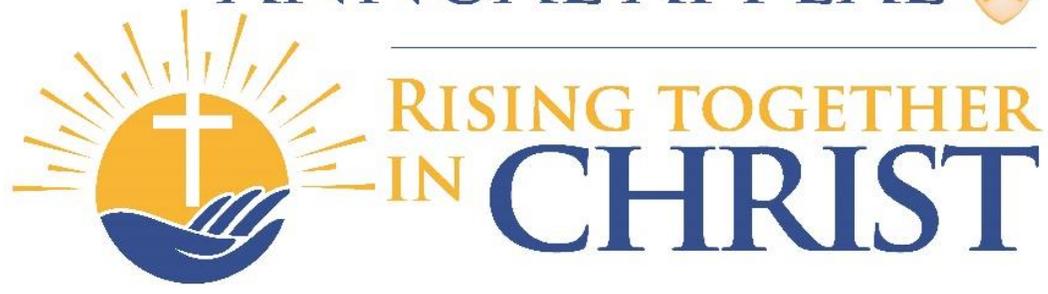


Diocese of Scranton

2021 **DIOCESAN**
ANNUAL APPEAL



PARISH MANUAL

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BISHOP'S MESSAGE

Brothers and Sisters,

We have been living through difficult times, but as you have experienced, the Lord remains with us. His love for us only grows stronger.

During the pandemic, so many have found strength and love in the Eucharist and the Sacraments.

Together, we have been able to continue our mission to feed the hungry, clothe the poor and protect the vulnerable.

Together, we have found innovative ways to keep our faith alive through livestreamed Masses and virtual faith formation programs.

And *together*, our Catholic Schools have continued to safely provide in-person learning during the past year.

This year's Diocesan Annual Appeal theme, *“Rising Together in Christ,”* reflects the challenges we faced and the hope we now feel as we return to Mass and activities in our parishes.

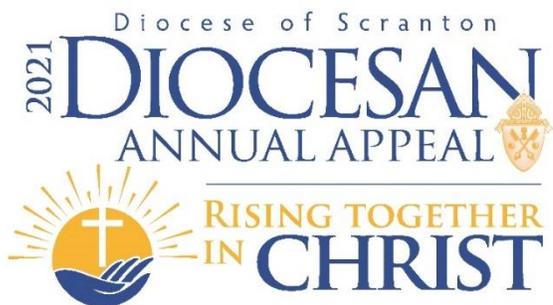
Only through your prayers and financial support of the Annual Appeal are we able to bring the love of Christ to our neighbors, to our children and to those most in need.

Thank you for sharing the blessings that God has given to you by praying for and providing a financial commitment to this year's Diocesan Annual Appeal.

Without your generous support, some in the community might have to go without.

Our world needs the Catholic Church now more than ever, and the Lord is never outdone in His generosity.

Join with me, and with all our parish communities, in **RISING TOGETHER IN CHRIST!**



As we prepare to launch the **2021 Annual Appeal** during these turbulent times that continue to test us, we must remember that the needs of the people whom our vital Diocesan ministries serve remain constant. In fact, as with last year, those needs continue to increase as uncertainty surrounds us due to the lingering pandemic.

While so many of our parishioners continue to experience economic hardships and other adversity, we are both humbled and grateful that so many others are eager to rise up to share their own blessings.

2021 ANNUAL APPEAL

Additional details about this Appeal, along with pulpit sample comments, Prayers of the Faithful and bulletin messages, will be distributed to parish offices and will be found on the Appeal website under Parish Resources.

WEEK OF SEPTEMBER 13

FIRST MAILING FROM DIOCESE TO LEADERSHIP DONORS

GENERAL MAILING FROM DIOCESE TO PAST DONORS

SEPTEMBER 18 & 19

ANNUAL APPEAL KICKOFF IN PARISHES

We ask that you put the Regional Appeal Video on your parish Facebook page and website and that you show it as Mass this weekend and include it in your livestreaming of Masses. As in the past, if you need to launch the Appeal on a different weekend, you may choose an alternative.

WEEK OF SEPTEMBER 20

IN-PEW COMMITMENT PLEDGE ENVELOPE MAILING

OCTOBER 16-17

IN-PEW COMMITMENT WEEKEND

WEEK OF OCTOBER 25

SECOND MAILING TO PAST DONORS NOT YET RESPONDING

NOVEMBER 15-30

#iGIVECATHOLIC CHALLENGE PERIOD!

