



DIOCESE OF  
**FARGO**  
God's Gift Appeal 2024



Blessed  
to  
*Give*  
Acts 20:35

# Leadership Manual

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# The Office of Development

**Contact Information:**

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# Case for Support + Operating Expenses

The goal of \$3,735,942 provides partial funding/support for the following:

## Diocesan Support: \$1,056,861

The parishes of our Diocese are assisted and supported by many diocesan offices. Services that one parish could not provide on its own, are made possible with help from diocesan programs and offices.

- Parish Services Department
- Human Resources
- Stewardship & Development
- Finance Office
- Technology

## Seminary/Clergy Support: \$959,615

Your commitment to the Annual God’s Gift Appeal helps to ensure the formation of the next generation of priests and leaders of our Diocese.

- Vocations Office
- Seminarian Education
- Permanent Diaconate
- Continuing education for priests
- Spiritual direction for priests

## Proclaiming the Gospel: \$781,017

With your generous gift, the living Word of Christ is spread through digital and print communication. Evangelization through diverse ministry offices is sustained and advanced.

- Communications & New Earth
- Catholic University
- USCCB & Canon 1271
- North Dakota Catholic Conference
- Rural life Conference/Program

## Evangelization + Family Faith Formation: \$718,716

Your gift to the annual God’s Gift Appeal helps guarantee our faith is passed on to future generations. The Diocese promotes the handing down of our faith to future generations by assisting in the faith formation of all ages, training and forming catechetical leaders and catechists, and our Catholic schools.

- CEF – Adult Catechesis & Evangelization
- CEF – Youth Catechesis
- CEF – Catholic Schools subsidy
- Marriage Tribunal

\*CEF = Catholic Education and Formation

## Caring for the Poor + Vulnerable: \$219,733

The poor, the marginalized, the elderly and the unborn benefit from your gift to the Annual Appeal. God’s Gift Appeal helps those who need our help the most.

- Catholic Charities ND
- Migrant Program
- Respect Life Office
- Catholic Relief Services

## Operating Income

- God’s Gift Appeal
- Endowment Fund Earnings
- Programming Donations/Contributions
- Grants



# Parish Goal

Information regarding parish goals can be found online at:  
[www.fargodiocese.org/godsgiftappeal](http://www.fargodiocese.org/godsgiftappeal) under Other Resources.

Here you will also find:

- The **Parish Goals** for the 2024 GGA campaign
- Learn more information about the **GGA formula**
- View the **Weekly Status** for each parish. The status is updated Fridays throughout the campaign.

## Gift of Stock and Securities

There are many ways to make a gift in support of the Diocese of Fargo. A gift of stock and securities can benefit you in two ways: you may receive a charitable income tax deduction for the full fair market value of the securities, while avoiding capital gains taxes on appreciated stock.

In order to make a gift of securities, please alert us in advance.

\*Gifts cannot be properly acknowledged or designated without advance notice of who is making the gift, its designation, and the number of shares being transferred.\*

Upon the transfer of the securities, or if your broker has any questions, please phone Scott Hoselton in the Finance Office at 701-356-7930 or send a letter to the Diocese of Fargo, 5201 Bishops Blvd. S, Suite A, Fargo, ND 58104-7605, Attn: Scott Hoselton, along with the following information:

- Your name
- Your address
- Your parish
- The number of shares and the name of the securities delivered
- Originating Broker
- God's Gift Appeal

If you prefer instead, you may email the information to [scott.hoselton@fargodiocese.org](mailto:scott.hoselton@fargodiocese.org). This will ensure that you will receive proper credit and an acknowledgment letter stating the market value of your donation.

### We also offer Gifts of the Harvest/Livestock

For more information visit [cdfnd.org/giftofcrops](http://cdfnd.org/giftofcrops) to download the Gifts from the Harvest form.



# 2024 Materials

The following materials will be mailed to parishes by February 6, 2024.

If additional materials are needed please contact our office at 701-356-7928.

