



# Encountering Christ, Transforming Lives



2025/2026 GOAL: \$2.4 MILLION  
**CATHOLIC SERVICES APPEAL**

Campaign Training and Leadership Manual: Success  
Begins with a Plan



# TABLE OF CONTENTS

|    |                                    |
|----|------------------------------------|
| 03 | LETTER FROM THE DIRECTOR           |
| 04 | APPEAL INTERCESSIONS               |
| 05 | IMPORTANT DATES                    |
| 06 | CAMPAIGN MATERIALS                 |
| 07 | TIPS FOR SUCCESS                   |
| 09 | CHECKLIST AND REFERENCE GUIDE      |
| 13 | SAMPLE HOMILY                      |
| 16 | SAMPLE PASTOR LETTER               |
| 17 | FOLLOW-UP LETTER                   |
| 18 | BULLETIN AND PULPIT ANNOUNCEMENTS  |
| 19 | NEW DIGITAL PROCESSING USING EXCEL |
| 20 | HOW TO USE TWO ACROSS LABELS       |
| 21 | ACCOUNTING                         |
| 22 | MAIL AND TELEPHONE FOLLOW-UP       |
| 23 | TRANSMITTAL FORM                   |
| 24 | MATCHING GIFTS                     |
| 25 | ADDITIONAL BULLETIN/PULPIT         |







# LETTER FROM THE DIRECTOR

Dear Parish Leaders,

It's time to prepare for another impactful season of the Catholic Services Appeal (CSA)! I'm delighted to once again provide this comprehensive manual, crafted to empower you and your Parish CSA Committee for a truly successful campaign.

Bishop's Pastoral Plan and our "Maintenance to Mission" initiative continue to be the driving force behind our diocesan-wide efforts, nurturing growth and vitality across our faith communities. This year, the CSA theme, "Encounter Christ, Transforming Lives," powerfully encapsulates our ongoing shared mission and purpose.

The CSA is truly essential in sustaining the vital programs, services, and ministries that enrich our parishes and broaden the reach of our faith. As we strive to reach our collective goal of \$2.4 million, I strongly encourage you to inspire your parishioners to support this critical effort.

I implore you to engage every household in your parish, highlighting that every contribution, no matter the size, makes a difference. For those who may find reaching their goals challenging, I encourage you to form CSA teams and fully utilize the guidelines in this manual.

The promotional strategies detailed within these pages are proven pathways to success for your parish. By diligently implementing these steps, we can work towards 100% participation and ensure our parish goals are met.

Your dedicated leadership and commitment are invaluable to our shared mission of nurturing faith and serving those in need. On behalf of Bishop Powers and the entire Diocese, thank you deeply for your continued steadfast dedication and tireless efforts.

Please don't hesitate to reach out if you need any assistance or guidance in promoting the Appeal. Together, let's renew our commitment to making the CSA a resounding success, embodying the spirit of stewardship and solidarity that defines our faith community.

With sincere appreciation and warm regards,

Steve Tarnowski  
Director of Stewardship and Development

# APPEAL INTERCESSIONS

## **1. FOR OUR PARISH COMMUNITY:**

- THAT WE MAY RESPOND GENEROUSLY TO THE CATHOLIC SERVICES APPEAL, RECOGNIZING IT AS AN OPPORTUNITY TO SUPPORT THE MISSION OF THE CHURCH AND THE MANY MINISTRIES THAT SERVE OUR DIOCESE. WE PRAY TO THE LORD.

## **2. FOR THE SUCCESS OF THE CSA:**

- THAT THROUGH OUR COLLECTIVE EFFORTS AND GENEROUS CONTRIBUTIONS, THE PROGRAMS, SERVICES, AND MINISTRIES SUPPORTED BY THE CATHOLIC SERVICES APPEAL MAY THRIVE AND BEAR ABUNDANT FRUIT. WE PRAY TO THE LORD.

## **3. FOR THOSE WHO BENEFIT FROM THE CSA:**

- THAT SEMINARIANS, YOUNG FAMILIES, STUDENTS, THE ELDERLY, AND ALL THOSE SERVED BY THE MINISTRIES FUNDED BY THE CATHOLIC SERVICES APPEAL MAY EXPERIENCE THE LOVE AND SUPPORT OF OUR FAITH COMMUNITY. WE PRAY TO THE LORD.

## **4. FOR THE SPIRIT OF STEWARDSHIP:**

- THAT GOD MAY INSPIRE EACH OF US TO RECOGNIZE THE BLESSINGS WE HAVE RECEIVED AND TO SHARE GENEROUSLY WITH THOSE IN NEED THROUGH OUR CONTRIBUTIONS TO THE CATHOLIC SERVICES APPEAL. WE PRAY TO THE LORD.

## **5. FOR DISCERNMENT AND GENEROSITY:**

- THAT THE HOLY SPIRIT MAY GUIDE ALL PARISHIONERS IN DISCERNING THEIR ABILITY TO SUPPORT THE CATHOLIC SERVICES APPEAL, FOSTERING A SPIRIT OF GENEROSITY AND COMMITMENT TO THE CHURCH'S MISSION. WE PRAY TO THE LORD.

## **6. FOR UNITY IN THE EUCHARIST:**

- THAT AS WE GATHER IN THE EUCHARIST, WE MAY BE UNITED IN OUR MISSION TO SUPPORT THE CATHOLIC SERVICES APPEAL, RECOGNIZING OUR SHARED RESPONSIBILITY TO CARE FOR OUR BROTHERS AND SISTERS IN CHRIST. WE PRAY TO THE LORD.

## **7. FOR PARISH LEADERSHIP:**

- THAT OUR PASTORS, PARISH STAFF, AND LAY LEADERS MAY BE BLESSED WITH WISDOM AND PERSEVERANCE AS THEY ENCOURAGE PARTICIPATION IN THE CATHOLIC SERVICES APPEAL AND STEWARD THE RESOURCES ENTRUSTED TO OUR COMMUNITY. WE PRAY TO THE LORD..

## **8. FOR AN INCREASE IN VOCATIONS:**

- THAT THROUGH THE SUPPORT OF THE CATHOLIC SERVICES APPEAL, OUR DIOCESE MAY CONTINUE TO FOSTER AND SUPPORT VOCATIONS TO THE PRIESTHOOD, DIACONATE, AND RELIGIOUS LIFE. WE PRAY TO THE LORD.

