastor Intro of Chairperson <input type="checkbox"/> Chairperson Presentation <input type="checkbox"/> Parish web edits & Facebook
February 22 & 23 <i>Appeal Weekend #2</i>	<input type="checkbox"/> Pastor's Direct Appeal <input type="checkbox"/> Pulpit Announcement#3 <input type="checkbox"/> Bulletin #3 & pledge envelopes in pews <input type="checkbox"/> Action: In-Pew Strategy <input type="checkbox"/> Parish web edits & Facebook
February 29 & March 1	<input type="checkbox"/> Bulletin #4 & Pastor Pulpit Announcement #4 <input type="checkbox"/> Progress update for Parishioners <input type="checkbox"/> Parish web & FB
March 7-8	<input type="checkbox"/> Pastor Pulpit Announcement #5 <input type="checkbox"/> In-Pew Strategy <i>(if needed)</i>
March 14-15	<input type="checkbox"/> Pastor Pulpit Announcement #6 <input type="checkbox"/> In-Pew Strategy <i>(if needed)</i>
<u>Holy Week:</u> April 5 - Palm Sunday April 9 - Holy Thursday April 10 - Good Friday April 11- Holy Saturday April 12 - Easter Sunday	
<u>Donor Pledge Reminders</u> Payments are due by the 20th of the month. Reminders will be mailed on or about the 5th of the month.	<u>Reports & Updates</u> Parish Progress reports will be emailed on Wednesdays: weekly from February 12 through April 29, monthly beginning May 6.
<u>Credit Cards & Direct Debits</u> Credit cards and direct debits are charged on or about the 20th of the month.	<u>Close of Campaign</u> The BMA will close on or around January 7. Unfulfilled pledges will be written off at that time. Offices of Development and Finance will reconcile and close the campaign by January 29. Check requests for amount over parish goal will be mailed to parishes on or about February 29, 2021. For parishes, who have not met goal, the Diocesan Finance office will bill parish for shortage.
<i>**Dates Subject to Change</i>	



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2020 BISHOP'S MINISTRY APPEAL

At A Glance Monthly Activities

JANUARY			
6	• Begin BMA 2020 bulletin, parish website and social media announcements per schedule.	8,9,16	Pastor & Chairpersons trainings
7	Close previous year's campaign	31	BMA Appeal Letter in mailboxes
Weds	Weekly Development & Stewardship News	31	BMA 2019 Reconciliation between Development & Finance & Final 2019 report
31	• Print materials delivered to parishes (brochures, pledge envelopes, posters) • Direct mail campaign delivered to households	22	NDA Meeting 9am – 11:30 am, St. Bernadette, Stockton
FEBRUARY			
1-2	First Pre-Appeal Weekend	8-9	Second Pre-Appeal Weekend
15-16	Appeal Weekend #1	22-23	Appeal Weekend #2
Weds	• Weekly Development & Stewardship News • Weekly Parish Progress reports	15	Finance mails rebate checks to parishes and bills parishes short of goal
MARCH			
Weds	• Weekly Development & Stewardship News • Weekly Parish Progress reports		
APRIL			
Weds	• Weekly Development & Stewardship News • Weekly Parish Progress reports	30	Parish Updates due in Development Office (<i>Parish Update Form-Excel</i>)
MAY			
	• Monthly Development & Stewardship News • Parish Progress Reports	15	LYBUNT mailing
JUNE			
	• Monthly Development & Stewardship News • Parish Progress Reports	30	Past Due mailing
JULY			
	• Monthly Development & Stewardship News • Parish Progress Reports		
AUGUST			
	• Monthly Development & Stewardship News • Parish Progress Reports	31	Parish Updates due in Development Office (<i>Parish Update Form-Excel</i>)
SEPTEMBER			
	• Monthly Development & Stewardship News • Parish Progress Reports		
OCTOBER			
	• Monthly Development & Stewardship News • Parish Progress Reports		
NOVEMBER			
	• Monthly Development & Stewardship News • Parish Progress Reports	20	Close of campaign year-end reminder
DECEMBER			
	• Monthly Development & Stewardship News • Parish Progress Reports	TBD	2021 BMA parish goals notification to pastors

