



The Catholic Charities Appeal

PARISH TEAM GUIDE

January 29, 2023

Text CCA to 91999

In all things
Charity

*“Blessed are the merciful,
for they will be shown mercy.”*

- Matthew 5:7

CATHOLIC CHARITIES • P.O. BOX 230 • MOBILE, ALABAMA 36601
251.438.9668 • MOBARCH.ORG



CATHOLIC CHARITIES APPEAL

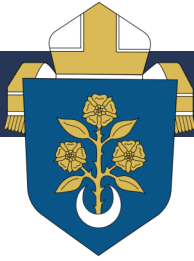
STATISTICS

The Catholic Charities Appeal funds more than 30 charitable ministries throughout southern and central Alabama. The largest percentage of the appeal goes to meet social service needs in the Archdiocese. ***Last year tens of thousands of people received food, clothing, shelter, home repairs, prescriptions and other assistance.*** Counseling, adoption services, and respect life programs are also funded by Catholic Charities. The annual Catholic Charities Appeal also funds services for the aging and disabled, children whose parents are incarcerated, as well as scholarships for underprivileged students in our Catholic High Schools. College Campus ministry, Hispanic ministry and Stella Maris, the apostleship of the sea, are also supported. The Offices of Religious Education and Youth Ministry also receive funding from the Catholic Charities Appeal.

- * The appeal has been conducted for 92 years.
- * Founded in 1931 by the late Archbishop Thomas J. Toolen
- * 2023 Appeal Goal: \$4.7 million
- * In 2022 Donors Pledged: \$5 million
- * Registered Catholic households in the archdiocese: 24,000
- * 7,536 Households pledged to the 2022 Catholic Charities Appeal
- * The combined administrative and fund raising expenses are less than 6% of contributions
- * All gifts are used to help 50,000+ individuals in the 28 counties in the southern half of Alabama
- * A greater number of non-Catholics benefit from Catholic Charities
- * Because we are Catholic, we help all who are in need
- * Volunteers provide the majority of the workforce in the ministries we support
- * Funds more than 30 ministries; including:
 - * Social Services
 - ⇒ Catholic Social Services
 - Adoption Services
 - Child Placement
 - Counseling Services
 - Direct aid to the Poor
 - Emergency Assistance
 - Family Counseling
 - Food Pantries
 - Home Repair
 - Thrift Stores
 - ⇒ Edmundite Missions in Selma
 - ⇒ Ozanam Charitable Pharmacy
 - ⇒ St. Joseph, Holy Trinity Food Bank
 - * Aging & Disabled
 - ⇒ Deaf Ministry
 - ⇒ Disabled Apostolate
 - ⇒ Hospital Ministry
 - ⇒ Little Sisters of the Poor
 - ⇒ Mass for the Homebound
 - * Mission Parish Assistance
 - * Catholic Education & Youth Ministry:
 - ⇒ Campus Ministry
 - ⇒ Family Life
 - ⇒ FOCUS
 - ⇒ Office of Catholic Schools
 - ⇒ Religious Education
 - ⇒ Tuition Assistance
 - ⇒ Youth Ministry
 - ⇒ Holy Spirit Ministries
 - * Crisis pregnancy services
 - ⇒ 2B, Mobile
 - ⇒ Cope, Montgomery
 - ⇒ Mary's Haven, Prattville
 - ⇒ To Be, Robertsdale
 - ⇒ WEPS, Enterprise
 - * Outreach Ministries
 - ⇒ Archangel Radio
 - ⇒ Hispanic Ministries
 - ⇒ Stella Maris Maritime Ministries
 - ⇒ Metropolitan Tribunal
 - ⇒ Prison Ministry

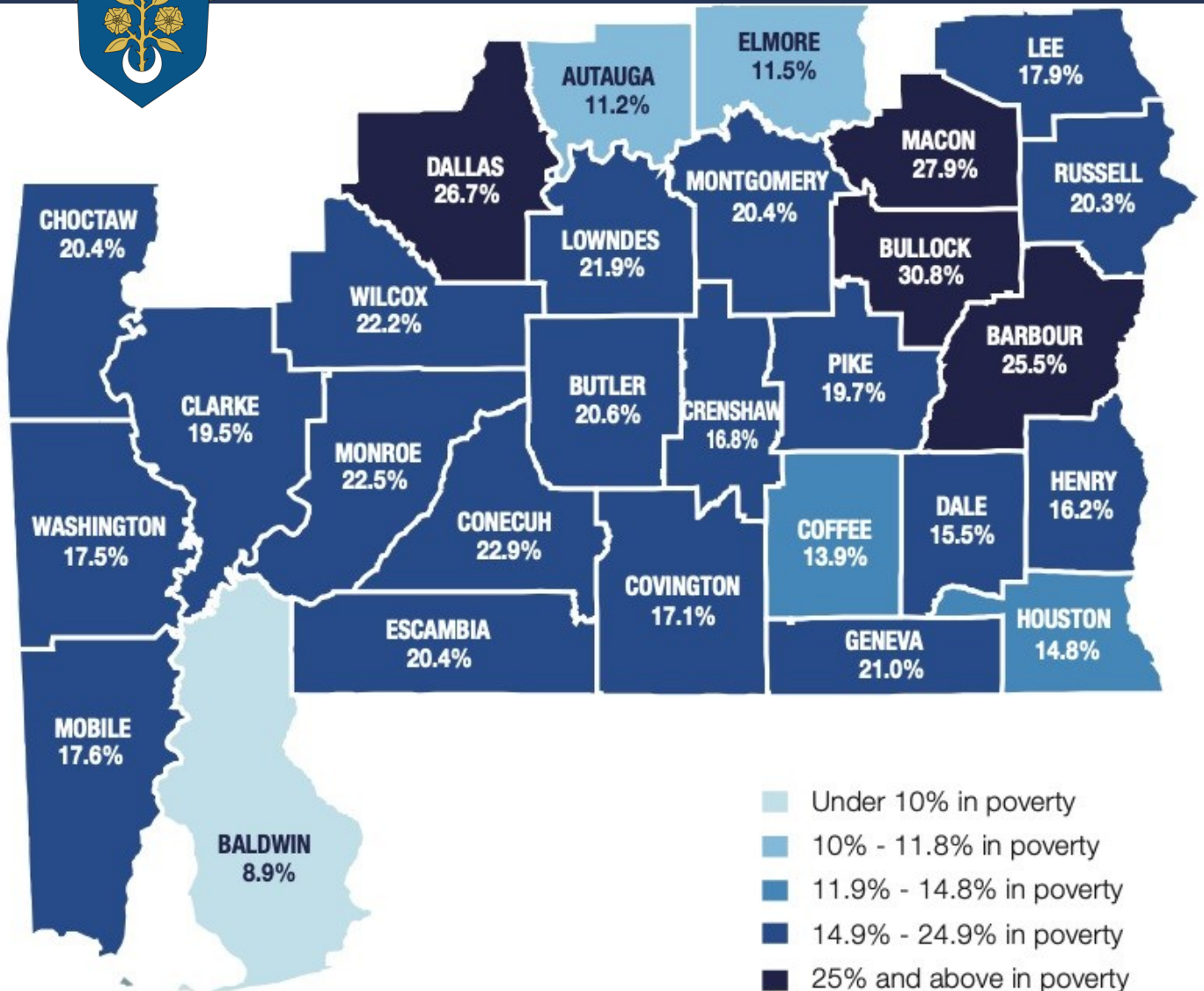
Why do we need the Catholic Charities Appeal?