- **God's Gift Appeal DVD** – A DVD will be available for each parish or you can visit [www.fargodiocese.org/godsgiftappeal](http://www.fargodiocese.org/godsgiftappeal) to download the 2024 GGA video and play it via your laptop to avoid setting up a DVD player.
- **Posters and Goal Posters** – Large and small versions
- **In-Pew Envelopes**
- **Tyvek envelopes**

## Materials available on the website

- 2024 GGA logo
- Bulletin Inserts
- Scripts for Lay Volunteers and Pastors
- Sample petitions
- Sample Lay Witness Talk
- Sample Pastor Letters

Please visit [www.fargodiocese.org/godsgiftappeal](http://www.fargodiocese.org/godsgiftappeal) to download all materials for God's Gift Appeal.



2024 Brochures

2024 Goal posters

2024 Posters

2024 In-pew envelopes

# 2024 Annual Appeal Timeline

## February 2024

2/6	Appeal materials shipped to parishes <sup>1</sup>
2/10-2/11	<b>Kickoff Weekend</b> – Pastor or Celebrant to speak at all Masses <sup>2</sup>
2/17-2/18	<b>Education Weekend</b> – Lay Leader(s) to speak at all Masses
2/19-2/23	Diocesan-wide GGA mailing to every registered household
2/24-2/25	<b>Commitment Weekend</b> – Pastor or Celebrant to speak at all Masses

<sup>1</sup> Includes in-pew envelopes, posters, brochures, DVD, and return envelopes to mail in gifts to our office.

<sup>2</sup> Please use Kickoff Weekend as an opportunity to announce the Appeal, show the DVD and encourage a gift either in Mass or to respond to Bishop's letter.

## March 2024

From the Pulpit, Bulletin Announcement, Website or other forms of regular communication to your parishioners, thank your donors for their gifts and encourage those who have not yet made a gift to please consider supporting the 2024 God's Gift Appeal.

3/8	Deadline for Stewardship & Development Office to receive Pastor's follow-up letter. <sup>3</sup>
3/31	Easter Sunday

<sup>3</sup> Letter samples at [www.fargodiocese.org/godsgiftappeal](http://www.fargodiocese.org/godsgiftappeal)

## April 2024

4/1-4/5	Diocese sends Pastor's follow-up letter to all non-contributors.
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## May 2024

5/6-5/10	Diocese sends Bishop's follow-up letter to all non-contributors.
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## November 2024

11/18-11/22	Follow-up mailing
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\*A letter will be sent to all those who contributed one-time at the beginning of the appeal.

# Tips for a Successful Appeal

An effective presentation can contribute greatly to the success of a new program or the launch of a campaign such as the *Diocese of Fargo God's Gift Appeal*. It is an opportunity to shed light and share timely information about our Church's ministries and services to our faith communities, to relay updates or stories or offer an inspiring message, to generate parish community support, and to acquire new donors or volunteers.

As you prepare to present information about the 2024 God's Gift Appeal to your parish community, below are tips that may be useful in delivering your presentation:

- **Be prepared** and have a good understanding of how the gifts to the GGA benefit the many ministries it supports.
- Show **strong, active leadership** and involvement of the pastor.
- Recruit an **effective GGA leadership committee**.
- **Strive for high participation** by pointing out that every person is asked to respond to the appeal.
- Suggest a **specific, increased gift**. Tithing guideline is 5% to Parish, 1% to Diocese, and 4% to other charities.
- **Emphasize pledges** rather than one-time gifts.
- Use and prominently **display publicity materials**.
- **Conduct a follow-up effort** and include components designed to reach a high level of participation.
- **Education and communication!** When GGA volunteers understand the importance for all of the vital programs made possible by the GGA and share this information with parishioners, the appeal is sure to be successful.
- **Show gratitude!** We cannot say thank you enough to those who support the GGA. Look for opportunities to thank them again. Remember that the success of every future appeal depends on this simple yet powerful gesture.
- **Emphasize** that the God's Gift Appeal DVD (Bishop Folda's message) can be viewed again at <http://www.fargodiocese.org/godsgiftappeal>.