**Dates Subject to Change

*Donor lists emailed to pastor upon request



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PULPIT ANNOUNCEMENTS: *The Pulpit Announcement should be at the end of a Homily announcement, not an end of Mass announcement. Pastors should make the announcements for the first four weeks.*

February 1-2, 2020

Over the next few weeks you'll be hearing more about the Bishop's Ministry Appeal and how the ministries of the Diocese serve all of us in the parishes. The theme of the BMA this year is **"FAITH: Proclaiming, Sharing, Living!"** Let me give you an example of how our parish is served by the Diocesan ministries. *[Insert an example that is specific or important to your parish or from the ministries highlighted in the BMA Bulletins.]*

February 8-9, 2020

Summary: Bishop's Ministry Appeal Weekend is next week. Please prayerfully consider your gift to the Bishop's Ministry Appeal. This year, our parish goal is *[insert parish goal]*. Part of that goal will help the Diocese to continue to provide the valuable programs and services from which we all benefit. However, *[\$ insert your parish project GOAL]* will be used right here at our parish for *[insert PARISH PROJECT]*. Please consider being as generous as you can and bring your pledge of support with you to Mass next weekend. Those of you who gave last year will receive a letter from **Bishop Cotta** introducing the Appeal. Participation by everyone is important. We hope that all of you will be able to give something this year. **(see Pastor & Chairperson Talking Points)**

February 15-16, 2020

Today is the beginning of the Bishop's Ministry Appeal. The theme this year is **"FAITH: Proclaiming, Sharing, Living!"** Today is the day that I ask you to support the ministries and services of the Diocese and our parish *[insert PARISH PROJECT info, if applicable]*. You have an opportunity to share the gifts God has given you with your Church and to help us to meet our goal of *[insert parish goal]*. Please be as generous as you can. If every family participates this year, we will reach and possibly exceed our goal. 100% of the money we collect over our goal comes back to our parish. **(Chairperson gives talk.) Be sure to mention that checks should be made payable to the [BISHOP'S MINISTRY APPEAL TRUST](#).**

February 22-23, 2020

You have heard from *[insert Chairperson's name]* last week about the Bishop's Ministry Appeal. I ask that you look at the **BMA Bulletins** and **Pledge Envelopes** in the pews and prayerfully consider pledging a gift to help support the ministries of the Diocese and our parish. **(Pastor gives talk.) Be sure to mention that checks should be made payable to the [BISHOP'S MINISTRY APPEAL TRUST](#).**

February 29 – March 1, 2020

As we look at our lives and the many ways God has blessed us, let us give back a portion to the Bishop's Ministry Appeal as a way of saying thank you to the Lord. The BMA helps to fund the programs and services of the Diocese. Our parish benefits from these programs in many ways. *[Insert an example that is specific to your parish – see 2/8-9 above.]* This year, we are also hoping to fund our own project, *[insert PARISH PROJECT, if applicable]*. If you have yet to make your pledge to our parish's annual support of the ministries, please consider doing so today. **Pledge envelopes and BMA bulletins can be found in the pews or stop by our Tables after Mass.** Thank you for your prayerful consideration. **Be sure to mention that checks should be made payable to the [BISHOP'S MINISTRY APPEAL TRUST](#).**

March 7-8, 2020

I would like to formally thank all those who have pledged their support to the parish and our local Church. To date, _____ families have made pledges and gifts of over \$_____. We are ___% of the way to reaching our goal of _____. We are doing great; however, we need everyone's participation to be successful. Please keep in mind that there are many Diocesan ministries that serve our parishioners. This is our once a year opportunity to show the Diocese our support. Pledge envelopes and BMA bulletins can be found in the vestibule area of the church.

March 14-15, 2020

If you missed your opportunity to support the Bishop's Ministry Appeal, it is not too late. All of us share in the responsibility of sharing with others a portion of God's Blessing. Please make your pledge to the BMA today. Pledge envelopes and BMA bulletins can be found in the vestibule area of the church.



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ROLES & RESPONSIBILITIES



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PASTOR/ASSOCIATE PASTOR RESPONSIBILITIES

Objective: To provide leadership to the Parish Community and the Bishop's Ministry Appeal by publicly endorsing the campaign and ensuring that the parish plan and schedule are followed.

