



#FacesofHope

THOUGH WE ARE MANY, WE ARE ONE IN CHRIST.

PARISH MANUAL



CATHOLIC
CHARITIES
Diocese of Cleveland

2020 ANNUAL APPEAL

1

INTRODUCTION

Annual Appeal Team

Catholic Community Foundation	4
Your Parish	5
Parish Roster	6
Keys to Success.....	7
NEW! Parish Incentives.....	8-9

2020 CATHOLIC CHARITIES ANNUAL APPEAL TEAM

Catholic Community Foundation

The Catholic Community Foundation (CCF) supports the mission of the Diocese of Cleveland by fostering faith-based stewardship in the community for the spiritual, educational and charitable needs of all.

Established in 2000, the Foundation also makes grants and manages assets on behalf of donors, parishes and Catholic institutions throughout the Diocese.

The CCF coordinates the Catholic Charities Annual Appeal (CCA). Though there are many aspects of the CCA – letter solicitations, email solicitations, telefunding, etc. – the aspect of the CCA that most directly impacts the parishes is the In-Pew Appeal. The CCF is committed to providing the materials and support needed by each parish to conduct a successful In-Pew Appeal.

Please contact the following CCF personnel with questions about, or assistance with, the Appeal:

Karen Joyce, Director of Annual Appeals



216.696.6525 ext. 1910

kjoyce@catholiccommunity.org

Karen directs all annual appeals conducted through the CCF, including the largest annual appeal for Catholic Charities. You may direct donor inquiries to Karen.

Sarah Yantek, Assistant Director of Annual Appeals



216.696.6525 ext. 1049

syantek@catholiccommunity.org

Sarah assists with the annual appeal for Catholic Charities. You may direct parish and online donations inquiries or questions to Sarah.

Sharla Thomas, Development Associate



216.696.6525 ext. 1530

stthomas@catholiccommunity.org

Sharla manages donor acknowledgements for the Catholic Charities Annual Appeals. Please direct all inquiries about acknowledgements to Sharla.

Debra Sudy, Data Processing Administrator



216.696.6525 ext. 3670

dsudy@catholiccommunity.org

Debra processes credit card gifts and manages the monthly EFT giving program. Please direct questions about credit card transactions, billing and/or pledge payments to Debra.

YOUR PARISH ANNUAL APPEAL TEAM

The Parish Annual Appeal Team coordinates the Catholic Charities Annual Appeal In-Pew Weekends for each of our parishes and help to execute the plan outlined in this manual. To ensure a successful Parish Appeal requires a team effort not just during the In-Pew Weekends but throughout the calendar year. Establishing a viable Annual Appeal Team in each parish is vital to the success of the Annual Appeal in your parish and across the diocese.

Duties of your Parish Annual Appeal Team:

- Attend the Preview Meetings in January to learn what is new
- Read and share the Catholic Charities Annual Appeal email updates
- If you haven't already done so, fill out the information on page 6 of this manual and return it to Sarah Yantek
- Confirm receipt of your parish kits in January; open and review all materials
 - Review the quantities and request additional items as needed
- Test the video and/or audio prior to commitment weekend to ensure quality and review the content and message
 - Run bulletin announcements encouraging participation and read pulpit announcements at Masses beginning January 11 and continuing with monthly updates throughout the year
- Utilize the Catholic Charities logos and video on your own parish website and materials
- Insert the pre-printed Annual Appeal piece in all bulletins for Announcement Weekend
 - Place pencils into the in-pew pledge envelopes prior to Commitment Weekend
 - Recruit young people to distribute and collect the in-pew envelopes during Commitment Weekend
 - Hold a practice session with all involved to ensure the Appeal runs smoothly
- Set up and test your parish's equipment to play the Appeal video or Bishop Perez's audio message during Commitment Weekend
 - Collect in-pew envelopes after each Mass and store in a secure place
 - Assemble and mail transmittal form and envelopes to Agilis February 10 (instructions on page 25)

#FacesofHope

THOUGH WE ARE MANY, WE ARE ONE IN CHRIST.