ALABAMA IS THE NATIONS 6TH POOREST STATE.



Archdiocese of Mobile

POVERTY RATE BY COUNTY



POVERTY BASED ON ANNUAL INCOME THRESHOLD BY FAMILY SIZE



ONE PERSON
\$13,171



TWO PEOPLE
\$16,733



THREE PEOPLE
\$20,591



FOUR PEOPLE
\$26,496

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CATHOLIC CHARITIES OFFICE

SHANNON D. ROH , EXECUTIVE DIRECTOR	251.434.1556 Sroh@mobarch.org
LAURA C. BALL , DEVELOPMENT ASSOCIATE	251.434.1535 Lball@mobarch.org
MICHELLE D. KNIZLEY , DEVELOPMENT ASSOCIATE	251.434.1541 Mknizley@mobarch.org



Thank you to all the volunteers for all your hard work! Because of your dedication, Catholic Charities funds ministries that help thousands in our community. May God bless you and your loved ones.

STEP-BY-STEP GUIDE TO A SUCCESSFUL CATHOLIC CHARITIES APPEAL IN YOUR PARISH

STEP 1 Attend a CCA Training Meeting in November!

STEP 2 Recruit a committee of volunteers (~1 volunteer for every 50 households)
Enough volunteers to help with the following tasks:

- Assist with weekly sorting and tallying of pledges received
- Follow up with parishioners who have not yet pledged via:
 - Phone calls
 - Personal Visits
- Help stuff 2nd Mailing from the pastor to parishioners who have not yet pledged. Labels are provided for this mailing.

STEP 3 Pick-up Box of Campaign Materials & Posters anytime between 4 - 7 PM at the following pick-up locations:

- St. Columba Parish, **Dothan** Parish Office on **Wed, Jan 4th**
- Holy Spirit Parish, **Montgomery** Parish Hall on **Thurs, Jan 5th**
- CCA Office 356 Government Street, **Mobile** on **Tues, Jan 10th 8:30 AM-7 PM**
- St. Lawrence Parish, **Fairhope** Family Life Center on **Wed, Jan 11th**

STEP 4 Follow the CCA Schedule
See page 8 & 9.

STEP 5 As gifts come in:

- Process pledge envelopes received
- Report results online Sunday (Jan 29, Feb 5 & Feb 12) by 7:00PM
- Mail gifts received weekly
- Follow up! Follow up! Follow up!

2023 Catholic Charities Appeal Schedule of Events

	January																												February																				
	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19		
Communication																																																	
Letter from Archbishop is mailed																																																	
Hang Posters by the 13th																																																	
Fill pews with envelopes																																																	
Welcome Speaker																																																	
Restock Pews with CCA brochure/Envelopes after each Mass																																																	
Development office will email all online pledge received																																																	
CCA Team to Sort & Tally Pledges received																																																	
CCA Chair Reports Pledges Online by 2:00PM																																																	
Send letter from Pastor to those who have not responded by																																																	
Volunteer committee Follow up																																																	
Mail/Return pledges received with the reporting sheet																																																	
Mass																																																	
Bulletin Announcements																																																	
Prayers of the Faithful																																																	
Play Archbishop's CCA Message & Pastor endorses the Appeal																																																	
Social Media																																																	
Promo videos released on ADM Social Media. Please, Like, Share & Repost!!																																																	
Facebook																																																	
Instagram																																																	
Twitter																																																	

In all things
Charity

STEP 3

PICK-UP CAMPAIGN MATERIALS

Your box will be available for pick up from 4 to 7 PM at:

- ❑ St. Columba Parish, Dothan Family Life Center on **Wed, Jan 4th**
- ❑ Holy Spirit Parish, Montgomery Family Life Center on **Thurs, Jan 5th**
- ❑ CCA Office 356 Government Street, Mobile on **Tues, Jan 10th 8:30 AM-7 PM**
- ❑ St. Lawrence Parish, Fairhope Family Life Center on **Wed, Jan 11th**

WHAT WILL BE IN YOUR BOX?

