

DIOCESAN DEVELOPMENT DRIVE



RESOURCE MANUAL

2025

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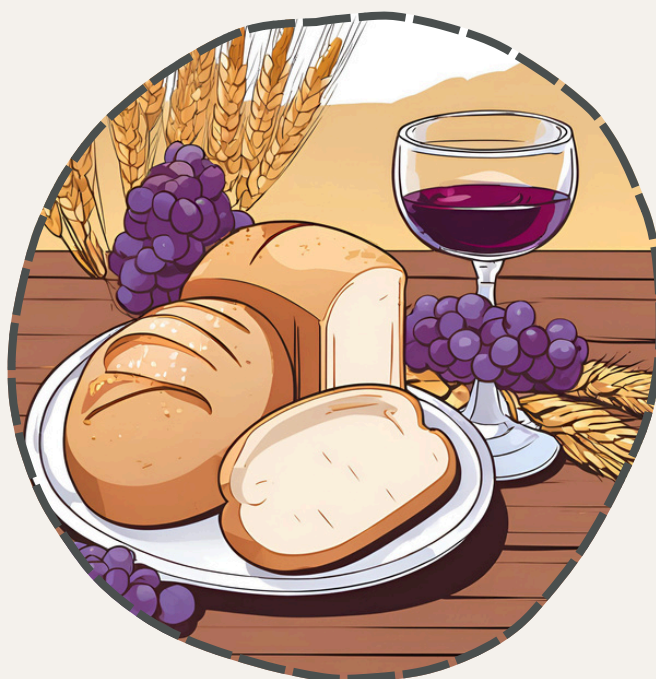
WELCOME

HELP FUND THE LIFE OF THE CATHOLIC CHURCH THROUGHOUT UTAH

Welcome to the
Diocesan Development Drive (DDD)
for 2025.

Established in 1966, the DDD provides a source of finance for the works of the church by providing funds for diocesan ministries, programs, and services in the Catholic Diocese of Salt Lake City.

January - December 2025



STEWARDS OF HOPE

Pope Francis has officially announced that the year 2025 will be a Jubilee Year. The theme for Jubilee 2025 is “Pilgrims of Hope.” We draw our inspiration from this theme for the 2025 DDD.

As followers of Christ, we are called to be instruments of hope in our communities, showing Christ’s love, and mercy through our actions. When you give to the Diocesan Development Drive, you are demonstrating your faith in action and actively engaging as stewards by supporting one another, and contributing to a brighter, more hopeful future for all.

A HISTORY OF DDD

In 1871, Fr. Patrick Walsh established the first Catholic Church in the Utah Territory dedicating it to St. Mary Magdalene.

In 1873, Father Lawrence Scanlan (who would later become Bishop Scanlan) arrived. From that time to the present, this diocese has been blessed with assistance from Catholic Mission Societies such as the Catholic Church Extension Society, U.S. Bishop's Committee on Home Missions, the Black and Indian collections and the Catholic Communication Campaign, as well as the generous support of the laity. This includes notable figures from history such as John & Mary Judge, Thomas & Jennie Kearns, Leonard Samuel Skaggs Jr. & Aline Skaggs, Ellen Hayes, along with countless others who have been lost to history.

The Diocese of Salt Lake City was established in 1891. During its history, our Catholic community has grown with new churches, new schools and expanded Catholic charities. We minister to God's people leading them to a new experience of holiness and greater knowledge of God.

In 1966 the first Diocesan Development Drive initiated and led by Bishop Joseph L. Federal was a great success garnering over \$272,000 in pledges. The first DDD campaign in Utah exceeded expectations due to "the splendid cooperation of our people."

-Father Mark O. Benvegnu



ROLES OF LEADERSHIP

THE PASTOR

The pastor's role in the DDD is one of support, both personally as well as publicly. This is done by providing counsel and motivation. Letting the parishioners know he supports the annual appeal is very inspiring.

The pastor does this by communicating the importance of the DDD to his parishioners and by supporting the Parish DDD Chair and Parish Staff as they conduct their work through each phase of the annual appeal.



“YOU CANNOT ASK OTHERS
BEFORE YOU YOURSELF GIVE.”

ROLES OF LEADERSHIP

THE PARISH DDD CHAIR

The Parish DDD Chair for the annual appeal is a trusted leader and principal advisor, possessing a good working knowledge of their individual parish. They know what the parish does, how it operates and who the key leaders are.

Pastors work closely with the DDD Chair, discussing what works best in your parish community, as each parish/mission is a distinct community. Decisions are made early on for how to conduct your in-pew solicitation. Inspirational speakers should be chosen for each Mass during the month of February.

The DDD Chair determines logistics; the best means of communicating accurate information; and the planning and tracking of the drive.

No DDD Chair does this alone. Organizing a team of dedicated volunteers to assist the DDD Chair is the most important goal for the annual appeal's success.



