



DIOCESE OF MADISON

# 2024 Annual Catholic Appeal

## Parish Manual

# Key Dates

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January 13 – February 28, 2024 – Black Out Dates

January 3rd, 2024 – ACA Materials shipped to parishes

Week of January 15, 2024 – Direct Mail solicitation mailed

January 27/28, 2024 – Optional Early Announcement Weekend

February 3/4, 2024 – Announcement Weekend

February 10/11, 2024 – Commitment Weekend

February 17/18, 2024 – Follow Up Weekend

# Why do we have the Annual Catholic Appeal (ACA)?

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Dioceses generate the majority of their funding in three ways. First, they receive a tax on parish income. Second, they receive income from investments. Third, the vast majority of dioceses have an annual appeal to generate direct contributions to support ministries and services. Without such appeals, the training, ministry, education, and administrative services provided by the dioceses would have to be funded almost totally through the tax that all parishes pay. While direct contributions made to annual appeals do not come out of parish income, a higher tax would.

Prior 2009, the Diocese of Madison had managed to support itself through a moderate tax and investment income. In 2009, the Diocese instituted an annual appeal to provide a more stable revenue structure. This model is used by the majority of the dioceses around the country.

Bishop Morlino invited all priests to a meeting to consider the best way to structure the percentage of taxation vs. the goal of the annual appeal. As a result of the recommendations of the priests, the rate of parish taxation was reduced by 30% (over \$1,000,000) and the tax continued to be mandatory. Parish Annual Catholic Appeal goals were approximately 10% of parish offertory income as reported from financial reports. The appeal goals were not mandatory.

# Why should people give to the Annual Catholic Appeal?

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It is important to provide parishioners with an opportunity to share their financial gifts to help provide Catholic education, ministry, and services to the people, parishes, and schools throughout our diocese.

The Annual Catholic Appeal provides a teachable moment. It allows parish leaders the opportunity to talk about the connectedness of our Church. Every time we say the Creed, we reaffirm the fact that we are members of the “One, Holy, Catholic, and Apostolic Church.” However, often people don’t reflect on the meaning of these words.

The Annual Catholic Appeal provides an opportunity to reflect upon the fact that every Catholic is part of a local Church and of the Universal Church. Each of us is responsible not only for his or her parish, but also for the well-being of the Church throughout our diocese and throughout the world. Since we are one community of believers, members of all parish communities throughout the Diocese of Madison are asked to give to this appeal.

# Parish Goals – How are they calculated and are they mandatory?

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Parish goals are calculated based off of parish offertory. The formula that is used is listed below:  
Your 2024 ACA parish goal is calculated as follows:

$$\begin{aligned} &\text{FYE 2023 parish offertory} / \text{total diocesan parish offertory} = \% \\ &\quad \times \text{ACA Goal } (\$4,200,000) \\ &= \textbf{Your 2024 ACA Parish Goal} \end{aligned}$$

If you have additional questions on your goal or how it is calculated, please contact Jill McNally at [Jill.McNally@madisondiocese.org](mailto:Jill.McNally@madisondiocese.org) or 608-821-3039.

Parish goals are not mandatory

# 2024 ACA Calendar

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October 2023	Parishes asked for supply order numbers for annual appeal print materials.
December 2023	Pastors notified of parish goal.
January 3rd, 2024	All appeal supplies are shipped to parishes. Once received, posters should be displayed.
January 13 – February 18, 2024	ACA Black Out Period
January 13/14, 2024	Parishes announce ACA solicitation mailing. Use bulletin and altar announcements and Prayer of the Faithful petition.
January 15, 2023	Solicitation letter mailed to all parish members.
January 20/21, 2024	Use bulletin and altar announcements and Prayer of the Faithful petition.
Jan22-26 <b>OR</b> Jan29-Feb2, 2024	<b>Choose Date depending on if you are doing an early announcement weekend</b> Pastors and parish annual appeal committees prepare for Announcement Weekend activities.
Jan27/28 <b>OR</b> Feb3/4, 2024	<b><u>Early/Announcement Weekends</u></b> Pastor's Homily at all Masses Bulletin Covers reflect the appeal artwork Tabloid inserted in Parish Bulletins Bulletin Announcement and Prayer of the Faithful
Feb 5-9, 2024	Pastors and parish annual appeal committees prepare for Commitment Weekend activities. (ALL parishes – no matter when you conducted Announcement Weekend)
February 10/11, 2024	<b><u>Commitment Weekend</u></b> ACA Video Pastor leads In-Pew process Prayer of the Faithful petition

February 12, 2024	Mail pledge envelopes received from in-pew pledge process to Diocese of Madison via Fed Ex if 50 envelopes or greater (using provided mailing instructions and transmittal located at end of manual).
Feb 12 – 16, 2024	Parish annual appeal committees and in-pew presenters prepare for Follow-up Weekend activities.
Feb 17/18, 2024	<b><u>Follow-Up Weekend</u></b> Pastor, Committee Member or Volunteer leads the In-Pew process. Prayer of the Faithful petition
Feb 19, 2024	Mail pledge envelopes received from in-pew pledge process to the gift processing company (using provided mailing instructions and transmittal located at the end of manual).
March through December, 2024	Pledge reminders mailed from the Office of Stewardship and Development until pledges are paid in full. Follow-up letters and possible telephone follow-up by the diocese occur as needed.
November, 2024	Publish wrap up Tabloid with the 2024 results for all parishes.
December 31, 2024	2024 Appeal closes to new gifts, payments still accepted
January, 2025	2024 Appeal tax statements mailed to monthly pledge donors from diocese. One time gift donors receive their tax statement letter as part of their thank you from the Bishop throughout the year when their gift is processed.

## Roles and Responsibilities

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### **Pastor**

**The Pastor will participate in and oversee the completion of the following activities:**

- Provide spiritual leadership by endorsing sacrificial giving and active participation
- Recruit the parish Annual Catholic Appeal Committee (Co-Chairpersons and Secretary.)