*Offer to be available for questions.*



# Kickoff Weekend: February 10-11, 2024

## Steps to ensure a successful Kickoff Weekend

1. Display God's Gift Appeal posters at the entrance of your parish
2. Include Bulletin Announcements prior and on launch of the Appeal
3. Include God's Gift Appeal materials at the back of your parish:  
Brochures, In-Pew Envelopes

## Steps for a successful collection:

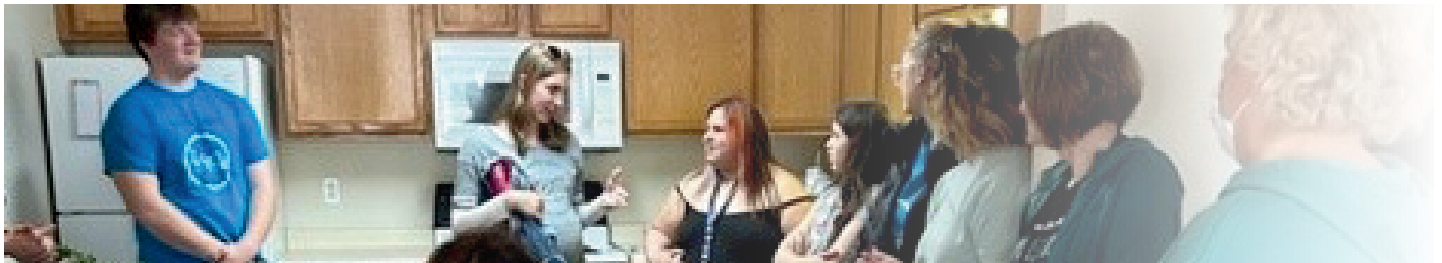
1. Please place in-pew envelopes in an area easily accessible to parishioners, i.e. pews, vestibule, etc. Ensure that ushers refill these spots with in-pew envelopes before each Mass.
2. Conduct the in-pew talk after the homily. Please do not leave the talk for the end as some people may have to leave Mass early.
3. Your message should be personalized and engaging. The more effectively you connect the Appeal with a message that will resonate with your parishioners, the more likely they will respond. Lay witness presentations can be used to give firsthand stewardship experiences and explain the importance of the programs funded by the appeal. This designated weekend also educates unregistered churchgoers, who have not received the Bishop's mailing about God's Gift Appeal.

## Presentation of the Video

The video you have just seen shares the impact of your gift. Now more than ever, your support is needed to fulfill the mission of the Church within our thirty counties.

### Guide Parishioners through Gift/Pledge Process

1. Parishioners may give via the in-pew envelopes provided to the parish. Donors may make a one-time gift or a pledge (for which they will receive monthly reminder statements). In-pew envelopes should be collected by the parish and sent to the diocese.
2. Parishioners are encouraged to give online at: [www.fargodiocese.org/godsgiftappeal](http://www.fargodiocese.org/godsgiftappeal). There they may select to make a gift or pledge. *The parish listed on your pledge card that you received in the mail will receive the credit for your contribution.* If this parish is incorrect, please call 701-356-7925 to update your records.



# Pastor/Parish Resources

Please include Appeal Progress Updates regularly in your parish bulletin to encourage participation.

## 2024 God’s Gift Appeal Progress

The 2024 God’s Gift Appeal is well underway. We have \$(*Pledge Amount*) already pledged. This is approximately \_\_\_\_\_% of our goal of \$3,735,942. The outpouring of support from many parishioners like you helps sustain the important ministries across the Diocese of Fargo. If you have not yet given, please pick up a pledge card at the back of the church or visit [www.fargodiocese.org/godsgiftappeal](http://www.fargodiocese.org/godsgiftappeal). Thank you for your prayers and support.

