

CAMPAIGN UPDATES

CATHOLIC MINISTRIES APPEAL

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NEW AND NOTEWORTHY

Due to COVID and social distancing, the five in-person **Major Donor Events have been cancelled** and been **replaced by a single Major Donor Virtual Evening of Prayer**. We appreciate your understanding and support as we make these necessary modifications. Specific details are still being worked out, but below is a brief outline for the event:

Theme: “An evening of prayer to set our Hearts on Fire” (*Hearts on Fire is the appeal theme*)

Date: September 1, 2020, begin at 6pm, end by 7:30pm (*Campaign kicks off 9/1/20 and Commitment Sunday is 9/19-20/20*)

Location to Livestream from: Saint Joseph Retreat & Conference Center - Tipton

Goals for the event:

- To thank major givers to the 2018 Fruitful Harvest for their patronage
- To increase the probability of maintaining/upgrading their pledge of support for the Catholic Ministries Appeal

Invitations:

- All of the parishioners you have already submitted for invitation to the Major Donor events will be invited. The parishes have identified 1,054 households to invite.
- An invitation postcard will be sent to all 1,054 households, as well as to all priests and deacons.
- The invitation postcard will include instructions on how to join the livestream event.

Agenda for the Live Streamed Event (September 1, 2020):

6:00 pm Mass with Bishop at the Saint Joseph Retreat & Conference Center.

6:30 pm Catholic Ministry Appeal Introduction, could include:

- Welcome, intro and make the case for the appeal
- Bishop's talk
- Ministries highlights
- Video tour of Saint Joseph Retreat & Conference Center
- Final blessing and thank you from Bishop

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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. **Internal CMA Kick-Off Webinar:** You will soon be receiving an email invitation to an internal Teams meeting Kick-Off event, which will take place in August.
3. **SEPTEMBER 20: COMMITMENT SUNDAY**

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