The Pastor is asked to actively participate in and support the following activities:

Before Appeal Weekends

- Recruit a parish BMA Chairperson who meets the criteria recommended in the Chairperson Criteria.
- Meet with the BMA Chairperson and Parish Support Staff to review processes to follow over the 3-5 weeks to ensure their roles are understood.

Appeal Weekends

- The theme this year is ***"FAITH: Proclaiming, Sharing, Living!"***
- Announce the upcoming campaign at all Masses - refer to **Pulpit Announcements**. Inform parishioners that many will receive a letter from the Bishop.
- Acknowledge and introduce your BMA Chairperson and allow him/her the opportunity to prepare parishioners for Appeal Weekend, **Chairperson Talking Points**.
- Prepare and deliver your homily dealing with the needs of the Diocese, **Pastor Talking Points**. The secret of success of the In-Pew Method combines a Motivational Homily (given with conviction, from the heart, with specific facts and examples of how your parish and Diocese are PARTNERS in carrying on the mission of the Church). Inform parishioners of the parish goal and the special parish project. Include the need for participation. No gift is too small. Urge 100% participation at some level.
- Online giving is available at <https://stocktondiocese.org/BMA>
- Know your parish's participation rate. The overall Diocesan rate was **10.8%** last year. Our goal is to reach **25% participation** this year.
- Assist Mass attendees with filling out the pledge envelope. It is most important to have a per-family goal in mind to suggest.
- Be prepared to fill out your own pledge envelope as you give instructions.



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Follow-Up Weekends

- A thorough follow-up process is essential to the success of your Appeal.
 - Begin each homily with a reminder that February 15-16 and February 22-23 were Appeal Weekends.
 - Remind parishioners pledge envelopes are in the pews and can be dropped in the collection basket
- or**
- Pledge envelopes are available at the tables outside of Mass.
 - Ask parishioners to fill out the pledge envelope and return it today, or take it home and mail it directly to the Pastoral Center (as noted on the reply envelope).
- or**
- **Go to the diocesan website to give online:** <https://stocktondiocese.org/BMA>
 - Be sure to **THANK** all parishioners for whatever gift or pledge they can make—from the pulpit and in the bulletin.



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CHAIRPERSON RESPONSIBILITIES

Objective: To provide overall parish management for implementation of the BMA.

Responsibilities:

Before Appeal Weekend

- Prayerfully consider a personal gift to the Bishop's Ministry Appeal and pray for the success of this campaign.
- Understand the purpose of the BMA, how the parish benefits, and the special parish project that will be funded with BMA gifts.
- Be familiar with the parish goal and family ask amount. 100% of funds collected over goal will be returned to the parish.
- Become familiar with the BMA Leadership Manual.
- Review the BMA Leadership Manual and the BMA Campaign Timetable with your Pastor and parish staff.
- Follow the Campaign Timetable on page 11 and ensure the following are in place:
 - Pulpit and Bulletin Announcements
 - Thermometers (if used)
 - Tri-fold display board (if used)
 - Posters
 - Ushers

Appeal Weekends

- Be prepared to ask parishioners to join you in making a pledge.
- Refer to your Parish Profile to determine the ask amount for parishioners.
- Know your parish's participation rate. The overall Diocesan rate was 10.8% last year. Our goal is to reach 25% participation this year.



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PASTOR & CHAIRPERSON TALKING POINTS

Appeal Weekend

The theme for the Bishop's Ministry Appeal is "**FAITH: Proclaiming, Sharing, Living!**" The Bishop's Ministry Appeal helps fund the programs and services of the ministries of the Diocese. Thousands of parishioners are served every year through the Diocesan and parish ministries.