## Commitment Weekend

This upcoming weekend will be Commitment Weekend at our parish. (*Parish Name*) has received \$(*Pledge Amount*) in pledges. Thank you to those parishioners who have already made their gift to the 2024 God’s Gift Appeal.

Will you join your fellow parishioners in supporting this effort that strengthens many important programs and ministries across the Diocese of Fargo?

Our goal, \$(*Goal Amount*), can only be achieved through **YOUR** generosity!

If you have not yet made a gift, there will be pledge envelopes available in the pew and in the back of the church, or you can visit [www.fargodiocese.org/godsgiftappeal](http://www.fargodiocese.org/godsgiftappeal).

Your gift will truly make a difference. Thank you for your prayers and support.

## Goal Met

Thank you to all those who have helped our parish, (*Parish Name*), reach our 2024 God’s Gift Appeal goal of \$(*Goal Amount*). We have received \$(*Pledge Amount*) in pledges from (*number of families*) families and have achieved approximately \_\_\_\_\_% of our goal.

If you have yet to give, please pick up an in-pew envelope at the back of the church or visit [www.fargodiocese.org/godsgiftappeal](http://www.fargodiocese.org/godsgiftappeal). Thank you for your prayers and support. Your generosity is greatly appreciated!

## Reports

The Diocese of Fargo, [www.fargodiocese.org/weeklystatus](http://www.fargodiocese.org/weeklystatus), posts a Weekly Status Report, which is updated on Fridays. Reports will include the following information:

- |                        |                              |                              |
|------------------------|------------------------------|------------------------------|
| • Number of Households | • Number of Donors           | • % of Participation         |
| • Amount Pledged       | • Outstanding Pledge Balance | • Total Gift Amount Received |
| • Parish Goal          | • Over/Under Goal            | • % to Goal                  |



# Parish Leadership Roles

## Pastor

The Pastor provides leadership, expertise, direction and oversight to the appeal, and is essential to the success of the God's Gift Appeal at the parish.

- Introduces and endorses the video message during Kick-off Weekend or Education Weekend and instructs other celebrants to do the same.
- Instructs and assures that the methods to conduct the campaign are fully implemented.
- Recruitment of a lay speaker(s) for Education Weekend.
- Include petition prayers at Mass for the success of God's Gift Appeal.
- Encourage all parishioners to consider a generous gift in gratitude for all that the Lord has given them.
- Encourage the use of the pre-printed pledge card and response envelopes.
- Be familiar with ministries and programs that benefit from God's Gift Appeal.
- Provide timely updates during the active phase of the Appeal, from the pulpit and weekly bulletin.

## Pastor Follow-Up Techniques

1. However possible, each parish is encouraged to conduct its own follow-up. God's Gift Appeal statistics prove that a letter, visit, or call from a member of the parish, especially the pastor, is more effective than the follow-up conducted by the Development Office.
2. Pastors send out at least one follow-up letter to parishioners with regards to the Appeal. There is a sample letter on the following page or you can create your own letter. Please send your follow-up letter to the Stewardship and Development Office by so it is received by March 8.

The more effectively you connect the Appeal with a message that will resonate with your parishioners, the more likely they will respond.

The diocese will send the Pastor's follow-up letter to all non-contributors.

## Parish Secretary/Lay Leadership

- Assist the pastor with rollout and appeal timetable.
- Making sure the God's Gift Appeal video is shown on Kick-off or Education Weekend.
- Making the Lay Speaker pulpit presentation, if requested by the pastor.  
**Lay testimony is very effective.**
- Encourage parishioners to participate in the God's Gift Appeal.
- As needed, coordinate weekly meetings (does not have to be long) with your pastor, leader(s) and parish volunteers to ensure the successful completion of your God's Gift Appeal.

# Pastor Sample Letter

(or you can write your own letter)

Dear <<Name(s)>>,

The God's Gift Appeal campaign is very active in all parishes throughout the Diocese of Fargo and I am happy to announce that \_\_\_\_\_% of [Parish Name]'s registered households have contributed thus far. This is an encouraging start and I am asking you to join your fellow parishioners in supporting this Appeal with a gift. We need your support because your contribution will make a difference!

