



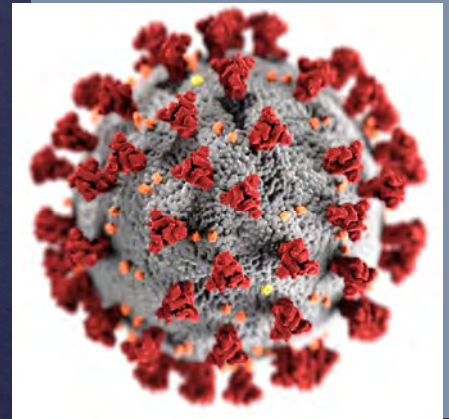
Today's Webinar

- Current State – Unprecedented Times
 - Parish / Diocese / Outreach
- 2020 Diocesan Appeal – 45th Anniversary
 - Pre-Appeal Completed
 - New Timeline
 - New Strategies
 - Parish Plan



Current State

- Uncharted Territory
- Parishes/Diocese utilizing media "For Good"

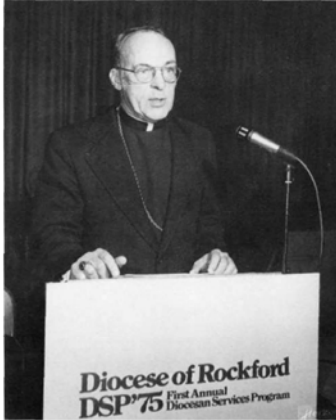


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45 YEAR
Anniversary
Diocesan Annual Appeal
1975-2020



2020 Diocesan Appeal – 45th Anniversary



Bishop O'Neill inaugurates the Annual Diocesan Services Program appeal, April, 1975

Diocesan Services Program

In April of 1975, Bishop O'Neill inaugurated the annual Diocesan Services Program throughout the Diocese.

The purpose of the new appeal was to develop a greater awareness among all Catholics of the diocese that "they are the Church" and have a shared role in the Church's life and work in the parish, in the diocese and in the universal Church.



2020 Diocesan Appeal

- Preparation - What we've done so far
 - Mailings in the works long before COVID-19



Pivoting



Pivoting – Updated Video



Bishop David J. Malloy



Pivoting – New Message

How do We Hear His Voice?

Dear Mr. Handelof,
"Hear His Voice."

May 2020

We find ourselves living in extremely challenging times. But as people of faith, we know God is far greater than this recent pandemic. He can bring good out of whatever comes along to challenge us – and He wants us to Hear His Voice especially in these times – with faith, with hope, and with love in our hearts and minds.

Perhaps you have learned how important your Catholic faith is to you ... and for you. We trust that you were able to draw strength from the efforts made by our priests, parishes and the diocese to keep everyone safe and still offer prayer-filled support and helpful teaching – sometimes online, by telephone and other times with our hidden prayers.

The Diocese of Rockford provides programs and personnel to help you, as parishioners of the Diocese, to hear and follow Jesus whenever he reaches out to you.

Education is essential in forming our seminarians for ordination to the priesthood. These men have heard Jesus' call and are preparing to bring the love and presence of Jesus to others as priests of our Diocese. The same goes for our deacons. Forty-five years ago the first class of permanent deacons was ordained in our Diocese. The Office of the Permanent Diaconate continues to this day – preparing deacons to teach, baptize, visit the sick, assist at the altar, and otherwise serve the people of their parishes.

Engaged and married couples, youth and families are all served through programs offered by the Life and Family Evangelization (LiFE) Office. The Diocesan Education Office supports and guides our Catholic schools. Its Ministry Formation Program and the Diocesan Theological Institute (DTI) educate, train, and form lay leaders at our parishes. Other diocesan offices support parishes in a variety of ways from payroll to Hispanic Ministry to retreats at Bishop Lane Retreat Center.