- ❑ A Folder
 - DVD of the appeal videos
 - Audio CD to be played on appeal Sunday
 - Copy of letter in all languages available
 - Labels for Mailing to all who have not responded
- ❑ CCA Brochure/Envelope Combo for In-Pew personalized by parish
- ❑ Spanish Envelopes (for monthly collections) for parishes with Spanish Masses
- ❑ CCA Prayer Cards for the pews
- ❑ Parishioner List
- ❑ A package for the Director of Religious Education/Youth Minister
- ❑ Posters (Don't forget posters, as they will not fit in the box.)



In all things
Charity

IMPORTANT DATES/TIMELINE CHECK LIST

STEP 4

NOW ... Recruit Volunteers to help follow up during the Appeal!

After Christmas ... by January 4th

- ☐ Share Parish Tools (pages 16-20) with Parish Office.

January 14th/15th

- ☐ Parish Chairs speak on behalf of the appeal at all masses (script attached)
- ☐ Hang Posters at all entrances and all heavy traffic areas of parish hall.
- ☐ Pray the Catholic Charities Prayer and ask parishioners to pray it also.

January 14th Personalized letter from Archbishop Rodi arrives in parishioner's mailbox.

January 21st/22nd

- ☐ Share/Post/Play the videos at all parish functions, on social media accounts & email the videos to all parishioners. See timeline for social media post schedule.
- ☐ Fill the pews with brochure/pledge envelope packet and CCA prayer cards.
- ☛ Welcome & introduce **ministry speakers** as they will speak on behalf of the CCA at all Masses.

January 28th/29th (Catholic Charities Appeal Weekend)

- ☐ Fill the pews with brochure/pledge envelope packet.
- ☐ Play the archbishop's audio message. His messages combined with yours is powerful!
- ✝ Pastor speaks with personal endorsement of Catholic Charities during homily.
- ☐ Collect CCA envelopes, process pledges & report parish results
- ☐ Report results at link provided on page 12-13 by 7PM , use **password: cca2023**

January 30th (Monday)

- ☐ Return 1st report (Pink sheet) with all envelopes collected.
- ☎ Follow up with parishioners who have not yet turned in their pledge envelope.

February 4th/5th (Week 2)

- ☐ Collect CCA envelopes & process pledges
- ☐ Follow up with parishioners who have not yet turned in their pledge envelope
- ☐ Report results at link provided on page 12-13 by 7PM , use **password: cca2023**

February 6th (Monday)

- ☐ Return 2nd report (Purple sheet) with all envelopes collected.

February 11th/12th (Week 3)

- ☐ Collect CCA envelopes & process pledges
- ☐ Follow up with parishioners who have not yet turned in their pledge envelope
- ☐ Report results at link provided on page 12-13 by 7PM , use **password: cca2023**

February 13th (Monday)

- ☐ Return 3rd report (Gold sheet) with all envelopes collected.
- ☐ Return **ORIGINAL** Master List of Parishioners in the envelope provided with corrections and additions to your parish roster.

STEP 4

2023 CATHOLIC CHARITIES APPEAL SCHEDULE OF EVENTS



January


Wed - St. Columba
4
Thurs - Holy Spirit
5
Tues - CCA Office
10
Wed - St. Lawrence
11

Sat 14
Sun 15
Mon 16
Tue 17
Wed 18
Thu 19
Fri 20
Sat 21
Sun 22
Mon 23
Tue 24
Wed 25

CCA Box Pick Up!

Communication

Letter from Archbishop is mailed  

Hang Posters by the 13th 

Fill pews with envelopes 

Welcome Speaker   or  

Restock Pews with CCA brochure/Envelopes after each Mass 

Development office will email all online pledge received

CCA Team to Sort & Tally Pledges received

CCA Chair Reports Pledges Online by 7:00PM

Send letter from Pastor to those who have not responded by



Volunteer committee Follow up

Mail/Return pledges received with the reporting sheet

Mass

Bulletin Announcements  

Prayers of the Faithful  





Play Archbishop's CCA Message & Pastor endorses the Appeal   or

Social Media

Promo videos released on AOM Social Media. Please, Like, Share & Repost!!

Facebook  #1  #2  #3  #4

Instagram  #1  #2  #3  #4

Twitter  #1  #2  #3  #4

STEP 4

9

STEP 5

PROCESSING PLEDGE ENVELOPES

FRONT

Please return this completed pledge card to your parish.

Mr. and Mrs. Robert Smith (Barbara)
123 Lovely Street
Atmore, AL 36502
(251) 123-1234

Please make corrections above as needed:
The language I prefer is (circle one) English Korean Spanish Vietnamese

St. Robert Bellarmine Parish
600 S. Main Street
Atmore, AL 36502

P.O. Box 230 • Mobile, Alabama 36601 • 251.438.9668 • www.mobarch.org

Please make checks payable to: **Catholic Charities**

Total Pledge Amount \$600	Amount Enclosed Today <input checked="" type="checkbox"/> \$100
-------------------------------------	---

I am unable to give, however I will keep the Catholic Charities Appeal in my prayers.

Please consider a pledge of:

- \$10 per month
- \$25 per month
- \$50 per month

Thank you!

Parish # **425** Donor ID **91371**

CHOOSE GIFT METHOD:

- ☐ Mailed Monthly Statements (Mar-Dec)
- ☒ Credit Card (complete CC info on reverse)
- ☐ Direct Debit (complete info on reverse)
- ☐ Text CCA to 91999 to give
- ☐ www.MobArch.org/giving

I WANT MY CONTRIBUTIONS TO BE USED FOR:

- ☒ Where most needed
- ☐ Direct aid to the poor
- ☐ Catholic Social Services
- ☐ Catholic Education/Youth Ministries
- ☐ Outreach Ministries
- ☐ Aging & Disabled Services
- ☐ Mission Parish Assistance
- ☐ Crisis Pregnancy Services

If Credit Card or Direct Debit is checked on the front, please make sure the corresponding section on the back is completed.

