



OUR CALL TO  
**SERVE**

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DIOCESAN ANNUAL APPEAL

PARISH RESOURCE MANUAL

2023

**TABLE OF CONTENTS**

3..... **Prayer**

4..... **Case Statement**

5..... **The Importance of Your Support**

6..... **Leadership Roles**

8..... **DAA Timeline**

9..... **Keys to Success**

10..... **Talking Points**

11..... **Pastor Letter Sample**

12..... **Making a Gift**

13..... **Sample Campaign Cadence & Activities**

15..... **Suggested Petitions for Prayer of the Faithful**

16..... **Annual Appeal Videos**

17..... **Bulletin Announcements and Social Media**

17..... **Appeal Parish Reports**

18..... **Diocesan Development Office Contacts**

## **PRAYER**

God, Loving Creator and Source of all that we have,

Thank you for the many gifts you have given your people, our parishes and the Diocese of Scranton.

Grant us the spirit of true Christian Stewardship so we may carry out Your Mission.

Open our minds to the Gospel Message.

Open our hearts to conversion.

Open our hands that we might freely share the gifts you have bestowed upon us.

May sorrow, conflict and poverty be diminished in our Diocese because we have responded in Christ-like love and generosity.

Gracious God, send us your Spirit to accompany us on our Journey to Stewardship.

We ask this in the name of our Lord and Savior Jesus Christ.

Amen.

## 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**  
**FAITH FORMATION AND SOCIAL JUSTICE GRANTS**



## THE IMPORTANCE OF YOUR SUPPORT

While the words “Diocesan Annual Appeal” are familiar to most of our parishioners, many do not realize what the appeal supports. The DAA provides the funds necessary to support programs and ministries throughout the entire Diocese. It is our job as pastors, priests, Parish Life Coordinators, Appeal Ambassadors, parish and diocesan staff to educate our fellow Catholics about the good work that is accomplished through the DAA.

Please consider the following statements:

- People who feel **inspired** to give to a cause tend to give as much as they can.
- People who feel **obligated** to give tend to give the minimum expected.

People are more likely to offer financial support to something that they believe in, knowing that their gift will make a difference and help others. We cannot assume that people across the Diocese of Scranton are aware of the variety of services that are provided through the ministries and programs supported by the DAA. Therefore, the task of communicating about its many good works is critical.

As parish leaders, we have several jobs in front of us. We need to educate ourselves about the Appeal and the ministries it supports, so that we can speak about them with confidence. It is important that we review the DAA materials, so that we understand all the tasks that need to be done to make the appeal a success in our parish. We need to make sure that ALL parishioners are given the opportunity to give to the appeal.

Finally, please pray for the success of the DAA. Pray for those we talk with, that they may open their hearts and their minds and listen to God’s call. Pray for a positive spirit in your parish toward the Appeal and pray that we can complete the work that God has sent us forth to accomplish.

## LEADERSHIP ROLES

### **THE PASTOR**

*Thank you for your constant effort in supporting the Diocesan Annual Appeal. The pastor's ownership and engaged support of the Appeal is the single most important factor in a parish's success.*

#### What does your role entail?

- Pray for the success of this campaign
- Make your gift to this year's Appeal
- Present the Appeal in a positive and enthusiastic manner
- Appoint an Appeal Ambassador
- Identify two areas where the Appeal can financially support your parish AND share those stories with your parish community
- Thank parishioners for their support and encourage participation: "Our goal is 100% participation!"

### **APPEAL AMBASSADOR**

*Thank you for sharing your talent and time! You will assist your pastor and parish community in reaching your parish goal by inviting and educating parishioners on the importance of the Annual Appeal.*

#### What does your role entail?

- Pray for the success of this campaign and make a gift to the Appeal
- Attend one of the virtual information sessions
- Present the Appeal in a positive and enthusiastic manner
- Ensure posters are displayed and graphics are used in the parish bulletin and on social media
- Serve as coordinators for Celebration Weekend, ensuring that the Appeal video can be shown and that the parish is prepared to distribute and collect in-pew envelopes
- Visit all Parish councils, societies, and other ministries, speak about the importance of

participation in the Appeal, and distribute and collect materials/envelopes

- Keep the invitation open and look for personal invitation moments with other leaders, parish families, and parish groups