You Support the People in Need through Catholic Charities

Catholic Charities of the Diocese of Rockford has the enviable role of being the Church's face-to-face presence in the lives of the region's neediest people. What some may see as obligations



You support the Education of Our Youth in the Catholic Faith

For our children, the voice of Christ and the message of the Gospel are first heard in our families. Our parish formation and religious education programs, Catholic school

Pivoting – New Timeline

Week of May 1	Pre-campaign Pastor letter arrives at households (for those that requested we send out to longer lapsed donors).
May 1 – May 11	-Pastor can choose to send out Advance Letter to active parishioners (if he wishes to do so). Samples on website.
Arriving week of May 11	Supplies arrive at parish (banners, posters, in pew materials, videos, forms, pastor packet, etc.)
Arriving week of May 18	2020 Diocesan appeal packets to all parishioners arrive (except for those that asked not to be contacted).
June 4, 2020	The Observer available online and mailed (Appeal 4 page advertisement) El Observador in June 1 edition
June 6 - 7, 2020	Pledge Weekend (no Announcement Weekend)



- Appeal Video (Eng/Span)
 - Mini Videos
- Bulletin ads in English and Spanish
 - Small/Medium/Large B/W Color
- Bulletin covers (Eng/Span)
- Pastor letters (pre-appeal, thank you)
- Stats on Ministries supported
- Resource guide with 45 years of tips!



Resource Guide

- Overview
- Preparation
- Pledge Weekend
- Reporting / Follow Up
- Resources
- How can you connect parishioners? See stats from last year

Overview

Letter from Bishop Malloy	
Diocesan Appeal Budget	
Some of the Major Highlights and Changes	
Which diocesan ministries and programs are funded by the Diocesan Appeal?	
Questions about the 2020 Diocesan Appeal	

Preparation

Checklist for a Successful 2020 Diocesan Appeal	
Examples of Strategies for a Successful Diocesan Appeal	
Timeline for 2020 Diocesan Appeal	
2020 Diocesan Appeal Material Samples	
Sample Advance Letter Diocesan Appeal Only	
Sample Advance Letter Diocesan Appeal and Stewardship	

Announcement and Pledge Weekends

Tips for Presenting the 2020 Diocesan Appeal at Mass	
2020 Diocesan Appeal Pledge Weekend Overview	
Sample Presentation for Introducing the 2020 DA Video	
Script for Completing In-Church Envelope	
Prayers of the Faithful	

Reporting / Follow Up

Parish Follow-up Plans	
Parish Thank You Letter	
Sample Follow-up Letter to Non-Respondents to Diocesan Appeal	
Reporting and Recording Procedures for Diocesan Appeal	

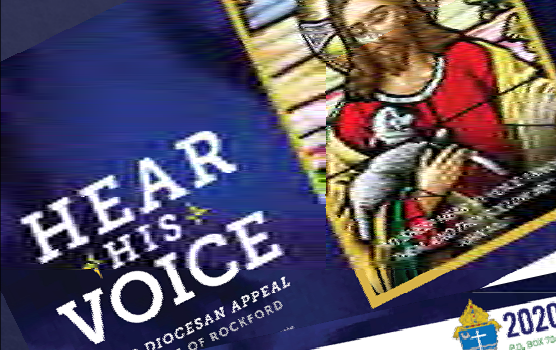
Resources

Website Information	
Online Giving Website Examples	
Donating IRA assets to charity	
Soliciting Major Gifts - Gifts of \$1,500 and more	
Parish Based Telephone Follow-up	
Combining a Parish Project with Diocesan Appeal	
Appendix	

Different Mailings This Year

Long lapsed donors

- Last gift 2016 or earlier.
- All-in-one brochure, pledge card and envelope, appeal prayer and prayer intention.
- Pledge card area not personalized.
- All Leadership Giving Society levels listed.



HEAR HIS VOICE
2020 DIOCESEAN APPEAL
DIOCESE OF ROCKFORD

My dear Sisters and Brothers in Christ:
"Hear His Voice."
There are so many moments when we might hear God's voice in our daily lives: someone who needs us, when we read the Bible, or before we fall asleep. The provides programs and personnel to help you as parishioners of the Diocese he reaches out to you.
That of course includes the priests of our Diocese. Education is essential in the presence of Jesus to others.
Forty-five years ago the first class of permanent deacons was ordained in the Diocese of Rockford. These men have heard Jesus' call and are preparing for the priesthood.
Engaged and married couples, youth and families are all served through the Permanent Diaconate continues to this day - preparing deacons to teach, to the altar, and otherwise serve the people of their parishes.
and Family Evangelization (LIFE) Office. The Diocesan Education Office is in schools, its Ministry Formation Program and the Diocesan Theological Center. Its Ministry Formation Program and the Diocesan Theological Center. Its Ministry Formation Program and the Diocesan Theological Center. Its Ministry Formation Program and the Diocesan Theological Center.

2020 DIOCESEAN APPEAL

YOUR GIFT MAKES A DIFFERENCE!