BACK

MATCHING GIFTS My spouse or I work for a matching gift company _____ ☐ Company's matching gift form enclosed
NAME OF COMPANY _____ ☐ Will mail form

FOR CREDIT CARD OR AUTOMATED DRAFT PAYMENTS, PLEASE COMPLETE THE CORRECT SECTION BELOW:

CREDIT CARD

☒ Visa ☐ MasterCard ☐ AmEx ☐ Discover

Credit Card Number 1234 5678 1234 1234

Expiration Date 12/2026

Name on Card Barbara T. Smith

Charge my card as follows: (please check one)

- ☐ 1 time gift of \$_____ to be charged on March 10, 2021.
- ☐ 4 quarterly gifts: The balance of your pledge will be divided into 4 equal gifts and charged on the 10th day of: March, June, September & December 2021.
- ☒ 10 Monthly gifts: The balance of your pledge will be divided into 10 equal gifts and charged on the 10th day of each month March – December 2021.

If a monthly transaction is declined we will retry the transaction on the 25th of that month.

☐ I do not need a paper statement mailed monthly.

☒ Please email my monthly statement.

Signature Barbara T. Smith

DIRECT DEBIT FROM CHECKING ACCOUNT

Please enclose a voided Check

Bank _____ Routing # _____

Account # _____

Name(s) _____

Please give both names if joint account

However, we still need to know the info below:

- ☐ 1 time gift of \$_____ to be deducted on March 10, 2021.
- ☐ 4 quarterly gifts: The balance of your pledge will be divided into 4 equal gifts and debited on the 10th day of: March, June, September & December 2021.
- ☐ 10 Monthly gifts: The balance of your pledge will be divided into 10 equal gifts and debited on the 10th day of each month March – December 2021.

If a debit is declined we will retry the transaction on the 25th of that month.

☐ I do not need a paper statement mailed monthly.

☐ Please email my monthly statement.

Signature _____

😊 If the Donor ID is unknown please leave the space blank, we will find their number in our database or add them and give them a new ID. 😊

Parishioner List

Enclosed in the box is an alphabetical master list of all parishioners for your parish. Please add/update any information that is incorrect or missing. The first 4 columns provides a place to document pledge amount by week. At your request, we are happy to email an electronic copy of this list that can be expanded to include a column for cash and check amounts received.

At the end of the appeal, **please send the original master list (with edits) back to our office in the envelope provided.**

The list includes:

- ✦ 2022 Pledge/gift amount & Greatest gift of last 3 years
- ✦ 3 columns (one for each week of reporting) to document 2023 pledge amount
- ✦ Donor ID
- ✦ Last Name, Salutation, spouse's name
- ✦ Phone, email
- ✦ Address

Collect Pledge Envelopes

1. Please do not separate the checks or cash from the pledge card and envelope.
2. Ensure the amount of cash or check enclosed in the envelope matches the "amount enclosed" box on their envelope.
3. Document Donor ID: Find the parishioner on your master list and make sure Parish # and their Donor ID (5 digit code) is documented in the **top right** corner of their envelope.
If the ID is unknown please leave the space blank ☺
4. Document amount pledged on your master list in the appropriate week's column. The total for each column should match the total pledged on your Weekly Reports.
5. If Credit Card or Direct Debit is checked on the front of the pledge card, please make sure the corresponding section on the back is completed.
6. All pledge envelopes should be signed, regardless of payment method.
7. Please include prayer only/\$0 pledge, they will be entered into our system so we do not send them follow up CCA request letters later in the year.
8. In the event that you receive payments for the 2022 Appeal, keep them separate from 2023 envelopes and do not include them in your Parish Appeal reports. Send them to our office with your package noted "2022 Payment".

****Do not include children's envelopes in parish report! If you receive children's envelopes, we will count and process them separately. Please return them in a separate envelope.**

Catholic Charities Appeal | Archdiocese of Miami

mobarch.org/catholic-charities

HOME ABOUT MINISTRIES & OFFICES NEWS RESOURCES GIVING VOCATIONS

AUDIO/VIDEO MESSAGE FROM THE

- Audio
- Audio
- Video
- Video

GIVE NOW

- Give to Catholic Charities
- Give to Burse Club / SOS
- Give to the Generations of Faith Endowment Campaign
- In the Seelos Tradition
- St. Mary Opelika - Together in Faith

DEVELOPMENT

- Office of Development Home
- Catholic Charities Appeal
- Generations of the Faith Parish Stewardship
- The Catholic Foundation

BULLETIN

- English
- Español

PARISH AIDES

- Prayers of the Faithful (English)
- Prayers of the Faithful (Español)
- 2020 Parish Manual

CCA PARISH CHAIR

- Donor Envelope
- Brochure Outside
- Brochure Inside
- CCA 2020 Poster

1. Select Catholic Charities Appeal
2. Scroll to the bottom of the page
3. Select Weekly Reporting Portal
4. Enter password: **cca2023** In all lower-case to access the portal.
5. Select your parish
6. Complete the report
7. Add any comments in the comments section.
8. Click Submit

Weekly Reporting Portal

https://mobarch.org/catholic-charities

HOME ABOUT MINISTRIES & OFFICES NEWS RESOURCES GIVING VOCATIONS

STAY CONNECTED

CCA REPORT

Enter password to view page:

SUBMIT

cca2023

Weekly Reporting Portal

Friday) *

Your answer

Weekly Dollars Pledged *

Your answer

Comments

Your answer

Submit

REPORTING RESULTS

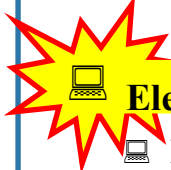
STEP 5

Report:

- ✦ Total number of pledges (count)
- ✦ Total Dollar amount Pledged (\$s)
- ✦ Total Cash Enclosed (\$s)
- ✦ Total of Checks Enclosed (\$s)

Complete Report for the appropriate week:

- ✦ Week 1 Report - January 29th (pink) **1st**
- ✦ Week 2 Report - February 5th (purple) **2nd**
- ✦ Week 3 Report - February 12th (gold) **3rd**



Electronic Reporting Instructions—Each Sunday

- ✦ Parish Chair log onto: <https://mobarch.org/ccareport>
- ✦ Password: **cca2023** (lowercase)
- before 7:00 PM each Sunday to report your weekly appeal results.

