


Diocese of Scranton

DIOCESAN

ANNUAL APPEAL

The coat of arms of the Diocese of Scranton is located to the right of the word 'APPEAL'. It features a shield with a red cross and four blue dots. Above the shield is a golden mitre.

PARISH MANUAL

2022

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BISHOP'S MESSAGE

My Dear Sisters and Brothers in Christ,

As we emerge from the pandemic, now is the time to prayerfully live our mission as we move toward a reenergized and renewed Church.

While we have suffered many hardships over the past several years, God has remained our source of all things good. In caring for one another, we magnify His glory and mercy.

Thanks to your support, we met our \$4.5 million goal for the first time since 2018. Your generosity and kindness have served as an inspiration to me. I know many of you have faced incredible hardships, but thanks to your faithful support, we have been able to do God's good work in our communities.

The needs within our Diocese have only grown since the pandemic began: to inspire more to follow their vocation to the priesthood or consecrated life, to educate more young people in our Catholic schools, to spread the Good News through all forms of media, to strengthen our service to others through Catholic Social Services, and to help every Catholic grow their faith through parish life.

Responding to these needs is God's invitation for us to show that we are Catholic. I encourage you to prayerfully consider a gift to the Diocesan Annual Appeal to support these important initiatives.

I wish to express my sincere gratitude to you for your gift. May your generosity be returned to you in greater abundance from our God, who will never be outdone in love.

2022 ANNUAL APPEAL CALENDAR

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 JULY 11	FIRST MAILING FROM DIOCESE TO LEADERSHIP DONORS
WEEK OF AUGUST 15	GENERAL MAILING FROM DIOCESE TO PAST AND NONDONORS
SEPTEMBER – DECEMBER	<u>SOCIAL MEDIA COMMUNICATIONS PLAN</u> RAMPS UP DURING CELEBRATION WEEKEND AND CALENDAR YEAR END
OCTOBER 15-16	<u>CELEBRATION WEEKEND KICKOFF IN PARISHES</u> <u>VIDEO SHOWN</u> <u>IN-PEW WEEKEND</u>
WEEK OF NOVEMBER 14	SECOND MAILING TO PAST DONORS NOT YET RESPONDING – APPROVED BY PASTOR, SENT BY DIOCESE
SUNDAY NOVEMBER 20	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.
NOVEMBER 26-27	<u>INCREASED PARTICIPATION/GET TO GOAL DRIVE</u>
WEEK OF DECEMBER 5	EMAIL/SOCIAL MEDIA PUSH TO ALL CURRENT DONORS WHO HAVE NOT YET GIVEN
JANUARY-MARCH 2023	WRAP-UP APPEAL ACTIVITIES BASED ON PROGRESS TO GOAL <ul style="list-style-type: none">• Calls to Leadership Donors• Mail Outreach (if necessary)• Social Media/Email Outreach (if necessary)
JANUARY 8, 2023	LEADERSHIP CHRISTMAS RECEPTION

MESSAGE TO PASTORS & PARISH LIFE COORDINATORS

On behalf of the entire Diocesan family, thank you for your work on last year's Diocesan Annual Appeal. With your support and leadership, **the Appeal raised \$4.5 million, reaching goal for the first time since 2018.** Thank you! Those funds have been distributed to Catholic Social Services, the Catholic Schools System, Office of Parish Life, Vocations and Care of Retired Priests, Catholic Communications, and Social Justice and Faith Formation grants.

This year, we made some changes that we hope will do the following:

- Encourage our benefactors to make their gifts early in the Appeal schedule
- Encourage our benefactors to increase their gift or participate for the first time
- Present the Appeal in a more donor-focused fashion
- Utilize stories to illustrate the importance and impact of Appeal funds
- Streamline the process for you and our Appeal Ambassadors
- Help you reach your parish goal before Advent begins

Please remember, 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.