- Submit all Annual Catholic Appeal forms distributed by the Office of Stewardship and Development.
- Attend one Annual Catholic Appeal training session and ensure that all committee members attend a training session.
- Brief all Presiders on the activities of Announcement, Commitment, and Follow-Up Weekends.
- Endorse and strongly promote generous responses to all diocesan mailings.
- Implement all activities for Announcement, Commitment and Follow Up Weekends.
- Be available at all masses on Announcement and Commitment Weekends.
- Provide a theological basis for participation during the preaching of a homily from the readings of the day at all Masses on Announcement Weekend.
- Introduce the ACA video at all Masses on Commitment Weekend. *(There is no need for any additional homily that day since the video will take care of this.)*
- Immediately after the video, lead the process of completing the in-pew pledge envelopes at all Masses on Commitment Weekend.

**The Pastor is asked to assure that the following tasks are completed:**

- Include Prayers of the Faithful, Bulletin, and Altar Announcements on designated weekends.
- Ensure the ACA artwork is displayed on the parish bulletin cover for Announcement Weekend.
- Distribute the Annual Catholic Appeal tabloid on Announcement Weekend.
- Prepare the in-pew envelopes and pencils for Commitment and Follow-Up Weekends.
- Recruit students and/or ushers to assist with the in-pew process on Commitment and Follow-Up Weekends.
- Facilitate timely transmission of all pledges received by the parish to the gift processing company using Fed Ex.
- Update parishioners about the parish Annual Catholic Appeal results and progress toward achieving its assigned goal on a regular basis.
- Encourage timely pledge payments.

## **Co – Chair**

**Objective: To provide parish management for implementation of the Annual Catholic Appeal.**

**The Annual Catholic Appeal Co-Chairpersons are asked to participate in and/or to oversee the completion of the following activities:**

- Attend a Training Session.
- Assure that all Annual Catholic Appeal Parish Leadership Team members and the parish

staff are familiar with the appeal plan and implementation dates.

- Make certain that those who will work with you on the Annual Catholic Appeal know how to do the tasks that they have accepted.
- Assure that the parish has sufficient Annual Catholic Appeal materials: i.e., tabloids, in-pew pledge envelopes, pencils, etc.
- Work with the Pastor to review and edit all bulletin announcements, altar announcements, and Prayers of the Faithful, and make sure that they are used on a timely basis.
- Oversee preparations for and implementation of Announcement, Commitment and Follow-Up Weekend activities. Particular attention should be paid to assuring the in-pew process is accomplished in a thorough yet efficient manner on both Commitment, and Follow-Up Weekends.

### **In-Pew Coordination Activities**

**The Annual Catholic Appeal Co-Chairpersons are asked to manage the implementation of the in-pew solicitation activities as follows:**

- Assure that the pencils are inserted in all in-pew envelopes during the week before Commitment Weekend.
- Recruit and train those who will distribute in-pew pledge envelopes and pencils at each Mass. Assist the Annual Catholic Appeal Coordinator/Parish Secretary in recruiting and training these students/ushers.
- Assure that there is an in-pew coordinator at every Mass on Commitment and Follow-up Weekends.
- Supervise the distribution and collection of pledge envelopes at each Mass.
- Assist in distributing sufficient pledge envelopes and pencils for Commitment and Follow-up Weekends. It is recommended that you insert pencils in each Annual Catholic Appeal envelope and use students or ushers to distribute and pick up pledge cards.
- If the pledge envelopes and pencils are not hand distributed during each Mass, assist in straightening up pews after each Mass on Commitment and Follow-Up Weekends. Make certain that each pew pocket has 5 pledge envelopes and a sufficient number of pencils.
- Assist the Annual Catholic Appeal Secretary with accurate collection and forwarding of pledges.
- Assist the Pastor in communicating the results of the Annual Catholic Appeal to the parish and encourage the ongoing payment of pledges.

## **Coordinator/Parish Secretary**

**Objective: To provide administrative support for the Annual Catholic Appeal.**

**The Annual Catholic Appeal Coordinator/Parish Secretary is asked to ensure that the following tasks are completed:**

- Attend the training session.
- Oversee all record keeping and transmittals.



- Update the Office of Stewardship and Development regularly as to any changes, additions, or deletions to the parish mailing list during the course of the Annual Catholic Appeal and throughout the year.
- Count all materials shipped to the parish from the Office of Stewardship and Development, and ensure that sufficient materials have been provided to your parish.
- Make sure that the announcements and Prayers of the Faithful are used.
- Organize volunteers to insert the Announcement Weekend material (tabloid) into the parish bulletin. Assist with organizing students or ushers in distribution and pick-up of pledge envelopes.
- Collect, sort and transmit all pledges to the gift processing company after Commitment and Follow Up weekends. Timely transmission is critical. Any additional pledge envelopes received throughout the year can be forwarded to the Diocese of Madison, Office of Stewardship and Development.
- Organize volunteers to insert the ACA Wrap Up Tabloid in the parish bulletin in the Fall.

**Note: This job may fall to the Parish Secretary, Bookkeeper, Business Manager or other staff person. It may also be done by a volunteer. However, in all cases, the Annual Catholic Appeal Co-Chairs or other trusted volunteers should provide their assistance.**

## **Parish Chair Couple**

Parish chairperson(s) play an integral role in the success of the Annual Catholic Appeal (ACA). They are directly involved with their priest/pastor as the primary spokesperson in promoting the appeal and helping to meet the goal of their parish, leading to the overall success of the ACA.