This year, for the first time, the Diocese of Scranton is participating in the national **#iGIVECATHOLIC** campaign, a special Thanksgiving-season campaign that concludes on Giving Tuesday and allows donors a one-stop-shopping spot of Catholic charitable options. Annual Appeal donors will have a chance to make their appeal gifts this year online through their parish page on the Diocese's **#iGIVECATHOLIC** page. We will offer additional incentives and challenges as well as a few fun activities to encourage parishes to hit their goals by Giving Tuesday. Stay tuned.

SUNDAY NOVEMBER 21

FEAST OF CHRIST THE KING MASS

Prayer intentions submitted by parishioners will be remembered at the 10 a.m. Mass celebrated by Bishop Bambera at St. Peter's Cathedral.

WEEK OF DECEMBER 6

THIRD MAILING TO PAST DONORS NOT YET RESPONDING

JANUARY-MARCH 2022

WRAP-UP APPEAL ACTIVITIES to include both Diocesan-led and parish-led initiatives and/or Appeal envelopes placed in the packet of offertory envelopes.

2021 APPEAL REGIONAL CHAIRS

BRADFORD, SULLIVAN AND SUSQUEHANNA COUNTIES

John (Jack) and Sandy Ryan
Father Kevin Miller

Epiphany Parish, Sayre
St. Brigid Parish, Friendsville

LACKAWANNA AND WYOMING COUNTIES

Thomas and Stephanie Dzwonczyk
Father Jeffrey Walsh

St. John Vianney Parish, Montdale
St. Rose Parish
& Our Lady of Mount Carmel Parish, Carbondale

LUZERNE COUNTY

Jeff and Susan Metz
Father Joseph Pisaneschi

St. Therese Parish, Shavertown
St. Elizabeth Ann Seton Parish, Swoyersville

LYCOMING AND TIOGA COUNTIES

Dr. Brian and Julie Foresman
Father William Corcoran

Resurrection Parish, Muncy
St. Boniface Parish, Williamsport
and St. Lawrence Parish, South Williamsport

MONROE COUNTY

Joe and Linda McDonald
and Dr. Ann McDonald
Father Donald Williams

Our Lady Queen of Peace Parish, Brodheadsville
St. Luke Parish, Stroudsburg
St. Matthew Parish, East Stroudsburg

WAYNE AND PIKE COUNTIES

Chris and Sherry Wood
Father Richard Beck

St. Joseph Parish, Matamoras
Blessed Virgin Mary Queen of Peace Parish, Hawley

2021 Diocesan Annual Appeal Reception Dates and Locations

Wednesday, August 25, 6:30 p.m.

Bradford/Sullivan/Susquehanna Region
Epiphany Parish, Sayre

Tuesday, September 7, 6:30 p.m.

Lackawanna/Wyoming Region
Sacred Heart of Jesus Parish, Peckville

Thursday August 26, 6:30 p.m.

Monroe Region
Our Lady of Victory Parish, Tannersville

Wednesday, September 8, 6:30 p.m.

Lycoming/Tioga Region
St. Joseph the Worker Parish, Williamsport

Monday, August 30, 6:30 p.m.

Luzerne Region
St. Maria Goretti Parish, Plains

Monday, September 13, 6:30 p.m.

Wayne/Pike Region
Blessed Virgin Mary Queen of Peace Parish, Hawley

MESSAGE TO PASTORS & PARISH LIFE COORDINATORS

As we begin our 2021 Annual Appeal, we once again recognize that the needs of the people our vital Diocesan Ministries serve remain constant – and continue to increase due to the pandemic. While we are sensitive to the economic struggles of many of our parishioners and realize that some families may remain unable to make an Appeal gift, we acknowledge that many of our faithful can and want to share their blessings to help their brothers and sisters in Christ **rise** anew, better and stronger. **Together**, we can make this happen!

YOU play the critical role in encouraging support of the Diocesan Annual Appeal. As Pastors and Parish Life Coordinators, **you set the tone** for the effort in your parish with your endorsement and public support. Promoting the importance of supporting the Appeal and presenting the ministries benefiting from the Appeal are key elements of overall success.

