

# Annual Catholic Appeal

*“Sharing the fruit of our faith in  
Central Washington”*



Red Willow Vineyard, Wapato, WA



Father Mauricio's Muñoz Ordination



Bishop Joseph Tyson & Sr. Olga Cano,  
Principal at St. Joseph School, Wenatchee



Congress at Yakima Valley SunDome



Yakima Reservation Kateri Circle

*Faith is the realization of what is hoped  
for and evidence of things not seen.*

*Hebrews 11:1*

**Donate Online**



YEAR OF FAITH 2012  
2013

Search  
Yakima Diocese



[www.yakimadiocese.org](http://www.yakimadiocese.org)



# **INDEX**

## **GENERAL INFORMATION**

1. Index
2. Letter from Bishop Tyson
3. Parish Action Time Line
4. ACA Check Off List

## **PASTOR/CHAIRPERSON**

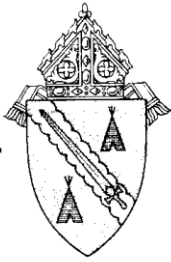
8. The Pastor
9. Pastor's Bulletin Letter
10. Pastor's Homily Hints
11. The Chairperson
12. Sample Lay Witness Talk

## **WHEN AND HOW...STEPS TO FOLLOW**

15. Solicitation Methods
16. Prayers of the Faithful
17. Bulletin Announcements
18. Pulpit Announcements

## **SECRETARY**

19. The Secretary
20. Automatic Mail Follow-up System
21. Parish Donor List
22. Parish Report Transmittal Form



THE DIOCESE OF YAKIMA • PASTORAL OFFICE  
LA DIÓCESIS DE YAKIMA • CENTRO PASTORAL

From the Office of the Bishop

October 2012

Dear Reverend Fathers, Religious, Deacons, Secretaries and Lay Leaders,

Peace be with you! As your new shepherd and the Seventh Bishop of the Diocese of Yakima, I want to express my sincere appreciation to you, and to all, who in any way play an important role in implementing and ensuring the success of the 2013 Diocesan Annual Catholic Appeal. This is a most important campaign in the support of mission of the local Church; the spreading of the Gospel of Jesus Christ.

In spite of these challenging times, I have come to realize in my short time as your shepherd that the people of our Diocese have over the years shown remarkable faithfulness and loyalty in supporting their parishes and our Diocesan ministries and services.

As we continue to share our God-given gifts, we pray that our Lord's love will continue to be present in the work of our hands and our hearts.

To those of you are helping for the first time, as well as those who are seasoned veterans; please accept my appreciation for your willingness to give your time and talent to further the work of our Diocese. Your efforts, along with the generosity of our many donors, allow us to continue the important mission entrusted to us by Jesus Christ: to serve our people here in the Diocese of Yakima.

This Leadership Resource Manual has been prepared to help you plan and implement a successful ACA campaign in your parish. Should you have any questions about this manual or other ACA issues, please contact Alma Benitez in our Development Office at 509/965-7117.

May God bless you for your sacrificial gifts of time and talent!

A handwritten signature in black ink, appearing to read "Joseph Tyson".

Most Reverend Joseph Tyson  
Bishop of Yakima

**PARISH ACTION TIME LINE FOR  
2013 YAKIMA DIOCESE ACA CAMPAIGN**

**Week of October 8**

All Annual Appeal materials will be shipped directly to parishes.

**Saturday & Sunday  
October 20 & 21**

**ANNOUNCEMENT WEEKEND**

***Display Annual Appeal Posters in prominent location this weekend***

Prayers of the Faithful  
Bulletin and Pulpit Announcements  
Insert Announcement Sunday Flier in the Bulletin

**Saturday & Sunday  
October 27 & 28**

**EDUCATION WEEKEND**

Pastor Letter in Parish Bulletin  
Lay Witness Talk  
Prayers of the Faithful  
Bulletin and Pulpit Announcements  
Insert Education Sunday Flier in the Bulletin

**Saturday & Sunday  
November 3 & 4**

**ANNUAL CATHOLIC APPEAL PLEDGE WEEKEND**

Pastor/Associate Pastor – Homily on Annual Support  
In-pew Appeal – Help Parishioners Complete Envelopes  
Prayers of the Faithful  
Bulletin and Pulpit Announcements  
Insert Pledge Sunday Flier in the Bulletin

**Thursday  
November 8**

First report due to Development Office

**Saturday & Sunday  
November 10 & 11**

**FIRST FOLLOW-UP WEEKEND**

Prayers of the Faithful  
Bulletin and Pulpit Announcements  
Envelopes available in pews

**Thursday  
November 15**

Second report due to Development Office  
Each succeeding Thursday reports are due in Development Office

**Sunday  
November 18**

**SECOND FOLLOW-UP WEEKEND**

Envelopes available in pews

***In January 2013, a follow-up letter from Pastor will be sent to all parishioners who have not responded to the Annual Catholic Appeal by December 31, 2012 and whose pastors have elected not to contact them with a follow-up letter.***

**October 8:**

- All ACA materials will be shipped directly to parishes.