Chairs will lend their names and positions within the community to benefit and grow the ACA. Chairs will lead by example, guided by their deep personal faith and commitment to the greater

church in offering testimonials, either at the parish or diocesan level, as well as offering generous financial support. Below is a list of responsibilities we are asking each of the Parish Chair Couples to commit to:

#### Engage in Pre-Appeal Activities

- Learn about the ACA case for support and campaign logistics, including the ministries supported by the ACA and the good work being accomplished at the Diocesan level along with how the ministries impact the parish.
- Commit to making a sacrificial financial gift to the ACA to show that the Church's mission and the ACA are important personal priorities.

#### Invite Leadership Gifts

- Help the Parish engage Catholic individuals and organizations with whom the chairs have personal, business, community, or volunteer relationships, to invite their support for the work and mission of the greater Church.
- Review parish prospect lists to identify prospective givers and host an event for these donors to ask them to join you in supporting the appeal

#### Promote the ACA in your parish and beyond

- Serve as the "face" of the ACA on a parish level
- Give a lay witness talk on Announcement Weekend in your parish highlighting why you chose to support the ACA while also highlighting some of the ways the ACA benefits your parish

## **Parish Committee Implementation Objectives**

**To promote generous responses from your parishioners to the direct mailing asking for a gift to the Annual Catholic Appeal.**

- Pastors and parish annual appeal committees are asked to promote a strong response to the Annual Catholic Appeal direct mailing by using the bulletin announcements provided in this manual, making altar announcements that encourage people to respond generously to the mailing and by leading their communities in praying for the success of the Appeal.

**To use the materials and announcements provided to assure that your parishioners are well informed about the Annual Catholic Appeal.**

- Put up posters.
- Use the Prayers of the Faithful, bulletin announcements, and altar announcements.
- Use provided artwork for bulletin covers on Announcement Weekend.
- Insert the Annual Catholic Appeal tabloid in your bulletins for distribution on Announcement Weekend. These will provide information for parishioners who did not receive or read the mail and will provide additional information to those who did.
- Pastor speaks enthusiastically about the Annual Catholic Appeal at all Masses on Announcement Weekend.
- Pastor introduces and plays Bishop's recorded homily on Commitment Weekend. No additional homily is needed.

**To study the in-pew process and conduct it as detailed later in this manual.**

- There is no other method of solicitation, except home visits, which will secure as many pledges to the Annual Catholic Appeal.
- If you have used an in-pew method before, please make sure to use the process recommended in this manual. It will have differences. As you implement the process, make sure that you are not skipping any steps. The steps that are detailed in this manual are all necessary.
- The Pastor's leadership is critical to the success of the in-pew process on Commitment Weekend. No other member of the parish will be as successful leading the process. People will respond in far greater numbers if the Pastor is the one reading the in-pew script on Commitment Weekend.
- Study and fully implement the in-pew process. It represents the only way that leadership can be certain that all of those who attend Mass are conscious of the fact that they have been asked for support. Also, there are unregistered people in every parish who attend Mass regularly. Mail will never reach them because the parish doesn't have their names, much less their addresses on its records. The in-pew process is the only way to provide these people with an opportunity to give.

**To limit the number of Mass attending Catholics who do not make a pledge by conducting the full in-pew process on Follow-up Weekend.**

- On any weekend, many parishioners will not attend Mass at their home parish. These parishioners, and any others that were not at your Masses on Commitment Weekend,

deserve the opportunity to be effectively asked to participate.

- The pastor is not asked to lead the in-pew process on Follow-up Weekend. The Presider (if other than the pastor), a member of the parish Annual Appeal Committee or another parish leader should lead the process using the script provided later in this manual.

## **Prep, Bulletin Announcements and Prayers of Prayer of the Faithful**

(Please include this Prayer of the Faithful each weekend from January 20/21 – February 17/18, 2024)

**May we all join in prayer to support this year's Annual Catholic Appeal and all the ministries it funds in the Diocese of Madison. Let us remember that through the Eucharist "We are One Body in Christ" united in both faith and mission... We pray to the Lord.**

### **Bulletin Announcement**

Please print the Bulletin Announcement shown below on the weekend of January 13 - 14, 2024. You may wish to use the Annual Appeal logo to call attention to the bulletin announcement. If so, you can obtain a copy of the logo by going to [www.madisondiocese.org/appeal-materials](http://www.madisondiocese.org/appeal-materials)

#### **2024 Diocese of Madison Annual Catholic Appeal Begins Please Make a Generous Pledge**

This week, parishioners throughout the Diocese will receive a mailing asking for a pledge to the Annual Catholic Appeal to support the ministries of the Diocese of Madison.

Please prayerfully consider making a pledge payable over 6-months to the appeal. Your gift will help enable the diocese to reach its goal and provide for many ministries, education and services throughout the Diocese.

Thank you for your continuing support of our parish, diocese, and the work of the Church throughout the world.

### **Altar Announcement**

Please prepare an altar announcement encouraging a generous response to the Bishop's letter through making a pledge for six monthly payments and asking people to read this bulletin announcement.

**Announcement Weekend: January 27/28 OR February 3/4 (if you are not doing the Optional Early Announcement Weekend)**

**Prayer of the Faithful**

May we all join in prayer to support this year's Annual Catholic Appeal and all the ministries it funds in the Diocese of Madison. Let us remember that through the Eucharist "We are One Body in Christ" united in both faith and mission... We pray to the Lord.

**Bulletin Announcement**

You may wish to use the Annual Appeal logo to call attention to the bulletin announcement. If so, you can obtain a copy of the logo by going here: [www.madisondiocese.org/appeal-materials](http://www.madisondiocese.org/appeal-materials)

**Please note: If you do announcement weekend on January 27/28, please run this bulletin announcement (or something similar) 2 weekends in a row.**

**Announcement Weekend  
January 27/28 or February 3/4**

On February 10/11<sup>th</sup>, Father/Msgr. \_\_\_\_\_ will lead the in-pew process for the Annual Catholic Appeal. Those who have not made a pledge by mail will be asked to do so at this time. You will also be sent a special edition of the Catholic Herald on February 8<sup>th</sup> where you will have the opportunity to make a gift, as well.