- The In-pew solicitation should be conducted immediately after the celebrant's homily.
- Discuss the past success of the BMA in your parish and your goal for this year.
- Express confidence in the success of the BMA.
- Express your own personal history in support of the Bishop's Ministry Appeal. Explain why you believe supporting the appeal and the Diocese is important for your parish and parishioners.
- **"The BMA is an invitation to consciously participate in the unity and vitality of the Church, of which we are a part."**
- List the diocesan ministries that directly benefit your parish—spend some time identifying how your parish benefits – **BE SPECIFIC**. Review ministries highlighted in the bulletins.
- Emphasize that we need the commitment of everyone to reach our goal. **"On behalf of the parish, I am asking each household to consider a donation or pledge of \$ _____ or more over an 8-month period."** (Use *Parish Profile to determine ask amount.*)
- Know your parish's participation rate. The overall Diocesan rate was **10.8%** last year. Our goal is to reach **25% participation** this year. Increasing participation at every parish is critical to the success of the appeal.
- Close your presentation with a strong finish. Consider a prayer, scripture reference or a personal experience.
- **"This weekend is the *Bishop's Ministry Appeal Weekend*. We are asking you to turn in your pledge envelope today. If you do not have a pledge envelope with you, there are pledge envelopes in the pews."**
- **"I ask that you pledge to the best of your financial ability over the next eight (8) months. I am not asking that everyone makes the same size gift, but rather the same size sacrifice!"**
- **"Gifts of any size are appreciated."**
- Begin the in-pew instructions immediately after you complete your comments. This should be a separate collection and not part of the offertory collection.
- **"Let us all take time together to make our commitment and fill out the pledge envelope."** Be sure to hold your envelope up for parishioners to see and tell them you are now completing your pledge envelope. *Pause for a few minutes to allow time for **you and parishioners** to complete the envelope.*
- **Be sure to mention that checks should be made payable to the BISHOP'S MINISTRY APPEAL TRUST.**
- **"I now ask the ushers to pick up the pledge envelopes."**
- **"Thank you for your attention and sincere consideration for our most important *Bishop's Ministry Appeal* and please keep this effort in your prayers."**



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A Sample Script of Specific Instructions for In-Pew Solicitation

- With your help, we will now begin the in-pew solicitation for the Bishop's Ministry Appeal. I am going to proceed slowly and ask for your patience as we do this together as a parish family.
- Our giving together as a parish is a sign of our commitment as a member of *(your parish name)*.
- Some of you may have already made your pledge through the mail. If this is the case, we ask that you now pray for the success of the Bishop's Ministry Appeal." *(Have a sample mailing with you which includes the pledge envelope.)*
- Let us now begin.
- In each pew, there are pledge envelopes and pencils. If you are sitting at the ends of the pew, please make sure that every parishioner sitting in your pew has a pledge envelope and a pencil.
- Clearly print your name, address, telephone number and e-mail address. *Pause 20seconds*
- Next, please consider the amount of your gift. *Slow down*
- You can make a gift choosing from the following options:
 - A pledge over a period of 8 months with your first payment enclosed with your pledge envelope and the balance billed monthly thereafter.
 - A pledge over a period of 8 months with no first payment and then billed over a period of 8 months.
 - A one-time gift.

Gifts can be made by check, electronic funds transfer (credit card or charge to your checking account) or online. Please visit the Diocese of Stockton's secure website at StocktonDiocese.org/BMA.

PLEASE NOTE: **MAKE CHECKS PAYABLE TO *BISHOP'S MINISTRY APPEAL TRUST***

- We ask that you consider making a pledge versus making a one-time gift. If you make a pledge, the Office of Stewardship and Development will send you a monthly reminder of the balance due. *Pause for 1minute*
- We now ask that you enclose your check and seal the envelope. *Pause for 20seconds*
- The ushers will now collect your envelopes. On behalf of the thousands of parishioners in the Diocese of Stockton who benefit from your generosity, I thank you for your patience and for sharing the many blessings bestowed upon you.



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CHAIRPERSON SAMPLE SCRIPTS

*This sample script contains general information about the importance of the BMA.
Please customize it by inserting information that is specific to your parish.*

Sample Script # 1

Good evening / good morning! I have been asked by Father (pastor's name) to speak to you briefly today about the Bishop's Ministry Appeal. Bishop Cotta is continuing the Bishop's Ministry Appeal (BMA), which was established by Bishop Emeritus Stephen Blaire in 2002 for the ministries of the Diocese of Stockton. Through its parishes, schools, ministries and programs, the BMA has enjoyed a long history of service and support for the many needs of the people within our Diocese.