Parish Name: _____

Parish City: _____

Parish Staff

Pastor Email: _____

Parish Secretary's Name: _____

Parish Secretary's Email: _____

Parish Bulletin Editor's Name: _____

Parish Bulletin Editor's Email: _____

Additional Parish Staff (involved with the Annual Appeal)

Name: _____

Title: _____

Email: _____

Parish Volunteer(s)

Name: _____

Email: _____

Name: _____

Email: _____

Please return this form to Sarah Yantek

By Mail: Catholic Community Foundation, 1404 E. 9th Street, Cleveland, OH 44114

By Fax: 216-348-0740 or by email to: syantek@catholiccommunity.org 216-696-6525 x1049.

KEYS TO SUCCESS

- 1. Thank parishioners for their generosity and/or reaching last year's goal.** Their generosity matters!
- 2. Use the video DVD or audio CD to convey theme.** The video/audio and the in-pew script lay out your case for support. For those who have already given, this provides an opportunity for donors to understand the impact that they have already made through their support.
- 3. Keep it local and speak to something about which you are passionate.** Reference your parish mission or collaboration between your parish and Catholic Charities or a program that benefits your parishioners or community. People give to people, so make it personal!
- 4. Follow the mechanics for the in-pew pledge process.**

These steps cannot be overstated.

 - Place pencils in envelopes prior to Commitment Weekend
 - Pass out envelopes using volunteers other than ushers – *CYO kids are a great choice*
 - Read the script and walk parishioners through the process. This will ensure that they take the time to fill out the envelope fully and completely
 - Collect envelopes immediately instead of waiting for the regular collection
- 5. Ongoing thanks and reminders.** Use bulletin announcements, social media posts, or other opportunities to share the good news! Let your parishioners know their impact!

#FacesofHope

THOUGH WE ARE MANY, WE ARE ONE IN CHRIST.



2020 ANNUAL APPEAL



INTRODUCING...

Annual Parish Incentives Program

- Earn points throughout the year for following the program!
- Be rewarded for your hard work + effort!
- Earn bonus points!
- Engage in friendly competition with other parishes!

WIN \$1,000 FOR YOUR PARISH!

Beginning January of 2020, all parishes will be eligible to participate in the new Annual Parish Incentives Program.

This is an opportunity for parishes to engage clergy, staff, volunteers, and parishioners to promote the Catholic Charities Annual Appeal and be recognized for their efforts in executing a successful Catholic Charities Annual Appeal in their parish.

Additional opportunities to earn extra points will be announced throughout the year – make sure to read your emails!



Download a digital copy at: CatholicCommunity.org/ParishMaterial

For more information, contact Sarah Yantek: 216-696-6525 x1049 or syantek@catholiccommunity.org

ANNUAL PARISH INCENTIVES PROGRAM

SELF - REPORTING FORM

Parish posted video on their website and/or included video in e-communications to parishioners	5 points	
Pastor spoke at all masses on Commitment Weekend	10 points	
Text-to-Give was introduced to parishioners during Commitment Weekend	10 points	
Parish showed video/audio at all masses on Commitment Weekend	10 points	
Parish showed the video at additional events throughout the year (PSR, Parish Council, etc.) <i>Where?</i> _____	15 points each	
Parish conducted the Follow-Up Commitment Weekend	20 points	
Parish reached goal	20 points	
TOTAL		

COMPLETE THIS FORM & SEND TO SARAH YANTEK BY DECEMBER 18, 2020*

Catholic Charities
 1404 East Ninth Street, 8th Floor | Cleveland, OH 44114
 syantek@catholiccommunity.org
 216-696-6525 x1049 | Fax: 216-348-0740

Parish: _____

City: _____

Phone: _____

Submitted by: _____

*Each parish will be responsible for self-reporting their completed tasks and turning in their forms by December 18, 2020.
 The parish with the most points will be announced in January 2021.



#FacesofHope

THOUGH WE ARE MANY, WE ARE ONE IN CHRIST.

CATHOLIC CHARITIES

Diocese of Cleveland

2020 ANNUAL APPEAL

2

CONDUCTING THE APPEAL

Leading Up to In-Pew Weekend, Weeks of January 18-26

Bulletin and Pulpit Announcements, Prayers of the Faithful 12

Announcement Weekend, February 1-2

Bulletin and Pulpit Announcements, Prayers of the Faithful 13

In-Pew Weekend, February 8-9

Preparation, Week of February 2 14

Notes for the Pastor/Presider 15

Checklist..... 16

Bulletin and Pulpit Announcements, Prayers of the Faithful 17

Video – Audio 18

In-Pew Script..... 19-21

Follow Up In-Pew Weekend, May 16-17

Information..... 22

LEADING UP TO IN-PEW APPEAL - JANUARY 18-26

The following are recommended for the listed weekends. Please edit them to fit the styles of your speakers and your bulletin. An electronic version of the Bulletin Announcement (with artwork) can be found at www.catholiccommunity.org/parishmaterials.