Please read the annual appeal tabloid that is in your bulletin today. It provides a detailed explanation of the use of the funds that you are asked to give. This appeal funds many ministries throughout the diocese and helps many in need.

Each household is asked to prayerfully consider making a gift. In doing so, please consider making a pledge, payable over six months.

On February 18/19<sup>th</sup>, one member from each household will be asked to fill out a commitment envelope during mass. Thank you in advance for your support of our parish, the diocese and the work of the church throughout the world.

**Altar Announcement**

Please prepare an altar announcement encouraging a generous response to the Bishop's letter through making a pledge for six monthly payments and asking people to read this bulletin announcement.

# Prep for Announcement Weekend Jan 22 - 26, 2024 (early weekend) OR January 29- February 2, 2024

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## **Getting Organized**

The focus of Announcement Weekend is to provide substantial information about the use of Annual Catholic Appeal funds and to advise parishioners that they will be asked to give on the weekend of February 10-11 during the in-pew process. Each parish committee should **put up the posters** and have the Annual Catholic Appeal tabloid **inserted in parish bulletins** ready for distribution after all Masses. Include the Annual Catholic Appeal in the Prayers of the Faithful, with the bulletin cover artwork and bulletin announcement.

## **Homily Preparation**

The Pastor's homily should be a five to seven minute presentation. It is suggested that the homily serve as a prelude to the video, which will be played the following weekend in order to develop a consistent message.

# Announcement Weekend

## Jan 27/18 OR Feb 3/4, 2024

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**This is the weekend that pastors will preach about the Annual Catholic Appeal at each Mass.**

It is also the weekend when the Annual Catholic Appeal tabloid is to be inserted in your bulletins. Please prepare an altar announcement that asks people to read the tabloid and to come to Mass prepared to make their Annual Catholic Appeal pledge next weekend. Note that the in-pew envelope will have a place where those that have given by mail can indicate that fact.

**The Prayer of the Faithful will continue to be used.**

### **Possible Homily Content**

- Our parish serves as our gathering point, our temple, where we are helped to practice and strengthen our faith. We strive to reach out to others so that they will feel God's love and hear His Word. However, we cannot stop at the boundaries of our parish. We are part of the Universal Church and part of our local Church, the Diocese of Madison.
- It is as part of the Diocese that we can multiply the expression of the Word of God and touch many thousands of people whom we could never reach on our own or as a parish.
- **(This point is critical) Stress that the Appeal that supports the work of the Diocese is not just another special collection. Rather, it is the one time during the year that all Catholics are asked to make a significant financial gift to our Diocese so that it can meet the spiritual, educational and temporal needs of parishes, schools, and the people throughout our Diocese. By making a monthly pledge, we can each give a larger amount to fund the important work of our Diocese.**
- **Ask them to read the campaign information that they will receive along with today's bulletin. Prayerfully reflect on the generosity of God in their lives and decide upon a suitable gift to reflect their appreciation for God's gifts. Prayerfully reflect on the amount of the pledge. It should represent a gift given in gratitude for what God has given and continues to give to you.**
- **Link Parish ministries with Diocesan ministries – see page 30 for a more detailed description**



# Prep for Commitment Weekend

## February 5-9, 2024

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As soon as you receive the shipment of Annual Catholic Appeal supplies, open the boxes and check to make sure that you have received sufficient quantities of all items. Also, prior to Commitment Weekend, make certain that you have enough pencils.

To ease the process of distribution, put a PENCIL inside each pledge envelope before distribution. Close the flap of the envelope but don't seal it. By doing this, you assure that each person has everything he or she needs when they receive the in-pew envelope.

Play the ACA video on the equipment that will be used on Commitment Weekend. Ensure the equipment is working properly and all areas are able to view the video easily. If for some reason the video does NOT work properly, call Jill McNally in the Office of Stewardship and Development at 608-821-3039 to secure a replacement as soon as possible.

During the week prior to the in-pew process, each Presider should be briefed on the in-pew process. The Pastor will be leading the in-pew process at every Mass. In the event that the Pastor is not the Presider, the Presider or Deacon should introduce the Pastor immediately after the reading of the Gospel or after the short homily. Be sure to contact the other Presiders early in the week to remind them that they will not need to prepare a homily.

### **Training the Students and Informing the Ushers**

The parish should recruit students who are preparing for Confirmation, who are in the parish youth group or are otherwise involved in the parish, to distribute and collect the pledge envelopes. This not only provides a good service project and learning experience, it also assures that you will have plenty of help. If you choose to use students, please be sure that there is enough adult supervision and sufficient training to assure that everyone who should get a pledge envelope gets one and that all completed envelopes are retrieved.

You will need one student in every section of your church, about every 5 to 8 pews. You will need one adult in each side aisle to retrieve extra envelopes from some pews and to provide extra envelopes for pews that do not have enough. These adults should also take care of any people who are standing or are in the cry room, the choir loft, or the choir. If there are large numbers of standing room people, assign extra adults to them.

Each parish should hold a practice session for the students. The Pastor should read through the entire script at the practice. To assure that the students attend their assigned Mass and report at the right time and place, a letter should be sent home with them after the practice session.

The ushers and/or students will collect the Annual Catholic Appeal envelopes immediately after the in-pew process. Make sure that the decision on who will do this is made and communicated well ahead of time. The kids love to do this collection but, often, the ushers are reluctant to allow them.

If a parish cannot or chooses not to recruit student volunteers, the Mass ushers should be used to distribute and collect the in-pew envelopes.

### **Training the Students**

The Pastor and the Annual Catholic Appeal Co-Chairperson assigned to coordinate in-pew activities should train the students. Assign the students and adults to their respective areas and, then have them assemble in the area of the church where they will wait for the Pastor's signal.