Mail Priority or Hand Deliver

- ✦ Please deliver envelopes and weekly report on Monday according to the schedule below.
- ✦ If you are mailing your package, please send via **certified/priority** with a **signature required** to:

Catholic Charities Appeal
356 Government Street
Mobile, AL 36602



- ✦ Hand delivered packages should be delivered to the Catholic Charities Office at the above address between 8:30 a.m. and 4:30 p.m.

Report	Color	Electronic Report	Mail-in/Delivery Date
1st	Pink	January 29th	January 30th
2nd	Purple	February 5th	February 6th
3rd	Gold	February 12th	February 13th

Reporting Schedule

STEP 5

FOLLOW-UP! FOLLOW-UP! FOLLOW-UP!

FOLLOWING UP WITH EVERY PARISHIONER WHO HAS NOT YET RETURNED THEIR PLEDGE IS ESSENTIAL!!!

*****Now is the time to activate the team of amazing volunteers you recruited! *****

Please, follow-up with all parishioners who do not turn in a pledge envelope on Appeal Sunday. We realize that many volunteers are anxious about approaching parishioners. In hopes of alleviating some of the discomfort, we have created an outline that you may find useful in making personal visits or telephone calls to parishioners who have not yet pledged.

E-Mail/Social Media: Ask your pastor or parish office to send an email blast to all parishioners the week before Catholic Charities Appeal weekend sharing a link to the videos and reminding them to bring their pledge envelope to Mass this weekend. Also, work with whoever runs the parish social media site asking them to like and share every post about Catholic Charities from the Archdiocese of Mobile sites.



Personal Follow up is Key!!: Before any phone calls are made or letters are mailed, make sure all pledge envelopes returned have been documented on the big **Parishioner List**. Once a pledge is returned the clear mailing label should be discarded from the preprinted labels that were in your folder.

Phone Call Follow Up: Following up with all those who have not yet turned in a pledge envelope may seem like an overwhelming task. Start with the parishioners who have pledged \$600 or more in 2022. Second, follow up with the parishioners who made a pledge less than \$600 in 2022. Finally, follow-up with the remaining parishioners who have never given. This is recommended for phone call follow up. If you are available to make home visitations, that is actually the preferred method for “follow-up.”



A letter from the Pastor: Once all pledges turned in by week 2, February 5, use the remaining labels to mail a letter on parish letterhead from the pastor. A sample letter is included on the next page, but his personal endorsement of the Catholic Charities Appeal with a personal ask for their pledge is most important. Include an in-pew piece (pledge envelope/brochure combo) with each letter that is mailed.



SAMPLE LETTER FROM PASTOR

STEP 5

Your Parish Letterhead

Dear <<Salutation>>,

Almost every diocese in the United States has an annual appeal for the support of local charitable ministries. Did you know that every dollar given to our Catholic Charities Appeal stays right here in the Archdiocese of Mobile? And did you know that Alabama is the 6th poorest state in the nation? The great needs of our neighbors are met through the ministries funded by the Catholic Charities Appeal. Such giving to serve the needs of the poor is an incredible witness to the generosity of our parish and Catholic families across the archdiocese.

St. Matthew inspired the 2023 Catholic Charities Appeal theme,

“Blessed are the merciful, for they will be shown mercy.” - Matthew 5:7

Right now, we at _____ Parish are \$____,000 below our annual goal. While _____ families have responded with a pledge, over _____ families have not yet responded to this call to show mercy on our neighbors in need with a pledge to the 2023 Catholic Charities Appeal.

We need your help. The need is greater than ever. It is only through our generosity that the ministries funded by the Catholic Charities Appeal can continue their good work. Thank you for giving to Catholic Charities last year---will you take a moment now to pledge again this year?

_____ Parish

May God bless you and your families with a good and holy Lent.

Sincerely,

Pastor



MAKING THE CONTACT FOR CATHOLIC CHARITIES

1. Ask for the person on your list

"Hello, I'm _____ from _____ Parish. May I please speak with _____?"

If the person is not available, find out when you can reach the person:

"Can you tell me the best time to contact _____?"

Make a note on the report, say that you will call back, and thank the person for the information.

2. Introduce yourself and be courteous

"Hello, I'm _____ with _____ Parish. Do you have a few minutes?"

If not, find out when you could come/call back:

"I'm sorry. Maybe I could call back at a better time. When would be a good time?"

Make a note on the report, tell the person when you will call back, and offer your thanks.

3. Tell them why you are calling

"I'm calling as a volunteer, because our parish has not heard from all of our parishioners regarding the Catholic Charities Appeal. We would like to give everyone a chance to participate in this worthy mission."

4. Ask for their participation

"This year our goal is \$4,700,000. Our parish goal is to pledge \$(your parish goal) of the total goal."

If the person made a pledge last year:

"Last year you made a generous pledge and it made a difference. Would you be willing to give the same gift this year or more if possible, any amount that reflects the blessings God has given you?"

If your report shows the person did not pledge last year:

"We are asking all our parishioners who have not yet responded to consider the basic pledge of \$53 a month or \$636 a year. Some people give more. No amount is too small or too large. Would you be willing to make a pledge to the 2023 Catholic Charities Appeal?"