CASE STATEMENT

The Diocesan Annual Appeal is the Diocese of Scranton's single most important fundraising initiative, and we're counting on your support. Poverty, hunger, and homelessness remain serious challenges in our community. Funds raised also help with vocations and priestly life, Catholic communications, Catholic education, and parish and spiritual life. We ask you to look deeply within your heart and help us reach our goal of \$4.5 million as we strive to bring the gift of hope to our brothers and sisters in need.

The Appeal's beneficiaries are grouped into six key areas of focus:

**CATHOLIC SOCIAL SERVICES
CATHOLIC EDUCATION
CATHOLIC COMMUNICATIONS
PARISH AND SPIRITUAL LIFE
VOCATIONS AND PRIESTLY SUPPORT
SOCIAL JUSTICE GRANTS**

KEYS TO SUCCESS

The Diocese of Scranton relies on you, our pastors and parish lay teams, to ensure the success of the Diocesan Annual Appeal. We can achieve another successful appeal if we keep these keys to success in mind:

1. **ACTIVE LEADERSHIP** – The pastor’s ownership of the appeal and engaged support from the Appeal Ambassador and other parish volunteers is the single most important factor in a parish’s success.
2. **GOOD FAITH EFFORT** – Careful consideration of the plan and a dedicated effort to implement strategies as suggested will help maximize a parish’s success.
3. **PERSONAL APPROACH/PERSONALIZATION** – Inviting parishioners as personally as possible and customizing communications for the parish will help the parish together take ownership of the appeal and its impact on their own community, and the Diocese as a whole. Reminding parishioners that they are tied to the greater community helps to put the importance of the appeal in perspective for them.

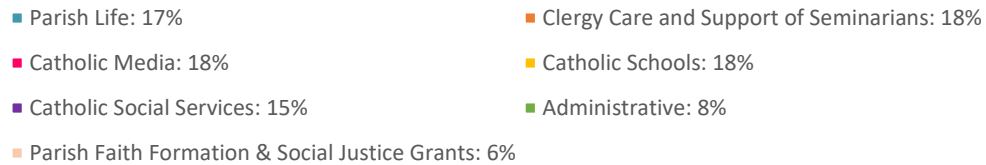
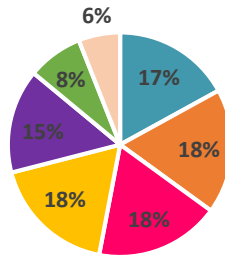
For example: Your parish received a Social Justice grant that has allowed your parish to offer critical services to the parish and community. Be sure to note this in your communications/pulpit pitches as well as the positive impact it has had.

OR

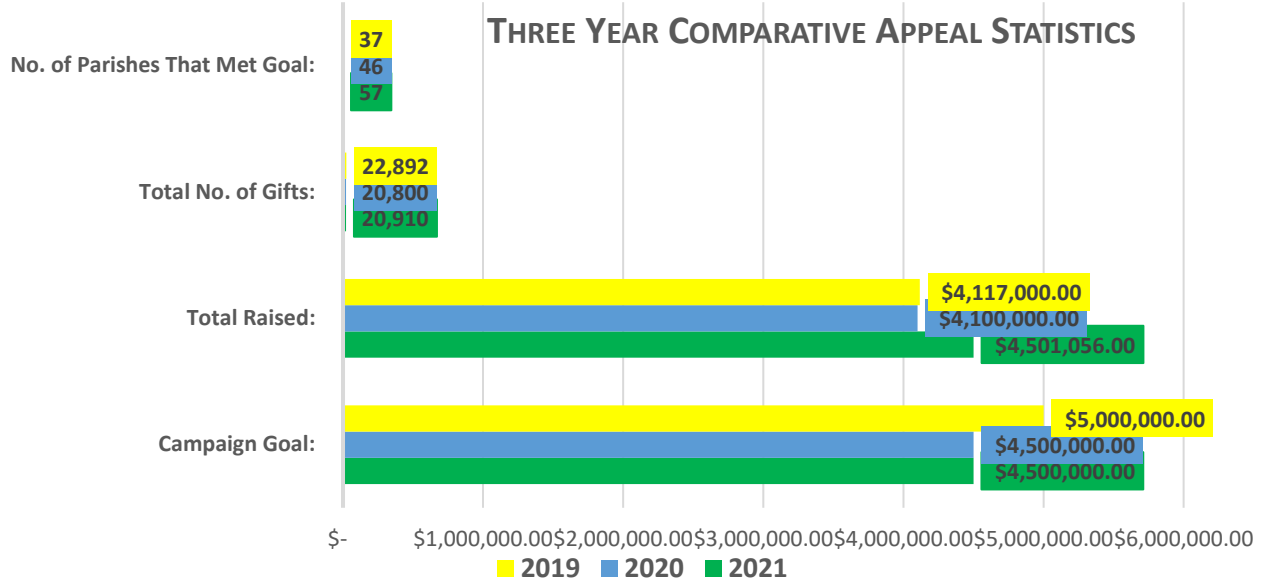
Your parish has many students enrolled in Catholic Schools, has had young men and/or women join vocations or religious life, or may feel the positive impact of Catholic Social Services.

