



Catholic Charities
DIOCESE OF CLEVELAND

2022 APPEAL

- BE THE HOPE.
- BE THE INSPIRATION.
- BE THE EXAMPLE.
- BE THE HEART.
- BE THE ROCK.
- BE THE LIFELINE.
- BE THE HELPER.
- BE THE CHANGE.
- BE THE DELIVERANCE.
- BE THE HUMANITARIAN.
- BE THE SALVATION.
- BE THE MENTOR.
- BE THE POSITIVE.
- BE THE GIVER.
- BE THE JOURNEY.
- BE THE GUARDIAN.
- BE THE MIRACLE.
- BE THE REASON.
- BE THE GOOD SAMARITAN.
- BE THE PRAYER ANSWERED.
- BE THE CHANNEL OF PEACE.
- BE THE STARTING POINT.
- BE THE COMPASSION.
- BE THE LEADER.

Be the LIGHT

*You shall love the Lord, your God,
with all your heart, with all your soul, and
with all your mind. This is the greatest and
the first commandment. The second is like it:
You shall love your neighbor as yourself.*

- MATTHEW 22:37-39

PARISH MANUAL

In-Pew Appeal February 19-20, 2022

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2022 CATHOLIC CHARITIES 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 Appeal. Though there are many aspects of the Appeal – letter solicitations, email solicitations, telefunding, etc. – **the aspect 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:



Patrick Grace, Executive Director
216.696.6525 ext. 5750
pgrace@catholiccommunity.org



Sarah Gozur, Director of Annual Appeals
216.696.6525 ext.1910
sgozur@catholiccommunity.org



Sharla Thomas, Development Associate
216.696.6525 ext. 1530
stthomas@catholiccommunity.org

YOUR PARISH APPEAL TEAM

The Parish Appeal Team coordinates the Catholic Charities Appeal In-Pew Weekends for each of our parishes and helps 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 Appeal Team in each parish is vital to the success of the Annual Appeal in your parish and across the Diocese of Cleveland.

Be the **LIGHT**

DUTIES OF YOUR PARISH APPEAL TEAM

- Read and share the Catholic Charities Appeal email updates
 - If you haven't already done so, **fill out the information on page 5 of this manual and return it to Sarah Gozur**
 - Confirm receipt of your parish kits in January; open and review all materials
 - Review the quantities and request additional items as needed
 - Run bulletin announcements encouraging participation and read pulpit announcements at Masses beginning January 29 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 Appeal piece in all bulletins for Announcement Weekend
 - Place pencils into the in-pew pledge envelopes prior to Commitment Weekend
 - Collect in-pew envelopes after each Mass and store in a secure place
 - Assemble and mail transmittal form and envelopes to Agilis on February 21 (instructions on page 20)
-

Be the **LIGHT**



Catholic Charities

DIOCESE OF CLEVELAND

2022 APPEAL

Parish Name _____

Parish City _____

Parish Staff

Pastor Email _____ Cell: _____

Parish Secretary's Name _____

Parish Secretary's Email _____ Cell: _____

Parish Bulletin Editor's Name _____

Parish Bulletin Editor's Email _____ Cell: _____

Technology Contact's Name _____

Technology Contact's Email _____ Cell: _____

Additional Parish Staff (involved with the Appeal)

Name _____

Title _____

Email _____ Cell: _____

Parish Volunteer(s)

Name _____

Email _____ Cell: _____

Name _____

Email _____ Cell: _____

Please return this form to Sarah Gozur

Catholic Community Foundation, 1404 E. 9th Street, 8th Fl. Cleveland, OH 44114
sgozur@catholiccommunity.org | P: 216-696-6525 x1910 | Fax: 216-348-0740

KEYS TO A SUCCESSFUL IN-PEW WEEKEND AT YOUR PARISH

- 1. Thank parishioners for their generosity and/or reaching last year's goal.** Their generosity matters!
- 2. Use the video DVD or audio file to convey the 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.** Suggested mechanics with health precautions can be found on page 10.
- 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!

TIP:

Use the email templates and other marketing tools provided on our website to communicate your appreciation to parishioners. Visit CatholicCommunity.org/ParishMaterials.

2 CONDUCTING THE APPEAL

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LEADING UP TO IN-PEW APPEAL | JANUARY 29-30 + FEBRUARY 5-6

The following are recommended for the listed weekends. Please edit them to fit the styles of your speakers and your bulletin. Downloads of the following can be found at CatholicCommunity.org/ParishMaterials.

Bulletin and Pulpit Announcements

Be the Light. Many parishioners received letters in January, inviting their support of the Appeal. Please pray for the good work of Catholic Charities and make a pledge today. Your donation makes a difference!