**October 11:**

- ACA Poster handed out.
- Identify** person(s) to give Witness Talk for Masses on Oct. 27/28 during Education Weekend.
- Recruit** persons to Supply Pews -- those who will be responsible to distribute or supply in-pew pledge envelopes and pencils at each Mass.

**October 13/14:**

- Confirm that all Annual Catholic Appeal materials have been received by the Parish Office (posters, manual and envelopes).
- Display posters at church entrances and exits and other “high traffic” areas such as parish school, parish hall and meeting rooms.
- Train** those who will distribute in-pew pledge envelopes and pencils at each Mass. If these are not going to be hand distributed, then distribute sufficient pledge envelopes and pencils in the pews, or pew pockets on Pledge and Follow-Up Weekends.
- Call to confirm** your Lay Witness Speaker for Education Weekend on October 27/28.
- Ensure that the Bulletin Announcement is customized and given to the Bulletin Editor in a timely manner.
- Ensure that the Prayers of the Faithful are submitted to the person who is responsible for them.

**October 20/21: Announcement Weekend**

- Assure Posters are displayed.
- Letter from Bishop Tyson will be sent out.
- Place announcements in bulletin and make pulpit announcements at all Masses.
- Use ACA suggested Prayers of the Faithful at all Masses.
- Insert Announcement Sunday flyer in the Bulletin.
- Assure that the parish has sufficient Annual Catholic Appeal materials: i.e., in-pew Pledge envelopes, pencils, etc.
- Call the Witness Speaker** and go over logistics for the coming weekend.

## October 27/28: Education Weekend

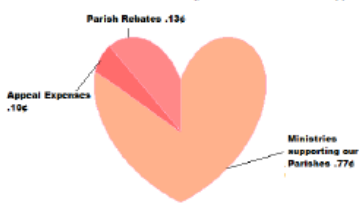
- Insert Pastor Letter in Parish Bulletin.
- Pastor/Associate Pastor Introduce Lay Witness Person.
- Use ACA suggested Prayers of the Faithful at all Masses.
- Place announcements in bulletin and make pulpit announcements at all Masses.
- Insert Education Sunday Flyer in the Bulletin.
- Confirm** with those who will distribute in-pew pledge envelopes and pencils at each Mass. If these are not going to be hand distributed, then, assure that the pencils are inserted in all in-pew envelopes during the week before Pledge Weekend.

## November 3/4: ACA Pledge Weekend

- Pastor/Associate Pastor Homily on Annual Support.
- Make In-pew Appeal – Help parishioners complete Pledge Card\* in envelope. Assure Pledge Card are completed thoroughly take parishioners step by step. Making sure they indicate the language they prefer mailing to be received. Also have them indicate how they prefer receiving their monthly statement by Email or Direct Mail. Please let them know to only check one. To clearly print Name, Address, Home Phone #, Email Address, Parish Name.
  - Let them know about the materials inside in-pew envelopes
    - ACA Information Card
    - Pledge Card
  - Let them know the different ways to donate by Cash, Check or Credit/Debit/EFT. If they check Credit/Debit/EFT they must complete the backside of the pledge card.