This year, we are introducing some new elements for our Appeal that we hope will be helpful as you invite your parishioners to support their Diocese and their neighbors in need. **The most significant new addition is our participation in the #iGiveCatholic campaign, which is a national effort launched to promote Catholic giving in conjunction with Giving Tuesday on Nov. 30.** The Development Office staff will provide your parish with instructions to create your own Annual Appeal campaign on the Diocese of Scranton’s online landing page. On the parish page, parishioners can choose to make their appeal donation between Nov. 15 and 30, 2021, the specially recognized #iGiveCatholic Giving Tuesday donation period. It is our hope that the special incentives we’ll be offering or suggesting that you consider offering during this time period will help you to close out your appeal earlier than ever and even have some fun while encouraging your parishioners to unite in support.

As a participant in #iGiveCatholic, you’ll also be part of a national leaderboard of Catholic organizations who are together raising money for Catholic causes as part of Giving Tuesday across the globe. Might your parish be in the Top 10 on that leaderboard? Stay tuned for full details!

GENERAL THEMES FOR THE 2021 APPEAL

In addition to focusing on this year’s Appeal theme: **“Rising Together in Christ”**, you may wish to speak about our mission and vision to serve others, particularly during challenging times.

The foundation of our Catholic faith is following the example of Jesus to serve others. The more we follow Jesus, the more fulfilled and joyful we are. Giving to others provides all of us with an opportunity to embrace the pattern of Jesus’ life, a life rooted in compassion, service and love. We are called to share the goodness of our faith with an understanding heart to accompany others in times of need.

“WHO WILL ROLL AWAY THE STONE?”

That was the question Pope Francis asked when he reflected earlier this year on the connection between Jesus’ Resurrection and the current global crisis. He likened our modern experience to that of the first disciples. We “live surrounded by an atmosphere of pain and uncertainty” and are asking, “Who will roll away the stone?” (Mark 16:3) That stone, which threatens to bury our hope, Pope Francis said, bears a “heaviness that seems to have the last word.”

Yet many today are “carrying perfume” and “bringing the anointing” of “co-responsibility” as they care for their brothers and sisters in Christ. As the disciples were “anointed by the Resurrection,” the cycle “that kept them from seeing that the stone had already been rolled away” was broken. We, too, can break our cycles and share new joy together!

When talking about the Appeal, you might want to consider some of Pope Francis’s thoughts, shared during his Easter 2021 message, while encouraging your parishioners to consider how their own lives have been transformed by the Resurrection message and how, as our Holy Father explained, the Lord continually regenerates our hope.

As our Pope also said, there is “no magic formula.” The Easter message “does not point to an escape from the difficult situation we are experiencing.” Rather, it “speaks concisely of the event that gives us the hope that does not disappoint: ‘Jesus who was crucified has risen.’ ... **“The risen Christ is hope for all who continue to suffer from the pandemic” and “everyone, especially the most vulnerable among us, requires assistance.”**

Bishop Bambera echoed this message in his recent homily for the closing of the St. Ann’s Novena when he quoted Pope Francis in saying: “No one is saved alone. We are all indebted to one another, for we are all brothers and sisters.” To the Pope’s message, our Bishop added, “We are not created to be alone but need one another as we journey through life. That is simply the way that God has chosen to work within our world.”

Some of our pastors also share biblical messages about the rewards of working together toward a common goal or about the powerful ways in which we can thrive as a team that has Christ as its captain.

“For where two or three are gathered in my name, there am I among them.” Matthew 18:20

“And we know that for those who love God, all things work together for good for those who are called according to his purpose.” Romans 8:28

“For as in one body we have many members, and the members do not all have the same function, so we, though many, are one body in Christ, and individually members one of another.” Romans 12:4-5

DIOCESAN MINISTRIES AND THE IMPACT OF THE PANDEMIC

The main ministries supported by gifts to the Annual Appeal are:

- Parish Social Justice Grants and Faith Formation Grants
- Catholic Social Services
- Catholic Schools
- Care and Support for Retired and Ill Priests
- Clergy Formation for Seminarians and Deacons
- Parish Life and Ministry Formation
- Catholic Media and Communication

We ask you to mention to your parishioners the new and increased needs of their brothers and sisters and the ways the Diocesan ministries are continuing to respond to the ongoing challenges of the pandemic:

- We continue to serve an increased number of families through our Catholic Social Services and parish food pantries. All of our funding partners continue to point to hunger as among the most pressing concerns throughout this pandemic and the recovery period. Housing is also a critical need, and our partners tell us that the core-to-mission outreach Catholic Social Services provides by continuing to operate homeless shelters and transitional housing programs truly sets it apart as an agency.
- So many parishioners continue to share their appreciation for the livestreaming of Masses from the Cathedral of St. Peter on the Diocesan website and the broadcast of Masses and special prayer services and vigils on Catholic Television. Since the start of the pandemic until now, it is heartening not only to see the number of people who have returned to in-person Mass but the number who have tuned into livestreams from St. Peter's Cathedral, which has filled a void for those from smaller parishes where livestreaming was not possible.
- Significant adjustments were made in our Catholic schools in March 2020 to quickly move to distance learning, and our faculty and staff worked to continue to provide a quality education for our students in the safest way possible with both in-person classes and virtual learning options. We are once again poised for a responsive, flexible and safe school year of in-person education as we continue to monitor the effects of the pandemic.
- The Office of Parish Life continues to offer some key programs in a virtual format for use by parishes, catechists, families and young servant leaders.

You may wish to share in general terms the challenges still facing the Diocese and our parishes as a result of the pandemic – staff and budget reductions, increased expenses, etc. Remember, donors who are able to give want to help.

SUGGESTIONS AS YOU CONDUCT THE APPEAL

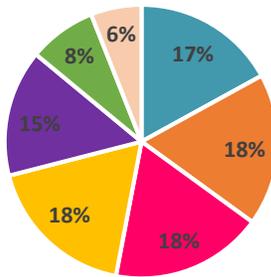
- Invite parishioners to joyfully share in the work of the local Church by supporting the Annual Appeal as they strive to be true Disciples of Christ. Stress the importance of raising funds for the ministries of the Annual Appeal as a part of stewardship and how it fits with our call to return our gifts to the Lord in gratitude by sharing our blessings justly and charitably.
- Personalize the message for the parishioner. Reflect on the reasons why you support the Appeal, and consider sharing that you, too, have made your gift to the Appeal.
- List how Appeal funds assist your parish. Explain how funds from the Annual Appeal *directly* help your parish through Parish Life programs, religious education, care of a retired priest who served your parish or in support of a seminarian or recently ordained priest who has served your parish.

Refer to any Social Justice Grants your parish may have received from the Diocese and how the grants are being used; cite future programs your parish might pursue with such funds.

Talk about the Parish Faith Formation Grants funded by the Appeal.