4. **PLEDGES** – Pledged commitments paid over the course of ten months allow parishioners to consider a larger contribution than they would be able to make in a single payment.
5. **SPECIFIC INVITATION** – Offering a specific request or increase for individuals to consider encourages elevated and renewed giving. We are requesting that you continue to encourage increased participation as well as giving *at any level*. Ask every family to consider giving something to help you reach your parish goal. **Approximately half of the gifts to the Appeal are less than \$100, so every gift TRULY DOES matter.**

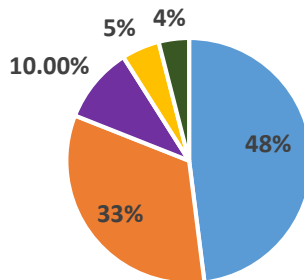
2022 APPEAL ALLOCATIONS



THREE YEAR COMPARATIVE APPEAL STATISTICS



2021 DONOR GIFT AMOUNTS



PARISH CAMPAIGN STRUCTURE

This year, our goal was to simplify some of the processes to help Parish Leadership and Appeal Ambassadors be more focused on tactics that have traditionally had a large impact.

What we are proposing is the minimum, but we urge that if you have had success and have met your parish goal utilizing other tactics, to please continue doing so. The suggestions are for those parishes who have trouble meeting goal.

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 Appeal Ambassadors.

APPEAL AMBASSADORS

Appeal Ambassadors provide critical support to Parish Leadership, serving as ambassadors and spokespeople for the Appeal in the parish community.

Appeal Ambassadors are asked to, at minimum:

1. Make a gift to the Appeal.
2. Attend both Appeal Ambassador meetings, one before Celebration Weekend and one before the Get to Goal drive.
3. Serve as coordinators for Celebration Weekend, ensuring that the Diocesan Annual Appeal video can be shown and that the parish is prepared to distribute and collect in-pew envelopes.
4. Visit all Parish Council meetings, speak about the importance of participation in the Appeal, and distribute and collect materials/envelopes.
5. Provide support and assistance to Parish Leadership with any concerns, questions, or needs that they may have.

Appeal Ambassadors are welcome to:

1. Put together an Appeal Committee to perform outreach to parishioners.
2. Speak about the Appeal during Mass prior to Celebration Weekend/Get to Goal Weekend.
3. Set up a table before and after a number of Masses during the campaign period with materials/iPads to help parishioners make their gifts.
4. Get youth groups or those who need service hours involved in the process.

SAMPLE CAMPAIGN CADENCE/ACTIVITIES

It can be difficult to “get started.” Here are some suggestions for timing of activities that can help you be successful in your efforts to reach goal. Please be assured that you are welcome to host Celebration Weekend during another weekend if October 15/16 does not work for your parish.