## \*SAMPLE ACA Information Card

**Your gift to the Annual Catholic Appeal supports over 16 ministries and services in our Diocese such as:**

<p><u>Vocation and Deacon Services</u></p> <ul style="list-style-type: none"> <li>♦ 44 Permanent Deacons in ongoing formation and training programs.</li> <li>♦ Diocese subsidy the Calvary Cemetery \$50,000/yr.</li> <li>♦ Support of Office of Vocations.</li> </ul> <p><u>Catholic Social Training and Family Life</u></p> <ul style="list-style-type: none"> <li>♦ 22 Couples/teams of certified/trained individuals in Natural Family Planning Programs (NFP) serving the Diocese of Yakima.</li> <li>♦ Financial contribution in support of Office of Canonical Concerns/Marriage Tribunal in the amount of \$132,600 annually.</li> <li>♦ Central Washington Catholic Newsletter, published monthly.</li> </ul> <p><u>Organizational Services</u></p> <ul style="list-style-type: none"> <li>♦ Administration of all parishes and diocesan property, medical and disability insurance policies, to include all insurance claims.</li> </ul>	<p><u>Cultural &amp; Ethnic Ministry</u></p> <ul style="list-style-type: none"> <li>♦ Serving the pastoral needs and the building up of the community among the cultures in our Diocese, to include the Hispanic culture.</li> <li>♦ Adult faith formation of approximately 3,000 adults, combined Anglo and Latino.</li> </ul> <p><u>Office for Youth &amp; Young Adult Ministry</u></p> <ul style="list-style-type: none"> <li>♦ Approximately 2,000 combined Hispanic and Anglo High School Youth attended the annual 2 day Youth Congress, providing them the opportunity to learn and grow in their faith.</li> <li>♦ Weekly catechesis, in faith formation classes, of approximately 8,000 combined Anglo and Hispanic elementary and pre-teens.</li> </ul> <p><u>Catholic Schools and Campus Ministry</u></p> <ul style="list-style-type: none"> <li>♦ Support of the Office of Superintendent of Parochial Schools (serving 1200 students in 6 Elementary and/or Middle Schools).</li> <li>♦ Diocesan Audio Visual Library, located at the Pastoral Center.</li> <li>♦ Campus Ministry at Central Washington University, serving approximately 300 students.</li> </ul>	<p>Donate Online: <a href="http://www.yakimadiocese.org">www.yakimadiocese.org</a></p>  <p><b>Where does my contribution go?</b></p> <p>For detailed financial go to: <a href="http://www.yakimadiocese.org/offices/annual-catholic-appeal">www.yakimadiocese.org/offices/annual-catholic-appeal</a> (Click on the ACA Fact Sheet)</p> <p>For every dollar spent, .77¢ goes to Ministries Supporting our Parishes .13¢ goes to Parish Rebates .10¢ goes to Appeal Expenses</p> <p style="text-align: center;">Thank you!</p>
---	---	---

**\*SAMPLE of Pledge Card (Frontside)**

Diocese of Yakima 2013 Annual Catholic Appeal		OUR/MY COMMITMENT IS AS FOLLOWS:		
(Please check one:)		<u>Total Pledge</u>	<u>Initial Payment</u>	<u>9 Monthly Payments</u>
<input type="checkbox"/> Mr. & Mrs. <input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms.		<input type="checkbox"/> \$1,000.00	\$100.00	\$100.00
Name _____		<input type="checkbox"/> \$750.00	\$ 75.00	\$ 75.00
Address _____		<input type="checkbox"/> \$500.00	\$ 50.00	\$ 50.00
City _____ State: _____ Zip _____		<input type="checkbox"/> \$250.00	\$ 25.00	\$ 25.00
Home Phone # _____		<input type="checkbox"/> \$100.00	\$ 10.00	\$ 10.00
Email Address _____		<input type="checkbox"/> Other _____		
Parish Name _____		TOTAL PLEDGE: \$ _____		
(Check one) Which language do you prefer your information: <input type="checkbox"/> English <input type="checkbox"/> Spanish		AMOUNT ENCLOSED: \$ _____		
I prefer receiving my monthly statement by <input type="checkbox"/> Email <input type="checkbox"/> Direct Mail		<input type="checkbox"/> Cash		
		<input type="checkbox"/> Check (Made payable to your parish)		
		<input type="checkbox"/> Credit/Debit/EFT (See reverse side)		

\*These two questions were added this year

\*Debit/EFT New option added this year

**\*SAMPLE of Pledge Card (Backside)**

"Sharing the fruit of our faith in Central Washington"	
<p><u>Electronic Funds Transfer (EFT) Authorization</u></p> <p>Please complete name and address on the front and enclose a voided check.</p> <p>Fulfilling your pledge is easy with an automatic draft from your checking or savings account. This will also help us save paper and reduce mailing costs.</p> <p>I wish to make _____ payment(s) (not to exceed Oct. 2013) of \$ _____ on my bank account starting in the month of _____.</p> <p>(check one): <input type="checkbox"/> 15<sup>th</sup> <input type="checkbox"/> last day of each month</p> <p>(check one): <input type="checkbox"/> Checking Account <input type="checkbox"/> Savings Account</p> <p>Name of Bank: _____</p> <p>Routing No.: _____</p> <p>Account No.: _____</p> <p>Account Holder Signature: _____</p>	<p><u>Credit Card/Debit Card Authorization</u></p> <p>Please complete your name and address on the front side of this intent card.</p> <p><input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> Amex</p> <p>Account Number: _____</p> <p>Expiration Date: ____ / ____ (mm/yy)</p> <p>I wish to make _____ payment(s) (not to exceed Oct. 2013) of \$ _____ on my credit/debit card starting in the month of _____.</p> <p>Print Name of Card Holder: _____</p> <p>Card Holder Signature: _____</p> <p>Day Time Phone: (_____) _____ Date: _____</p> <p>*ON LINE DONATIONS CAN BE MADE AT <a href="http://www.yakimadiocese.org">www.yakimadiocese.org</a></p> <p>Set up one-time or monthly installments using Credit or Debit Card</p>

Ability to set up one-time or monthly installments ONLINE Donations at [www.yakimadiocese.org](http://www.yakimadiocese.org)

- Before each Mass on Pledge and Follow-Up Weekends, make certain that each pew pocket is replenished with envelopes and a sufficient number of pencils.
- Use ACA suggested Prayers of the Faithful at all Masses.
- Place announcements in bulletin and make pulpit announcements at all Masses.
- Insert Education Sunday Flyer in the Bulletin.