## **PARISH STAFF**

*Thank you for your commitment to our local church! You will assist your pastor by promoting the Annual Appeal to your parish community.*

### What does your role entail?

- Pray for the success of this campaign and make a gift to the Appeal
- Attend one of the virtual information sessions
- Present the Appeal in a positive and enthusiastic manner
- Display posters in visible places
- See that graphics are used in the parish bulletin and on social media each week
- Assist with Celebration Weekend if necessary

## TIMELINE

<b>MONDAY, SEPTEMBER 11</b>	SUPPLIES MAILED TO PARISHES (POSTERS, VIDEOS, IN PEW MATERIALS)
<b>WEDNESDAY, SEPTEMBER 13</b>	LETTER #1 (FROM BISHOP BAMBERA)
<b>THURSDAY, SEPTEMBER 14</b>	VIRTUAL INFO SESSIONS FOR PARISH STAFF, BUSINESS MANAGERS, AMBASSADORS
<b>TUESDAY, SEPTEMBER 19</b>	VIRTUAL INFO SESSIONS FOR PARISH STAFF, BUSINESS MANAGERS, AMBASSADORS
<b>SEPTEMBER 23-24</b>	<u><b>CELEBRATION WEEKEND</b></u> VIDEO SHOWN AND IN-PEW WEEKEND
<b>SEPTEMBER 30 – OCTOBER 1</b>	CELEBRATION WEEKEND (ALTERNATE) VIDEO SHOWN AND IN-PEW WEEKEND
<b>MONDAY, OCTOBER 30</b>	LETTER #2 (PASTOR LETTER)
<b>SUNDAY, NOVEMBER 26</b>	FEAST OF CHRIST THE KING MASS <i>PRAYER INTENTIONS SUBMITTED BY PARISHIONERS WILL BE REMEMBERED AT THE 10 A.M. MASS CELEBRATED BY BISHOP BAMBERA.</i>
<b>WEDNESDAY, DECEMBER 6</b>	LETTER #3 (FROM BISHOP)
<b>JANUARY-MARCH 2024</b>	WRAP-UP APPEAL ACTIVITIES BASED ON PROGRESS TO GOAL



## KEYS TO SUCCESS

### STEP 1 - Commitment Weekend Overview

- Focus on Diocesan Annual Appeal at the normal Mass starting time before the beginning of Mass or as preferred by the Pastor.
- Call attention to the DAA Commitment Weekend.
- Show the DAA Video. (See scripts)
- Encourage parishioners to complete the pledge form.
- Mention parish goal.

### STEP 2 - DAA Presentation

- Give thanks for the support from previous years.
- Share what the DAA funds (Catholic education, seminarian formation, Catholic Social Services, Parish Life, Communications, Faith Formation and Social Justice grants).
- Mention parish goal.
- Mention the goal of increasing parish participation by 5%.

### STEP 3 - DAA Video

- Let us take a moment to listen and watch a video that highlights how your gifts impact the programs and ministries of the Church that support our friends and neighbors throughout the Diocese.

### STEP 4 - In-Pew Gift Reflection and Pledge

- Thank parishioners for their attention to the video.
- Remind parishioners that 100% of their gift supports these ministries only.
- Ask parishioners to pray for these ministries.
- Encourage parishioners to submit a pledge card today.
- Walk through pledge cards with parishioners.
- Collect pledge cards.
- Thank parishioners.

## **TALKING POINTS FOR IN PEW COLLECTION**

*We ask that all parishes carry out in-pew presentations from the pulpit during all Masses on Celebration Weekend. The in-pew presentation is an opportunity to share information about the ministries and services available to the parishes and communities within our Diocese, and the importance of supporting those ministries through the Annual Appeal.*

*Intention weekend is vital to the success of the Appeal. The most effective in-pew presentations are delivered by the pastor and use the Appeal video.*

*If you are challenged to show the Appeal video, please contact the Office of Development for assistance at (570) 207-2250.*

*Please remember to remind parishioners of the importance of their participation – no matter how small the gift. Remain positive and treat the process as a celebration.*

*The following is a suggested script that can be delivered by the pastor:*

Good morning! Today, we celebrate Celebration Weekend for the Diocesan Annual Appeal. The Appeal's theme "Our Call to Serve" aligns with the spirit of creating communities rooted in the Life of Jesus Christ. Each of us are called to become the loving, compassionate Christ that fed the hungry.