Have the Pastor play the video and begin the reading of the in-pew script. Have him give a prearranged signal that will tell the students that they should move to their assigned areas. At the point in the script where the Pastor asks one member of each household to raise his or her hand, the students can pass the required number of pledge envelopes down each row. The adult working the outside aisle can retrieve overages and provide envelopes where there are shortfalls. Only one adult per side aisle is needed...not one for every student.

Students (or Ushers) will need the following information. It is a good idea to provide it in writing.

1. Where to report.
2. What time to report.
3. Where to pick up their supplies.
4. Which specific pews they will work.
5. When they will be expected to move to their assigned locations (what signal will be used and when it will be used).
6. What to do while the people are completing their pledge envelopes.
7. Where to get the collection baskets.
8. Where to empty the baskets after they collect the pledge envelopes.
9. Where to return the baskets.
10. At least one member of the committee must be present at every Mass to make sure that the

process goes smoothly and completed pledge envelopes are properly secured after each Mass.

That person can brief the ushers before every Mass as to the Annual Catholic Appeal process and the role of the students.

At each Mass, a committee member should be designated to take the Annual Catholic Appeal envelopes to an appropriate, secure place after they are collected.

### **Communities That Experienced a Pledge Collection Problem**

Some parishes may have experienced a pledge payment rate that is significantly below the norm of 92-95%. It is suggested that efforts be made to educate parishioners on the importance of not only making, but also paying their pledges. Parishes should define what a pledge is in the Annual Catholic Appeal bulletin announcements. Leadership should speak with members of the committee to determine the most effective description of what people are expected to do.

Care must be taken not to discourage pledging. Something as simple as the following may help to reduce the non-payment rate. Use the following at the end of paragraph four in the script.

“It is important that you make your pledge payment every month. The diocese will send each person that makes a pledge a monthly reminder to assist in paying your pledge.”

# Commitment Weekend: February 10/11, 2024

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## **Why do we have commitment weekend when parishioners give via mail?**

- All parishes across the diocese will participate simultaneously and unite as one, holy, Catholic and apostolic church – this is a moment to celebrate all the great works of the church, past, present and future
- No amount of follow up mailing is as effective as the advance promotion of the initial mailing and its thorough performances of the in – pew solicitation process
- In – pew pledges make up about 60% of pledges and 40% of ACA dollars raised

## **Process**

The Pastor's Commitment Weekend presentation is very important to the success of the Annual Catholic Appeal. Up to this point, people have heard about the Annual Catholic Appeal and why it is so very important to support it. Some may have pledged by mail. Now is the time to ask all the rest of the parishioners for their financial support! The fact that the Pastor is asking will have a very positive effect on the importance that people place on the request.

Immediately after the proclaiming of the gospel, the Pastor should introduce the ACA video. There is no need for an additional homily. After the video, the Pastor should ask those who are to distribute the pledge envelopes and the pencils to come forward and distribute them. While they are coming forward, add your support to the Annual Catholic Appeal by reading the first few paragraphs of the in-pew script. Time the presentation so you are asking people to raise their hands at the point where the students or ushers are at their appointed positions.

**Be careful not to state or imply that people should take the pledge envelopes home and bring them back.** This approach always results in large numbers of pledge cards never being returned. The publicity about the program has allowed everyone plenty of time to consider his or her level of support. Now is the time to ask them to decide whether or not they will make a commitment.

## **In-Pew Solicitation**

Implement the full in-pew process on Commitment Weekend. Remember that many things affect the outcome of an in-pew process. Among them are the availability of supplies and even the attitude of the people distributing them.

It is hoped that all parishes will distribute the pledge envelopes by hand. If not, please make sure that a committee member and additional volunteers are available to put the pledge envelopes in the pew racks. Be sure the pencils are inside the envelopes and pew racks are replenished before each Mass.

Immediately after the video, the Pastor should begin the in-pew process. If you have already provided envelopes and pencils in the pews, the Pastor need only be sure that one member of each household has them. The in-pew script will need to be adjusted to ask one member of each household to pick up a pledge envelope and remove the pencil.

***Please Note: This is meant help pastors who have not run the ACA before. On the website, there is a condensed version of this that you can reference. Do not feel like this has to be followed verbatim – pastors are to use their discretion as to how much they need to walk their parishioners through the process. Please DO instruct all parishioners to fill out their In Pew Envelope COMPLETELY and leave at the parish with their gift. After the pastor has edited the following script, please double space it, enlarge it to 14 or 16 point type, print it, and place it in a notebook.***

**In-Pew Presentation Script**  
**To be used by Pastors on Commitment Weekend**

**“Good morning. Today we are conducting the Annual Catholic Appeal that asks all parishioners to make a financial commitment to the Diocese of Madison.”**

**“As your pastor, I want to thank all of you who have given to this appeal in past years and/or have responded to a recent mailing from the diocese. I can assure you that the funds you gave are deeply appreciated by the people served by diocesan ministries.”**

**“Each of us is called to share his or her gifts in support of the Church. We must first support our parish and then our diocese and the church throughout the world. The Annual Catholic Appeal of the Diocese of Madison is a very effective way to support ministry outside of our parish boundaries, as well as to support the services that the diocese provides to our parish.”**

**“So, I ask one member of each household to take a pledge envelope and a pencil. Please take an in-pew envelope even if you have already given in the mail. You can indicate that you have already given on the envelope.”**

**“While we are waiting, please examine the monthly pledge payment amounts that are listed on the right side of the pledge envelope. I ask that each of you consider pledging rather than making a one-time gift. If each of us makes a pledge, together we can provide additional financial support for the important work of our diocese. Please consider giving a monthly pledge that will allow you to provide a larger gift.”**

**“Prior to sealing the envelope, please do not seal the pencil in the envelope. Keep it separate. We will collect the pencil and reuse it.”**