It is very important to reach out beyond our individual parish boundaries and realize that a donation to the Bishop's Ministry Appeal will help address the needs of our entire diocesan family. The funds raised through our Bishop's Ministry Appeal help to support our numerous diocesan ministries which provide for the educational and spiritual needs of thousands of families every year.

All that we have is a gift from God. As Christians, we are called upon to be stewards or managers of the many gifts we have received from a gracious and loving God. We are reminded that we are accountable to God for the use of all things. Therefore, we must share our God given gifts of time, talent and treasure. As Disciples of Christ, we have been called to stewardship and have responded to Jesus' invitation to "Come follow me." We have a mission as stewards to be caretakers of all God's gifts.

As you consider your contribution to this year's Bishop's Ministry Appeal, remember that your gift of treasure is your answer to Jesus' call to discipleship by serving the needs of the less fortunate. When we give of our treasure, it is beneficial in promoting good spiritual health of the individual, family and community because it enables us to give thanks and return to God the many blessings that have been bestowed upon us. When considering an amount to contribute, please reflect on your many blessings and good fortunes. As Catholics, we should make a conscious effort to give from our first fruits. That is, we should give from our substance and not from our surplus. By giving of our substance, we offer a sacrifice which leads to a conversion of our heart and mind.

Please consider increasing your gift by taking advantage of a pledge plan. By making a pledge, it becomes a convenient and less painful way to spread smaller payments over a period which will enable you to share more with those in need.

In closing, as you reflect on your contribution to this year's Bishop's Ministry Appeal, please accept my heartfelt appreciation for your generosity which will provide hope to those who sometimes view their lives as hopeless. If I may quote the New Testament, Matthew, chapter 25, verse 40, "The king will answer them: 'I assure you, as often as you did it for one of my least brothers, you did it for me.'" Thank you.



Bishop's Ministry Appeal

FAITH: Proclaiming, Sharing, Living!

Sample Script 2

Good Evening/Morning, for those of you who don't know me my name is (your name) and I am a parishioner here at (name of parish). I would like to speak to you this weekend about the Bishop's Ministry Appeal being conducted in our parish. In a few minutes, pledge envelopes will be distributed, and we will all have the opportunity to make a gift to this year's Appeal. However, before we do this I just wanted to take a moment to share with you some thoughts about what the Appeal is all about.

Upon reflection, most of us can truthfully say that we have been blessed by God with many wonderful gifts. Our families, our homes, our work and the many freedoms we enjoy in our nation are all evidence of this point. And while most of us are certainly not wealthy, we have been, in some small measure beyond the bills, the braces and tuition, been graced with many blessings. The problem is that some among us, maybe even here in our own parish, struggle a bit more to see these blessings.

Each day in our diocese people in need turn to the Church for help and support. Some are hungry, some are homeless, some are sick, and some are even imprisoned by pain, anger or fear. These are all familiar phrases to us, as they are real life examples of Scripture passages we have heard many times here at Mass. Jesus said, "the poor will always be with you" and He certainly was right. In addition to the poor however, there are other people who turn to the Church for help in other ways. These people ask for our Church's help to bring Christ to others just as powerfully. These people help in working with our youth, or receive help with a solid Catholic education, or building stronger parish religious education programs. These things are what we help to provide when we give to the Bishop's Ministry Appeal.

By working together, we can bring Christ's message out into the world. We as a family of faith can help bring a little light and a little hope to thousands of people each year by supporting the Bishop's Ministry Appeal. As you fill out your envelope, just take a moment to thank God for all He has done for you and be as generous as you can.

Please consider a pledge of \$___(consider your parish average gift amount from last year's Appeal). Whatever you can do, you will be doing it for those who really need you, members of our one family in Christ. That's why I support this Appeal and I hope you will too. Thank you and God bless.