Bulletin and Pulpit Announcements:

Faces of Hope. Though we are many, we are one in Christ. Many parishioners received letters in January, inviting their support of the Annual Appeal. Please pray for the good work of Catholic Charities and make a pledge today. Your donation makes a difference!

Your support of the 2020 Catholic Charities Annual Appeal will help us serve those individuals who are most in need and most vulnerable. From Matthew's Gospel: Whatever you did for the least of these, you did it for me. When we feed the hungry, take care of the sick, and welcome the stranger, we are also serving Jesus himself.

We appreciate your donation and will take special care to use it wisely in providing essential programs and services to people in need throughout all eight counties of the Diocese of Cleveland.

We invite you to view stories of inspiration and more information at CatholicCommunity.org/2020Appeal.

To make a donation today, text CCHOPE to 41444 or visit CatholicCommunity.org/Donate.

Prayers of the Faithful:

That, through the faces of those with disabilities, those with addiction, and those who strive for a brighter future, we may see the face of Christ and respond to the Catholic Charities Annual Appeal in a way that speaks to their dignity. We pray to the Lord...

ANNOUNCEMENT WEEKEND - FEBRUARY 1-2

The following are recommended for the listed weekends. Please edit them to fit the styles of your speakers and your bulletin. An electronic version of the Bulletin Announcement (with artwork) can be found at www.catholiccommunity.org/parishmaterials.

Bulletin and Pulpit Announcements:

The 2020 Catholic Charities Annual Appeal will take place next weekend in our parish. Please refer to the insert in this week's bulletin which includes our parish's goal and an overview of the importance of Catholic Charities in our communities. This year's appeal theme is **Faces of Hope**. Your generous support will transform the lives of others, to offer dignity, possibilities and companionship to those who are most vulnerable.

As in the past, an in-pew commitment process will take place next weekend, February 8-9. All who have not received the mailing from Bishop Perez, or have not had a chance to respond to it, will be asked to consider making a generous pledge to support the ministries and services provided by Catholic Charities. If you have received the mailing, please respond generously to it and we ask you to also complete the in-pew envelope and indicate by checking the box that you have responded by mail.

We invite you to view stories of inspiration and more information at CatholicCommunity.org/2020Appeal.

To make a donation today, text CCHOPE to 41444 or visit CatholicCommunity.org/Donate.

Prayers of the Faithful:

That the love of God might be seen in the love that we show to the least of our brothers and sisters through our support of the Catholic Charities Annual Appeal. We pray to the Lord...

IN-PEW WEEKEND - WEEK OF FEBRUARY 2

PREPARATION

Audio or Video Preparation:

- Ensure that the parish's audio visual equipment is set up properly to show the Appeal video or play the Appeal audio at all Masses. The team member present at each Mass should check all cords and be prepared to press "play" when Father gives the prompt.

In-Pew Process Preparation:

- The parish should recruit young people (*CYO teams, confirmation candidates, Boy or Girl Scouts, Parish Youth Group, etc.*) to distribute and collect the pledge envelopes. This not only provides a good service project and learning experience, it also ensures that you will have plenty of help. Please be sure that there is enough adult supervision and sufficient training to ensure 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. The adults should also distribute envelopes to any people who are standing or are in the cry room or the choir loft. 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. The pastor should give a prearranged signal that will tell the students/ushers that they should move to their assigned areas. The adult working the outside aisle can retrieve overages and provide envelopes where there are shortfalls. Only one adult per side aisle is needed.
- Students will need the following information. To ensure that the students attend their assigned Mass and report at the right time and place, a letter containing the following information should be sent home with them after the practice session.
 - Date and time of their assigned mass.
 - Where to report.
 - Where to pick up their supplies.
 - Where to wait for the signal that it is time to distribute their envelopes.
 - Which specific pews they will work.
 - When they will be expected to move to their assigned locations (when Father signals from the altar and what signal he will use).
 - What to do while the people are completing their pledge envelopes.
 - Where to get the collection baskets.
 - Where to empty the baskets after they collect the pledge envelopes.
 - Where to return the baskets.
- At least one member of the team must be present at every Mass to make sure that the process goes smoothly and completed pledge envelopes are properly secured. That person will brief the ushers before every Mass as to the Appeal process and the role of the students.