**November 8: First Report due to Development Office**

- Assure Bookkeeper/Appeal Secretary submits first report to Patricia Thompson at 5301-A Tieton Drive, Yakima, WA 98908-3493. This includes 2013 Annual Catholic Appeal Donor List, Parish Report Transmittal Form, Pledge Cards and Parish Check.
- Assure Appeal envelopes and pencils are available in the pews.

**November 10/11: First Follow-Up Weekend**

- Assure Appeal envelopes and pencils are available in the pews.
- Before each Mass make certain that each pew pocket is replenished with envelopes and a sufficient number of pencils.

**November 15: Second Report Due to Development Office**

- Assure Bookkeeper/Appeal Secretary submits second report to Patricia Thompson at 5301-A Tieton Drive, Yakima, WA 98908-3493. This includes 2013 Annual Catholic Appeal Donor List, Parish Report Transmittal Form, Pledge Cards and Parish Check.
- Reports are due on each succeeding Thursday.

**November 18: Second Follow-Up Weekend**

- Assure Appeal envelopes and pencils are available in the pews.
- Before each Mass make certain that each pew pocket is replenished with envelopes and a sufficient number of pencils.

**January 2013: Second Letter from Pastors**

- Second Letter sent to all parishioners who have not responded to the Annual Catholic Appeal. (This letter will come from the Pastor.)



## **THE PASTOR**

The role of the Pastor is **paramount** to the success of the Diocesan Annual Catholic Appeal. The necessary ingredients for a successful campaign are enthusiasm and a conscious decision to succeed.

Your support of the Annual Catholic Appeal and its agencies is vital to the fulfillment of the appeal and agencies' mission. It is you who must personally ask your parishioners to support the appeal.

### **The Pastor...**

... is responsible for guiding the parish Appeal and ensuring its success.

... selects the parish leadership to act as the ACA Chairperson(s), Secretary, and volunteers in his parish according to the prescribed plan.

... speaks supportively of the appeal from the pulpit. Your personal endorsement is the single most important part of a successful ACA campaign. In order to meet the Parish and Diocesan goal, more emphasis should be placed on participation of all families in the parish.

... utilizes prepared campaign materials – Homily Hints, Prayers of the Faithful, Bulletin Announcements, Bulletin Inserts, Posters and other information as outlined in the ACA Leadership Manual.

... provides sufficient opportunities for all parishioners to make a gift to the annual appeal and encourages the utilization of the pledge program.

... pursues follow-up activities until the campaign concludes and all parishioners have been contacted, using phonathon campaign or direct mail.

... should recognize the time, talent and treasure of all volunteer workers and donors.

**Speak often about the goal of 100% participation. Ask every household to consider a gift to the Annual Catholic Appeal. Remember, no gift is too small. We need everyone's participation!!!**

**Complete your personal Pledge Card early and make your parishioners aware during the Masses on Appeal weekend that you have donated to and support the Annual Catholic Appeal.**

*Thank you for giving your own time, talents and treasure to the Annual Catholic Appeal. Please call the Development Office at 509/965-7117 if you have any questions.*

-----

**SAMPLE LETTER** FROM PASTOR TO BE PLACED IN THE BULLETIN ON THE  
WEEKEND OF OCTOBER 20 & 21, 2012

October 21, 2012

Dear Brothers and Sisters in Christ,

Thank you for the generous gifs of time, talent and treasure that you share with our parish family throughout the year. We are blessed that so many of our parishioners respond to the needs of our faith community.

I am writing today asking you to consider another important need, the *Diocesan Annual Catholic Appeal*. Pledge Weekend for the ACA Campaign will be the weekend of November 3 and 4. This is a once a year campaign to raise money for those important Diocesan ministries that are beyond the scope of one parish. These ministries provide assistance to our parish and to the other 45 parishes and missions throughout our Diocese.

Literally thousands of people are served by the ministries and services funded by the *Annual Catholic Appeal*. I express to you my personal support of this very significant program.

This year our parish goal is \$\_\_\_\_\_ and your financial support will assist us in reaching that target. All monies collected over that amount are returned to our parish for local use.

My hope is that every parishioner will make a pledge or gift this year. I urge you to prayerfully consider your financial decision. If it is more convenient, consider the suggested pledge plan and spread your payments over a number of months.