Scripture Quotations

"My children, our love is not to be just words or mere talk, but something real and active." (1 John 3:18)

"There is a variety of gifts but always the same "spirit." (1 Corinthians 12:4)

"Remember, for where your treasure is, there will your heart be also." (Matthew 6:21)

"I am the vine, you are the branches." (John 15:5)

"Let everything you do be done in love." (1 Corinthians 16:14)

"And there is no limit to the blessings which God can send you – He will make sure that you will always have all you need for yourselves in every possible circumstance, and still have something to spare for all sorts of good works." (2 Corinthians 9:8-9)

"Just as each of our bodies has several parts and each part has a separate function, so all of us, in union with Christ, form one body, and as parts of it we belong to each other." (Romans 12:4-6)

"This is my commandment: Love one another as I have loved you." (John 15:12)



Bishop's Ministry Appeal

FAITH: Proclaiming, Sharing, Living!

HINTS FOR DEVELOPING YOUR PRESENTATION

- Jot down and outline your thoughts. Write out the outline using double spacing and large print.
- Try to keep your talk less than five minutes in duration.
- Actual stories and experiences work better than statistics.
- The BMA theme this year is “FAITH: Proclaiming, Sharing, Living!” Mention how stewardship enables us to return, with deep and sincere appreciation, a portion of the gifts of time, talent, and treasure to God.
- Be sure to make a request for a specific monthly sacrifice based on the ability of the average person in your parish.
- Know the average gift for your parish. Incorporate this and the “family ask” into your talk.
- Know your parish’s participation rate. The overall Diocesan rate was 10.8% last year. Our goal is to reach 25% participation this year. Incorporate the importance of full parish participation into your talk. Each parish has a participation goal, as well as a donation goal.
- Speak from the heart – strive to deliver the talk in a sincere, enthusiastic, and friendly manner.
- Emphasize the opportunity donors must give out of gratitude for their own blessings.
- Be sure to make a request for a specific monthly sacrifice based on the ability of the average person to give. (See your Parish Profile for the average gift from your donors.)
- Heartfelt and personal remarks by the witness is the most effective way of conveying the importance of the appeal. Remember that your words will make a difference.
- When giving your talk, be conscious of your appearance.
- Practice, practice, practice! Rehearse your talk aloud in front of a mirror. Deliver it to your spouse, family or friend and ask for their critique.
- Remember that you need to speak very clearly and much more slowly than usual to give your listeners time to follow the process with you.
- In your talk, tell parishioners that you have pledged your support to the annual appeal. This sign of leadership is an important way to provide an example of your personal Christian stewardship.
- Be confident, enthusiastic and emotional while speaking from your heart. Remember you are a performer—the outcome you are seeking is 100% response.
- Conclude with a brief word mentioning how stewardship enables us to return, with deep and sincere appreciation, a portion of our gifts of time, talent and treasure to God.
- Include a “thank you” in your talk.
- Your job isn’t so much to teach or to explain – it’s to move people to act.
- Enjoy the experience.



Bishop's Ministry Appeal

FAITH: Proclaiming, Sharing, Living!

PARISH STAFF RESPONSIBILITIES

The parish staff is the administrative coordinator of the Bishop's Ministry Appeal in each parish, working with the pastor and chairperson.

Position Includes the Following Duties

- Work closely with the chairperson to ensure that sufficient materials have been printed.
- Maintain inventory of your BMA materials and order additional materials as needed.
- Provide financial updates for reporting to parishioners in bulletin announcements and to the Office of Development and Stewardship.
- Work with the chairperson and clerical volunteers to ensure all procedures for processing the cash and pledges are followed.
- Remember to thank the Chairperson(s) for their time. They are volunteers & we always need to show our appreciation.



Bishop's Ministry Appeal

FAITH: Proclaiming, Sharing, Living!

PARISH USHER RESPONSIBILITIES

The primary role of the parish usher is to assist parishioners in making a gift to the BMA at Mass during the Campaign with emphasis on Appeal Weekends. Meet with the Pastor and Chairperson prior to Appeal Weekends to ensure responsibilities are understood.

Appeal Weekend Responsibilities

Before Mass

- Ensure there is an ample supply of bulletins, pledge envelopes and pencils in each pew before Mass.
- Make certain there are pledge envelopes, bulletins, and pencils at podium for Pastor and Chairperson.