***"Blessed to Give" ~ Acts 20:35***

Your gift to the God's Gift Appeal will provide funding for 47 Catholic outreach ministries that help people throughout our diocese. I am hopeful that every household in our parish will take an active role in this effort. Many of our <<Parish Name>> families and individuals have been able to make a more substantial gift by pledging over the next ten months. I am asking you to consider a contribution of 1% of your income to the God's Gift Appeal.

The success of the appeal depends on your active response in faith. As good stewards of God's gifts, we are called to return to Him a share of the gifts He has given us. Your gift will help those in need. Your stewardship is a witness of your faith in Him. Thank you for your compassion and generosity.

If my letter and your gift to the Appeal have crossed in the mail, I extend my sincere thanks and ask for your continued prayers for our parish and the diocese. Please encourage others to serve one another as good stewards and support our diocese.

Thank you for all that you continue to do for His Church. May God bless you and your loved ones and keep all in His care.

Sincerely yours in Christ,

SIGNATURE

Pastor

***GGA Note:*** Pastors, after we receive your approval of this letter or your personal letter, we will do the rest. We will have it printed on your parish's letterhead with your signature, which we have on file, and sent to your parishioners' homes. ***Before March 8, mail, email or fax your letter to us. Fax #701-356-7998.***

***Have questions? Call Steve Schons at 701-356-7926***



# FAQ

## 1. Who benefits from God's Gift Appeal?

Every parish and all people within them benefit from the God's Gift Appeal, as well as those who turn to the diocese for charitable and spiritual assistance.

## 2. What is the goal of the God's Gift Appeal?

The goal of the 2024 God's Gift Appeal is **\$3,735,942**, however, the needs of the diocese far exceed **\$3,735,942**. It will be to the benefit of the ministries that are supported by the God's Gift Appeal to be as successful as possible.

## 3. How can I make a gift to God's Gift Appeal?

- Donate online at [fargodiocese.org/godsgiftappeal](http://fargodiocese.org/godsgiftappeal)
- Make a credit/debit card gift over the phone at 701-356-7928.
- Complete and return the pledge card you received in the mail
- Fill out an in-pew card at your parish.
- Gifts of stock, IRA distributions, bequests and charitable annuities can be coordinated by contacting Steve Schons at 701-356-7926 or [steve.schons@fargodiocese.org](mailto:steve.schons@fargodiocese.org).
- Donating by Gifts of the Harvest using the form under [cdfnd.org/gifttofcrops](http://cdfnd.org/gifttofcrops).

## 4. What payments methods can I use to make a gift?

Cash, check, money order, credit card, or electronic transfer from your bank account.

- U.S. Mail
- Collection Basket
- Online [www.fargodiocese.org](http://www.fargodiocese.org)
- Text amount to: 1-855-850-8463
- App

## 5. Where should they send their pledge/gift?

Your check should be made payable to:

God's Gift Appeal (or GGA)  
5201 Bishops Blvd. S, Suite A  
Fargo, ND 58104-7605

## 6. Can a donor make a matching gift?

If you work for an employer with a matching gift program, you may be able to double the value of your gift to the God's Gift Appeal. To find out if your employer has a matching gift program, contact your company's Human Resources office.

## 7. Can a donor make an IRA charitable gift?

Yes, IRA charitable gifts such as a Required Minimum Distribution (RMD) gifts. Please contact:

Steve Schons, CFRE  
Development Director  
701-356-7926 or  
[steve.schons@fargodiocese.org](mailto:steve.schons@fargodiocese.org)

## 8. How can I learn more or make a Planned Gift?

Contact Steve Schons at 701-356-7926 or [steve.schons@fargodiocese.org](mailto:steve.schons@fargodiocese.org)

## 9. Can a donor make a stock gift?

Please see page 4 for detailed instructions.