As Christ gave Himself to us, we are called to serve and be generous towards others. As a parishioner within the Diocese of Scranton, I invite you to join me in serving others through the Diocesan Annual Appeal. I want to take a moment to show you a video that further explains the impact of your gift.

### **(Show the Appeal Video.)**

This is an opportunity for our parish to unite with the Diocese. There are several ways we can contribute to the Diocesan Annual Appeal. Many of you have already received information in the mail that included a pledge card. If you have already filled that out and sent it in or have made your gift online, thank you!

If you are here today and have not yet given, there is a pledge card in the pew that you can either fill out and place in the collection basket, or you can scan the QR code on the pledge card to make your gift online.

Thank you again for joining me in supporting the Appeal. Our generous gifts, combined with the gifts of all our brothers and sisters throughout our Diocese, go a long way in supporting our Church. I encourage you to look at the ad shared in today's bulletin that will provide further information about the Appeal and the impact that you make possible because of your generosity.

## **PASTOR LETTER 2023**

*Please note that the Diocese will mail this letter to past donors in your parish. Pastors are asked to review and agree to sign onto this letter. Contact the Development Office if you have any changes.*

Dear Parishioner:

Each year we are invited to participate in Diocesan Annual Appeal, which is an opportunity for all of us to support essential ministries and services which benefit many in our Local Church. The theme of this year's appeal, **Our Call to Serve**, reminds us of Jesus' message to the disciples to serve one another with humility and love.

The enclosed brochure describes the many programs and ministries that are supported by your contribution to the Annual Appeal. Many of these programs result in important direct benefits to our parish faith community and others provide needed assistance to people around us.

This year, our parish share is \$\_\_\_\_\_. With your support, I am confident that we can reach this target. If we surpass our goal, 75% of the overage will be returned to our parish to be used as we designate.

As your pastor, I am inviting you to prayerfully consider a gift to this year's Appeal. You may use the enclosed response card to make your pledge or visit [www.annualappeal.org](http://www.annualappeal.org) to make a secure online donation. Your participation, regardless of the amount, makes a difference.

Be assured of my gratitude for your support and of my continuing prayers for you and your loved ones.

Sincerely yours in Christ,

*Pastor Signature*

Pastor Name

## **MAKING A GIFT TO THE APPEAL**

### **What type of gifts can you make?**

- One Time Gift
- Sustaining (recurring, monthly) gift – will only stop if the donor asks us to stop.
- Pledge – has a beginning and end with a total amount indicated by the donor.
- Prayer Requests

### **What are the different ways that you can give?**

- Give Online
  - Scan the QR code or visit [www.annualappeal.org](http://www.annualappeal.org) to make a gift using your credit card or ACH withdrawal
- By Phone
  - Please call 570.207.2250 to make a gift or to be connected to our donor services team for any questions
- Pledge Card
  - Complete the pledge card included with your letter

**Please send your pledge card to the following address:**

**Diocese of Scranton**

**Diocesan Annual Appeal**

**PO Box #994**

**Albany, NY 12201**

*\*Please note that the Diocese is using a trusted financial institution to process all donations to the Diocesan Annual Appeal. Utilizing this partner reduces our fundraising costs and ensures that more of your gift is directed to the ministries funded by the Appeal.*

- IRA Qualified Distributions and Stock Gifts
  - For us to properly identify and apply your gift, please contact Chris Sheperis at [csheperis@dioceseofscranton.org](mailto:csheperis@dioceseofscranton.org) when you make your gift.
- Prayer Requests
  - Everyone is invited to discern and make a sacrificial gift. Prayers are always welcomed gifts to the Appeal.

## SAMPLE CAMPAIGN CADENCE AND 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.*

Beginning in early September:

- Place Diocesan Annual Appeal 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 will be receiving materials from the Diocese to make their gifts.
- Stress that gifts of any size are welcome and that participation is important.
- Appeal Ambassadors should begin attending parish council, society, and ministry meetings.

Weekend of September 16/17:

- 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.
- Share any social media posts from the Diocese on your parish’s social media.