Thank you for your generosity. Be assured of my prayers for you and for your loved ones.

*Signature*

Rev. John Smith, Pastor

## **HOMILY HINTS**

### **Annual Catholic Appeal 2013 “Pledge Weekend” November 3 & 4, 2012**

- Emphasize the theme for this year’s campaign—*Sharing the fruit of our faith in Central Washington*
- We who are baptized in Christ are called to follow Him, and that includes participating in the mission of His Church, that is: to teach, preach, minister and serve in Jesus’ name as St. Paul proclaimed in Galatians 2:20; ***“It is no longer I who live, but Christ who lives in me.”***
- We are part of the Body of Christ, which extends beyond our own parish to the larger community, throughout the Diocese and to the worldwide church. Both the first reading and Gospel for Sunday, November 4 remind us that loving both God and our neighbor are inseparable.
- The Annual Catholic Appeal provides a way to show our love of God and neighbor, participating in the good works of the Church by financially supporting Diocesan programs and services that serve our parish and all the parishes of the Diocese. (Mention some of the programs/services your parish receives from the Diocese).
- As Catholics, we set aside a portion of our income every year to carry out the work of God in our community and to care for those in need. This is a once a year appeal from our Bishop to serve the needs of all peoples in our Diocese.
- In the pastoral letter published by the Bishops of the United States entitled “Stewardship: A Disciple’s Response” the Bishop declared that sharing of resources to help advance the mission of the Church is a consequence of the faith we profess and celebrate.
- Stewardship is a way of life and we are called to examine our lives prayerfully and determine what being a faithful Christian Steward means to us. As stewards, we are called to share our time, talent and treasure from our first fruits, not from our excess.

## **THE CHAIRPERSON**

As a parish leader, you have the important role of communicating to the parishioners that they are an integral part of the Annual Catholic Appeal mission. It is important that you express your own commitment as well as financial support of the Appeal.

You are the link between the Appeal and the people of your parish. Together with your pastor, your responsibility is to see that the overall Appeal plan is appropriate for your parish and that the steps of the plan are carried out within the period established for the Appeal.

Communication between Appeal volunteers in your parish is essential. As Chairperson(s), you are the primary coordinator of this communication. You must ensure that volunteers meet and that they thoroughly understand the plan. You must make certain that each individual knows his or her responsibilities and carries them out.

### **The Parish Appeal Chairperson(s) must...**

... organize the structure of the parish Appeal and supervise every phase of the parish campaign under the guidance of the Pastor.

... enlist as many volunteer workers as necessary to effectively carry out the primary solicitation and follow-up efforts.

... familiarize yourself with all Annual Catholic Appeal printed materials.

... oversee the distribution of all operative materials necessary for the recruitment and training of all volunteers.

... coordinate the follow-up phase in your parish through either personal contact, telephone contact or direct mail.

... support the Annual Catholic Appeal by making your own pledge. Motivate and guide volunteers in considering their own financial commitments to the Annual Appeal.

**In order to reach the parish and diocesan goal for 2013, we ask that special emphasis be placed on increasing the donor base. We are targeting a 10% increase in donor participation in order to support the important ministries of the Church here in our Diocese. We need to enlist the support of every family in the parish.**

Thank you in advance for giving of your time, talents and treasure to this important Appeal. Please call the Development Office at 509/965-7117 if you have questions.



## **GENERAL OUTLINE FOR LAY PRESENTER TALKS**

*NOTE: It is not absolutely necessary to use every item on the list below, nor is it important to use them in the order presented. Circumstances and attitudes in your parish should determine what you need to say to insure a successful campaign.*

1. Introduce yourself and your association with the parish.
2. Indicate how long you have been in your parish.
3. Describe your personal parish and diocesan volunteer involvement.
4. Announce the 2013 ACA goal for your parish; stress 100% participation for your parish.
5. If your parish reached its 2012 ACA goal, acknowledge this accomplishment and thank the parishioners. Relate the amount of rebate dollars your parish received for 2012. If your parish did not make its 2012 goal, acknowledge other positive aspects such as participation percentage, volunteer efforts, etc.
6. Tell why you give to the Annual Catholic Appeal. Relate a personal story of why you give, and some examples of what your gift does and how it helps other people.
7. Explain how the ACA directly benefits your parish through the many ministry programs and services funded by the Appeal.
8. Tell how your parish and the Diocese are partners in faith by working together to strengthen the Catholic Church throughout Central Washington.
9. **Complete the talk by making the “ask”.** Urge people to join you, when they are asked, to make a generous pledge to this year’s Annual Catholic Appeal.
10. Smile – and don’t be afraid to be humorous!