## **9. FOR THOSE IN NEED:**

- THAT THE FUNDS RAISED THROUGH THE CATHOLIC SERVICES APPEAL MAY REACH THOSE MOST IN NEED, PROVIDING HOPE, COMFORT, AND ASSISTANCE TO INDIVIDUALS AND FAMILIES THROUGHOUT OUR DIOCESE. WE PRAY TO THE LORD.

## **10. FOR GRATITUDE AND BLESSING:**

- THAT WE MAY ALWAYS BE GRATEFUL FOR THE GENEROSITY OF THOSE WHO SUPPORT THE CATHOLIC SERVICES APPEAL AND THAT THEIR CONTRIBUTIONS MAY BE BLESSED AND MULTIPLIED IN SERVICE TO GOD'S KINGDOM. WE PRAY TO THE LORD.



# APPEAL DATES



## SUMMER VISITOR PARISHES

**Pulpit/Bulletin Announcement and Petitions**  
Weekend of August 3

**Diocese Mails CSA Booklet and Gift Envelope**  
Week of August 4

**Pulpit/Bulletin Announcement and Petitions**  
Weekend of August 9 & 10

**Campaign Weekend**  
**Video/Homily on CSA Fund (or week prior)**  
August 16 & 17

**Follow-up Weekend**  
August 23 & 24

**Diocese Mails Monthly Thank You and Pledge Reminders**  
October 2025 - August 2026

**Diocese Mails Follow-up to Non-Participants**  
Advent 2025 and Lent 2026

**Tax Statements Mailed**  
January 2026

## GENERAL PARISH KICK OFF

**Pulpit/Bulletin Announcement and Petitions**  
Weekend of September 7

**Diocese Mails CSA Booklet and Gift Envelope**  
Week of September 8

**Bulletin Announcement and Petitions**  
Weekend of September 13 & 14

**Campaign Weekend**  
**Video/Homily on CSA Fund**  
September 20 & 21

**Follow-up Weekend**  
September 27 & 28

**Diocese Mails Monthly Thank You and Pledge Reminders**  
October 2025 - August 2026

**Diocese Mails Follow-up to Non-Participants**  
Advent 2025 and Lent 2026

**Tax Statements Mailed**  
January 2026

\*The Diocese emails reminder messages on a weekly basis to those who have not contributed.

# CAMPAIGN PROMOTION MATERIALS

CAMPAIGN MATERIALS TO  
BE DELIVERED TO PARISH:

CATHOLIC SERVICES APPEAL  
POSTERS

THERMOMETER POSTERS

COMMITMENT ENVELOPES:  
ENOUGH FOR FOLLOW-UP  
MAILINGS, PEWS, OR BULLETINS

PARISH MANUAL - ADDITIONAL  
REQUESTED AND AVAILABLE  
ONLINE AT CATHOLICDOS.ORG

2025/26 CSA DVD  
(OR FLASH DRIVE MP4)

TRANSMITTAL FORMS/PAYMENT  
ONLY REPORTS

BUSINESS REPLY ENVELOPES

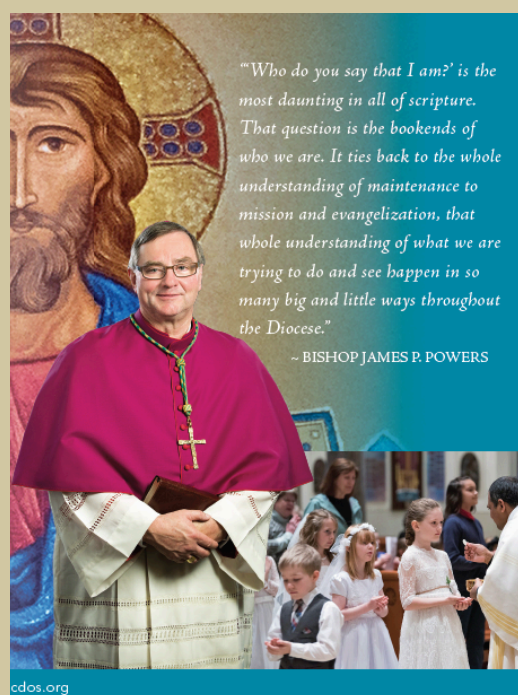
TWO ACROSS LABELS

ONLINE GIVING CENTER AT  
WWW.CATHOLICDOS.ORG

## QUESTIONS OR ASSISTANCE

PLEASE CONTACT THE  
CATHOLIC SERVICES APPEAL OFFICE:  
STEVE TARNOWSKI, DIRECTOR OF  
STEWARDSHIP AND DEVELOPMENT:  
(715) 394-0223  
EMAIL: STARNOWSKI@CATHOLICDOS.ORG

THOMAS WALTON, DATABASE  
ADMINISTRATOR AND GIFTS PROCESSOR:  
(715) 394-0226  
EMAIL: TWALTON@CATHOLICDOS.ORG



# TIPS TO SUCCESS



## PREPARE FOR SUCCESS

**Be Prepared:** Before launching your Catholic Services Appeal (CSA) efforts, take time to thoroughly review the Parish Leadership Manual and the accompanying samples. These resources are designed to equip you with everything you need. If you have any questions about the many ministries and programs supported by the CSA, don't hesitate to reach out! You can call the CSA Office at (715) 394-0223 or email [starnowski@catholicdos.org](mailto:starnowski@catholicdos.org).

**Start Early:** Give your parishioners the gift of time! A minimum two-week advance notice is essential for them to prayerfully consider their pledge. Make sure your preparations are visible and consistent. This means utilizing bulletin announcements, heartfelt pulpit announcements, meaningful Prayers of the Faithful, and prominent posters in the weeks leading up to the appeal.

**Be Enthusiastic:** Let your passion shine through! Make the success of your parish's Catholic Services Appeal a personal goal. Your positive energy is infectious and will inspire others.

## FOCUS ON IMPACT

**Engage Major Donors:** Major donors are absolutely vital to the success of the annual Catholic Services Appeal. Their capacity for substantial contributions, their leadership and influence within our community – think of families who have supported our diocese for generations, their role in fostering stewardship, and their potential for long-term sustainability are invaluable. By effectively engaging major donors, we can significantly enhance the impact of the CSA, benefiting our entire community.