Weekend of September 23/24:

- Show video in church.
- Pastor is asked to focus his homily around Diocesan Annual Appeal.
- Have in pew envelopes distributed.
- Place “Celebration Weekend” ad in bulletin.
- Stress that gifts of any size are welcome and that participation is important.

October:

- 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.
- 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!
- Encourage parishioners 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.

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 (September 23/24):

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....

## ANNUAL APPEAL VIDEOS

*Pastors have the opportunity to select one of seven videos to play during Celebration Weekend. Each video highlights one of the ministries that is supported by the Annual Appeal. The videos include:*

Catholic Schools: A focus on the growing enrollment and Christ-focused curriculum of Saint Jude School in Mountain Top. Interviews include Catholic school students, parents and the school's principal.

Catholic Social Services: A focus on the programs that Catholic Social Services provides to local veterans, especially a former homeless Navy Veteran, Joe Bates, who is now living at St. Hedwig's Veterans Village in Kingston. Interviews include Bates and Luke Malonis, Catholic Social Services Case Manager.

Communications: A focus on how the Diocesan Office of Communications filmed and shared stories of the ongoing National Eucharistic Revival and Bishop Bambera's 12 Lenten Holy Hours, focusing heavily on parishes in Lycoming, Bradford and Wayne Counties. Interviews include parishioners from all three counties.

Parish Life: A focus on how the Diocesan Office for Parish Life assists and helps oversee RCIA Programs, and joy and those entering the Catholic Church at Easter experience. Interviews include two parishioners from the Church of Saint John in East Stroudsburg that joined this church at this year's Easter Vigil.

Vocations: A focus on several of our seminarians who attend Saint Mary's Seminary in Baltimore. This video provides a first-hand look "behind the walls" of the seminary and the education that Appeal donations help to fund. Interviews include seminarians Harrison Rapp, Jeremy Barket and now-Father Michael Boris.

Social Justice Grants: A focus on one of the 32 parishes that received a parish social justice grant in 2022 – Saint Paul Parish in Scranton. The parish receives a \$5,000 grant to help operate its weekly food pantry, which has seen a large increase in need. Last year, the parish distributed nearly 23,000 pounds of food to the community.

**\*\*A Spanish Video is also currently in production and will be completed by the time of distribution. The video narration and all interviews will be in Spanish\*\***



## **BULLETIN ANNOUNCEMENTS AND SOCIAL MEDIA**

We have created parish bulletin announcements that are available to use weekly throughout the Diocesan Annual Appeal. Please begin using these bulletin announcements several weeks before Celebration Weekend and continue to use them. The ads are provided in color and black and white, and in JPEG and PDF format. They can be found on the Diocese of Scranton webpage under the Giving tab, Parish Resources for the 2023 Diocesan Annual Appeal.

We also ask that you use the same bulletin announcements on all social media channels, including Facebook, Twitter, and Instagram.

If you have any questions about bulletin ads or promotional announcements, please contact the Development Office at [development@dioceseofscranton.org](mailto:development@dioceseofscranton.org) or 570.207.2250.

## **APPEAL PARISH REPORTS**

The Development Office will email weekly parish reports every Friday, beginning Friday, September 15. These reports will include a list of parishioners who have participated by offering a gift or committed by pledge.

Pastors can request a parish's progress at any time. Please contact the Development Office at [development@dioceseofscranton.org](mailto:development@dioceseofscranton.org) or 570.207.2250.

## DIOCESAN DEVELOPMENT OFFICE CONTACTS

Christopher Sheperis

Annual Appeal Lead

Director for Development

[csheperis@dioceseofscranton.org](mailto:csheperis@dioceseofscranton.org)

570.207.2250 x 1145

### Donor Relations Team

Mary Jane Vermac

[mjvermac@dioceseofscranton.org](mailto:mjvermac@dioceseofscranton.org)

570.207.2250 x 1016

Ann McLane

[amclane@dioceseofscranton.org](mailto:amclane@dioceseofscranton.org)

570.207.2250 x 1050

Barbara Clewell

[bclewell@dioceseofscranton.org](mailto:bclewell@dioceseofscranton.org)

570.207.2250 x 1051

## ***Thank you for your assistance and support!***

On behalf of Bishop Bambera, THANK YOU for all of your hard work and continued 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.