*** Any objections? See HANDLING OBJECTIONS on page 17 of this guide. ***

5. Close the conversation

"Please complete the pledge envelope, choose your method of payment, sign it and return it to the parish office or put it in the basket during mass. If you would like to put it on your credit card, I can take that information over the phone. You will receive reminders and statements from the Catholic Charities office. Thank you for your time and pledge. Please pray for the success of the Appeal."

Note in signature line that the card was filled out per phone conversation.

SUGGESTED SCRIPT FOR**HANDLING OBJECTIONS**

Many times an objection simply means a person needs more information or he or she doesn't fully understand what it is that we are asking. This is an opportunity to share with people all of the charitable work Catholic Charities does for those in need. Take the time to engage in a personal, one-on-one conversation with the person. If they are upset with the Church hear them out. It is not necessary to argue with them or to defend Church policy. Many people have become supporters after someone cared enough to listen. Below are some possible responses to common objections:

A. UPSET WITH THE CHURCH

"I'm sorry you are upset. Catholic Charities, however, directly supports those in need, such as the poor, homeless, or sick in the local community. The needs today are just as present as they were 91 years ago when the Catholic Charities began during the Great Depression."

Reiterate some of the good things you've already said about the programs supported by the Catholic Charities Appeal, or refer to the appeal brochure and point out some of the charitable works that may interest them.

B. CAN'T AFFORD TO GIVE

"Every little bit helps! It's the many small gifts added together that make the difference. The appeal needs the support of all Catholics. We're not asking for money right now, just a pledge to be paid over the next 11 months."

Suggest a small pledge. If the person cannot pledge, remind them that they can support us in a very important way through their prayers!

C. THE CHURCH IS ALWAYS ASKING FOR MONEY

"I know it seems that way, with all the collections at Mass. Most of the second collections are for national and international needs. The appeal raises funds that go directly to aid the needy within our archdiocese."

Refer to the brochure to talk about programs that may directly affect the person. You can also refer to the poverty chart on page 2 of this manual to explain the need in our archdiocese.

D. JUST MAIL THE PLEDGE ENVELOPE

"We are trying to wrap up the campaign as soon as possible. I can take your pledge right now over the phone."

Don't mail them the envelope. Instead, ask for a specific time when you can return or call for their pledge. A pledge envelope was already mailed to them with Archbishop Rodi's letter.

E. NO LONGER MEMBERS OF THE PARISH

"I'm sorry to hear that. Have you informed the parish office? Contributions to Catholic Charities help all people, regardless of affiliation. Would you still consider supporting the Catholic Charities Appeal?"

Regardless of the response, make a note on the report and have the parish office verify the person's membership.

PRIEST/PARISH ANNOUNCEMENTS

January 14 & 15

- ✠ *“Please watch your mail this week for a letter, brochure and pledge card from Archbishop Rodi regarding the Annual Catholic Charities Appeal. I ask that you prayerfully consider supporting the 2023 Catholic Charities Appeal. This appeal supports more than 30 ministries within the Archdiocese of Mobile. Please complete the pledge card you receive with your intended pledge and place it in the collection basket next week or drop it by the parish office.”*
- ✠ Please welcome the Parish Chair to speak briefly to endorse the Catholic Charities Appeal.

January 21 & 22

- ✠ *“You should have received a letter from Archbishop Rodi with a prayer intentions and pledge card in the mail last week inviting your support for Catholic Charities. If you did not receive the letter in the mail, additional pledge envelopes are available in the pews. Next weekend is Catholic Charities Appeal Sunday. It is our goal that every parishioner will participate to the best of their ability. The basic pledge is \$636 per year and our parish goal is \$ _____. Please return your envelope and save our Parish Chair a phone call. If you are unable to give the basic pledge, please give what you can afford, no amount is too large or too small. I ask that you please consider making a pledge to the 2023 Catholic Charities Appeal. The appeal supports more than 30 ministries within the Archdiocese of Mobile. Please complete the envelope you received, mark it with your pledge and place it in the collection basket or drop it by the parish office. God bless you for your generosity.”*
- ✠ Please welcome the Ministry Representative who will speak briefly to endorse the Catholic Charities Appeal.

January 28 & 29

- ✠ Play the CCA Video. If you are unable to play the video during Mass, play Archbishop Rodi’s audio message or the audio of video. Your personal endorsement combined with Archbishop Rodi’s message make a powerful statement.
- ✠ I ask that all priests endorse Catholic Charities during the homily.
- ✠ *“Today is Catholic Charities Appeal Sunday. It is our goal that every parishioner will participate to the best of their ability. The basic pledge is \$53 a month or \$636 for the year and our parish goal is \$ _____. Please return your envelope and save our Parish Chair a phone call. If you are unable to give the basic pledge, please give what you can afford, no amount is too large or too small. The CCA supports more than 30 ministries within the Archdiocese of Mobile. Please complete the envelope you received, mark it with your intended pledge and place it in the collection basket or drop it by the parish office. God bless you for your generosity.”*

February 4/5 & 11/12

- ✠ *“We are in the final weeks of the Catholic Charities Appeal, we are very close to achieving our parish goal of _____. _____% of the families in our parish have participated. If you have not returned your Catholic Charities pledge envelope, take a few minutes now to complete one. There are plenty in the pews or raise your hand and an usher will bring you to you. Please return your envelope and save our Parish Chair a phone call. If you are unable to give the basic pledge, please give what you can afford. We ask that everyone complete a pledge card so that the Archdiocesan database can be updated. The Catholic Charities results will be reported in the Catholic Week on Friday, February 24th. God bless you for your generosity.”*

BULLETIN ANNOUNCEMENTS

Please share this with your parish office the first week of January.