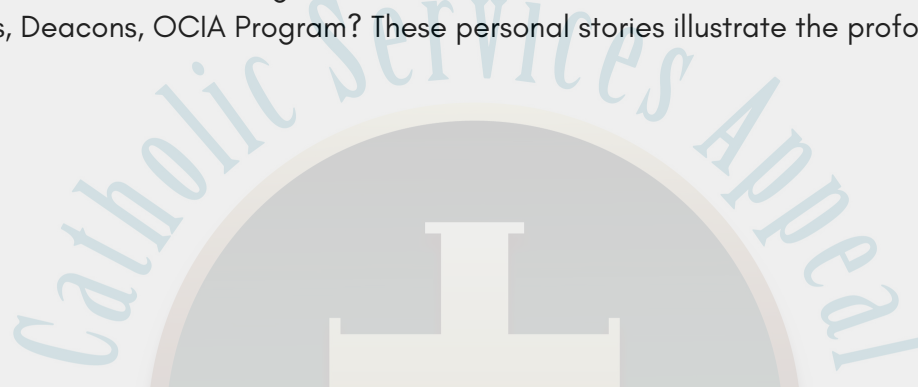
**Cultivate a Positive Image:** Always speak and publish only positive things about the Catholic Services Appeal and the many programs it supports. This appeal provides critical services to more than 21,000 Catholic households across the 16 counties our Diocese serves. From supporting our Catholic school's management to funding vocations, the CSA makes a tangible difference. A positive attitude toward the appeal is truly contagious!

**Connect Lives to Ministries:** Help parishioners see the direct connection between their lives and the ministries supported by the Catholic Services Appeal. Show them how these programs enrich their lives and the lives of their neighbors.

## EMPOWER PARTICIPATION

**Strive for 100% Participation:** Emphasize that every person is asked to respond to the appeal. It's crucial that everyone feels encouraged to pledge something, no matter the size of the gift. Remind them: no gift is too small! Every dollar adds up, and every act of giving strengthens our Church.

**Show Gifts Make a Difference:** Help people understand that their giving strengthens the Church and contributes to the well-being of countless individuals. Reiterate with local examples! Seminarians, Deacons, OCIA Program? These personal stories illustrate the profound impact of their generosity.







## MAXIMIZE CAMPAIGN MATERIALS

**Utilize Campaign Materials:** Don't go it alone! Name a Campaign Chair and build a dedicated team. Equip yourselves with the essential tools: the Leadership Manual, Pledge Envelopes, Posters, Bulletin Announcements, powerful Pulpit Announcements, and heartfelt Prayers of the Faithful. These resources are designed to make your campaign seamless and successful.

**Ensure Ample Pledge Envelopes:** Make it easy for parishioners to give! Have plenty of Pledge Envelopes readily available in the pews and stapled to bulletins. Demonstrate Pledge Envelope Completion: From the pulpit, take the time to demonstrate how to complete a Pledge Envelope. Don't rush this crucial step. Clear instructions will ensure accuracy and encourage participation.

**Collect Pledges Thoughtfully:** Collect the Pledge Envelopes before the Offertory. Then, bring them forward to the altar as a part of the Offertory procession. This symbolic act powerfully recognizes that this pledge to the Catholic Services Appeal is a sacred gift to God and His Church.

**Display Parish Progress Prominently:** Keep the momentum going by prominently displaying your parish's progress toward both the dollar and donor goals. This visibility inspires collective effort. Remember, you can call the CSA office anytime for a current update on your parish's standing.

## FOSTER LASTING CONNECTIONS

**Conduct a Comprehensive Follow-Up:** The appeal doesn't end on Pledge Sunday! Continue to offer opportunities for parishioners to make pledges to the Catholic Services Appeal. We strongly advise all pastors to personally reach out to major donors. These "personal" connections are more essential than ever for the Appeal's success. Additionally, send a follow-up letter to parishioners who have not yet contributed. Persistence is key; don't lose hope in engaging them.

The CSA plays a pivotal role in providing the annual funding necessary for sustaining the programs, services, and ministries vital to the strength of our parishes right here in the Diocese of Superior. From supporting our seminarians who will lead future generations to funding critical outreach programs like those at Catholic Charities Bureau, your parish's participation in the CSA directly impacts our shared mission.

As members of the "One Holy and Apostolic Church," our participation in the CSA is integral to our collective identity as a broader Catholic Community. Together, let us continue to uphold our commitment to supporting the mission and vitality of our faith community through the Catholic Services Appeal.



# ADVANCED NOTICE WEEKEND

Promoting the Catholic Services Appeal during Advance Notice Weekend will increase your chances for a successful campaign. The following steps should now be in place for the beginning of your CSA campaign:

1. By this time, the Catholic Services Appeal office has mailed Catholic Services Appeal supply packages to parishes and Catholic Services Appeal brochures with envelopes to all households listed in the Catholic Services Appeal database.
2. Display Catholic Services Appeal posters at all Church and school entrances.
3. An announcement to prepare parishioners for Commitment Weekend appears in the parish bulletin. Please consider using the bulletin inserts provided that coincide with the needs of your parish.
4. Catholic Services Appeal advertisements begin running in the Catholic Herald.
5. Use petitions to invite parishioners to pray for the success of the Appeal (samples in manual).
6. Use homilies and special announcements to prepare parishioners to make a gift or pledge on Commitment Weekend.
7. Catholic Services Appeal pledge envelopes ready for use by parish staff or volunteers who will be transferring gift information on them from commitment envelopes.
8. Staff and volunteers have been “briefed” to answer questions and address concerns about the Appeal.
9. Pulpit announcers and ushers have been scheduled as needed.
10. Bulletin inserts and announcements have been created to let parishioners know what the parish raised for the Catholic Services Appeal and what the parish’s goal is.

# COMMITMENT WEEKEND IN-PEW

Please follow the steps below to help promote a successful Commitment Weekend for your Catholic Services Appeal campaign:

1. Your announcement for Commitment Weekend should appear in the parish bulletin. Please consider using bulletin inserts provided in this manual that coincide with the needs of your parish.
2. Place an adequate supply of Catholic Services Appeal commitment envelopes in all pews before each Mass.
3. Make an announcement of Commitment Weekend from the pulpit.
4. Show the Video Presentation
5. Present the homily on the Catholic Services Appeal and what it means for the parish, pastor, or chairperson to speak about the Catholic Services Appeal at the end of the homily.
6. After the homily, guide parishioners through the signing/commitment process
7. Ushers collect commitment envelopes. Some people may want to give the following week as they consider their gift.
8. Petitions invite parishioners to pray for the success of the Catholic Services Appeal (sample petitions are available in this manual). Thank the parishioners for their generosity!







# FOLLOW-UP PHASE

Your parish has held its Commitment Weekend. Now, a strong “Follow-Up” phase can help you meet or exceed your goal. Repeating your message will help your parish reach more families and secure more gifts.