**“I will now lead you through the commitment process in order to limit the time that it takes.”**

**“Now, please open the flap and find the pledge form and the pencil – I will now give you a few moments to fill out your name, address, phone and email. Please indicate the name of our parish and city so that we will receive credit for the gift. If you are a visitor and are a member of another parish in the diocese, you may indicate that parish. If you are a member of a parish outside our diocese, please indicate this parish so we can receive credit for your gift.”**

**“If you have already made a pledge this year by mail, at the bottom of the pledge envelope check the box that indicates “I have already made an ACA pledge.” Please do not indicate any additional financial information on the form. We do not want to double count your pledge. It is still important for you to complete the name and parish information sections.**

**“I ask everyone else to look at the gift boxes on the right side of the form and check the amount that you wish to give. Your pledge will be billed over six months if necessary. Also, there is no need to provide a down payment today unless you choose to do so.”**

**“In the event that you wish to contribute an amount other than the ones indicated, please check the “Other” box and indicate the full amount of your pledge on the blank line to its right. You can also join the Perpetual Steward Society by giving a recurring Credit card or EFT gift with no end date, this**

**“Now, please look at the lines provided on the lower right-hand side of the pledge envelope. Indicate the total amount that you pledged on the first line.**

**“In the event that you are making a down payment, write the amount of the down payment in the next box.”**

**“I will give you another moment to complete your credit card/EFT information, if you wish to use either of these methods. Please note to check the first box on the lower left side of the envelope to tell us to bill you in monthly installments or to process the full amount in one payment. You can also use this section if you would like to join the Perpetual Steward Society which allows you to give a recurring Credit card or EFT gift with no end date.**

**“Please seal the envelope and be sure to keep the pencil separate.”**

**“We will now collect your pledge envelopes and pencils.”**

**“I thank you for your contribution to the Annual Catholic Appeal. May God bless you.”**

# Preparation for Follow-up Weekend

## Feb 12 – 16, 2024

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### Introduction

The appeal's primary objective is participation. Even after the initial mailing and the Commitment Weekend process have been concluded, there will be a significant number of potential contributors that will not have given. These are not necessarily people who do not want to give. Many of them will give during the follow-up activities.

However, follow-up mailings or telephone calls are much more expensive than an in-pew solicitation. Conducting the process on two weekends saves the appeal a significant amount of money. In-pew solicitation is obviously the least expensive way to secure a pledge. Sometimes it takes two or three mailings before the letters are opened and a response is received.

### Preparations

The person coordinating the in-pew process will need to perform similar steps that were followed for Commitment Weekend. Prepare the pledge envelopes and pencils. Be sure to arrange for the volunteers that will help with the process at each Mass. Make sure that one person is assigned to manage the process at each Mass.

On Follow-Up Weekend, however, there may be a different presenter at each Mass. Lay Parish Leaders will need to be asked to lead the in-pew process, or the Presider can lead the process.

If your parish feels confident that your Commitment Weekend process was successful, Follow Up Weekend can be modified. If you modify this weekend, we ask you to conduct the process as follows:

- Announce before Mass begins – “If you have not had an opportunity to make a pledge to this year’s Annual Catholic Appeal yet, please take time before Mass begins to complete a pledge card. Everyone in our parish is asked to participate in the Annual Catholic Appeal and we are counting on you to join in the mission if you haven’t already. The cards are located \_\_\_\_\_. Completed cards can be placed in the Offertory basket during Mass. Thank you.”
- After the homily, have the Presider announce that completed pledge envelopes to the Annual Catholic Appeal can be placed in the Offertory basket.



Once the presenter for each Mass is selected, the in-pew coordinator will need to meet with them to assure that they know what to do and will do it in a consistent manner.

**To be used if your parish would like to incorporate the  
full in-pew process for best results!**

**In-Pew Presentation Script**  
**To be used on Follow-Up Weekend**

**“Good morning. I am \_\_\_\_\_. Father/Msgr. \_\_\_\_\_ has asked me to conduct a follow-up process for the Annual Catholic Appeal of the Diocese of Madison. I want to thank all of you who have already given in the mail or in the in-pew process that we conducted last weekend.**

**“Because it is our hope that most of our parishioners will make a significant pledge to support the diocese, I ask those who have already pledged to bear with us for just a few minutes. Please offer a prayer for the success of this Annual Catholic Appeal while I conduct this process.**

**“As was mentioned, it is very important that each of you consider making a significant contribution to the Annual Catholic Appeal in order to assure that the Diocese is able to continue to support its mission and ministries and that there are additional funds to help distressed parishes, religious education programs and schools in need. By making a pledge, payable over five months, rather than making a one-time gift, each of us can give more.**

**“We are called to share our gifts in support of the Church. We must first support our parish and then our Diocese and the Church throughout the world. This Annual Catholic Appeal is a very effective way to support ministry outside of our parish boundaries, as well as to support the services that the diocese provides to our parish.**

**For those who will fill out a form today, you may make a pledge or indicate that you gave in the mail. Now, I ask one member of each household that has not had an opportunity to fill out a pledge form to pick one up. The pledge envelopes are located \_\_\_\_\_.**

**“I will now lead you through the commitment process in order to limit the time that it takes.”**

**“Now, please open the flap and find the pledge form and the pencil.”**

**“Now, please open the flap and find the pledge form and the pencil – I will now give you a few moments to fill out your name, address, phone and email. Please indicate the name of our parish and city so that we will receive credit for the gift. If you are a visitor and are a member of another parish in the diocese, you may indicate that parish. If you are a member of a parish outside our diocese, please indicate this parish so we can receive credit for your gift.”**

**"If you have already made a pledge this year by mail, at the bottom of the pledge envelope check the box that indicates "I have already made an ACA pledge." Please do not indicate any additional financial information on the form. We do not want to double count your pledge. It is still important for you to complete the name and parish information sections.**

**"I ask everyone else to look at the gift boxes on the right side of the form and check the amount that you wish to give. Your pledge will be billed over six months if necessary. Also, there is no need to provide a down payment today unless you choose to do so."**