January 21/22

✝ Catholic Charities Appeal Sunday is next weekend, January 29th. Every parishioner should have received a letter from Archbishop Rodi announcing the 2023 Catholic Charities Appeal and asking for your prayerful generosity. Please complete the pledge card that was mailed to you with the letter from Archbishop Rodi and put it in the collection basket next weekend or feel free to drop it by the parish office. If you prefer to donate online, you can text “CCA” to 91999 for a link. Catholic Charities helps thousands of people in need across our archdiocese. All the funds collected are distributed to local ministries within the Archdiocese of Mobile. In the spirit of charity, we ask that you prayerfully consider a pledge to this year’s Catholic Charities Appeal.

January 28/29

✝ **Today is Catholic Charities Appeal Sunday!** In every parish across the archdiocese, each parishioner is asked to prayerfully consider making a pledge to the 2023 Catholic Charities Appeal. Catholic Charities funds more than 30 ministries that help thousands of people in need in central and south Alabama. The basic Pledge is \$53 a month or \$636 for the year. We ask that everyone complete and return a pledge card and give what you can afford. If you prefer to donate online, you can text “CCA” to 91999 for a link. In the spirit of charity, we ask that you prayerfully consider a pledge to this year’s Catholic Charities Appeal. Please, help our parish meet our goal of \$_____ this year and obtain 100% participation.

February 4/5

✝ If you have not returned your Catholic Charities pledge card, please do so now. If you prefer to donate online, you can text “CCA” to 91999 for a link. Envelopes are available in the pew. It is our goal to have every family participate to the best of their ability. We ask that you answer the Call to Give to those in need through your prayerful generosity to this year’s Catholic Charities Appeal. Please, help our Parish meet our goal of \$_____ this year and obtain 100% participation.

February 11/12

✝ If you have not returned your Catholic Charities envelope, please do so now. Envelopes are available in the pew. The parish goal is to have every family participate to the best of their ability. Please, answer the Call to Give to those in need through your prayerful generosity to this year’s Catholic Charities Appeal. Please, help our parish meet our goal of \$_____ this year and obtain 100% participation.

BULLETIN ANNOUNCEMENTS IN SPANISH AMPAÑA DE RECAUDACION DE FONDOS PARA CARIDADES CATOLICAS 2023 Anuncios

Enero 21/22

Este próximo fin de semana, el 30 de enero, será el domingo de la Campaña Anual a beneficio de Caridades Católicas. Cada parroquiano debería haber recibido una carta del Arzobispo Rodi anunciando este Llamado a Beneficio de Caridades Católicas de 2023 y pidiendo su generosidad y oración. Por favor complete el sobre que le fue enviado a usted con la carta del Arzobispo Rodi y póngalo en la canasta de la colecta el próximo fin de semana o siéntase libre de dejarlo por la oficina parroquial. Si usted prefiere donar en línea, puede enviarlo por texto "CCA" a 91999 para un enlace. Caridades Católicas distribuye millones de dólares para sostener los ministerios católicos a través de nuestra arquidiócesis. Todos los fondos recaudados permanecen en la Arquidiócesis de Mobile. Les pedimos que sean las Manos de Cristo que se acerquen a los necesitados a través de su generosidad devota a la Campaña de Caridades Católicas de este año.

Enero 28/29

¡Hoy es el Domingo de la Campaña a beneficio de Caridades Católicas! En cada parroquia a través de la arquidiócesis, se pide a cada parroquiano que considere en oración hacer una promesa a la Campaña a beneficio de Caridades Católicas 2023. Caridades Católicas distribuye millones de dólares para sostener programas, servicios y ministerios católicos a través de nuestra arquidiócesis. El compromiso básico es \$53 por mes o \$636 por año, muchos dan más. Si usted prefiere donar en línea, puede enviarlo por texto "CCA" a 91999 para un enlace. Pedimos que todos llenen el sobre y lo devuelvan en la ofrenda. Esperamos que sean las Manos de Cristo que lleguen a los necesitados a través de su generosidad devota a la Campaña de Caridades Católicas de este año. Por favor, ayuden a la Parroquia _____ satisfacer nuestro objetivo de \$ _____ este año recibir 100% participación.

Febrero 4/5

Si no ha devuelto su sobre de Caridades Católicas, por favor, hágalo. Si usted prefiere donar en línea, puede enviarlo por texto "CCA" a 91999 para un enlace. Es nuestra meta que cada familia participe de la mejor manera posible. Les pedimos que sean las Manos de Cristo que se acerquen a los necesitados a través de su generosidad devota a la Campaña de Caridades Católicas de este año. Por favor, ayuden a la Parroquia _____ satisfacer nuestro objetivo de \$ _____ este año recibir 100% participación.

Febrero 11/12

Si no ha devuelto su sobre de Caridades Católicas, por favor, hágalo. Es nuestra meta que cada familia participe lo mejor posible. Por favor, sean las Manos de Cristo llegando a aquellos que lo necesitan a través de su generosa oración a la Apelación de Caridades Católicas de este año. Por favor, ayuden a la Parroquia _____ satisfacer nuestro objetivo de \$ _____ este año recibir 100% participación.

PRAYERS OF THE FAITHFUL

**Please share this with your parish office the first week of January.
Please include at least one of these at each of the following weekend Masses:**

January 21/22

- ✚ That with a spirit of charity our generosity to the Catholic Charities Appeal will lighten the burden of people in need throughout central and southern Alabama.
Let us pray to the Lord.
- ✚ That through our participation in the annual Catholic Charities Appeal, we continue to be channels of the living and merciful presence of Christ in the world.
Let us pray to the Lord.
- ✚ That as we prayerfully make our commitment to the 2023 Catholic Charities Appeal, we may remember God's generosity to us.
Let us pray to the Lord.

January 28/29

- ✚ That we may show our mercy to those in need through our generous response to the Catholic Charities Appeal. *Let us pray to the Lord.*
- ✚ That we may respond generously to the 2023 Catholic Charities Appeal as faithful stewards of the gifts God has entrusted to us. *Let us pray to the Lord.*
- ✚ That as a parish community we will be inspired to provide for those in need through our generosity to the Catholic Charities Appeal. *Let us pray to the Lord.*
- ✚ That each of us will prayerfully consider giving generously to the 2023 Catholic Charities Appeal so that we can continue to provide the programs, services and ministries throughout our archdiocese that support our mission as the Catholic body of Christ.
Let us pray to the Lord.