(August/September through November):

1. Appeal posters should be on display throughout the Follow-Up phase of your parish campaign
2. Pews should be supplied with commitment envelopes until the goal is reached
3. A majority of parishes indicated that a direct mailing to parishioners sent from the parish helps to increase the number of gifts raised. (Sample letters are included in this manual).
4. Even if your parish does send out a letter consider using a calling program or “phone-a-thon” to make a stronger impression with donors. Have council members and/or other parish leaders each make a number of calls (ten is a good amount).
5. Recruit volunteers for phone-a-thon
6. Locate a phone-a-thon site, and make sure volunteers with supporting information are ready.
7. Consider arranging a table at the back of the Church to answer questions about the Catholic Services Appeal and make extra brochures available.
8. During Masses and in the bulletin, include updated Catholic Services Appeal numbers, nearness to goal, and the number of families participating.
9. Pledge envelopes from donors who have made gifts should be mailed to the Catholic Services Appeal office for processing using the postage-paid business reply envelope.
10. Additional report forms are supplied in this manual to report Appeal gifts.





# WRAP-UP PHASE

## CSA OFFICE SUPPORT

1. Continue sending pledge envelopes to the Catholic Services Appeal Office for processing throughout the year until the goal is realized.
2. Pledge reminder statement mailings begin in October.
3. A follow-up letter from the CSA Office will be sent to all those who have not contributed during Advent and Lent, as well as weekly email messages.

For questions or assistance, please contact the  
Catholic Services Appeal office: Steve Tarnowski, Development  
Director: (715) 394-0223  
Email: [starnowski@catholicdos.org](mailto:starnowski@catholicdos.org)

Thomas Walton, Database Administrator, and Gifts Processor:  
(715) 394-0226  
Email: [clovejoy@catholicdos.org](mailto:clovejoy@catholicdos.org)

"Want a successful Catholic Services Appeal (CSA) at your parish? It all starts with prioritizing it. This means forming dedicated teams and keeping parishioners consistently informed. Pastors often set the pace, sending personal follow-up letters and, at times, even issuing financial challenges to inspire more generous giving. The CSA 100% rebate offers a tangible benefit that resonates with parishioners. These funds can directly support incredible initiatives in your parish, from vibrant youth ministries and essential educational resources to impactful outreach programs and much-needed facility enhancements. It's a direct way to invest in your local church community.

Strong communication is key. Using bulletin announcements, engaging email blasts, and personal appeals from parish leaders fosters a sense of shared purpose and encourages everyone to participate. When parish leaders communicate clearly and consistently, they effectively rally support and achieve outstanding results for the Appeal."

*Steve Tarnowski*  
*Director of Development*

# SAMPLE HOMILY

Today, as we gather in prayer, let's deeply consider the profound significance of Maintenance to Mission. This diocesan-wide effort is absolutely critical for nurturing growth and vitality across all our faith communities.

This year's Catholic Services Appeal (CSA) theme, "Encountering Christ, Transforming Lives," perfectly encapsulates the essence of our shared purpose and mission.

It is in the bread and wine, miraculously transformed into the Body and Blood of Christ, that we find our spiritual nourishment and unwavering strength. This sacred communion signifies our unbreakable bond as a faith community, deeply rooted in our timeless Catholic heritage. Through the grace we receive in the Eucharist, we are empowered to boldly spread the Gospel and compassionately serve others, just as the apostles, fueled by the Holy Spirit, went forth to proclaim the Good News to all nations.

The CSA is not just a fundraiser; it is a vital lifeline for the programs, services, and ministries essential to every single parish. In our increasingly interconnected world, no parish can truly thrive in isolation. The CSA enables us to pool our resources, allowing us to collectively support the broader mission of our Church and strengthen every part of our "mission" diocese.

It is the profound mission that Christ has entrusted to each of us: to advance the mission of His Church. Pope Leo XIII's vision for the Catholic Church remains vibrantly clear: He calls us to do more, to rise from inactivity, and to put our faith into action. As "One Holy and Apostolic Church," our Catholic Services Appeal (CSA) is a critical, essential part of our very own (parish name).

The CSA isn't some distant entity; it's the lifeblood flowing through our diocese, directly impacting our parish and countless lives. Here are just a few of the vital services and ministries it supports:

- **Vocations:** Imagine future priests serving our community, like Andrew Smith, who shares his journey of discernment thanks to diocesan support. The CSA ensures we can provide the priests, deacons, and religious needed to serve every parish, including ours. Most pastors will tell you they would not be serving today without the funding from the CSA.
- **Office of Catholic Schools:** This office ensures our schools, such as (name school), are well-managed, accredited through WRISA (Wisconsin Religious and Independent Schools Accreditation), and offer a high-quality Catholic education. They support everything from curriculum development to teacher training, ensuring our children receive the best.

- **Administration, Management, and Fundraising Assistance:** These offices are the backbone that keeps our parishes vibrant and viable. They provide crucial guidance, helping us operate efficiently and effectively.
- **Religious Education and Youth Ministry:** They ensure our children and youth receive a robust religious education steeped in Catholic values and have opportunities for spiritual growth.
- **Marriage and Family Programs:** These programs offer invaluable support to married couples, helping them strengthen their bonds and build strong, faith-filled families.
- **Care for our Retired Priests:** We honor those who have dedicated their lives to serving us. The CSA provides for the dignified care of our retired priests, allowing them to live comfortably after years of faithful ministry.
- **Development Department:** This department is a hidden gem, assisting parishes and schools across the diocese in securing grants for essential ministries and much-needed building projects.

When you contribute to the CSA, you directly help families, young adults, senior citizens, students, and the entire parish. It's a testament to the fact that every function of our parish community is in some way connected to a program, service, or ministry funded by the CSA.

In fact, no parish could exist on its own without the comprehensive programs, services, and ministries of the CSA. It is as vital to our vitality as a parish as our normal weekly collection. The works of the CSA extend far beyond the capacity of any single parish, touching the lives of every parishioner and enriching our Church as a whole.

If we truly love God, deeply love our Church, and cherish the new life we have in Christ, we will naturally want to support our Catholic family. When genuine love motivates our giving, we will undoubtedly give our very best.

Our parish goal for the Catholic Services Appeal (CSA) this year is \$ [Insert Parish Goal Here].

I sincerely urge you to take a moment to consider the CSA envelope you recently received in the mail. If you need more, you'll find them conveniently available in the pews.