Beginning in Mid-September:

- Place Bishop Bambara bulletin ads in your bulletin and on social media – if your parish could run this ad for a few weeks leading up to Celebration Weekend, it will help!
- Remind parishioners that they should have received materials from the Diocese to make their gifts.
- Stress that gifts of any size are welcome and that participation is important.
- Invite a staff member from the Speakers Bureau or your Appeal Ambassador to make a pitch from the pulpit.
- Appeal Ambassadors should begin attending Parish Council Meetings.

Weekend of October 8/9:

- Place “Celebration Weekend is next weekend” ad in your bulletin and on social media.
- Stress that gifts of any size are welcome and that participation is important.
- Invite a staff member from the Speakers Bureau or your Appeal Ambassador to make a pitch from the pulpit.
- Share any social media posts from the Diocese on your parish’s social media.

Weekend of October 15/16:

- Place “Celebration Weekend” ad in bulletin.
- Show Video.
- Coordinate with Appeal Ambassador to distribute and collect envelopes.
- Stress that gifts of any size are welcome and that participation is important.

Remaining October Weekends:

- Place ad of your choice in your bulletin AND/OR publicize progress toward goal in the bulletin – please try to complete at least one of these action items every week!
- Invite a staff member from the Speakers Bureau or your Appeal Ambassador to make a pitch from the pulpit.
- Share as many social media stories pertaining to the Appeal as you can.

November

- Place ad of your choice in your bulletin AND/OR publicize progress toward goal in the bulletin – please try to complete at least one of these action items every week!
- Make announcement that parishioners will receive a letter from you during the month to make their gift to the Appeal.
- Encourage them to make their gift before the end of the month to help your parish get to goal as well as to close out the Appeal before the Advent/Christmas Season.
- Coordinate with Appeal Ambassador to carry out parish plan for getting to goal.

December

- If your parish has not made goal, please continue, at your discretion, to publicize progress in your bulletin and/or through announcements at Mass.

January/February/March

- If your parish has not made goal, please continue, at your discretion, to publicize progress in your bulletin and/or through announcements at Mass.
- If your parish is close to goal, we're happy to work with you to help you reach goal by personalizing bulletin ads, sending letters to outstanding donors in your parish, etc.
- You can also include an envelope in your parish envelope packet for the Appeal during any or all of these months.

April/May

- Gratitude Receptions for donors will be held at various parishes throughout the Diocese. The hope is that these would be in conjunction with the Celebration of Mass during weekends.

The Diocesan Development Office is happy to work with you in whatever way you see fit to help your parish reach goal. We are a resource for you and your parish, and we're all happy to help you in any way that we can.

SUGGESTED PETITIONS TO BE INCLUDED IN THE PRAYER OF THE FAITHFUL

These prayers of the faithful can be used at the pastor's discretion, but we do ask that you offer the following intention during Celebration Weekend (October 15/16):

That we are called to support the ministries of our church through the Diocesan Annual Appeal, that through our participation we continue to be channels of the living and loving presence of Christ, we pray to the Lord....

That we may see the Diocesan Annual Appeal as an opportunity to extend our love and service beyond the boundaries of our parish, we pray to the Lord....

That we understand that we touch many lives through the Diocesan Annual Appeal, and that the people whose lives we touch may know Christ's love, we pray to the Lord....

That the gifts we offer through the Diocesan Annual Appeal will truly reflect our love and thanksgiving for the many blessings that God has entrusted to us, we pray to the Lord....

That we may respond generously to the Diocesan Annual Appeal as faithful stewards of the gifts God has entrusted to us, we pray to the Lord....

That each one of us will be open to God's call and prayerfully consider how we can join in sacrifice to meet the needs of our faith community through the Diocesan Annual Appeal, we pray to the Lord....

That as we make our commitment to the Diocesan Annual Appeal, we may remember God's generosity to us, we pray to the Lord....

That God may bless our parish, strengthen our faith, and grant us the spirit of Catholic stewardship by opening our hearts to the Diocesan Annual Appeal, we pray to the Lord....

DIOCESAN DEVELOPMENT OFFICE CONTACTS

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Bulletin Announcements and Social Media Video Clips

Updates/Information about the Appeal will be emailed to your parish office every two weeks 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.