

CAMPAIGN UPDATES

CATHOLIC MINISTRIES APPEAL

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NEW AND NOTEWORTHY

We are making some changes!

- Beginning September 1 of this year, the name of the campaign will change from Fruitful Harvest to **Catholic Ministries Appeal**.
- The theme for this next campaign is “Hearts on Fire” (see Luke 12:49).
- The Catholic Ministries Appeal will move from a 20-month campaign to a 16-month campaign. After December 2021, it will run annually (from January to December).

OBJECTIVES for the CMA

1. Minimal change for parishioners from how they interacted with Fruitful Harvest
 - o to be a “known” among a lot of change
2. Make parish goals more simple and equitable across parishes
3. Enable a better understanding of and a better appreciation for what the gifts to the diocese are used for
 - o There will be more communication on the positive impacts these gifts provide to both the people and parishes
4. Have a consistent “case” message presented to all parishioners across the diocese
5. Engage the active participation of the parishes in the appeal
6. Streamline interaction with parishioners from the diocese

CHANGES with the CMA

1. One Annual Appeal from the Bishop
 - First Appeal from Sept. 2020 to Dec. 2021, then annual Appeals in the future
 - No Seminarian Fund Appeal beginning 2021
2. A focus on parish involvement and relationship building
 - Will include direct mail from diocese as well as parish involvement
3. Parish goals – keep it simple and fair
 - Goal formula supports Catholic Schools and treats all parish income equally
 - Parishes required to meet 100% of the goal – no rebates
4. Focus on mission – helping to create disciples:
 - Diocesan supported ministries & ministries to parishes
 - Increase “Impact” articles
 - Approved parish-based capital campaigns will replace Dovetails

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5. Mindset of Abundance – happy to share for a good need

- Creating a new CMA Overage Fund to support needy parishioners or parishes with any donations over the Appeal Goal

Catholic Ministries Appeal will fund ...

Diocesan supported ministries

- Clergy Support
- Vocations
- Permanent Diaconate
- Catholic Schools
- College Campus Ministry
- Family Life & Hispanic Ministry
- St. Joseph Retreat Center
- Catechesis
- Pastoral Ministries
- Charities



Diocesan operating expenses

(i.e., ministries to parishes)

- Administration
- Technology
- Human Resources
- Planning
- Tribunal
- Divine Worship
- Stewardship & Planned Giving
- Communication



IMPORTANT DATES

1. **May 8:** Any adds, deletes or changes to your parish rosters were due by the end of the day. Please send updates to Karla Icsman in the Office of Stewardship and Development.
2. **Late August/Early September:** Major Donor Dinners – exact dates and locations will be shared in the next few weeks, as soon as they are confirmed. Also, suggested invitation lists will be sent at that time to pastors and business managers to make adds, deletes or changes.
3. **SEPTEMBER 20: COMMITMENT SUNDAY**