IN-PEW APPEAL WEEKEND - FEBRUARY 8-9

NOTES FOR THE PASTOR/PRESIDER

The In-Pew Appeal is powerful.

- 40% of our overall Appeal goal is raised from the 60% of overall donors that pledge to the Appeal through the In-Pew Weekend.
- By presenting the case of support for the Catholic Charities Annual Appeal at the Mass, our pastors are able to reach all the faithful present in churches across the diocese.
- This method is the best – and perhaps only – way to reach new donors to Catholic Charities.
 - Just like many parishes, our donors are aging and our numbers are declining.
 - It is critical to attract new donors to support Catholic Charities for the long-term well-being of this vital organization.

The pastor's leadership is critical to the success of the in-pew process.

- 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.
 - Up to this point, people have heard about the Appeal and why it is so very important to support it through a letter from Bishop Perez. Some will have pledged by mail.
 - Now is the time to ask all the rest of the parishioners for their financial support!
 - The fact that you, their pastor, is asking will have a very positive effect on the importance that people place on the request.
- As pastors, we ask that you reflect on why you support Catholic Charities and the Appeal and publicly comment on some of those reasons.

The mechanics of the In-Pew Appeal are critical to success!

- **Distribute the envelopes.** Use a group other than the ushers to do so to indicate this collection is somehow different and important.
 - Envelopes left in the pews are easy to ignore.
 - Envelopes left in the pews often become scratch paper. They may get hung on the fridge as a display of a toddler's Mass-time artwork, but are unlikely to become pledges to Catholic Charities.
- **Walk parishioners through filling out the envelope.**
 - Of course your parishioners can do this on their own, but if you indicate that you are walking them through the process because you want everyone to consider a pledge of support, they are more likely to actually do so.
- **Collect the envelopes immediately.**
 - Don't wait for the regular collection basket to be passed. Envelopes will be tucked into purses or pockets or put aside.

IN-PEW APPEAL WEEKEND - FEBRUARY 8-9

CHECKLIST

- ✓ Pews are free of pledge cards from previous Masses.
- ✓ At each Mass, a team member briefs student volunteers and the ushers on the in-pew process.
 - ***The full in-pew process is implemented at each Mass:***
- ✓ The Pastor leads the in-pew process at each Mass; even those Masses presided over by another priest.
- ✓ There is a ready availability of supplies.
- ✓ The Annual Appeal Team is excited and positive about the Appeal.
- ✓ The Catholic Charities video or audio message is played at each Mass.
- ✓ Student volunteers (or others) distribute envelopes to each household present at Mass.
- ✓ A representative from every family fills out an in-pew pledge card as led by the Pastor to do so.
- ✓ The ushers and/or students collect the pledge envelopes immediately after the in-pew process.
- ✓ A designated team member secures the envelopes after each Mass.
- ✓ A designated team member sends the envelopes to Agilis for processing on February 11th. (Instructions found on page 24 of this manual.)

IN-PEW APPEAL WEEKEND - FEBRUARY 8-9

The following are recommended for the listed weekends. Please edit them to fit the styles of your speakers and your bulletin. An electronic version of the Bulletin Announcement (with artwork) can be found at www.catholiccommunity.org/parishmaterials.

Bulletin and Pulpit Announcements:

The 2020 Catholic Charities Annual Appeal is underway with an in-pew commitment process taking place this weekend. This is not a special collection; rather, the Catholic Charities Annual Appeal represents the chance for all Catholics to make a significant pledge, payable in installments, to Catholic Charities, Diocese of Cleveland in order to support its mission of a society that stands united in its support of the “least among us.” Many parishioners have received a letter from Bishop Perez requesting their support. If you have not received this letter, please respond to the in-pew commitment process today! If you have received the mailing, please respond to it. There is a box on the in-pew envelope to indicate that you have responded by mail.

Faces of Hope. Your support of the 2020 Catholic Charities Annual Appeal helps us to carry out the mission that Jesus entrusted to us: I say to you, whatever you did for one of these least brothers of mine, you did for me.’ Please consider a generous gift that will change the lives of the 410,000 who are served each year in Northeast Ohio. Please pray for the success of the Appeal, which provides for essential programs and services in need throughout all eight counties of the Diocese of Cleveland.