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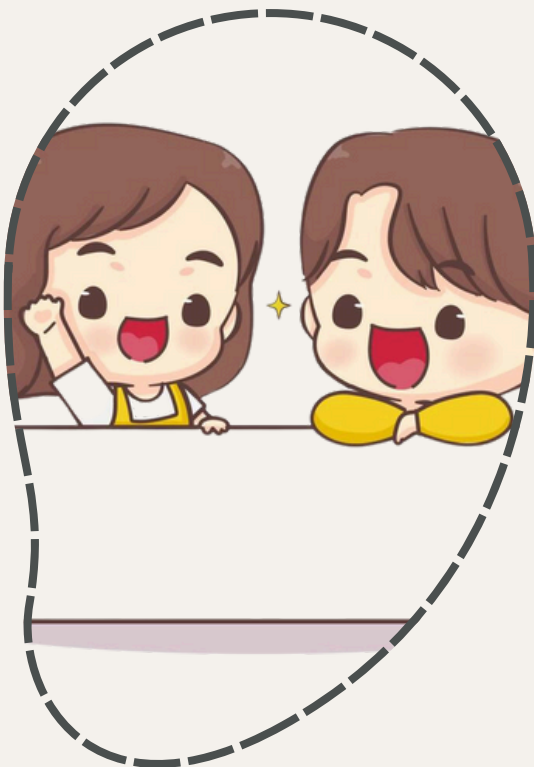
ROLES OF LEADERSHIP

THE PARISH STAFF

The Parish Staff communicate and coordinate with the DDD Chair to make sure a smooth annual appeal is conducted within their parish/mission.

Simply put, the Parish Staff ensure that checks and cash may be received during the Masses and that parishioners receive accurate information to allow them to donate online through the Diocese website or their parish website.

When cash is received during the annual appeal, it is deposited by the parish with parish checks then sent to the Diocesan Finance Office. It is important to know that giving parishioners should always be recognized. This assures a deepening faith experience.



“YOU CANNOT ASK OTHERS
BEFORE YOU YOURSELF GIVE.”

The following represents the Diocesan Ministries, Programs, and Services
which the DDD will help to fund in 2025.

MINISTRIES

[Ethnic Ministry](#) [Hispanic Ministry](#) [Hospital Ministry](#) [Marriage & Family Life](#) [People with Disabilities](#) [Prison and Detention Ministry](#) [Stewardship: Our Way of Life](#) [Youth & Young Adult Ministry](#)



PROGRAMS

[Faith Formation](#) [Office of the Diaconate](#) [Life, Justice & Peace Commission](#) [Organizations of Catholic Women](#) [Safe Environment](#) [Seminarian Education](#) [Utah Catholic Schools](#) [Worship](#)



SERVICES

[Archives of the Catholic Church of Utah](#) [Catholic Community Services](#) [Chancellor Office](#) [Communications](#) [Development](#) [Financial Services](#) [Human Resources](#) [Marriage Tribunal](#) [Mount Calvary Catholic Cemetery](#) [Pastoral Administration](#) [Real Estate Procurement for Future Parishes](#) [Rural Mission Outreach](#) [Technology Department](#)



PHASES & TIMELINE

Phase 1 Bishop's Leadership Society Mailing

January : This mailing supports and recognizes parishioners who help fund the Diocese with gifts of \$1,000 or more. This phase brings in the first highest revenue.

Phase 2 In-Church Solicitation

February: This phase generates the second highest revenue following Phase 1. The DDD is mentioned weekly during Mass, and this personal appeal has shown to be quite motivating.

- Bishop's General Solicitation Mailing: January 27
- DDD Parish Kick-Off Weekend: February 1/2
- In-Pew Solicitations: February 1/2; February 8/9; February 15/16; and February 22/23

Phase 3 Spring Email Solicitation

March : Email message is sent from Bishop Solis to those who have viable email addresses and have yet to give.

Phase 4 Pastor Letter Follow-Up

April : A personalized letter is sent from the pastors to their parishioners who have yet to give. This is coordinated through the Office of Stewardship and Development.

Phase 5 Summer Solicitation

July : This mailing is sent to parishioners who have not yet responded to the DDD or are new to the database and have not been solicited.

Phase 6 Autumn Email Solicitation

September : Emails are sent to those who have viable email addresses and have not yet responded to the DDD.

Phase 7 Additional Year-End Gift

November : A letter is sent to parishioners who made a one-time gift equal or less than \$1,000 prior to July 31. This phase allows parishioners to give when earlier they did not feel comfortable making a pledge. Parishioners have until December 31 to send in their gifts.