Your support of the 2022 Catholic Charities 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/2022Appeal.

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 reflect the light of Christ by responding to the Catholic Charities Appeal in a way that speaks to their dignity. We pray to the Lord...

Live Streaming Tips

Please refer to page 26 for Live Streaming Tips, or contact Sarah Gozur by phone: 216-696-6525 x1910 or email: sgozur@catholiccommunity.org.

ANNOUNCEMENT WEEKEND | FEBRUARY 12-13

The following are recommended for Announcement Weekend. Please edit them to fit the styles of your speakers and your bulletin. Downloads of the following can be found at CatholicCommunity.org/ParishMaterials.

Bulletin and Pulpit Announcements

The 2022 Catholic Charities 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 **Be the Light**. 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 19-20. All who have not received the mailing from Bishop Malesic, 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/2022Appeal.

Prayers of the Faithful

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

Live Streaming Tips

Please refer to page 26 for Live Streaming Tips, or contact Sarah Gozur by phone: 216-696-6525 x1049 or email: sgozur@catholiccommunity.org.

Be the LIGHT

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 WEEKEND: NOTES FOR THE PASTOR

The In-Pew Appeal is powerful.

- Over 25% of our goal is raised during In-Pew Weekend from over 20,000 donors.
- By presenting the case of support for the Catholic Charities Appeal at Mass, our pastors are able to reach all the faithful present in churches and those livestreaming across the diocese.
- This method is the best – and perhaps the 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 Malesic. 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.
 - » If Covid Protocols change, please see our Covid precautions for In Pew on page 12.

COVID-19 HEALTH & SAFETY PRECAUTIONS DURING IN-PEW WEEKEND

Please refer to these suggested strategies to implement the In-Pew Appeal only if CDC guidelines change.

In-Pew Preparation Options

- 1** Set up a designated table at the entrance of the church where a staff member or volunteer can safely give envelopes with pencils to parishioners as they enter.
- 2** Place an envelope with pencil in each bulletin and pass them out before Mass; similar to Option #1.
- 3** Place the envelopes with pencils in pews, socially distanced where attendees will be seated, and refer to them when the Pastor begins his homily.
- 4** Mail the envelopes to everyone in your database, and include a letter from your pastor. Letter template can be found at CatholicCommunity.org/ParishMaterials.

Tip: Place pencils inside envelopes beforehand to limit contact and ease the process.

Collecting Envelopes

- 1** Create a station for parishioners to drop off their envelopes as they exit the church. Add a label to differentiate between offertory envelopes and Catholic Charities. Label can be found [here](#).
- 2** If you are mailing envelopes to your parishioners, give them the option to drop off their envelope at the Parish Office. Utilize the [Transmittal Form](#) to send in your pledge cards.

Diocesan Guidelines

Please refer to the Worship Guidelines provided by the Diocese of Cleveland regarding Offertory.

- Offertory processions are suspended
- Stationary baskets should be used for donations from the assembly and should be monitored by the ushers until the donations are collected and handled according to proper protocols in place for handling the collection. Collection baskets should not be passed from one congregant to another, nor should ushers take up the collection from the congregation.

IN- PEW WEEKEND CHECKLIST

- Use the in-pew process preparation on page 10.
- 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 Appeal Team is excited and positive about the Appeal.
- A Catholic Charities video or audio message is played at each Mass.
- A representative from every family fills out an in-pew pledge card as led by the Pastor to do so.
- A designated team member secures the envelopes after each Mass.
- A designated team member sends the envelopes to Agilis for processing on February 21. Instructions found on page 20-21 of this manual.

IN-PEW APPEAL WEEKEND MATERIALS

The following are recommended for In-Pew Weekend. Please edit them to fit the styles of your speakers and your bulletin. Downloads of the following can be found at CatholicCommunity.org/ParishMaterials.

Bulletin and Pulpit Announcements

The 2022 Catholic Charities Appeal is underway with an in-pew commitment process taking place this weekend. This is not a special collection; rather, the Catholic Charities 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 Malesic 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.

Be the Light. Your support of the 2022 Catholic Charities Appeal helps us to carry out the mission that Jesus entrusted to us: *‘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 400,000 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.

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 Edward Malesic, and all bishops will recognize God’s call to mission on behalf of all people neglected by society;
- That the success of our 2022 “Be the Light” 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

VIDEO / AUDIO

In-Pew Weekend

Included in your Parish Kit is a DVD with Bishop Malesic's message to the faithful as well as three client impact stories to be used on In-Pew Weekend. Please make every effort to share this with your parishioners during each Mass on February 19th and 20th and follow the guidelines for additional communication below.