## **SAMPLE LAY PRESENTER TALK**

I'd like to take a few minutes this morning to urge your participation in this year's Diocesan Annual Catholic Appeal. The ACA is the major source of funding for many of the good works being done by the Catholic Church throughout Central Washington.

As Catholics, we are called upon once a year to share God's gifts with our brothers and sisters, especially those less fortunate than us, through our pledges to this special campaign. Your pledge is part of our parish's share of the responsibility to support the many ministries, services and programs that benefit our parishes, schools, and other Diocesan institutions.

To many Catholics, the "Diocese" is perceived as a distant, remote entity loosely linked to their parish community. The common expression "What does the Diocese do for me or for my parish?" indicates a general lack of understanding of the strong connection between parishes and the Diocese.

All parishes rely heavily on Diocesan programs and services for many things, both spiritual and temporal. An immediate example is the presence of priests that serve our parish. It's the Diocese, which trains and educates priests, and nurtures and promotes the priesthood and other vocations. In addition, Diocesan agencies such as Respect Life, Religious Education, Office of Evangelization, Superintendent of Schools, Office of Stewardship and Development, and the Office of Youth and Young Adults – among several others – provide countless many programs and services which individual parishes and schools often are unable to provide by themselves.

However, just as we rely on Diocesan services, so do Diocesan offices rely on us to provide the funds needed for these programs and services. Those funds are raised annually by means of the Annual Catholic Appeal campaign.

I give to the ACA because (*Add personal experiences here*).

I give to the ACA so that people in our parish and throughout the Diocese can be trained and receive materials necessary to step into church leadership roles. I give to the ACA so that Catholic college students can have an active Catholic Campus Ministry program available for them. I give to the ACA so that my children (grandchildren) and yours receive Religious Education.

I give to the ACA so that people experiencing marital difficulties can receive Christ's healing touch through the Diocesan Office of Canonical Concerns. These are just a few of the many reasons why the Diocesan ACA is a priority on my charitable giving list.

It may be difficult for some of us to accept that everything we have, and everything we have accomplished, is the result of God's gifts to us. Yet, as we survey all the things we are, and all the things we have – our families, our community, our jobs, or health, our parish, and our material possessions – we must be ever mindful that these are all gifts from God. The Diocesan ACA is an annual opportunity to practice stewardship and give some of God's gifts backs to help spread God's work throughout the Diocese of Yakima.

We are not an isolated church; we are not an isolated faith community. We are, rather, part of a greater church, a greater vision reflected and defined by Christ. Our parish and our Diocese are partners in faith. Please open your hearts to the needs of our greater faith community and make a generous pledge to the 2013 Annual Catholic Appeal campaign. I'm sure God will be pleased by your kindness and He will not be outdone in generosity.

## **IN-CHURCH SOLICITATION FOR THE ANNUAL CATHOLIC APPEAL**

Properly preparing the parishioners during the weeks immediately preceding Appeal Weekend and **asking them to make a decision** are extremely important. Pulpit presentations should be given on two of the ACA weekends—Education weekend, when the theme of this year’s Appeal and needs of the Diocese will be presented in some detail and Appeal weekend when the parishioners will be asked for a decision about a gift.

**The manner in which the solicitation procedure of Appeal Weekend is handled from the pulpit is the key to its effectiveness.** The Appeal should be made in a positive manner and as a personal invitation to each parishioner. It is suggested that the pastor or chairperson(s) make this presentation. The idea is to ask **ALL** the parishioners to **make a decision** to support the Appeal with a gift.

The congregation must be given **sufficient explanation and adequate time** to fill out the gift pledge card. It is suggested that the “filling-out” process be done right then and there in the pews. **LEAD THEM THROUGH IT, STEP-BY-STEP, LINE BY LINE!** *Please mention the option of using credit cards again this year and lead them through the information on the pledge envelope. It is also very important that your parishioners observe you completing your pledge card.*

**\*\*\*Be sure to mention that pledge envelopes should be completed today, even if they do not intend to make payment(s) until after the first of the year.**

Remind people about: **BUDGETED GIFT PLANS: Every gift, regardless of amount, is needed. Pledging a gift usually make possible for a person to be as generous as he or she would like to be. Ask them to put the Appeal on their important list and consider making a budgeted gift this year.**

**The ushers before each Mass should place extra envelopes and pencils in all the pews.** Those who are unable to make a gift should be asked to fill in their name and address on the envelope and write “NONE” in the gift box. Envelopes should be picked up by the ushers at the regular collection.

**\*\*\*Please note:**

**We suggest that the same procedure be used on the Follow-up Weekends, November 10<sup>h</sup> & 11<sup>th</sup> and November 17<sup>h</sup> & 18<sup>h</sup>.**



## **SUGGESTED PRAYERS OF THE FAITHFUL**

### **Announcement Weekend - October 20 & 21, 2012**

We pray for the success of the Annual Catholic Appeal and that we may follow the example of Christ to the best of our ability in preserving the faith for future generations and bringing hope to those served through the charities and ministries supported by our annual pledge.....we pray to the Lord.