**"In the event that you wish to contribute an amount other than the ones indicated, please check the "Other" box and indicate the full amount of your pledge on the blank line to its right. You can also join the Perpetual Steward Society by giving a recurring Credit card or EFT gift with no end date, this**

**"Now, please look at the lines provided on the lower right-hand side of the pledge envelope. Indicate the total amount that you pledged on the first line.**

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**"I will give you another moment to complete your credit card/EFT information, if you wish to use either of these methods. Please note to check the first box on the lower left side of the envelope to tell us to bill you in monthly installments or to process the full amount in one payment. You can also use this section if you would like to join the Perpetual Steward Society which allows you to give a recurring Credit card or EFT gift with no end date.**

**"Please seal the envelope and be sure to keep the pencil separate."**

**"We will now collect your pledge envelopes and pencils."**

**"I thank you for your contribution to the Annual Catholic Appeal. May God bless you."**

**"On behalf of our pastor and myself, I thank you for your contribution to the Annual Catholic Appeal. May God bless you."**

# Processing

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## **Shipping**

At the end of Commitment and Follow up Weekends, send all In-Pew directly to the Diocese of Madison (additional shipping instructions located at [www.madisondiocese.org/appeal-materials](http://www.madisondiocese.org/appeal-materials).) Please make shipment within one week – Early submission of pledges assures faster processing and mailing of the first pledge billing. This will allow people more time to pay their pledges. Be sure to enclose a Parish Transmittal Form in each package. **Please DO NOT open any envelopes prior to shipping.**

## **Pledge Processing**

Pledges are processed as soon as they are received. In-pew pledge forms are processed as quickly as possible. A small delay may occur due to volume of pledges received from all parishes at the same time.

## **Monthly Reminders**

On or about the first of each month, anyone who did not pay their pledge in full will receive a monthly reminder from the diocese.

## **Thank you Letters**

Every pledge should receive a thank you letter. People that pay their pledge in full as a one-time pledge will receive a thank you that includes their tax receipt as part of the letter. People that make their initial pledge without the full contribution enclosed are set up as a monthly contributor. If these people choose to pay their balance in full with their first monthly reminder or pay over several months, they will receive a thank you letter right away and receive a tax statement in January of the following year for all contributions made in the previous year.

## **Tax Statements – Monthly Pledges**

Any pledge that was established as a monthly bill (anyone who did not pay their pledge in full at the time of establishing their pledge) will receive a tax statement in January. This will include anyone who originally made a pledge, received a monthly reminder and then paid on their pledge in the previous year.

## **Tax Statements – One-time Gifts**

Any pledge that was paid in full with their original pledge form will receive a thank you letter that will also acknowledge their gift for tax purposes. These letters come out within one month of receiving their pledge.

### Parish Reports

#### The Diocesan Hub is no longer being updated with ACA information

Parish reports will now be sent out in weekly Saturday emails from Msgr. Bartylla. This email will go to all priests. If priests or parish staff need additional information on this, please reach out to Jill McNally ([Jill.McNally@madisondiocese.org](mailto:Jill.McNally@madisondiocese.org) or 608-821-3039) or Adriana Reyes ([Adriana.Reyes@madisondiocese.org](mailto:Adriana.Reyes@madisondiocese.org) or 608-821-3043)

### Timely Transmission of Pledge Payments

If your parishioners send a pledge payment to your parish instead of the diocese, please forward them on as quickly as possible. These payments need to be credited to the donors account so their next monthly reminder is as accurate as possible. Monthly reminders are sent on or about the first of each month. All processing of pledge payments must be complete by the 25<sup>th</sup> of the month in order to reflect on their next monthly reminder.

### Payment Letter to Parishes

You may receive a letter from the diocese asking for your assistance in researching a payment by a donor. Periodically, we receive notes from donors indicating they have made a payment we do not show. If this occurs, we send a letter to the donor's parish of registration to determine if payment was received at the parish rather than the diocese. Any assistance you can provide is appreciated.

### Monthly Bulletin Update Announcement

#### ANNUAL CATHOLIC APPEAL PLEDGE REPORT

The monthly pledge billings for the Annual Catholic Appeal pledges have been mailed. It is very important that these pledges be paid so that our parish will reach our goal.

PARISH GOAL:	_____
AMOUNT PLEDGED:	_____
AMOUNT PAID:	_____
REMAINING BALANCE:	_____

**Copies of this Manual, Bulletin Announcements and In-Pew Scripts**

Copies of the manual, including bulletin and altar announcements, Prayers of the Faithful, in-pew scripts, etc. can be found on the diocesan website. In order to obtain these materials, go to:

[www.madisondiocese.org/appeal-materials](http://www.madisondiocese.org/appeal-materials)

**Questions, Comments, and Requests for Assistance**

If you have questions, comments, or need assistance with the implementation of the Annual Catholic Appeal, please call Jill McNally 608-821-3039 or [Jill.McNally@madisondiocese.org](mailto:Jill.McNally@madisondiocese.org) or Adriana Reyes ([Adriana.Reyes@madisondiocese.org](mailto:Adriana.Reyes@madisondiocese.org) or 608-821-3043)

# Linking Parish Ministries to the ACA

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One effective way of presenting the diocesan church and the Annual Catholic Appeal is to help parishioners understand the connections that exist between your parish ministries and diocesan ministries. These can be presented in many different ways.