Did you know the average diocesan-wide contribution to the CSA is around \$399.00? That breaks down to just \$39.90 a month for ten months! While that might seem modest, every single contribution, no matter the size, plays a truly significant role in supporting our parish and the wider Church community.

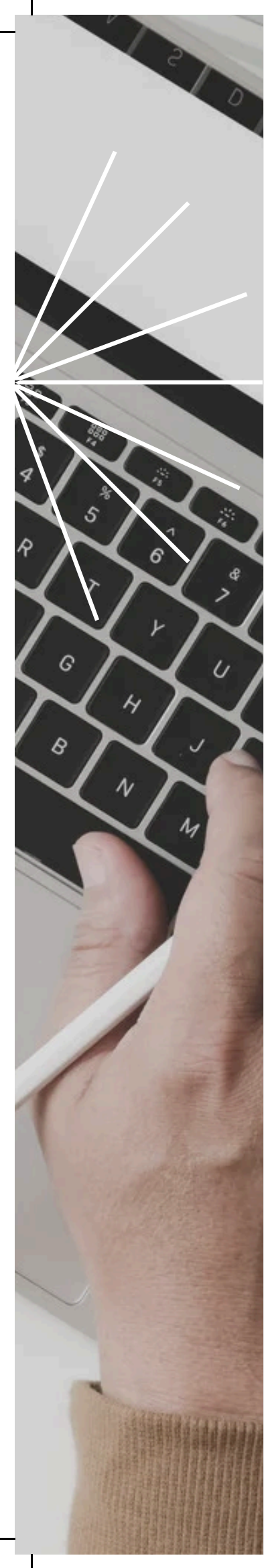
Your participation in this appeal is incredibly important and deeply valued. To make it easier, monthly reminders will be sent to you. I encourage you to set aside some time this week to prayerfully reflect on your pledge.

Consider how it aligns with your personal circumstances and how it will contribute to the success of our shared mission. Please know that various payment plans are available to accommodate any budget. The needs of our fellow Christians persist, and now more than ever, your participation is essential for creating meaningful change.

Let's strive to emulate Christ's compassion and generosity, extending a helping hand to those in need and living out His teachings in our daily lives. Together, let's embrace our role as people of mission, aspiring to do more and to transform our faith into action.

By uniting in purpose and commitment, we can offer hope for the future and truly be Christ's tangible presence here on Earth. May God bless you abundantly for your prayers and generosity. Thank you for your unwavering support of our parish community.





# SAMPLE PASTOR'S LETTER

## A Message to My Beloved Sisters and Brothers in Christ

If we truly love God, cherish our Church, and embrace the new life we have in Christ, we will naturally seek to support our Catholic family. When our giving is inspired by genuine love, we will strive to offer our best. The Catholic Services Appeal (CSA) plays a crucial role in providing essential annual support for the many programs, services, and ministries vital to our parishes.

The core purpose of the CSA is to enhance the mission and ministry of Christ across the 16 counties of the Diocese of Superior. As "One Holy and Apostolic Church," our CSA is a fundamental aspect of our life as a Catholic family. No single parish could thrive today without the sustaining support of the CSA.

The CSA fortifies the bonds of faith that unite us as a Catholic family and supplies the resources necessary to ensure the ongoing presence of Christ's message and ministry.

Every dollar contributed to the Catholic Services Appeal supports over 30 Diocesan programs, services, and ministries. Your past generosity has helped nurture our youth in the light of the Gospel, care for our retired priests, and educate future priests, deacons, and parish leaders, along with providing benefits, grants, religious education, and much more.

Our parish goal is \$ , and any funds raised beyond this will be returned to us for our own use. Both Bishop Powers and I are grateful for your generosity and aim for 100% participation. Help save a volunteer from making calls by taking a moment to complete and mail the attached contribution envelope. To minimize printing and postage costs, you can also easily donate online at our diocesan website: [catholicdos.org](http://catholicdos.org). Consider becoming an ongoing "sustainer" by committing to a regular monthly donation through electronic fund transfers.

As we prepare to make our pledge to fortify the Church through our sacrificial support of the Catholic Services Appeal, please reflect on all the lives you will touch with your pledge.

Bishop Powers and I sincerely thank you for your commitment and generosity.

May Our Lord continue to shower abundant blessings upon our Diocese, our parish family, and each of you.

Warm regards,

Pastor



# SAMPLE FOLLOW-UP LETTER

Dear [Recipient's Name],

Our annual Catholic Services Appeal has officially commenced throughout the Diocese. Our parish is off to a promising start; however, there are still many pledges outstanding. Currently, a total of \$\_\_\_\_\_ has been pledged by our parishioners, and \_\_\_\_\_ families have already chosen to participate.

Our parish's "fair share" goal for the upcoming year is \$\_\_\_\_\_.

Your contribution to the Appeal not only supports our parish but also benefits the local Church as a whole. It ensures that we, as a faith community, can offer programs and services that address the emotional, spiritual, and temporal needs of men, women, and children across the 16 counties of our Diocese.

Some ways our parish benefits include:

- Supporting vocations
- Funding the education of seminarians
- Enhancing religious education programs

Please take a moment to complete and mail the enclosed contribution form. To save on printing and postage, you can also give easily online at our diocesan website: [www.catholicdos.org](http://www.catholicdos.org). One of the best options is to become an ongoing "sustainer" by committing to a regular monthly donation through electronic fund transfers. The online donation center will guide you through this process.

I encourage you to reflect on the individuals who benefit each year from the Catholic Services Appeal. Your support is vital to the continued vitality of our parish and Diocese.

May God bless you for your generosity and commitment.

Sincerely,  
Pastor

# BULLETIN AND PULPIT

## **Two Weeks Before Commitment Weekend**

The 2025/26 Catholic Services Appeal will take place in all parishes across the Superior Diocese on August 16 & 17 or September 20 & 21. It's important to remember that we are united with other churches in northern Wisconsin and with our Diocese as a whole. The appeal serves as a way for us to collaborate in love and support for the Church by sharing the gifts that God has bestowed upon us. Your participation is crucial, not only for the success of the Catholic Services Appeal but also for our parish. We invite all Catholics from the 16 counties of the Diocese to support this vital initiative. No Catholic parish within the Diocese can thrive independently without the CSA.