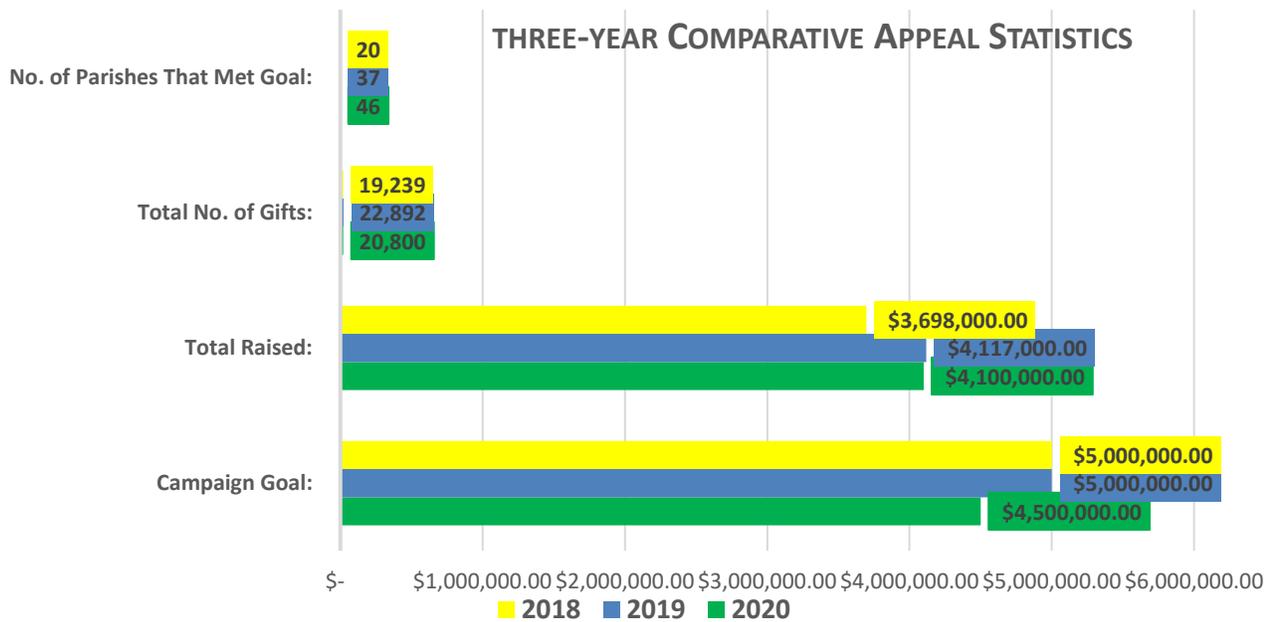
- Let your parishioners know they are invited to submit a prayer intention throughout the Appeal campaign on pledge forms past donors will receive in the mail, on the Diocesan online giving page at www.annualappeal.org and during the #igiveCatholic campaign from Nov. 15-30. Prayer intentions received in conjunction with the Appeal will be remembered at Mass celebrated by Bishop Bambera at the Cathedral of St. Peter on Sunday Nov. 21. Parishioners do not have to make a gift to the Appeal to submit a prayer intention.
- Promote the fact that 75% of the Appeal collections received over your parish goal are returned to your parish. Mention rebates and what the money could be used to fund in your parish, if attained. Announcing that you plan to use your rebate for a specific purpose may enhance giving.
- Ask every family to consider giving *something* to help you reach your parish goal. **More than two thirds of the gifts to the Appeal are less than \$100, so every gift TRULY DOES matter.** Feel free to mention that the same was true of the NEPA Gives campaign the Diocese participated in for the second year in a row this June: The collective power of many people giving just \$25 allowed the Diocese to secure more than \$12,000 in bonus prizes for having both the highest total raised and the highest number of donors. As our theme reminds, we really can rise to great heights TOGETHER!

2021 APPEAL ALLOCATIONS

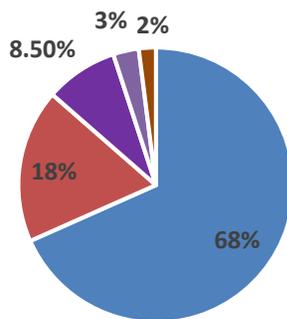


- Parish Life: 17%
- Clergy Care and Support of Seminarians: 18%
- Catholic Media: 18%
- Catholic Schools: 18%
- Catholic Social Services: 15%
- Administrative: 8%
- Parish Faith Formation & Social Justice Grants: 6%

THREE-YEAR COMPARATIVE APPEAL STATISTICS



2020 DONOR GIFT AMOUNTS



- Under \$100
- \$100-\$250
- \$250-\$500
- \$500-\$1,000
- \$1,000 +

PARISH CAMPAIGN STRUCTURE

PARISH LEADERSHIP

Pastors and Parish Life Coordinators provide the leadership for the Appeal but also benefit from the invaluable assistance and influence of enthusiastic and committed Regional Chairs and Parish Representatives.

REGIONAL CHAIRS

To assist with the Annual Appeal, Bishop Joseph Bambera invites parishioners and clergy to serve as Regional Chairs, representing the six regions of the Diocese: 1) Bradford, Sullivan and Susquehanna counties, 2) Lackawanna and Wyoming counties, 3) Luzerne County, 4) Lycoming and Tioga counties, 5) Monroe County, and 6) Wayne and Pike counties.

Regional lay and clergy chairs give significantly of their time, talent and treasure to assist with the Annual Appeal. Regional chairs provide ideas for the Appeal and invite others to join with them in making a leadership gift to the Annual Appeal. They also promote the Appeal in their parishes.

PARISH REPRESENTATIVES

Parish Representatives serve as delegates to an Annual Appeal Regional Committee, which meets two or three times during the length of the campaign. During regional meetings, Parish Representatives share experiences and suggestions with others to help enhance the Annual Appeal in our parishes.

Parish representatives are asked to:

- Attend two to three virtual Regional Committee meetings between September and February.
- Make an Annual Appeal gift.
- Work with their pastor and parish staff to coordinate Diocesan Annual Appeal efforts in their parish to include showing the video during Kickoff Weekend, encouraging parishioners to give during In-Pew Commitment Weekend, assisting with promoting the #iGiveCatholic campaign, and helping to create opportunities to involve parishioners.