On behalf of the poor and needy of Northeast Ohio, thank you! We invite you to view stories of inspiration and more information at CatholicCommunity.org/2020Appeal.

To make a donation today, text CCHOPE to 41444 or visit CatholicCommunity.org/Donate.

Prayers of the Faithful

That the church might continue to grow in holiness through merciful mission to those who are most in need of God’s love;

That our Pope Francis, our Bishop Nelson Perez, and all bishops will recognize God’s call to mission on behalf of all people neglected by society;

That the success of our 2020 “Faces of Hope” Catholic Charities Appeal might shower with mercy those who are hurting: our homeless, our hungry, our unemployed, and our addicted;

That our elderly, our chronically ill and those living with disabilities might find in our parish community respect, dignity and Christian love;

That the love of God might be seen in the love that we show to the least of our brothers and sisters;

That we might embrace our poor and our suffering sisters and brothers as Christ embraces and loves the outcast of society;

That God’s voice calling us and empowering us for mission in his name might stir our hearts to mercy, compassion, and love for all humanity;

That we might seek more and more the merciful and empowering love of God through the sacrament of Penance

IN-PEW APPEAL WEEKEND - FEBRUARY 8-9

VIDEO / AUDIO

The 2020 Catholic Charities Annual Appeal will feature a video to be shown on the In-Pew Weekend at all Masses February 8-9. As in the past few years, **we are asking all parishes to show the video to their parishioners** as the lead-up to the In-Pew Script provided in this manual on pages 19-21. The video helps to illustrate the many services provided to thousands of people in each part of our diocese every day through Catholic Charities programs and services.

This year all parishes also received a pre-recorded audio message from Bishop Perez.

Play the Catholic Charities video DVD or audio CD at all Masses on In-Pew Weekend. Please test and preview the DVD or CD on your system before the presentation. If the equipment is adjustable, correct the base and treble for the best sound and make note of the appropriate settings.

- **Every parish is strongly encouraged to show the video (or play the audio) to their parishioners during Masses on In-Pew Weekend.**

- If you cannot show the video during your Masses, **please make every effort to showcase the video to as many groups as you are able.** The video tells stories of real people whose lives have been changed by Catholic Charities and the importance of promoting it to your parishioners cannot be overstated.
 - Use it as a tool for kicking off service projects in PSR and day schools.
 - Post the video on your parish website or email it to parishioners as part of your regular weekly emails out to parishioners.
 - Show the video in a gathering space during coffee and donuts after Masses.

IN-PEW APPEAL WEEKEND - FEBRUARY 8-9

IN-PEW SCRIPT

To be presented by the Pastor on In-Pew Weekend after the Catholic Charities video is played.

Good morning/evening. As your pastor, I want to personally thank you for your past generous support for the mission of the Church through the Catholic Charities Annual Appeal. Catholic Charities in Northeast Ohio is one of the oldest and largest Catholic Charities networks in the United States, serving more than 400,000 people each year through 150 services and 60 locations in the eight counties of our Diocese. For more than 100 years, Catholic Charities has provided help and created hope for those who are most vulnerable and most in need.

God calls each of us to share the gifts that He has provided us in support of the Church. As Catholics we must first support our parish, then our Diocese and the Church throughout the world. The Catholic Charities Annual Appeal is a very effective way to support ministries outside of our parish boundaries – ministries that serve people who are most in need, here in our community and throughout our diocese.

The theme for the 2020 Catholic Charities Annual Appeal—“Faces of Hope”—reminds us that though we are many, we are one in Christ. As missionary disciples, we work together to respond to all of those in need throughout Northeast Ohio.

The Catholic Charities Annual Appeal is an invitation for every Catholic in the Diocese of Cleveland to unite with joy and gratitude for the gifts God has given, and to reach out in love to those who are less fortunate. Today, I am asking you to open your hands and hearts to embrace the poor, just as Jesus did. I am asking you to prayerfully consider making a gift to this year’s Catholic Charities Annual Appeal.

I would be so pleased if we could achieve 100% participation from our parish in this year’s Appeal. Giving has a profound meaning for us as Catholics. We understand the importance of giving in return to the Lord for all He has given us. Your financial gift to this Appeal will make a real and lasting difference to men, women, and children who are in great need.

MOBILE GIVING INSTRUCTIONS

Catholic Charities is always evolving to meet the needs of the donors who make these programs and services possible. I am excited to share with you the new platform that Catholic Charities has adopted, Text to Give!