### **Education Weekend – October 27 & 28, 2012**

Just as Jesus cured blind Bartimaeus, we pray that we may do remarkable works through our love for one another and the sharing of our gifts of time, talent and treasure, for the good of the wider Diocesan Church through the Annual Catholic Appeal.....we pray to the Lord.

### **Pledge Weekend - November 3 & 4, 2012**

That we may be generous in our commitment to the Annual Catholic Appeal, helping the Church to grow and prosper, just as God has been generous to us....we pray to the Lord.

### **First Follow-up Weekend - November 10 & 11, 2012**

For all our people that God will bless them for their support of our parish and the Annual Catholic Appeal, and that we be inspired by the widow's generosity in the Gospel to do great things with what we have to offer.... we pray to the Lord.

### **Second Follow-up Weekend – November 17 & 18, 2012**

We pray that all may hear the voice of Jesus calling to them to be of service and support to the local Church in our Diocese, that they will respond with open, generous hearts and be like lights shining in the darkness.... we pray to the Lord.

## **SAMPLE BULLETIN ANNOUNCEMENTS**

### **Announcement Weekend - October 20 & 21, 2012**

On November 3 & 4, all of us will have the opportunity to respond to the Diocesan Annual Catholic Appeal. Please prayerfully consider your gift to support these important ministries.

### **Education Weekend – October 27 & 28, 2012**

The programs, services and ministries supported by the Diocesan Annual Catholic Appeal are intended to meet the needs of Catholics here in the Diocese of Yakima. The Church serves each of us, and our financial support is needed to continue God's work here in Central Washington.

### **Pledge Weekend - November 3 & 4, 2012**

This is Pledge Weekend for the Diocesan Annual Catholic Appeal. Our Parish goal as always is 100% participation, not just the thirty to forty percent that are always helping. Can you imagine the additional good works that can be accomplished with just a 10% increase in donors? In order to achieve this goal, each of us must give to the fullest extent, in accordance to our means.

### **First Follow-up Weekend - November 10 & 11, 2012**

We are most grateful to our loyal donors and the new donors who have pledged to the Diocesan Annual Catholic Appeal. If you were not present or prepared to make a pledge last weekend, we invite you to do so today. Your gift is very important in supporting the many ministries of the Church.

### **Second Follow-up Weekend – November 17 & 18, 2012**

Again, we are most grateful to our loyal donors and the new donors who have pledged to the Diocesan Annual Catholic Appeal. If you were not present or prepared to make a pledge previously, we urge you to do so today. Your gift is vital towards supporting the many ministries of the Church.

## **SUGGESTED PULPIT ANNOUNCEMENTS**

### **Announcement Weekend - October 20 & 21, 2012**

This week begins the Diocesan Annual Catholic Appeal. The Appeal supports the work of the Catholic Church here in Central Washington by responding to the abundance of human and spiritual needs in our Diocese. More information may be found in the bulletin.

### **Education Weekend – October 27 & 28, 2012**

Next weekend our parish and all parishes throughout the Diocese will conduct the Diocesan Annual Catholic Appeal. A successful Appeal brings God's hope, love and comfort to thousands of Catholics in the Diocese of Yakima. Our parish goal of 100% participation can only be reached with your sacrificial help and support. All gifts, regardless of size, help to make a difference in the lives of so many individuals.

### **Pledge Weekend - November 3 & 4, 2012**

This is our parish's Annual Catholic Appeal in-pew weekend. Christian stewards recognize Christ as the giver of all our many gifts. As grateful stewards, we are eager to return a portion of those gifts in appreciation for his generosity. Please support this important Appeal and be part of our larger parish family.

### **First Follow-up Weekend - November 10 & 11, 2012**

Thank you to everyone who made a pledge to the Diocesan Annual Catholic Appeal last weekend. If you were unable to pledge last weekend, please consider doing so today. Envelopes are available in the pews and once completed they may be placed in the collection basket.

### **Second Follow-up Weekend – November 17 & 18, 2012**

Thank you to everyone who made a pledge to the Diocesan Annual Catholic Appeal last weekend. If you have not previously made a pledge, we ask that you please do so today. Envelopes are available in the pews and once completed they may be placed in the collection basket.

## **THE SECRETARY**

As Appeal Secretary, you will play an important role in the management and control of the gifts received from your fellow parishioners. You will also serve as a vital communication link between your parish and the Development Office. The information contained in this section is here to help you clarify and simplify your responsibilities.