This year, as part of the #iGiveCatholic effort, we are inviting parish representatives to come up with ideas for mini receptions or events to generate giving enthusiasm especially in the two-week challenge period in which we hope many of our parishes will cross the finish line and meet goal to close out their campaigns earlier than usual.

- Serve as a primary contact in their parishes to provide updates on Annual Appeal activities and progress toward goal and to answer any questions.
- Personally consider contacting a small number of friends or potential donors (perhaps parishioners who are involved in leadership positions – finance or pastoral council members, Eucharistic ministers, lectors, choir members) to ask them to make a gift to the Diocesan Annual Appeal.
- Share the responsibility with the pastor/parish life coordinator to speak about the Appeal at in-person, taped or livestreamed Masses (or recruit volunteers to speak) on two or three weekends during the campaign, perhaps prior to In-Pew Commitment Weekend or the #iGiveCatholic campaign.
- Consider putting together a Parish Appeal Committee to help contact parishioners for support.

REGIONAL VIDEO FEATURES

Due to continued positive response from clergy/parishioners, we again produced six *different* versions of the video for parishes to use on 2021 Kickoff Weekend during Mass, on your websites, and in all your social media outlets. These videos feature pastors, parishioners and special activities – including Social Justice programs – specific to each region.

The following will appear in all six versions of the video:

- Catholic Social Services Supporting Homeless Veterans through its Permanent Supportive Housing Program
- Catholic Media – The Daily Mass at St. Peter’s Cathedral
- Diocesan Seminarians or Recently ordained clergy
- Diocesan Catholic Schools
- Social Justice Grants Unique to Individual Parishes in a Region
- Introductory and Concluding Comments from Bishop Bambera

Bradford/Sullivan/Susquehanna Region

- Family who recently enrolled – and has now re-enrolled their children – at Saint Agnes School in Towanda
- Interview with Father Greg Reichlen, assistant vocations director who is a native of Susquehanna County
- Social Justice Programs supported by Most Holy Trinity Parish in Susquehanna County

Lackawanna/Wyoming Region

- Family who recently enrolled – and has now re-enrolled their children – at Our Lady of Peace School in Clarks Green
- Seminarian Thomas Dzwonczyk, whose home parish is Saint John Vianney in Montdale
- Social Justice Programs supported by Saint Ann Basilica Parish in West Scranton

Luzerne Region

- Family who recently enrolled – and has now re-enrolled their daughter – in Wyoming Area Catholic School in Exeter
- Seminarian David Pirolli, whose home parish is Saint Jude Parish in Mountain Top
- Social Justice Programs supported by Saint Therese Parish in Shavertown

Lycoming/Tioga Region

- Family who recently enrolled – and has now re-enrolled their daughter – at Saint John Neumann Elementary School in Williamsport
- Interview with Father Alex Roche, vocations director who grew up in Lycoming County
- Social Justice Programs supported by Holy Child Parish in Mansfield

Monroe Region

- Interview with Jeff Lyons, principal, Notre Dame Jr./Sr. High School regarding Notre Dame School System during the pandemic
- Seminarian Cody Yarnall, whose home parish is Saint Matthew Parish in East Stroudsburg
- Social Justice Programs supported by Saint Luke Parish in Stroudsburg

Wayne/Pike Region

- Interview with Jeff Lyons, principal, Notre Dame Jr./Sr. High School regarding Notre Dame School System during the pandemic
- Interview with Father Greg Reichlen, assistant vocations director who has served in Honesdale and is currently pastor of Saint John Church which serves the Bushkill area
- Social Justice Programs supported by Saint Patrick Parish in Milford and Saint Joseph Parish in Matamoras

KEY APPEAL PROMOTION OPPORTUNITIES

The Appeal Kickoff Weekend, the In-Pew Commitment Weekend and the two-week #iGiveCatholic challenge period are the three most significant times when we ask the Pastor, Parish Life Coordinators and Parish Representatives to speak at Masses to strengthen the Appeal message. The Appeal progresses more quickly to a successful conclusion when parishioners hear about the ministries supported by Appeal gifts a few times in the fall and are personally asked to pledge early.

