



**Catholic
Charities**
DIOCESE OF CLEVELAND

2021 ANNUAL APPEAL

Love your **NEIGHBOR**

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 20 -21, 2021

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2021 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. 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



Bob Hickey, Director of Development
216.696.6525 x3310
bhickey@catholiccommunity.org



Karen Joyce, Director of Annual Appeals
216.696.6525 ext. 1910
kjoyce@catholiccommunity.org



Sarah Yantek, Assistant Director of Annual Appeals
216.696.6525 ext. 1049
syantek@catholiccommunity.org



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



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 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 Annual Appeal Team in each parish is vital to the success of the Annual Appeal in your parish and across the Diocese of Cleveland.

DUTIES OF YOUR PARISH APPEAL TEAM

- Read and share the Catholic Charities Annual 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 Yantek**
- 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 31 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
- Collect in-pew envelopes after each Mass and store in a secure place
- Assemble and mail transmittal form and envelopes to Agilis on February 22 (instructions on page 20)



Love your NEIGHBOR



**Catholic
Charities**
DIOCESE OF CLEVELAND

2021 ANNUAL APPEAL

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 _____

Technology Contact's Name _____

Technology Contact'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

Catholic Community Foundation, 1404 E. 9th Street, 8th Fl. Cleveland, OH 44114
syantek@catholiccommunity.org | P: 216-696-6525 x1049 | 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 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.** 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 30-31 + FEBRUARY 6-7

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

Love Your Neighbor. 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 2021 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/2021Appeal.

Double your impact! A generous donor, who believes in the mission of Catholic Charities, will match your gift, up to \$1 million. Do twice as much good when you give online at CatholicCommunity.org/Match. Thank you!

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...

NEW! Live Streaming Tips

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



ANNOUNCEMENT WEEKEND | FEBRUARY 13-14

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 2021 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 **Love Your Neighbor**. 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 20-21. 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/2021Appeal.

Double your impact! A generous donor, who believes in the mission of Catholic Charities, will match your gift, up to \$1 million. Do twice as much good when you give online at CatholicCommunity.org/Match. Thank you!

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...

NEW! Live Streaming Tips

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



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

Please refer to these suggested strategies to implement the In-Pew Appeal in a healthy and effective way.

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. Collections baskets should not be passed from one congregant to another, nor should ushers take up the collection from the congregation.



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 Annual 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!

The COVID-19 pandemic has caused all of us to shift away from old routines, so please refer to the suggested strategies to implement the In-Pew Appeal in a safe and effective way. We are appreciative of your commitment to help those in need, especially as we see an increase in requests for assistance throughout the pandemic. We could not do this without you!



IN- PEW WEEKEND CHECKLIST

- The COVID-19 Health & Safety Protocol on page 10 is followed and the suggested strategies are utilized to the best of your ability, depending on the features in your church.
- 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.
- 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 22. 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 2021 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 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.

Love Your Neighbor. Your support of the 2021 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 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.

Double your impact! A generous donor, who believes in the mission of Catholic Charities, will match your gift, up to \$1 million. Do twice as much good when you give online at CatholicCommunity.org/Match. On behalf of the poor and needy of Northeast Ohio, thank you!

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 2021 “Love Your Neighbor” 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 four other shorter videos highlighting 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 20th and 21st 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 10.

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

Follow-Up Communication

In previous years, parishes have done a tremendous job of showing the video and playing the audio during Mass. This year, the video that was previously over five minutes long has been split into shorter, separate 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 Yantek via phone 216-696-6525 x1049 or email syantek@catholiccommunity.org.*



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 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, especially now during the COVID-19 pandemic.

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 2021 Catholic Charities Annual Appeal—“Love Your Neighbor”— reminds us that we must love Jesus and our neighbors, as these are the greatest commandments given to us by our Lord. As missionary disciples, we work together to respond to all of our neighbors 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.

\$1 Million Matching Gift Opportunity

I am pleased to share with you the Matching Gift Opportunity for anyone who makes a donation to the Appeal this weekend. A generous donor, who believes in the mission of Catholic Charities, will match your gift, up to \$1 million! There are many different ways you can choose to donate, so let’s get started.

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 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 envelopes 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 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 setting up a recurring monthly gift, charging your total payment today or setting up 10 equal, automated, monthly payments to fulfil your pledge.