**PLEASE DO NOT PROCESS ANOTHER PARISH'S DONATIONS; FORWARD THEM TO THE SPECIFIC PARISH.**

You will need to open each envelope and verify the amount given with the amount listed on the envelope.

**During the 2013 ACA campaign all Pledge Envelopes and contributions will be processed, as they were in 2012, through the individual parish offices with a single check for the total amount contributed forwarded to the Development Office at the Pastoral Center.**

You will need to complete the reporting forms and mail the data to Patricia Thompson at the Development Office. Other responsibilities will include:

- 1) **Alphabetize the pledge cards.** The pledge cards and the names written/typed on the Donor List **MUST BOTH** be in alphabetical order.
- 2) Place the appropriate parishioner label (provided by the Development Office) on the pledge card, **unless** the card is already pre-printed including a Diocesan account number.
- 3) Correct the spelling of names and addresses if needed on the label provided. Ensure that titles such as **Mr., Mrs., Mr. & Mrs., Ms., Rev., Bro., Sr.**, are correctly shown on the card.
- 4) Transfer the information from the pledge card to the appropriate column on the Donor List form.
- 5) Verify the "Amount Enclosed" with the check or cash submitted by circling and initialing the amount on the "Amount Enclosed" line on the pledge card. This procedure will serve as a check and balance so the amounts on the reporting forms will equal the cash and check totals that will be deposited into the Parish checking account. If there is no payment enclosed, make sure a zero is written on the "Amount Enclosed" line on the pledge card.
- 6) Please fill in the Parish Report Transmittal Form. It is important to list any payments on prior **2013** pledges under line #4 with the account number (if known), name and amount of payment. Line #4 is for recording a payment made on a pledge that was recorded earlier in the **2013 Campaign**. Please keep any payments from previous Annual Appeal campaigns completely separate from the **2013** Transmittal Form. Any payments from campaigns prior to the **2013** ACA campaign need to be paid on a **separate** parish check.
- 7) Please make a copy of the ACA reporting forms for your records and mail the originals to the Development Office along with the pledge cards and ONE parish check by Wednesday of each week during the Appeal.

We thank you in advance for your important work on the 2013 Annual Catholic Appeal. If you have any questions or need any help, please call Alma Benitez at (509) 965-7117 or send an e-mail to her at [alma.benitez@yakimadiocese.org](mailto:alma.benitez@yakimadiocese.org). You may also wish to contact Patricia Thompson at (509)965-7117 or email her at [patricia.thompson@yakimadiocese.org](mailto:patricia.thompson@yakimadiocese.org)



## **AUTOMATIC MAIL FOLLOW-UP SYSTEM**

This year the Development Office will again manage an automatic follow-up system for each parish.

**Each parishioner who has not responded to the Annual Catholic Appeal by December 31, 2012 will receive a follow-up letter and pledge card during January 2013 from their pastor.**

Where the letter is coming from the individual pastor, the letter will be printed on the individual parish letterhead and signed by the individual pastor. There will be no involvement or cost to the parish for this service.

The automatic follow-up system is being implemented in an effort to increase the participation rate of each parish. It is also designed to help ensure a more full and active participation from the people of the Diocese and to help the diocese reach its budgetary financial goal.

If a parish has been reaching its goal and receiving rebates, the follow-up system is an opportunity to increase the number of donors and receive a higher level of rebate dollars.

If a parish has not been achieving its goal, the follow-up system is an opportunity to increase the number of donors and potentially receive rebate dollars.



**2013 ANNUAL CATHOLIC APPEAL**  
**Parish Report Transmittal Form**

**Parish** \_\_\_\_\_ **City** \_\_\_\_\_

**Date** \_\_\_\_\_ **Report #** \_\_\_\_\_ **Parish Goal \$** \_\_\_\_\_

Record of gifts submitted with this report:

1. **Number** of new pledges \_\_\_\_\_
2. **Total** amount of new pledges \$ \_\_\_\_\_
3. **Total** down payment of new pledges.....\$ \_\_\_\_\_  
*(Do not include credit card payments in line 3)*

4. Payments on **prior 2012** pledges:

*List by name*

\_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_ \$ \_\_\_\_\_

5. **Total** payments on prior 2012 pledges.....\$ \_\_\_\_\_.

6. **Parish Check** (total of lines 3 & 5 only)..... \$ \_\_\_\_\_.

**Submit one parish check for all payments excluding credit card**

<b>Summary Report To Date</b>	<b>Number of pledges</b>	<b>Total pledge(s)</b>	<b>Total amount paid</b>	<b>Total credit card</b>
Totals this report only		\$	\$	\$
Total previously reported		\$	\$	\$
Parish totals to date		\$	\$	\$

Submitted by: \_\_\_\_\_ Daytime telephone: \_\_\_\_\_