The pastor or parish life coordinator positively introducing the Appeal makes all the difference in parish success. There are ample reasons for disciples of Jesus Christ to generously support the Annual Appeal. The Development Office will regularly provide parishes with Appeal graphics featuring ministries supported by the Appeal and will provide short video features on some of the ministries supported by the Appeal. Sharing this information on a regular basis in the bulletin, on your website and Facebook page helps a great deal to remind parishioners to consider making a gift to the Appeal.

APPEAL KICKOFF WEEKEND SEPTEMBER 18 & 19

The Mass Celebrant or Parish Life Coordinator informs parishioners that the Annual Appeal is commencing today in all parishes throughout the Diocese. The highest levels of participation result when the presentation includes a strong invitation from the Pastor/Parish Life Coordinator asking everyone to join him or her in supporting the Appeal. He or she introduces the video or introduces the parish representative who asks parishioners for their attention to the video message and invites parishioners to consider supporting the Appeal. Include the Prayer of the Faithful Appeal petition. The bulletin should include support for the Appeal in the Pastor's Message and the weekly Appeal ad from the Diocese.

- Prepare to show the video. Set up the projector and screen or include in livestreamed/taped Mass.
- Preview the Appeal DVD.
- Have appropriate 'Prayer of the Faithful' ready.

AT MASS: PASTOR, PARISH LIFE COORDINATOR OR CELEBRANT

Today we join parishes throughout the Diocese in launching the 2021 Diocesan Annual Appeal ***“Rising Together in Christ.”*** Please direct your attention to the screen as you are invited to share in the work of Christ, here in the Diocese. OR watch the video during this livestreaming of our Mass today. If you'd like to see the video again, or share with others, you can view it on our parish website or Facebook page. (***Kindly include the Appeal video on your parish's social media.***)

(After the Video) Thank you for your attention. All past Appeal donors will receive a gift request letter from Bishop Bambera. All other parishioners will receive an Appeal pledge envelope in the mail. If you have not made an Appeal gift in the past, you may do so at www.AnnualAppeal.org. I ask you to prayerfully consider a donation to this year's Appeal.

IN-PEW COMMITMENT WEEKEND: OCT. 16-17, 2021

Last year, due to the pandemic, In-Pew Commitment Weekend was replaced by an Online Commitment Weekend. This year, our virtual giving period is returning, for an extended two-week time period in conjunction with #iGiveCatholic and Giving Tuesday, but we also are bringing back In-Pew Commitment Weekend. It will look slightly different, however, in that parishioners will be mailed a pledge envelope the week of Sept. 20 and offered the option to fill out and return their pledge card in the parish's offertory collection at Mass the weekend of Oct. 16 and 17. **Leading up to and during this weekend, we ask you to promote In-Pew Commitment Weekend at Mass, in your bulletin, on your social media channels and through e-mails or flocknote messages by reminding parishioners that if they have not yet made a gift, this weekend would be an ideal time to make an Appeal pledge.**

NEW: #iGiveCatholic CHALLENGE PERIOD - NOVEMBER 15-30, 2021

ONE TO TWO WEEKS PRIOR TO THIS SPECIAL CHALLENGE PERIOD:

We ask the Pastor, Parish Life Coordinator, Parish Representative or Appeal Volunteer to speak about the ministries and services supported by the Appeal and let parishioners know about the #iGiveCatholic Campaign period, mentioning any special activities in which the parish has chosen to take part in conjunction with the Diocese or that the parish has independently designed to promote #iGiveCatholic. He or she should ask everyone who has NOT YET given to the Appeal to make a pledge online in an effort to close out the appeal as a special show of Giving Tuesday support for those in need locally. **Additional details about #iGiveCatholic, as well as opportunities to participate in special challenges with the Diocese and suggestions for activities you can do independently to promote #iGiveCatholic, will be sent to your parish in advance.**

- Please promote the #iGiveCatholic opportunity in your bulletin, on your website, in social media and in e-mails or flocknote messages to parishioners. **Note the national nature of the online event and the fact that parishioners can join fellow Catholics across the nation in generosity to Catholic parishes and Catholic organizations as part of Giving Tuesday and not only see their own name listed online as a donor but help your parish appear on the national Catholic giving leaderboards.**
- Ask your parish representative to speak about the ministries and services supported by gifts to the Appeal. (Representatives will receive suggested scripts and talking points similar to the one included below).
- Have the appropriate 'Prayer of the Faithful' read once more and include promotion of #iGiveCatholic in your spoken parish announcements.