19	Seminarians	550	Students assisted through programs at Newman Center (NCC)
110,000	Individuals helped by Catholic Charities	10,428	Students in Diocesan Catholic Schools
3,111	Attendees at the annual Parish Ministry Day since 2004	45	Men studying to be ordained to the Permanent Diaconate

2020 Appeal Prayer

Heavenly Father, Lord of all creation, we your children bless and praise your holy name.
In all the world your love is reflected and we, your disciples, seek to discover your presence and listen to your voice.
As we hear you invite us to love, to serve and to lead in Your name, help us be good stewards of your many gifts.
Help us to be hands that reach out to others as You did.
Help us to stop and remember we do what we do in Your name.
Help us to be authentic disciples, planting seeds of faith wherever we go.
May all the world hear Your voice calling all to Love as You Love by the living of our lives.
In our response to our sisters and brothers in the Diocese of Rockford, grant us grateful hearts and give us the courage to share our many gifts of time, talent and financial treasure with all those who are in need.
We ask all this through Jesus Christ, the Good Shepherd, who lives and reigns forever and ever. Amen.

Written by:
Rev. Richard Rosinski, Pastor
St. Mary Parish, Byron

Dear Bishop Malloy, I am pleased to support the 2020 Annual Appeal.

Please write clearly to help us accurately record your gift/pledge.

IP2021

Dear Bishop Malloy, please accept my continued support of the 2020 Diocesan Appeal.

Parish: _____

Name(s): _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____

☐ Dear Bishop Malloy, in your prayer intentions, please include.

Leadership Giving Society Levels:

<input type="checkbox"/> Society of St. Teresa of Calcutta	\$500-\$999
<input type="checkbox"/> Society of St. James	\$1,000-\$1,499
<input type="checkbox"/> Society of St. Stephen	\$1,500-\$2,499
<input type="checkbox"/> Society of Our Lady of Guadalupe	\$2,500-\$4,999
<input type="checkbox"/> Society of St. Michael	\$5,000-\$9,999
<input type="checkbox"/> Society of St. Peter	\$10,000+

GIFT OPTION (CHOOSE #1 OR #2)

1. Enclosed, please find my ONE-TIME GIFT of \$ _____

☐ Check # _____ (Make check payable to Your Parish - DA)

☐ I will make my gift by credit card or EFT online at www.rockforddiocese.org/donate

2. My Pledge

I wish to PLEDGE \$ _____ to the 2020 Diocesan Appeal

Amount Enclosed \$ _____ Check # _____

Balance Due \$ _____ (Payable to Parish Name-DA)

I would like to contribute:

☐ Monthly, pledge to be fulfilled by May 21, 2021 (10 payments)

☐ Quarterly, pledge to be fulfilled by May 21, 2021 (4 payments)

☐ Gift of Stock, Donor Advised Fund, Retirement Fund

☐ Online by credit card or ACH at www.rockforddiocese.org/donate

☐ Please send pledge reminders by mail to be fulfilled by May 21, 2021.
Statement mailed July 2020 through May 2021. (Quarterly July, Oct, Jan, April).

☐ Do not send reminder

Mailings This Year – Different Brochure

Current Donors

- Under \$250
- Over \$250



How do We Hear His Voice?

You Make a Difference!

You Support the People In Need through Catholic Charities



You support the Education of Our Youth in the Catholic Faith



You Support Your Parish



You Support Seminarians, Deacons, and Vocations



2020 Appeal Prayer

Heavenly Father, Lord of all creation, we your children bless and praise your holy name. In all the world your love is reflected and we, your disciples, seek to discover your presence and listen to your voice. As we hear you invite us to love, to serve and to lead in your name, help us to be good stewards of your many gifts. Help us to be hands that reach out to others as You did. Help us to stop and remember we do what we do in Your name. Help us to be authentic disciples, planting seeds of faith wherever we go. May all the world hear Your voice calling all to Love as You Love by the living of our lives. In our responses to our sisters and brothers in the Diocese of Rockford, grant us grateful hearts and give us the courage to share our many gifts of time, talent and financial treasure with all those who are in need. We ask all this through Jesus Christ, the Good Shepherd, who lives and reigns forever and ever. Amen.

Written By:
Rev. Richard Rometo, Pastor
St. Mary Parish, Byron

2020 DIOCESAN APPEAL

YOUR GIFT MAKES A DIFFERENCE!