## **One Week Before Commitment Weekend**

Next weekend, our parish will host the 2025/26 Catholic Services Appeal. This appeal presents an opportunity for our faith community to come together and fulfill the work of the Lord. All families are encouraged to participate in supporting the Catholic Services Appeal. By contributing to the CSA, you are responding to God's call to discipleship, prioritizing His work over personal needs. The Church serves each of us in some capacity, and your financial support is essential for continuing God's mission in our area. Additionally, every dollar donated to the Appeal helps our parish cover its annual fair share of diocesan financial responsibilities. This year, our goal is \$\_\_\_\_\_. \* (We benefit from the Appeal in the following ways...)\*

Online giving to the Catholic Services Appeal offers donors a secure and convenient way to contribute. Your parish will receive automatic credit for your donation. At the parish website or catholicdos.org

## **Commitment Weekend**

This weekend marks the annual Catholic Services Appeal Commitment Weekend across northern Wisconsin. Our parish goal this year is for every family and individual to contribute to the best of their ability, in recognition and gratitude for God's countless blessings. All registered parishioners should have received a special letter from Bishop Powers requesting their personal commitment and a pledge of support. If you are among those in our parish family who have already responded with stewardship and discipleship or plan to do so today, heartfelt thanks and blessings are extended to you. If you are still considering your Appeal gift, please give from your heart for those whose lives will be positively impacted by your kindness. Every pledge and gift is essential and will help us move closer to achieving our goal. Rest assured, God will bless and reward your generosity and concern for others.

## **Follow-up Weekend**

Thank you for completing a Catholic Services Appeal envelope. For those who have not yet filled one out, please do so before leaving Church today. No contribution is too small, and our parish aims for 100% participation. By making your gift today, you can save a volunteer the effort of mailing and calling, which saves both time and resources.

We have raised \$\_\_\_\_\_ toward our Catholic Services Appeal goal. Today, we face numerous challenges, including the shortage of priests. Our parish has a responsibility to support diocesan services and ministries, such as aiding vocations and educating seminarians, which serve as responses to these challenges.



# NEW DIGITAL PROCESSING

This new process using Excel is strongly encouraged, but optional for this first year

## New Digital Gift Processing

We’re making it easier than ever for your parish to manage CSA gifts. With our new digital process, you’ll have a more organized and consistent way to record gifts and handle follow-up, all in one place.

## What You’ll Receive

- Parish Roster (printed or PDF)
  - Contains Constituent ID information and an interactive “Pledged/Paid” checkbox.
- Label Sheets
  - For parish follow-up mailings only.
- Excel Gift Reporting Form
  - To record all CSA pledges and payments.

## How to Process Gifts and Payments

- Locate the donor in your Parish Roster.
- Check the “Pledged/Paid?” box if applicable.
- Record the pledge/payment amount and Constituent ID (or name) in the Excel Gift Reporting Form.

- Email the completed Excel form to twalton@catholicdos.org and send your parish EFT/check to the Diocese.
- Mail the pledge envelopes to the Diocese for documentation (stickers/labels are no longer required, as all info is on the Excel form).

## How to Handle Follow-Up Mailings

- Use the Parish Roster to find anyone with an unchecked “Pledged/Paid” box.
- Use stickers from the sticker sheet to address follow-up letters or envelopes for these donors.
- Always rely on the Roster to determine who needs a follow-up.

## Helpful Tips

- Labels are only for parish follow-up mailings.
- Use the Roster as your main tool for tracking gifts and responses.
- In the digital Roster, press CTRL+F to quickly search for names.

# Sample Report

|    | A                  | B                    | C              | D           | E     |
|----|--------------------|----------------------|----------------|-------------|-------|
| 1  | Transmittal Report |                      |                |             |       |
| 2  |                    |                      |                |             |       |
| 3  |                    | Parish Name:         |                |             |       |
| 4  |                    | Parish Number:       |                |             |       |
| 5  |                    | Transmittal Report N |                |             |       |
| 6  |                    | Date Prepared:       |                |             |       |
| 7  |                    |                      |                |             |       |
| 8  | Donor Info         |                      | Gift Info      |             |       |
| 9  | Constituent ID     | Donor Name           | Amount Pledged | Amount Paid | Notes |
| 10 | 12345              | John Smith           | \$0.00         | \$0         |       |
| 11 |                    | Jane Doe             | \$0.00         | \$0         |       |
| 12 | 67890              | Bob Johnson          | \$1.39         | \$0         |       |
| 13 |                    |                      |                |             |       |
| 14 | Total:             | 1 Gifts              | \$1.39 Pledged | \$0.00 Paid |       |

# FOLLOW-UP AND LABELS

\*Using Two Across Labels to Track Gifts If Not Using New Excel Process

The left label is called the “control” label while the right label is called the “follow-up” label (see example below). Simply apply the control label from the left row for each parishioner who returned an envelope and affix it to the “SUGGESTED PLEDGES” area on the **LOWER LEFT** of the inside of the envelope.

Is there an address change? Be sure the label and what the parishioner wrote agree. If they do not agree, make the change on the label.

**Keep the handwritten name visible.** For envelopes with names not on pre-printed labels (e.g. visitors or new parishioners), write your parish number above the “SUGGESTED PLEDGES.” Only use the control label on the envelopes.

|                        |                           |
|------------------------|---------------------------|
| (CONTROL)              | (FOLLOW-UP)               |
| SMITH, JOHN S. (12345) | M/M JOHN S. SMITH (12345) |
| 5432 MAIN ST           | 5432 MAIN ST              |
| SUPERIOR, WI 54880     | SUPERIOR, WI 54880        |
| (TELE: 700-4500)       |                           |

Please ensure that the names and addresses are legible and complete including PO Box numbers and RRs on every envelope so that each donor can be given proper credit. Use the remaining Label for follow-up.

Follow the procedure of always taking the label from the left row for all envelopes received from parishioners (whether they indicate contributions or refusals). In other words, the left row of labels is used when either the person has contacted you or you have contacted them.

Labels remaining in the left row will indicate those who have yet to respond. The right-hand label should be used for mailing, either your mail campaign or mail follow-up.

You will want to mail a letter from the pastor along with a blank envelope informing parishioners how the gifts are to be returned.

As pledge envelopes are received with responses to the mailing, process them as described above. The left label, also known as the control label, can be used for telephone follow-up.

# ACCOUNTING

## GIFTS PROCESSING

The Diocese is responsible for all gift processing including donations made online and when the donor indicates on their envelope that they would like to make a gift with a credit card, debit card or electronic fund transfer. The diocese will process these types of gifts and update parishes via monthly reports that help track the fulfillment of these gifts.