- Ask a parishioner who has benefitted from a diocesan ministry to present their experience to the rest of the parish during announcement weekend – the more a parish can do to put a human face to the ACA the better the chance of increased participation
- Use your bulletin to present ongoing messages about specific connections to a particular ministry in your parish that the ACA supports
- Never neglect to mention a particular ministry or service that has been supported by the ACA in your parish
- Consider some of the following questions and if/how they pertain to your parish – they may reveal a connection you haven't thought of before:
  - Has your parish ever received a grant from the ACA? What was this money used for?
  - Does your parish have a school? The ACA provides support services to schools as well as teacher trainings.
  - Do you have engaged couples in your parish? The ACA helps fund and support programs and resources for marriage preparation courses.
  - Are there any couples in your parish that have participated in any marriage enrichment courses through our diocese? These courses are supported, in part, by the ACA.
  - Has your pastor (or deacon, if applicable) participated in any continuing education or trainings? Many of these are provided by the diocese, funded by the ACA.
  - Is your parish participating in a capital campaign? The ACA helps fund services to make diocesan staff members accessible to parishes needed advice in these areas.
  - Does your parish utilize any of the IT services that the diocese funds from the ACA?
  - Do any of the youth in your parish participate in Frassati Fest, Love Begins Here, or attend Camp Gray? The ACA helps fund all of these programs.
  - Does anyone in your parish utilize any of the 30+ programs offered through Catholic Charities for mental health, marriage and family counseling, drug and alcohol abuse counseling or the rural mobile food pantry? The ACA designates \$440,000 to help support all of the services listed above.

This list is by no means comprehensive; instead, it is intended to present the diocese in a different way to people. A clear understanding of what the ACA supports and how it related to your parish is sometimes hard to explain, but hopefully this helps with that explanation.

# How can a parish reach its goal?

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These are the steps that, if followed, will assist each parish to reach and hopefully exceed its goal.

- Parishes are asked to stop any collection of funds or the use of envelopes to raise funds for payment of parish assessments.
- Parishes are asked to refrain from any significant fund raising other than the Annual Catholic Appeal for **3 weeks prior to Announcement Weekend through the end of Follow Up Weekend**, unless they are given written consent by the Diocese.
- Each parish is asked to **conduct the campaign on the weekends specified** so that maximum benefit from publicity and organization can be achieved.
- Parish members will receive a **solicitation mailing**. Parishes are asked to use bulletin announcements and altar announcements to endorse and promote generous responses to the mailing.
- Parishes are asked to fully implement the **in-pew solicitation process**, described later in this manual. When in-pew and mail results are combined, many parishes exceed goal on the second weekend of the in-pew process.
- The Diocese will conduct follow-up mailings and, perhaps, telephone calls to assist parishes in meeting their goals.
  - None of these follow-up mailings are as effective as the parish promotion of the initial mailing and its thorough performance of the in-pew solicitation process. If a parish is far short of goal after these first two phases, no amount of diocesan generated mailing or telephone follow-up will get it over goal.
- Parishes are asked to encourage payment of pledges by using the bulletin and altar announcements that are contained in this manual and/or are available on the diocesan web site, [www.madisondiocese.org/appeal-materials](http://www.madisondiocese.org/appeal-materials)

# Keys to Success

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- Follow the process – there is a reason that we lay this all out for you. The process works and most of the time, if it is followed and the ACA is promoted in a positive way in your parish, you should come close to, if not exceed your goal.
- Consistent communication and promotion – Keep the ACA in the forefront of your parishioner's minds during the ACA and throughout the year. Have an ACA section with updates in your bulletin, make an altar announcement about how your parish is doing in comparison to meeting your goal, remind parishioners to not only make their pledge, but to fulfill it.
- Present the ACA in a positive light – if pastors and parish staff are not enthusiastic about the ACA or in support of this, parishioners will pick up on this, making it harder to get their buy in at all, speak positively about the ministries this appeal supports in your parish, if possible, communicate about your own monetary support and ask parishioners to join you in giving
- Tie in local/parish ministries from the case for support – show and explain the benefits to your parish
- Follow the instructions in the weekly emails as much as you can, these will come out on Monday and will outline what needs to get done throughout the week to ensure parishes are prepared for the week ahead

**If you are willing to share any other keys to success or best practices that you have found to work well in your parish, please email [Jill.McNally@madisondiocese.org](mailto:Jill.McNally@madisondiocese.org)**



# Contact Information - Office of Stewardship and Development

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## General Annual Appeal Information

Jill McNally – 608-821-3039 or [jill.mcnally@madisondiocese.org](mailto:jill.mcnally@madisondiocese.org)

Adriana Reyes – 608-821-3043 or [adriana.reyes@madisondiocese.org](mailto:adriana.reyes@madisondiocese.org)

## Case Statement Information

Jill McNally – 608-821-3039 or [jill.mcnally@madisondiocese.org](mailto:jill.mcnally@madisondiocese.org)

Adriana Reyes – 608-821-3043 or [adriana.reyes@madisondiocese.org](mailto:adriana.reyes@madisondiocese.org)

## Parish Goals

Jill McNally – 608-821-3039 or [jill.mcnally@madisondiocese.org](mailto:jill.mcnally@madisondiocese.org)

Adriana Reyes – 608-821-3043 or [adriana.reyes@madisondiocese.org](mailto:adriana.reyes@madisondiocese.org)

## Tax Assessment Information

Maggie Opichka – 608-821-3027 or [maggie.opichka@madisondiocese.org](mailto:maggie.opichka@madisondiocese.org)

## Shipping Instructions

Monica McCabe – 608-821-3042- or [MonicaMcCabe@madisondiocese.org](mailto:MonicaMcCabe@madisondiocese.org)

## Appeal Pledge Processing Questions

Monica McCabe – 608-821-3042- or [MonicaMcCabe@madisondiocese.org](mailto:MonicaMcCabe@madisondiocese.org)

## Parish Appeal Reports including Login and Passwords

Jill McNally – 608-821-3039 or [jill.mcnally@madisondiocese.org](mailto:jill.mcnally@madisondiocese.org)

Adriana Reyes – 608-821-3043 or [adriana.reyes@madisondiocese.org](mailto:adriana.reyes@madisondiocese.org)

## Year End Tax Statements

Monica McCabe – 608-821-3042- or [MonicaMcCabe@madisondiocese.org](mailto:MonicaMcCabe@madisondiocese.org)