SAMPLE SCRIPT FOR PERSONAL WITNESS

An important part of attracting parishioners to support the Appeal is the personal witness a fellow parishioner may provide. Please make reference to the upcoming #iGiveCatholic challenge period.

The following is a SAMPLE SCRIPT to be personalized.

“Good morning. My name is _____ and I am a parishioner here at _____. Father (pastor) _____ has asked me to take a moment to speak today, and I agreed because I believe in the work of the Diocesan Annual Appeal and I’m here to ask you to join me in my support. I invite all of you to invest some of the gifts that God has given you — your energy, your prayers, and your resources — in this work to which God has called us.

We understand some parishioners may not be in a financial position to support the Appeal at this time. For those who can offer support, please know that the impact of your gift is more important now than ever. The Appeal supports our Diocesan ministries and services that feed the hungry, shelter the poor, counsel individuals and families and provide a place for a veterans to receive needed care and support. Due to the continuing pandemic, requests for assistance for the basic necessities have increased significantly.

Appeal funds help ensure that priests who have served us throughout their lives have a welcoming and safe place to live in their retirement. The Appeal also supports the men who will be future priests serving in our Diocese. And the Appeal helps pass on our Catholic faith to our children in our parishes and in our schools. Every time some good is done in our Diocese because of our support of the Annual Appeal, we become part this good work. As the Apostle St. Paul declares: “You will be enriched in every way for your great generosity.

If you have not yet made a gift to the Annual Appeal – the two weeks between Nov. 15 and 30 are very special. You’ve probably heard of Giving Tuesday. This year the Diocese of Scranton is participating in the national #iGiveCatholic campaign and asking parishioners to consider helping their brothers and sisters in Christ rise to new heights by making an appeal gift between Nov. 15 and 30. These weeks are a time when you can use your cell phones and computers to make a pledge to the Appeal. An especially exciting element of this challenge period is that not only will donor names appear online, but our parish can have the chance to appear on a national leaderboard that tracks generosity to Catholic parishes, organizations, parishes and causes across the country in conjunction with Giving Tuesday.

Right now – please ask yourself: “Will I help my brothers and sisters in need rise again? Let us put our faith into action by pledging our support to the Diocesan Annual Appeal between Nov. 15 and 30 and helping our parish across the Appeal finish line before December. Remember, we **“Rise Together in Christ”** as we strive to be true disciples of Christ. Thank you.”

DIOCESAN DEVELOPMENT OFFICE CONTACTS

Secretary for Development

Jim Bebla

Office: 570-207-2250

Cell: 570-862-7762

Jim-Bebbla@DioceseofScranton.org

Director of Foundation Relations

& Special Events (#iGiveCatholic campaign lead)

Sandra Snyder

570-591-5004

Sandra-Snyder@DioceseofScranton.org

Director of Development Operations

& Donor Relations

Christopher Sheperis

570-207-2250 ext. 1145

Christopher-Sheperis@DioceseofScranton.org

Development Officer

Luciana Musto

570-207-2250

Luciana-Musto@DioceseofScranton.org

Development Operations Manager

Barbara Clewell

570-207-2250 ext. 1051

Barbara-Clewell@DioceseofScranton.org

Development Operations Manager

Ann McLane

570-207-2250 ext. 1050

Ann-McLane@DioceseofScranton.org

Administrative Assistant

Mary Jane Vermac

570-207-2250 ext. 1003

Mary-Jane-Vermac@DioceseofScranton.org

Bulletin Announcements, Prayers of the Faithful and Social Media Video Clips

Messages to promote the Appeal will be emailed to your parish office periodically throughout the campaign and will be available on our website.

See Giving Tab – Parish Resources for the Annual Appeal.

If you have any questions about bulletin ads or promotional announcements, please email or call the Development Office or one of the above staffers.

We will be happy to assist you at any time

Thank you for your assistance and support!

We are extremely grateful for all you do in support of the Diocesan Annual Appeal. Your leadership and enthusiasm in presenting the Appeal and inviting your parishioners to contribute to our local Church and its ministries have a critical and significant impact on our ability to reach our goal each year. Thank you for working with us in this shared ministry of stewardship!