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 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 Annual Appeal.

May God bless you.



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

Stay tuned for updates. 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

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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 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 31

- Add Catholic Charities Annual Appeal 2021 logos, “Love Your Neighbor” with a video link to the Annual 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 Annual Appeal.
- Post parish updates starting in March. Use the monthly updates to share the progress of the parish towards its goal. Contact Sarah Yantek if you do not receive monthly updates.

IMPORTANT LINKS

Online Resources | CatholicCommunity.org/ParishMaterials

Catholic Charities Annual Appeal Web Page | CatholicCommunity.org/2021Appeal

Catholic Charities Online Giving Page | CatholicCommunity.org/donate

\$1 Million Matching Gift Page | CatholicCommunity.org/Match



EMAIL COMMUNICATION

Template for Week of February 14

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 love our neighbors as Jesus commands us,

"You shall love the Lord, your God, with all your heart, with all your soul, and with all your mind. The second is like it: You shall love your neighbor as yourself." (Matthew: 22:37-39)

This weekend at <Parish Name>, we will be promoting the Catholic Charities Annual Appeal through an In-Pew campaign, as well as the option to make a donation online or through the mail. The theme of the 2021 Appeal is Love Your Neighbor. As One Body in Christ, let us take this opportunity to help our neighbors in need by supporting the essential programs and services that provide assistance to over 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 Annual Appeal at any time by visiting CatholicCommunity.org/match 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/2021Appeal. Thank you for your generosity and support of this essential Annual 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, over 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/match, 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>



SOCIAL MEDIA SAMPLE POSTS

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

Announcement Weekend | February 13-14

- Save the date: Catholic Charities Annual Appeal will take place at **<Parish Name>** NEXT weekend, February 20-21 during all Masses. To make a gift today, visit CatholicCommunity.org/donate or text CCHOPE to 41444.
 - *add photo*
- Catholic Charities 2021 Annual Appeal kicks off on February 20-21 at **<Parish Name>**. Will you Love Your Neighbor and support this important Appeal?
 - *add photo*

In-Pew Weekend | February 20-21

- Catholic Charities 2021 Annual Appeal will take place in the pews this weekend at **<Parish Name>**. This year's theme is all about Loving Your Neighbor. Meet Paul and Lamar, who participate in Disability Services. 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](https://www.facebook.com/CatholicCommunityFoundation)



Love your NEIGHBOR



2021 ANNUAL APPEAL

MARKETING CALENDAR

	WEEK OF JAN. 31	ANNOUNCEMENT WEEKEND FEB. 13 - 14	COMMITMENT WEEKEND FEB. 20 - 21	WEEK OF FEB. 21	MONTHLY
WEBSITE					
Add Annual Appeal 2021 logos; key messaging to your website	†				
Add a link to Catholic Charities Annual Appeal donation page	†				
Share monthly updates on your parish's progress towards goal					†
EMAIL					
Utilize Annual Appeal templates from website		†	†		
BULLETIN & PRINT COMMUNICATIONS					
Utilize Annual Appeal messages from Parish Manual	†	†	†	†	†
SOCIAL MEDIA					
Use hashtag: #LoveYourNeighbor and #CCAppeal21 in all of your social media posts		†	†	†	
Share photos with "Love Your Neighbor" theme		†	†	†	
Share videos found on the Annual Appeal website		†	†	†	
Tag Catholic Community Foundation and Catholic Charities-Diocese of Cleveland		†	†	†	
Share posts from Catholic Community Foundation					
PULPIT ANNOUNCEMENTS					
Utilize Annual Appeal messages from Parish Manual	†	†	†	†	



IN-PEW WEEKEND LIVESTREAMING GUIDE



2021 ANNUAL APPEAL

With your help, we can communicate the importance of Catholic Charities to those both in the pews, 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 amount of households that participate in Mass via livestream each weekend throughout the Diocese of Cleveland.

Resources & Tips*

Before + After Mass:

Add a slide to promote the Appeal.

Pastor Script

Videos

Bishop Malesic
Blessed Trinity Hot Meals
Disability Services
Fatima Family Center
St. Martin de Porres Family Center
Thank You Video

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



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 over 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.