Please be sure to deposit donations immediately. Envelopes received by the parish that request credit card, debit card, or electronic fund transfer should be mailed to the Diocese immediately to ensure timely processing.

As donation checks and cash are deposited in the parish CSA bank account, the parish will then mail "one" check reflecting the total gifts to the Appeal Office with the transmittal form. This should occur at the very least on a monthly basis, but weekly for the first few weeks.

It is important that the parish take proper steps in receiving donations as to the donor's wishes. For example: if a parish uses funds from a second collection, the total and exact purpose of the collection should be made clear to the congregation members. Likewise, it is not a good practice to use a percentage of the normal offertory to pay the parish goal unless the purpose is made transparent to the congregation.

Make sure to use Account #2175 to take in CSA gifts and Account #6501 to pay out funds to the Diocese. If you have questions regarding standard accounting practices please contact Alivia Olson, Accountant II at 715-394-0218 or email: [mheiman@catholicdos.org](mailto:mheiman@catholicdos.org).

## PLEDGE REMINDERS

People have good intentions, but in order to fulfill obligations Pledge Reminders will be mailed out the first of each month until the point the pledge is fully paid.

Pledging and the payment of pledges sometimes require special reminders to inform and educate parishioners on the importance of paying their monthly pledge payments. A monthly Bulletin Announcement at the beginning of each month reminding parishioners of the importance of paying their pledges will help.

In addition, having a respected member of the parish make a brief Pulpit Announcement each month on the same weekend that the Bulletin Announcement is published, can make a big difference.

## ONLINE GIVING

Online giving provides donors with a seamless, secure and easy way to make a gift to the Catholic Services Appeal. Your parish is automatically credited with your gift. Please include the Catholic Services Appeal website in your bulletin and in all your campaign correspondence with prospective donors [www.catholicdos.org](http://www.catholicdos.org).

## ASSURING PARISH GOAL

The Appeal does not end when the in-pew processes are over. If your parish has not reached its CSA goal, follow-up assistance and special mailings may be needed. Sometimes something as simple as a monthly Bulletin Announcement and a Pulpit Announcement may be enough to remind those who have not yet given to do so.

Remember...no gift is too small. Strive to reach 100% participation. \$5 is better than nothing.

## BANK DEPOSITS

Although it is very rare if you have a special CSA account for gift deposits at your local bank, your bank may have questions. Please have them call Steve Tarnowski, Director of Development at 715-394-0223

# FOLLOW-UP PROCEDURES

Follow-up contact with those parishioners who have not responded is essential to achieving maximum results in your parish and can be done by telephone or mail.

## TELEPHONE FOLLOW-UP

Telephone follow-up is by far the most effective method of reaching parishioners who have not responded because it offers the opportunity for personal contact, providing nearly all the advantages of face-to-face communication (or voice-to-voice in this case)! You will be filling out a pledge envelope for them according to what they pledge over the phone.

The procedure for telephone follow-up is as follows:

1) Recruit as many volunteers as possible early in the campaign. The more volunteers, the more successful your efforts will be. The parish councils and groups, each taking a few names, help make follow-up easy.

2) Arrange to have an office or area with several telephone lines available. Otherwise, volunteers can make calls from their homes.

3) Volunteers should only need to take between 10 to 15 calls and those calls should be done within a 3 to 5 day period.

Many parishes ask parish leaders and committee members to each make 10 - 15 calls.

4) Read the CSA brochure to become familiar with the CSA programs, services, and ministries.

## MAIL FOLLOW-UP

There are advantages and disadvantages to this method. The advantages are that mail follow-up provides total parish coverage, and there is a minimal amount of effort. The disadvantages are that a total parish response is hard to achieve (even well-intentioned parishioners forget to return the mailed pledge envelope), and a lower dollar gift average is returned. However, it is better to try for some responses than not to try at all.

Mail follow-up should begin after the Catholic Services Appeal follow-up Weekend. A pledge envelope should be folded into a parish mailing envelope with the suggested follow-up letter from the pastor. A sample follow-up letter can be found in this packet. Continue follow-up until the goal has been achieved.

Remember...no gift is too small. Strive to reach 100% participation. \$5 is better than nothing.

**For questions or assistance, please contact the Catholic Services Appeal Office: Steve Tarnowski, Development Director: (715) 394-0223**

**email: [starnowski@catholicdos.org](mailto:starnowski@catholicdos.org)**

**Thomas Walton, Database Administrator, and Gifts Processor: (715) 394-0226**

**Email: [clovejoy@catholicdos.org](mailto:clovejoy@catholicdos.org)**



# TRANSMITTAL REPORT

The TRANSMITTAL REPORT is to be used every time you send in batches of pledge envelopes.

**DIOCESAN SERVICES APPEAL**  
Development Office  
1201 Hughitt  
Superior, WI 54880

DATE 1 TRANSMITTAL REPORT NO. 2  
FROM 3 PARISH 4  
PARISH NUMBER 5  
ADDRESS \_\_\_\_\_

DO NOT WRITE IN THIS SPACE

| BALANCE DUE | TOTAL # LABELS ENVELOPES REPORTED | TOTAL GIFTS | NOW PAYING | PARISH CHECK |
|-------------|-----------------------------------|-------------|------------|--------------|
|             | This Report 6                     | \$ 6        | \$ 6       | \$ 6         |
| # Pledges   | Previously Reported 7             | \$ 7        | \$ 7       |              |
| # Refusals  | Current Total 8                   | \$ 8        | \$ 8       |              |

SEND ORIGINAL AND WHITE COPY TO DEVELOPMENT OFFICE. PARISH COPY — YELLOW

X 9  
PASTOR SIGNATURE

1) Enter the date the report is filled out.

2) Enter the transmittal number (1 for the first report, 2 for the second, etc.)

3, 4, 5) Enter your parish name, your parish number, and address to ensure proper credit.

6) TOTAL NUMBER OF ENVELOPES REPORTED: Enter the total number (count) of all envelopes reported. This includes both pledges and refusals.

TOTAL GIFTS: Enter the total dollar amount pledged, regardless of the amount paid.

NOW PAYING: Enter the total dollar amount of all cash and cash received with all the envelopes in this report.

7) On the first report, omit this line. On subsequent reports, the total from the previous report(s) should be entered here.

8) This is the total of lines 6 and 7.

9) Have your pastor/parish director sign the transmittal.

Include the original hard copy and the white copy of the transmittal with the pledge envelopes and parish check when you mail it to the Chancery. Retain the yellow copy for your records.