For mobile giving, all you need is a cell phone and a credit card. If you choose to donate this way, I ask that you take out your cell phone and credit card now. Yes, for this moment it is okay to use your cell phone in Church!!

<Allow a few moments for people to have their cell phone in hand>

To donate, you will be sending a text message. You will be texting the phrase CCHOPE to 41444.

- 1) Open your texting app to a new message**
- 2) Type the number 41444**
- 3) Next, type the word “CCHOPE” in the message**
- 4) That is all one word: C-C-H-O-P-E. It doesn’t matter if it is in caps or lower case.**
- 5) Send the word “CCHOPE” to 41444**
- 6) You should receive an immediate reply message with a link to complete your donation. Just click on that link and make your donation using your credit card.**
- 7) That’s it! Thank you.**

Now, we will take a few minutes so that those who prefer to donate using the special Appeal envelopes have the opportunity to write in their information.

(Continue to walk parishioners through completing the envelopes as usual.)

I now ask (our ushers- our CYO youth – our PSR students) to pass out a pledge envelope to one member of each household. Please take an envelope, even if you have already pledged through the mail or are not able to make a pledge at this time. I will walk us through the pledge process so that everyone can complete the form together. By leading everyone step by step through the pledge process, it actually takes much less time and we should be through with this in just a few minutes.

(Pause and make sure that everyone has received a pledge envelope and pencil. Pay special attention to people who are standing and in the cry room or choir loft. Once everyone has an envelope, continue with the script.)

Now, please open the flap and remove the pencil. Note that once you are finished, the pencils should NOT be placed back into the envelopes, but will be collected separately.

(Pause and wait until about half of those participating are looking back at you.)

Please print your first name, last name, and if you are married, your spouse’s name on the top line.

(Pause)

On the second and third line, please print your complete street address including any apartment number and city/state and zip code. Indicate if this is a new address.

(Pause)

Please print your cell phone number and/or home number and your e-mail.

(Pause)

Now, please print the name of our parish and our parish’s city – this eliminates the confusion of parishes with the same names. If you are visiting, please print your home parish information.

(Pause)

If you have already given by mail, please check the box. Also, if you do not wish to give, please check that box.

(Pause)

If you have not already pledged by mail, please go to the right side of the envelope. Keeping in mind that you can make ten monthly payments, please check the amount of your pledge. 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.

There is no need to provide a down payment today unless you wish to do so. You will receive monthly reminder statements until your pledge is paid in full.

(Pause)

Now, please look at the boxes under your pledge amount and write in the total amount pledged.

If you are making a payment today, write the amount enclosed in the next box.

(Pause)

If you would like to use your credit card today, please go to the section at the bottom left of the pledge form and indicate if you are charging your total payment today, setting up 10 equal, automated, monthly payments to fulfill your pledge, or setting up a recurring monthly gift.

Complete the additional credit card information being sure to include the expiration date of your credit card, the 3-digit security code, and your signature.

(Pause)

Keeping the pencil separate, please tear off the pledge form, insert it into the envelope with your payment, if applicable, and seal the envelope. Now, please place the envelopes and pencils in the basket as it comes to you.

On behalf of Bishop Perez and myself, but most especially on behalf of the people served by Catholic Charities – those who will benefit from your contributions - I thank you for your gift to the Catholic Charities Annual Appeal.

May God bless you.

FOLLOW UP IN-PEW APPEAL WEEKEND - MAY 16-17

Additional information, your parish kit and revised script will be sent to you prior to the follow-up weekend.

3

TOOLKIT

In-Pew Pledge Envelopes

Processing	24
Envelope Transmittal Form	25

Online and Social Media Resources

Communications.....	26-27
Marketing Calendar.....	28

PROCESSING OF IN-PEW ENVELOPES

- Envelopes should be stored in a secure location until processed and mailed on the Monday or Tuesday following the In-Pew Weekend in both February and May.
- Sort through the envelopes. Discard unsealed, empty and/or blank envelopes. Mailing these increases your shipping costs and our processing costs – we are charged per piece.
- Do **NOT** open sealed envelopes.

Please count all sealed and/or completed envelopes and fill out the transmittal form on page 23 of this manual. Make a copy of your completed form for your files.

(IMPORTANT: Make several copies of the blank transmittal form to ensure you have a blank form for future mailings.)