- To ensure all audiences have the opportunity to view the video, please refer to the guidelines for Livestreaming on page 26.

If you prefer to use Bishop Malesic's audio message, please contact Sarah Gozur.*

Follow-Up Communication

In previous years, parishes have done a tremendous job of showing the video and playing the audio during Mass. This year, you have the choice to show the longer video, which we encourage, or one or more of the shorter videos. We encourage you to share these videos with your parishioners in the following ways:

- Embed the videos on your website
 - Instructions can be found at CatholicCommunity.org/ParishMaterials
- Send each video in a series of emails
 - Email templates can be found at CatholicCommunity.org/ParishMaterials
- Share the videos on your social media platforms
 - Refer to the Social Media Guide on page 24

The Importance of Each Video

These videos help to illustrate the many services provided to thousands of people in each part of our diocese every day through Catholic Charities programs and services. They tell the stories of real people whose lives have been changed by Catholic Charities and the importance of promoting it to your parishioners cannot be overstated.

**If you have questions or need assistance sharing these videos, please contact Sarah Gozur via phone 216-696-6525 x1910 or email sgozur@catholiccommunity.org.*

Be the LIGHT

IN-PEW SCRIPT

To be presented by the Pastor on In-Pew Weekend

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 Appeal. Catholic Charities in Northeast Ohio is one of the oldest and largest Catholic Charities networks in the United States, serving nearly 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, especially now during the health crisis of the past few years.

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 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 2022 Catholic Charities Appeal—“Be the Light”— reminds us that we must bring the light of faith and generosity to others, giving the promise of something new and different to people in need throughout Northeast Ohio.

The Catholic Charities 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 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.

LIVESTREAMING

For those of you who are tuning in via livestream, I invite you to please utilize the secure, online giving page CatholicCommunity.org/Donate, or participate via text message. (*Additional tips on page 26*).

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! All you have to do is text the phrase CCHOPE to the number 41444. You will receive an immediate response with a link. Follow the link to make your gift, it’s as simple as that!

Alternatively, you can use the QR code on the back of your pledge envelope which will take you directly to the donate page.

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

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.)

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 recurring 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.

(Pause)

Now, please look at the boxes under your chosen amount and write in the total gift amount. 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, we are handling those a little differently this year. To give via credit card, please see the link to the donate page, the number to text, or the QR code on the envelope. These options allow for a more secure credit card transaction.

(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 Malesic 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 Appeal.

May God bless you.



Be the **LIGHT**

3 TOOLKIT

In-Pew Pledge Envelopes

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Be the **LIGHT**

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 February.
- 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 21 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 reinforce the connection between our Church and Catholic Charities.

YOUR PARISH WEBSITE

Prior to Announcement Weekend | Week of January 30

- Add Catholic Charities Appeal 2022 logos, “Be the Light” with a video link to the Appeal website. Instructions and video links can be found at CatholicCommunity.org/ParishMaterials.
- Add a link to the online giving page for the Catholic Charities Appeal.
- Post parish updates starting in March. Use the monthly updates to share the progress of the parish towards its goal. Contact Sarah Gozur if you do not receive monthly updates.

IMPORTANT LINKS

Online Resources | CatholicCommunity.org/ParishMaterials

Catholic Charities Appeal Web Page | CatholicCommunity.org/2022Appeal

Catholic Charities Online Giving Page | CatholicCommunity.org/donate

EMAIL COMMUNICATION

Template for Week of February 13

Dear <Salutation>,

At <Parish Name>, we are blessed to be given many opportunities to support those in need in our communities, remembering as Christians that we are called to be the light of the world through our faith and generosity.

You are the light of the world. A city set on a mountain cannot be hidden. Nor do they light a lamp and then put it under a bushel basket; it is set on a lampstand, where it gives light to all in the house. Just so, your light must shine before others, that they may see your good deeds and glorify your heavenly Father. (Matthew 14:16)

This weekend at <Parish Name>, we will be promoting the Catholic Charities Appeal through an In-Pew campaign, as well as the option to make a donation online, via text, or through the mail. The theme of the 2022 Appeal is Be the Light. Let us take this opportunity to help our neighbors in need by supporting the essential programs and services that provide assistance to nearly 400,000 individuals in need across Northeast Ohio.

<Video of Bishop Malesic>

If you will not be at Mass this weekend, you can make a gift to the Appeal at any time by visiting CatholicCommunity.org/donate or texting CCHOPE to 41444, or by mailing your check to the Catholic Community Foundation at 1404 E. 9th St., 8th Floor, Cleveland, OH 44114.