The CSA Office processes the parish checks and then sends reminders to parishioners about their pledges, electronic fund transfers, and credit card authorizations that will be processed by the Diocese.

Note: Do not use Transmittal for personal donor checks. They are for parish checks only.

**Any questions regarding Gifts Processing**  
**Contact: Thomas Walton, Database**  
**Administrator at the CSA Office 715-394-**  
**0226 or email [clovejoy@catholicdos.org](mailto:clovejoy@catholicdos.org)**

# MATCHING GIFTS

## WHAT IS A MATCHING GIFT PROGRAM?

Many companies allow their employees to direct their charitable giving programs through matching gifts. When an employee notifies the company that they have made a charitable donation, the company will make a gift of the same amount, and in some cases double the amount, to the same charitable organization.

Matching Gift Programs are a wonderful way for employees to make their charitable dollars stretch farther at no cost to themselves. Donors simply ask their company's human resources office for a matching gift form, and we will do the rest!

It is extremely easy to process. Gift matching procedures can vary from company to company. The following example is typical:

- A. An employee/retiree obtains a matching gift form from the employer, usually from the human resource department or company website.
- B. After completing the form, the employee/retiree sends it along with the donation to the Diocese of Superior.
- C. The Diocese certifies on the form that it has received the gift and meets the company's guidelines for receiving a matching gift.
- D. The Diocese returns the form to the company.
- E. The company verifies the eligibility of the employees/retirees and the Diocese recipient and sends the check to the Diocese.



# ADDITIONAL BULLETIN AND INFORMATION

PLEASE USE THESE BULLETIN/PULPIT  
ANNOUNCEMENTS TO KEEP THE CSA  
MESSAGE IN FRONT OF YOUR  
PARISHIONERS UNTIL YOUR GOAL  
ACHIEVED

Did you know CSA Funding for Catholic Formation supports and facilitates the Church's mission of providing opportunities for ongoing faith formation for adults? This includes, but is not limited to baptism preparation, parenting, RCIA and adult Confirmation, men's ministry, women's ministry, marriage enrichment and help for troubled marriages, separated/divorced support, bereavement, and fertility appreciation/natural family planning.

Did you know CSA Funding for Respect Life Ministry strives to build a culture of life by upholding and promoting the dignity of human life from the moment of conception to natural death? The Diocese works to implement the guidelines of the United States Conference of Catholic Bishops' Pastoral Plan for Pro-Life Activities, in which we are called upon as church with our resources, our people, our services and institutions to pursue the cause of life with renewed energy and commitment.

Did you know CSA Funding makes it possible to continue promoting vocations to the priesthood that are so vital to the future of our local Church? The indispensable role that our seminarians will serve in the life of the Church necessitates that they receive an unparalleled formation in the spiritual, pastoral, and academic disciplines. With the high cost of education, your gift will help underwrite this worthwhile investment and help promote and foster vocations to the priesthood throughout our diocese.

Did you know that CSA Funding for the Permanent Diaconate helps men (and their wives/families) discern a call to the permanent diaconate through phases of Inquiry, Aspirins, Candidacy, Ordination, and Post-Ordination, by providing in-depth formation, continuing education, service agreements, retreats, family support and much more.

Did you know CSA Funding for Ecclesial Ministries and Diocesan Consultation provides quality training, workshops, and in-services for parish leadership development, parish pastoral and finance councils, and in areas of consultation and conflict resolution? These services are at the request of the pastoral leader, directive of the Bishop, and through offerings such as The School of Servant Leadership, Professional Development Days, and Lay Ministry Enrichment Days.

Did you know that CSA Funding for Worship serves as a resource for pastors, parish directors and parish life coordinators, and anyone in diocesan parishes and schools who are responsible for sacramental liturgical preparation and celebrations? It also plans major diocesan celebrations in the Diocese of Superior, sponsors educational and formational events on liturgical topics as well as assists with the initiation of adults and the diocesan celebration of the rites for the initiation of adults.

Did you know CSA Funding for Catholic Formation assists parishes in the areas of religious education, sacramental preparation, youth ministry, adult formation, and family ministry? Some areas of outreach to parishes consist of leadership development, curriculum guidelines, sacramental guidelines, youth rallies, Extreme Faith Camp, Totus Tuus, catechetical certification, and retreats. The Office of Catholic Formation's vision is to assist parishes in evangelizing and making Disciples of Christ within their own parishes, yet also participating in communion with the greater Church in northern Wisconsin.

We are hopeful that 100% of our registered households will respond to the 2025/26 Catholic Services Appeal. While the level of sacrifice will differ from parishioner to parishioner, an Appeal gift this year is within the reach of the majority of our people. Please prayerfully consider supporting the CSA with a pledge or one-time gift as your means allow. Thank you!



Did you know CSA Funding for the Office of Schools as part of the Office of Catholic Formation provides direction to the 14 Catholic schools in the diocese? Areas of oversight consist of monitoring policies related to civil and canon law, establishing curriculum, ensuring accreditation of all the schools, and monitoring and coaching schools in the areas of marketing and development. The Office of School's mission is to assist schools in bringing Christ to all students and preparing children spiritually, academically, and physically for their life ahead.

Did you know CSA Funding for Administration, Management, Finance, and Development offers many forms of vital assistance and direction in parish management, administration, finance, leadership, and development, including assistance through grants for many community and Church projects.

As the 2025/26 Catholic Services Appeal continues, we are grateful to the parish families that have already made their gift or pledge. For us to achieve our overall goal, it will require the active involvement and personal sacrifice of all members of our faith community. If you have not yet responded to the CSA, please set aside a moment to prayerfully consider a gift amount that reflects your blessings. Your gift will help tremendously and, together with your fellow parishioners, will enable the diocese to provide essential pastoral, educational, and human needs throughout northern Wisconsin.

If you have not yet responded to the 2025/26 Catholic Services Appeal, please reflect upon the importance of your support to ministry and outreach that relies upon the charity of the Diocese of Superior. The challenge is immediate and far-reaching, but the solution is within our reach!

Please consider the following options when deciding upon the best way to support the CSA this year:

- Make a pledge and spread out your payments over several months
- Donate online by going to the diocesan website: catholicdos.org
- Check if your employer will match your gift through the Corporate Matching Gift Program
- Donate a one-time gift
- Contribute a gift from a Donor Advised Fund or of appreciated stocks or securities

Whatever you decide, your gift will be greatly appreciated and make a difference in the lives of others.







## NOTES