During Mass

- Be prepared to provide additional pledge envelopes and pencils before the Pastor and Chairpersons speak.
- Lectors and choir members should also be given pledge envelopes.
- Allow sufficient time for parishioners to complete the pledge envelopes and then collect all envelopes.
- Head usher or BMA Chairperson should bring envelopes to the altar with the offertory gift bearers. This visually demonstrates the generosity of the parishioners.

After Mass

- Head usher will sort through pledge envelopes and return unused envelopes to supply for the next Mass.
- Replenish supply of bulletins, pledge envelopes and pencils between Masses.
- After the last Mass, collect unused bulletins, envelopes and pencils and store with parish supply of materials.

Please Note

On "Appeal Weekends," it is important that ushers pass out pledge envelopes and pick them up during the pastor's presentation. This special procedure and collection during the homily will reinforce the importance of the appeal.



Bishop's Ministry Appeal

FAITH: Proclaiming, Sharing, Living!

PROCEDURES & COMMUNICATIONS



Bishop's Ministry Appeal

FAITH: Proclaiming, Sharing, Living!

DONATION PROCESSING PROCEDURES

If you are using a pre-paid **FedEx** envelope, please contact **FedEx** at 1-800/463-3339 every Monday for pick up on Tuesday or drop at nearest FedEx drop box.

Or, mail to:

Bishop's Ministry Appeal...Diocese of Stockton...212 N. San Joaquin St., Stockton CA 95202

Parish envelopes are due in the Development Office on Wednesday.

Please follow the procedures outlined below. If you have questions, call (209)546-7643.

PLEASE PRINT LEGIBLY

Donation Processing Procedures

Open Bishop's Ministry Appeal envelopes.

1. Bundle all loose checks and pledge envelopes with checks or credit card information as one package and send to the Development Office. Do not take checks out of envelopes. **Pile #1**
2. Put loose cash and coins in **Pile #2**. If loose cash is in an envelope with **NO NAME**, place cash in this pile.
3. If there is a name on the envelope, create **Pile #3**.

When you are finished, you should have three (3) piles:

- Pile #1: envelopes with checks/credit card information & loose checks
- Pile #2: cash & coins with no names
- Pile #3: cash & coins in envelopes with names

Cash Collection Report is used to record only CASH gifts that the parish deposits into the parish account.

Follow the steps below:

1. Using a calculator, add up all of the cash and coins with no names, (from envelopes and loose cash--Pile #2), and fill out the first line of the Cash Collection Report (see attached example.) Use "Anonymous" for the name. Attach tape to Collection Report.
2. Take Pile #3, the pile of envelopes of cash with names and fill out the Cash Collection Report with the following information.
 - the donor's Diocesan ID number (NOT your parish ID number)
 - name and complete address
 - amount of CASH – **DO NOT** include checks on this report.
 - Indicate if the donor is making a pledge
3. Run a calculator tape of Pile #3 and attach to Collection Report.
4. Deposit all cash and coins into your parish bank account and write a parish check for the total amount. Record it at the top of the Cash Collection Report.
5. Send the Cash Collection Report, parish check and the donors' individual checks in their original envelopes (Piles #1 & 2) to the Office of Development.

The Cash Collection Report and parish check **MUST** be sent together or it will be returned to the parish. Reports should be **complete, legible, and filled out correctly**.



Bishop's Ministry Appeal

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CASH COLLECTION REPORT

Date: _____ Parish Name: _____ City: _____

Total Amount of Cash	Parish Check Amount/Check Number (equals total amount of cash) Make check payable to the BISHOP'S MINISTRY APPEAL TRUST.

Please print clearly.

Diocesan ID#	Please list each envelope separately.	Amount of Cash	Pledge: Yes or No	Pledge Amount
	<u>ANONYMOUS PILE #2</u>			
	Cash Total:			

BMA Parish Support Staff: _____ Approved by: _____
 (Name of person responsible for completing this form)



Bishop's Ministry Appeal

FAITH: Proclaiming, Sharing, Living!

**Form Available on website: stocktondiocese.org/BMA

SAMPLE CASH COLLECTION REPORT

Date: February 15, 2020 **Parish Name:** St. Mary **City:** Stockton

Total Amount of Cash	Parish Check Amount/Check Number (equals total amount of cash) Make check payable to the <u>BISHOP'S MINISTRY APPEAL TRUST.</u>
\$288.15	\$288.15 / #1000

Please print clearly.