February 4/5

- ✚ That we may respond to the Catholic Charities Appeal, and be rewarded with the joy generous giving brings. *Let us pray to the Lord.*
- ✚ That we may recognize Jesus in our brothers and sisters in need, and show our mercy through our generosity to the Catholic Charities Appeal. *Let us pray to the Lord.*

February 11/12

- ✚ That each one of us will seriously consider reaching out to the needs of others with a pledge to the 2023 Catholic Charities Appeal. *Let us pray to the Lord.*
- ✚ That God will bestow a special blessing to our parish community for our generous support of the Catholic Charities Appeal. *Let us pray to the Lord.*

Oración de los Fieles en Español

21 y 22 de Enero

- ✚ Que generosamente compartamos el sufrimiento de las familias e individuos en necesidad que se acercan a nosotros a través de Caridades Católicas. [Oremos al Señor.](#)
- ✚ Que demos nuestra gratitud a Dios por Su bondad hacia nosotros al ser caritativos con las necesidades de los demás. [Oremos al Señor.](#)
- ✚ Que sepamos apreciar todas las bendiciones materiales recibidas de Dios al nosotros considerar en actitud de oración nuestro compromiso con la Campaña de Caridades Católicas. [Oremos al Señor.](#)

28 y 29 de Enero

- ✚ Que seamos las Manos de Cristo que atienden a aquellos en necesidad a través de nuestra respuesta generosa a la Campaña de Caridades Católicas. [Oremos al Señor.](#)
- ✚ Que nuestro amor a Dios sea expresado a través de nuestra generosidad a la Campaña de Caridades Católicas. [Oremos al Señor.](#)
- ✚ Que como comunidad Católica apoyemos con generosidad la Campaña de Caridades Católicas. [Oremos al Señor.](#)
- ✚ Que como comunidad parroquial seamos inspirados a proveer a aquellos en necesidad a través de una donación generosa a la Campaña de Caridades Católicas. [Oremos al Señor.](#)
- ✚ Que cada uno de nosotros considere en oración el dar generosamente a la Campaña de Caridades Católicas del 2023 para que podamos continuar ofreciendo los programas, servicios y ministerios que apoyan nuestra misión como cuerpo Católico de Cristo. [Oremos al Señor.](#)

4 y 5 de Febrero

- ✚ Que respondamos a la Campaña de Caridades Católicas y seamos premiados con el gozo que el dar generosamente nos brinda. [Oremos al Señor.](#)
- ✚ Que reconozcamos a Jesús en nuestros hermanos y hermanas en necesidad, y seamos las Manos de Cristo para ellos dando generosamente a la Campaña de Caridades Católicas. [Oremos al Señor.](#)

11 y 12 de Febrero

- ✚ Que Dios derrame bendiciones especiales a nuestra comunidad parroquial por nuestro aporte generoso a la Campaña de Caridades Católicas. [Oremos al Señor.](#)

SUGGESTED PARISH CHAIR SCRIPT

Please introduce the appeal at all Masses with the following message
on the weekend of **January 14th & 15th or 21nd & 22rd**

Good morning (*evening*), I'm _____ the Parish Chair for the 2023 Catholic Charities Appeal. Thank you for your continued support of the Catholic Charities Appeal.

The Catholic Charities Appeal began 92 years ago during the Great Depression and continues to serve our neighbors in physical, mental or spiritual need. From crisis pregnancy and adoption services to serving the needs of the poor, aging, and disabled, a donation to Catholic Charities is as needed now as it was when it first began. **Every dollar donated to his local annual appeal stays right here in the southern half of Alabama serving those in need in our local communities.**

St. Matthew inspired the 2023 Catholic Charities Appeal with this verse from the beatitudes:

“Blessed are the merciful, for they will be shown mercy.” - Matthew 5:7

Every gift we have is a gift we have received from our good and merciful God. He entrusted these gifts to us so we can be good stewards and be charitable to those in need. Giving to the Catholic Charities Appeal is a perfect way to please God by doing good and sharing what we have with those in need.

The Catholic Charities Appeal materials should have arrived in in the mail last week. You should have received a larger brochure that includes a letter from Archbishop Rodi, stories from people who have benefited from the services made possible by the donations made to this appeal and a detachable pledge card with your name already printed on it. So, please prayerfully consider a sacrificial pledge and return your pledge card to our parish by January 29th. The basic pledge is \$53 per month or \$636 for the year. Many give more, much more. But if you are unable to make the basic pledge, please give what you can afford. Our goal is for everyone to participate to the best of their ability. Each envelope returned, will save our team of volunteers a call and help keep our records accurate. You can also make your pledge online at mobarch.org/giving or text CCA to 91999 for a link to give online.

If you have never participated, I encourage you to make a pledge to the 2023 Catholic Charities Appeal and ***be Merciful to those in need***. Lastly, and most importantly, please keep the Catholic Charities Appeal in your prayers so we can continue to serve those in need throughout the central and southern half of Alabama.

Feel free to share with your fellow parishioners the reason why you are passionate about Catholic Charities. Include a personal story if applicable. Conclude your talk by asking everyone to pray about their annual pledge, just as you did.



CCA PRAYER

*Almighty Father, You sent your only Son
To show us the way of charity.
Through His sacrifice of love, we have been redeemed.
We thank You for the sacrifice He made for us,
And for the many gifts that You have given to us.
Inspire us to follow your way of sacrifice
So that we may help those in need.
May the work of our Catholic Charities Appeal
Bring your love to all of those in our community.
We ask this through your Son, Jesus Christ the Lord. Amen.*