- Send the completed form with your envelopes to:

**Agilis/Catholic Community Foundation
2381 Crossroads Blvd
Albert Lea, MN 56007**

- **Please send sealed and/or completed envelopes to Agilis by UPS or Fed-Ex. If you must use the USPS, please send the envelopes by a method that includes a tracking number.** We hope to avoid lost and missing envelopes through the use of tracking our shipped packages. Thank you for your cooperation.
- Follow the same procedures to return in-pew envelopes that are returned to you throughout the weeks following the in-pew weekends.
- If there is a discrepancy of 10 or more in the number of envelopes listed on your form and the actual number of envelopes received by Agilis, you will be contacted.

IN-PEW ENVELOPE TRANSMITTAL FORM

Make copies of this form so you have blank forms available in the future.

Processing Instructions:

- Please count the number of envelopes, and complete the information below.
- ***Do NOT open the envelopes!*** Send unopened.
- Keep a copy of the completed form for your records, and include this original document in shipment.
- Refer to the processing instructions on the previous page of the manual.
- If Agilis does not receive your first shipment of envelopes within two weeks of the In-Pew Weekend, Sharla Thomas will call you to inquire as to their status.
- Please note: You will not receive a confirmation from Agilis, so a tracking number attached to your shipping method is highly recommended.

Send via UPS or FedEx to:

**Agilis/Catholic Community Foundation
2381 Crossroads Blvd
Albert Lea, MN 56007**

Complete:

Parish Name: _____

Parish Address: _____

Parish Email: _____

Parish Phone _____

Date Sent: _____

Processed By: _____

No. of Envelopes Enclosed: _____

SOCIAL MEDIA AND ONLINE COMMUNICATIONS

Much like the In-Pew efforts, social media and online communications reach another demographic, beyond those who are registered or present in the pews each weekend. This is another means through which we can better tell the story to an online community and, again, reinforce the connection between our Church and Catholic Charities.

Online resources can be found through the 'For Parish Leaders and Volunteers' website:
www.catholiccommunity.org/parishmaterials



Catholic Charities Annual Appeal web page
www.catholiccommunity.org/2020appeal

Catholic Charities online giving page
<https://www.catholiccommunity.org/donate>

Parish Website

Prior to Announcement Weekend (Jan 31-Feb 1):

- Add Catholic Charities Annual Appeal 2020 logos, “#FacesofHope” with a video link to the Annual Appeal website. Instructions and video links can be found through the Parish Leaders and Volunteers website.
- Add a link to the online giving page for the Catholic Charities Annual Appeal.
- Post parish updates starting in March. Use the monthly updates to share the progress of the parish towards its goal.

Email Communication

Week of February 2

- Announce the 2020 Annual Appeal and theme. Insert video snippet and encourage parishioners to go online to see the video in its entirety. Parishioners will be able to make an in-pew commitment this coming weekend, or, insert a link to the giving page to allow them to make a pledge now.

Week of February 9

- Thank all volunteers of the Catholic Charities Annual Appeal who helped to make it successful. Thank all parishioners for their generosity and let them know to follow upcoming bulletin announcements as the parish works toward fulfilling its goal and its commitment to Catholic Charities. To learn more, parishioners may follow Catholic Community Foundation and Catholic Charities on Facebook and Twitter, as well as engage in volunteer opportunities through the volunteer portal: www.ccdocle.org/volunteer.

Facebook & Twitter

- The Catholic Community Foundation will share pictures and video snippets for the 2020 Annual Appeal, beginning Announcement Weekend (February 1-2) until the weekend following the in-pew commitment

Social Media Accounts

Facebook: www.facebook.com/CatholicCommunityFoundation

Twitter: twitter.com/CathCommFound

February 1 - 9

- Use hashtags: #FacesofHope and #CCAppeal20 in all your social media posts
- Announcement Weekend (Feb. 1-2) through In-Pew Weekend (Feb. 8-9):

Introduce the theme and share the message of Catholic Charities

- Weekend of Feb. 16-17: Stewardship: Share the impact of the Appeal and thank your community!

Live

Opportunities to share the video or message of Catholic Charities:

- Play the video to youth, social justice, and outreach ministries in your parish
- Share video during coffee and donuts or other parish socials
- Shortened segments (provided) can be played on video monitors in lobby
- Promotional slides for TV monitors in parish lobbies are available through Parish Leaders and Volunteers page

The timeline on page 28 provides a framework of ideas for promoting the Appeal online.