To view additional impact stories and learn more about Catholic Charities, please visit CatholicCommunity.org/2022Appeal. Thank you for your generosity and support of this essential Appeal in our community.

May God continue to bless you and your loved ones,

<Pastor Name>

Template for Week of February 21

Dear <Salutation>,

Thank you to all who participated in Catholic Charities In-Pew weekend at <Parish Name>! Because of your support, nearly 400,000 individuals will receive help and hope through the programs and services made possible by people like you.

<Add thank you video>

If you have not had a chance to make a gift, please visit CatholicCommunity.org/donate, mail your donation to the Catholic Community Foundation at 1404 E. 9th St, Cleveland OH 44114, or text CCHOPE to 41444.

May God continue to bless you and your loved ones,

<Pastor Name>

Be the LIGHT

SOCIAL MEDIA SAMPLE POSTS

Downloads of the following can be found at CatholicCommunity.org/ParishMaterials.

Announcement Weekend | February 12-13

- Save the date: Catholic Charities Appeal will take place at **<Parish Name>** NEXT weekend, February 19-20 during all Masses. To make a gift today, visit CatholicCommunity.org/donate or text CCHOPE to 41444.
 - *add photo*
- Catholic Charities 2022 Appeal kicks off on February 19-20 at **<Parish Name>**. Will you Be the Light and support this important Appeal?
 - *add photo*

In-Pew Weekend | February 19-20

- Catholic Charities 2022 Appeal will take place in the pews this weekend at **<Parish Name>**. This year's theme is Be the Light. Meet Samuel, who was homeless and helped through the services of Bishop Cosgrove Center. Your support helps to fund amazing programs like this! Donate today >> CatholicCommunity.org/donate or text CCHOPE to 41444.
 - *Link video*

Week of February 21

- THANK YOU to all who made a gift to Catholic Charities this weekend at **<Parish Name>**. Because of your support, hundreds of thousands of individuals will be given help + hope in the Diocese of Cleveland. You can still make a donation by visiting CatholicCommunity.org/donate or text CCHOPE to 41444.
 - *link to Thank-You video*

TIP:

Follow Catholic Community Foundation:
Facebook.com/CatholicCommunityFoundation

Be the LIGHT



**Catholic
Charities**
DIOCESE OF CLEVELAND

2022 APPEAL

MARKETING CALENDAR

	week of Jan. 30	announcement weekend feb. 12 - 13	commitment Weekend Feb. 19 - 20	week of feb. 21	monthly
WEBSITE					
Add Appeal 2022 logos; key messaging to your website	†				
Add a link to Catholic Charities Appeal donation page	†				
Share monthly updates on your parish's progress towards goal					†
EMAIL					
Utilize Appeal templates from website		†	†		
BULLETIN & PRINT COMMUNICATIONS					
Utilize Appeal messages from Parish Manual	†	†	†	†	†
SOCIAL MEDIA					
Use hashtag: #BethelLight and #CCAppeal22 in all of your social media posts		†	†	†	
Share photos with "Be the Light" theme		†	†	†	
Share videos found on the Appeal website		†	†	†	
Tag Catholic Community Foundation and Catholic Charities-Diocese of Cleveland		†	†	†	
Share posts from Catholic Community Foundation	†	†	†	†	

PULPIT ANNOUNCEMENTS					
Utilize Appeal messages from Parish Manual	†	†	†	†	

IN-PEW WEEKEND LIVESTREAMING GUIDE

With your help, we can communicate the importance of Catholic Charities to those both in the pew and at home.

Before Mass Begins

Play the videos in a loop while parishioners enter the livestream.

During Mass

- Welcome the virtual audience and invite them to participate:
“For those of you who are tuning in via livestream, I invite you to please utilize the secure, online giving page, or participate via text message...”
- Play the video of Bishop Malesic during Communion.
- If available, use the chat feature or add comments to direct parishioners to the videos and donate page.

30,000
—
40,000

Our estimate of the number of households that participate in Mass via livestream each weekend throughout the Diocese of Cleveland.

Resources &

Before + After Mass:

Add a slide to promote the Appeal.

Pastor Script

Videos

Bishop Malesic Appeal Video
Covenant Center
Summit Adult Day Services
Cosgrove Hunger Center
Thank You Video

**All resources can be found at CatholicCommunity.org/ParishMaterials or by contacting Sarah Gozur*

LIGHT

CATHOLIC CHARITIES 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 400,000 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.

Be the LIGHT



1404 East Ninth Street
Cleveland, Ohio 44114-1722
216-696-6525 x1910

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