

CAMPAIGN UPDATES

CATHOLIC MINISTRIES APPEAL

Edition 2 • Week of June 29, 2020 • Page 1 of 3



NEW AND NOTEWORTHY

An article introducing the Catholic Ministry Appeal was published in the 6/29/20 issue of *The Catholic Moment*. Inadvertently, the second half of the article was not printed.

The full article is shown below in case parishioners ask you questions, such as the start and end dates for the Catholic Ministry Appeal, or when they will receive the direct mail letter from Bishop Doherty.

The full article is currently included in the online issue ([click here](#)), and it will be rerun in the next edition of *The Catholic Moment*.

Catholic Ministries Appeal replaces Fruitful Harvest Appeal

Like the changing of the seasons in North Central Indiana, the diocesan Fruitful Harvest Appeal has been something we could all count on for more than thirty years. It has been the primary source of income to fund the year-to-year budget of the diocesan offices. In most years, the Fruitful Harvest Appeal has funded 50% to 60% of total diocesan expenditures, with the majority of the rest coming from investment income and fees for centrally administered programs, such as parish insurance.

Although it has actually been quite successful financially, with typical parishioner participation of 30%-40%, the Fruitful Harvest Appeal has not been as successful in explaining what the funds are used for and highlighting the positive impacts from the many ministries supported by the appeal. This is the main reason for changing the name from the Fruitful Harvest Appeal to the Catholic Ministries Appeal.

A diocesan Stewardship Advisory Team, consisting of a dozen lay and clergy leaders from all across the diocese, has been instrumental in advising and assisting in the development and implementation of initiatives that will help increase a stewardship-way-of-life across our diocese. This has included reviewing and recommending modifications to many aspects of the Fruitful Harvest Appeal, such as the name change to the Catholic Ministries Appeal. We are hoping that this change will help to increase the focus on all of the many ministries that are supported through this appeal. We also strive to increase the transparency of how the funds raised from this appeal are utilized to support the works of Christ directly through the diocese, as well as through the ministries that support each of your local parishes. In the December 22nd issue of *The Catholic Moment*, a listing of the expenditures supported by the diocesan appeal was published, and we plan to continue this practice of transparency. Below are lists of the Diocesan Supported Ministries and Ministries to Parishes that are funded through the Catholic Ministries Appeal.

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Diocesan Supported Ministries

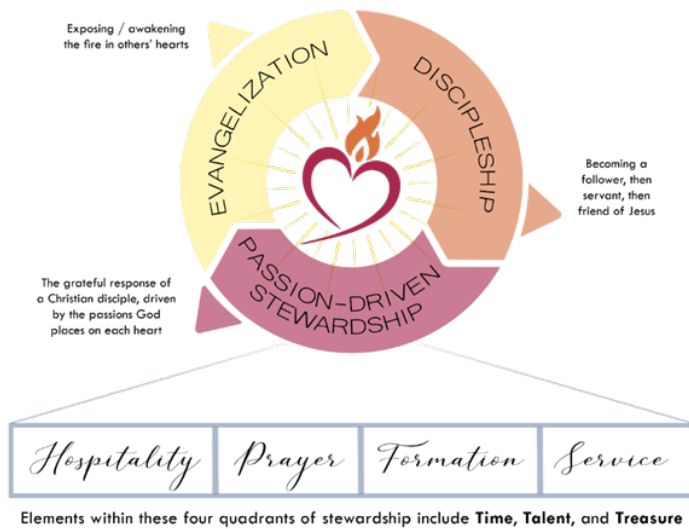
- CLERGY SUPPORT
- VOCATIONS
- PERMANENT DIACONATE
- CATHOLIC SCHOOLS
- COLLEGE MINISTRIES
- PASTORAL MINISTRIES
- HISPANIC MINISTRY
- RETREAT CENTER
- CATECHESIS
- CHARITIES
- FAMILY LIFE

Ministries to Parishes

- ADMINISTRATION
- TECHNOLOGY
- HUMAN RESOURCES
- TRIBUNAL
- DIVINE WORSHIP
- STEWARDSHIP
- PLANNED GIVING
- COMMUNICATION

The theme for this Catholic Ministries Appeal is “Hearts on Fire”, which comes from the 12th chapter of St. Luke’s gospel when Jesus says, “I have come to set the world on fire, and how I wish it were already blazing” (Luke 12:49). Jesus wants the world to be refined and purified by the fire of His love, and He wants all of us to take an active part by sharing His love through the witness of our faith in action.

This appeal will run from September 1, 2020 through December 31, 2021. After that, future Catholic Ministry Appeals will be annual appeals that following the calendar year.



Like the latest Fruitful Harvest Appeal, there will be a letter from Bishop Doherty sent to every parishioner’s home. The letter, which should arrive at your home in early September, will include even more information about the appeal, including concrete examples of how each of your gifts, from the small to the large, matter to the people within the 24 counties in North Central Indiana that make up the Diocese of Lafayette-in-Indiana. The pledge card enclosed with this letter can be mailed back in the self-addressed envelope, or

dropped off at your parish during Catholic Ministry Appeal Commitment Sunday, which is September 20, 2020.

Also like Fruitful Harvest, Catholic Ministry Appeal goals will be set for each parish, however, unlike past appeals, any overages collected beyond the goal will be placed into a new Catholic Ministry Appeal Overage Fund, from which pastors can submit requests for support of needy parishioners, parishes or local community needs.

How does Jesus light the fire in your heart? There is a good chance that the Catholic Ministries Appeal is supporting something that He has placed on your heart.

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OBJECTIVES for the Catholic Ministries Appeal

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 Catholic Ministries Appeal

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
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

IMPORTANT DATES & EVENTS

1. **Now:** Any adds, deletes or changes to your parish rosters are due. Please send updates to Karla Icsman in the Office of Stewardship and Development.
2. **Major Donor Events:** More information will be shared soon.
3. **SEPTEMBER 20: COMMITMENT SUNDAY**