Contact Sarah Yantek to discuss ideas with your parish's Annual Appeal team to find what would work for your parish!

MARKETING CALENDAR 2020

	PRIOR	ANNOUNCEMENT WEEKEND FEBRUARY 1-2	COMMITMENT WEEKEND FEBRUARY 8-9	THANK YOU FEBRUARY 15-16	POST MONTHLY
WEBSITE					
Add Annual Appeal 2020 logos with a link to the video on the Annual Appeal Website. Instructions and links can be found at www.CatholicCommunity.org/parishmaterials	X				
Share monthly updates on your parish's progress towards goal					X
Add a link to your online giving page for the Catholic Charities Annual Appeal donation page www.CatholicCommunity.org/donate	X				
FACEBOOK					
Use hashtag: #FacesofHope and #CCAppeal20 in all of your social media posts		X	X	X	
Share photos with "Faces of Hope" theme		X	X	X	
Share short video snippets found on the Annual Appeal website		X	X	X	
Tag Catholic Community Foundation and Catholic Charities-Diocese of Cleveland		X	X	X	
TWITTER					
Use hashtag: #FacesofHope and #CCAppeal20 in all of your social media posts		X	X	X	
Share photos with "Faces of Hope" theme		X	X	X	
Tweet to Catholic Community Foundation @CathCommFound and Catholic Charities @ccdocle		X	X	X	
Tag Catholic Community Foundation and Catholic Charities-Diocese of Cleveland					
LIVE					
Share the video with small groups: social outreach, social justice, youth ministry, volunteers, PSR, etc.		X	X	X	
Share video snippets before or after Mass in lobby or social hall with coffee and donuts		X	X		
Play video at Mass to introduce the Appeal and show the impact of gifts			X		

CASE STATEMENT

As one of the largest comprehensive health and human services organizations in the region, Catholic Charities, Diocese of Cleveland carries out Christ's healing mission here in Northeast Ohio. Catholic Charities, Diocese of Cleveland delivers more than 150 services at 60 locations to nearly 410,000 people each year – providing help and creating hope for people of every race and religion in each of the eight counties in the Diocese.

Family and Community Services: Whether the need is a loving home for foster care or help with substance abuse, Catholic Charities provides an integrated system of services to children and families, including early learning centers and Head Start programs with Early Childhood Educated Staff, parenting classes, job placement training and mental health counseling.

Persons with Disabilities: Catholic Charities provides services to children and adults with disabilities, enabling them to live to their fullest potential. Social and recreational activities, such as summer and day camp and monthly dances, provide opportunities for enrichment. Life skills training and in-home personal care help meet the challenges and triumphs of living independently.

Emergency and Specialized Services: Whether they are the working poor or unemployed and homeless, the number of people with emergency and transitional needs continue to grow. Grounded in Catholic social teaching, Catholic Charities is motivated to assist those with the most basic needs of food and shelter, but strives to help move people beyond permanent crisis. Additional services include job readiness training, mental health counseling, assisting refugees, and substance abuse support groups.

Elderly and Chronically Ill: Catholic Charities works with seniors to ensure they maintain their dignity of life with attention to emotional, social and spiritual needs. Catholic Charities offers a range of living options – from independent living to skilled nursing care, home visits, meal delivery, transportation services and adult day activities. Catholic Charities' hospice service extends its quality of care, compassion and support for those who enter life's final journey.

Treatment, Prevention, and Recovery Services: Catholic Charities provides a comprehensive system of services designed specifically for the mental health and chemical dependency needs of children, youth and adults. Many services are offered by bilingual, bi-cultural staff to specifically serve the Hispanic community. Programs are offered at multiple locations in our diocese.

Parish Outreach: The office works in partnership with parishes, community organizations, and other Diocesan offices to provide education, formation and training activities, and direct services to individuals and families, including youth and young adults, older adults, persons with disabilities, poor and vulnerable populations. The Office for Human Life and Dignity is also housed under this office.

Social Justice: The Diocesan Social Action Office (DSAO) was formed in 1989 to serve as the administrative/management arm of the five Catholic Commissions of the Catholic Diocese of Cleveland. The DSAO ensures that actions taken are consistent with the priorities of the Bishop of Cleveland, Catholic Charities, the United States Conference of Catholic Bishops, Catholic Conference of Ohio and Catholic Charities USA.