2025 DDD CALENDAR

January						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24 Phase 1: Bishop's Leadership Society Mailing	25
26	27 Phase 2: Church Solicitation Bishop's General Mailing	28	29	30	31	

February						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						01 Phase 2: Church Solicitation DDD Parish Kick- Off Weekend
02 Phase 2: Church Solicitation DDD Parish Kick- Off Weekend	03	04	05	06	07	08 Phase 2: Church Solicitation/ Pew Solicitation
09 Phase 2: Church Solicitation/ Pew Solicitation	10	11	12	13	14	15 Phase 2: Church Solicitation/ Pew Solicitation
16 Phase 2: Church Solicitation/ Pew Solicitation	17	18	19	20	21	22 Phase 2: Church Solicitation/ Pew Solicitation
23 Phase 2: Church Solicitation/ Pew Solicitation	24	25	26	27	28	

2025 DDD CALENDAR

March						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						01
02	03	04	05 ✝ Ash Wednesday	06	07	08
09	10	11	12	13	14	15
16	17	18	19 Phase 3: Spring E- Mail Solicitation	20	21	22
23	24	25	26	27	28	29
30	31					

April						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		01	02	03	04	05
06	07	08	09	10	11	12
13 ✝ Palm Sunday	14	15	16	17 ☞ Holy Thursday	18 ☞ Good Friday	19
20 ✝ Easter Sunday	21	22	23 Phase 4: Pastor Letter Follow-up	24	25	26
27	28	29	30			

2025 DDD CALENDAR

July						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16 Phase 5: Summer Solicitation	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

September						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17 Phase 6: Autumn Email Solicitation	18	19	20
21	22	23	24	25	26	27
28	29	30				

2025 DDD CALENDAR

November						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						01
02	03	04	05	06	07	08
09	10	11	12 Phase 7: Additional Year- End Gift	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

WEBSITE RESOURCES

Materials Information Form Deadline to Order: December 6

Everything you need visually for the 2025 DDD can be ordered here online. This form must be completed and emailed to the DDD office before the deadline in order to be certain you have what you need in time for February's In-Church Solicitation.

Brochures, Logos, Posters

Download these items for your bulletins, social media, website.

QR Code and Online Giving Link

The simplest way parishioners give is with their smartphone. Download the QR Code or Online Giving Link here and place it in bulletins, social media posts, etc.

Weekly Bulletins, Mass Announcements and Prayers

Weekly examples are provided in English and Spanish for Phase 2, In-Church Solicitation of the DDD. You may use these verbatim or create your own.

Parishioner Information Form

The ParishSoft database must be regularly updated. This form is an easy digital way for parishioners to update their information.

Parish/Mission Report Form

This form is the only way to transmit monies received for the DDD. You may download this fillable form from the Stewardship and Development webpage.

5 FREQUENTLY ASKED QUESTIONS

1

What is the Diocesan Development Drive?

The DDD is an annual, parish-based, diocesan appeal designated for operating funds for diocesan ministries, programs, and services.

2

Why should I support the DDD?

Many important ministries, programs, and services are funded in-part through the Diocesan Development Drive. It is financially impossible for an individual parish or mission to duplicate the scope of work provided by the DDD.

3

How does my parish benefit from the DDD?

Each parish benefits by having a priest to celebrate Mass and administer the sacraments. The ministries, programs, and services supported in-part by the DDD are essential to the life of the Catholic Church throughout Utah.

4

What is “Quota” and how is it determined for each parish?

The yearly DDD Quota is determined by a committee of pastors and approved by the bishop to help meet the financial needs of the diocese. The initial computation is based on Ordinary Income of each parish/mission. It is intended to achieve a fair and consistent distribution of cost-sharing among parishes/missions for the work of the Diocese. For additional information, please [click here](#).

5

What happens if our parish/mission doesn’t reach “Quota”?

Each parish/mission is assigned an annual quota that they are responsible for meeting in full. If a parish fails to meet their quota, the bishop will request that they make up the difference. It is then up to that parish how they will achieve their contribution.

OFFICE OF STEWARDSHIP AND DEVELOPMENT CATHOLIC DIOCESE OF SALT LAKE CITY

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MOST REVEREND OSCAR A. SOLIS, D.D.
TENTH BISHOP OF SALT LAKE CITY

VERY REVEREND JOHN S. EVANS
VICAR GENERAL AND MODERATOR
OF THE CURIA

Shannon Webster Lee

Director

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Responsible for the overall execution of the drive, including strategy, implementation and coordinating with parishes and missions.

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Development Associate

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Provides stewardship coordination, grant writing and social media posts.

Gloria Cisneros

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Provides data research for incoming donations and is the parish liaison tasked with gathering and managing parishioner information.

Erick Govea

Data Specialist

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Provides database management, prospect information, solicitation files, weekly and monthly financial reports.

Becca Hardman

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Provides meeting and event coordination, assists with social media campaigns, and processes incoming and outgoing mail.

**JOYFUL PRAYERS
FOR
A SUCCESSFUL 2025
DIOCESAN
DEVELOPMENT DRIVE**