Diocesan ID#	Please list each envelope separately.	Amount of Cash	Pledge : Yes or No	Pledge Amount
	<u>ANONYMOUS PILE #2</u>	288.15		
	List donor name and address information from <u>Pile #3</u> here.			
12345	Mary Smith, 212 N. San Joaquin St, Stockton, CA 95202	20	Yes	160
54321	John & Sue Jones, 1234 Main Street, Stockton, CA 95203	5		
	Cash Total:	288.15		

BMA Parish Support Staff: _____ **Approved by:** _____
 (Name of person responsible for completing this form)

SAMPLE DEVELOPMENT BRIEF E-NEWSLETTER

The Stewardship and Development Office fosters a community of support for the many ministries of the Diocese of Stockton.



Your Faith In Action
Development and Stewardship

NEWS



Bishop's Ministry Appeal
As One, Serving the Lord

February 4, 2019



Dear (Name),

Hello everyone,

Happy Monday to you! I hope you had a wonderful start to your 2019 Bishop's Ministry Appeal with the "pre-appeal" activities last weekend.

BMA 2019 materials (bulletins, in-pew envelopes, & posters) should have been delivered to your parish the week of January 28th. If you didn't receive your materials, or if you need additional materials, please let me know.

Below are suggested BMA activities for this upcoming second "pre-appeal" weekend, including images of the 2019 bulletins.

Please contact me at mmccoy@stocktondiocese.org or (209) 546-7646 if you would like any additional information or if you have any questions.

Sincerely,

Martha McCoy

Development Office

BMA Activities This Week:

Below are suggested activities for this week (Pre-Appeal Weekend #2 - February 9 & 10):

- Bulletin #2 in pews: insert Bulletin #2 in your parish bulletin; hand out copies of the Bulletin at Mass (before Mass or after)
- Pastor Pulpit Announcement #2: Pastors, please read this announcement at Mass: Bishop's Ministry Appeal Weekend is next week. Please prayerfully consider your gift to the Bishop's Ministry Appeal. This year, our parish goal is *[insert parish goal]*. Part of that goal will help the Diocese to continue to provide the valuable programs and services from which we all benefit. However, *[\$ insert your parish project GOAL]* will be used right here at our parish for *[insert PARISH PROJECT]*. Please consider being as generous as you can and bring your pledge of support with you to Mass next weekend. Those of you who gave last year will receive a letter from *Bishop Cotta* introducing the Appeal. Participation by everyone is important. We hope that all of you will be able to give something this year. (see Pastor & Chairperson Talking Points)
- Facebook and Bulletin Post - Post the Facebook Image #2 on your parish Facebook page, and post this message with the image: One of the ministries supported by the BMA is the Migrant Ministries: the Office of Migrant Ministries provides outreach ministry to the large migrant community in our Diocese. As we strive to incorporate V Ecuentro into our ministries for migrant families, we "serve the Lord" through this important work as missionary disciples.

BMA Bulletins

A reminder - please include the above BMA bulletins (#1 - #4) each week (sequentially if possible!) in your parish bulletin, and provide hard copies at Mass. To access the bulletins on the website [click here](#)

[Make a Gift](#)

[Privacy Policy](#) | [Unsubscribe](#)

[Diocese of Stockton](#)

212 N. San Joaquin Street, Stockton, CA 95202

Sample Thermometers/BMA Updates



A Steward's Prayer

Dear Jesus,

Help me to understand that my parish is
composed of people like me.

I help make it what it is.

It will be friendly, if I am.

It will be holy, if I am.

Its pews will be filled, if I help fill them.

It will do great work, if I work.

It will be prayerful, if I pray.

It will make generous gifts to many causes, if

I am a generous giver.

It will bring others into worship, if I invite
and bring them in.

It will be a place of loyalty and love, of
fearlessness and faith, of compassion,
charity, and mercy, if I, who help make it
what it is, am filled with these same things.

Therefore, I beg you, Jesus, for the grace I
need to dedicate myself to the task of being
all the things that I want my parish to be.

Amen.