19  Seminarians

110,000  Individuals helped by Catholic Charities

3,111  Parishes of the Diocese of Rockford

550  Children assisted through programs at St. Ignace Center

10,428  Students in Diocesan Catholic Schools

45  Men studying to be ordained to the Permanent Diaconate

Our Mission Statement

We, the People of the Catholic Diocese of Rockford, are called by the Father through baptism to be the new People of God. United in faith and relying on the abiding presence of the Holy Spirit, we have access to the redeeming love of Jesus, the Christ, and are called to share in his mission to proclaim the Reign of God in Word, Sacrament and Service.



HEAR HIS VOICE

2020 DIOCESAN APPEAL
DIOCESE OF ROCKFORD
MAY 2020 THROUGH MAY 2021

45 YEAR Anniversary
Diocesan Annual Appeal
1975-2020

GET OPTION (CIRCLE #1 OR #2)

1. Enclosed, please find my ONE-TIME GIFT of \$_____
☐ Check # _____ Make check payable to Rev. Patrick (PA)
☐ I will make my gift by credit card or EFT call me at _____
sewerd@diocese.org

2. My gift is \$_____ **in the 2020 Diocesan Appeal**
 Amount Enclosed \$_____ Check # _____
 Balance of Bill \$_____ (Payable to Parish Name - PA)
 Amount of Bill \$_____ Amount of Bill \$_____

☐ Monthly pledge to be fulfilled by May 21, 2021 (10 payments)
☐ Quarterly pledge to be fulfilled by May 21, 2021 (4 payments)
☐ One-time pledge to be fulfilled by May 21, 2021 (1 payment)
☐ Bill at Stock, Please Acknowledge and Return Payment Card
☐ Bill at Stock, Please Acknowledge and Return Payment Card
☐ Please send pledge reminders by mail to be fulfilled by May 21, 2021.

Statements mailed July 2020 through May 2021. Quarterly, May, Oct, April, Sept.

Gifts are used for ministry.

2020 DIOCESAN APPEAL

Thank you for your gift of \$200 in 2019.

Please faithfully consider a gift to help your Parish.

☐ \$200 ☐ \$250 ☐ \$300

Other _____

Mr. Sam Q. Sample
233 Rye
Aurora, NY 12015-4234

45 YEAR Anniversary
Diocesan Annual Appeal
1975-2020

Mailings This Year

Current giver (between 2017 – 2019) UNDER \$250

- a) Pledge card filled out with donor information.
- b) Suggested giving includes a “bump table.”

Giving Range	Bump1	Bump2	Last gift	Other
\$66.00-\$75.00	\$ 100.00	\$ 80.00	\$ 70.00	_____
\$76.00-\$90.00	\$ 125.00	\$ 100.00	\$ 80.00	_____
\$91.00-\$105.00	\$ 140.00	\$ 125.00	\$ 95.00	_____
\$106.00-\$125.00	\$ 175.00	\$ 150.00	\$ 110.00	_____
\$126.00-\$145.00	\$ 200.00	\$ 175.00	\$ 130.00	_____
\$146.00-\$170.00	\$ 225.00	\$ 200.00	\$ 150.00	_____
\$171.00-\$195.00	\$ 250.00	\$ 225.00	\$ 190.00	_____
\$196.00-\$225.00	\$ 300.00	\$ 250.00	\$ 200.00	_____
\$226.00-\$249.00	\$ 300.00	\$ 275.00	\$ 225.00	_____

- c) Prayer intention on flap of return envelope.



Different Mailings This Year



Thank you for your gift of \$200 in 2019.
Please prayerfully consider a gift to help your Parish.

☐ \$300 ☐ \$250 ☐ \$200
Other: _____

Mr. Sam Q. Sample
123 Anystreet St.
Anytown, NY 12345-1234

002 - St. Margaret Mary
CURB: 999999

GIFT OPTION (CHOOSE #1 OR #2)

1. Enclosed, please find my ONE-TIME GIFT of \$_____

☐ Check # _____ (Make check payable to Your Parish - DA)
☐ I will make my gift by credit card or EFT online at www.rockforddiocese.org/donate

2. My Pledge

Wish to PLEDGE \$_____ to the 2020 Diocesan Appeal:
Amount Enclosed \$_____ Check # _____
Balance Due \$_____ (Payable to Parish Name - DA)
I would like to contribute:

☐ Monthly, pledge to be fulfilled by May 21, 2021 (10 payments)
☐ Quarterly, pledge to be fulfilled by May 21, 2021 (4 payments)
☐ Gift of Stock, Bond, Annuity, Pension, Retirement Fund
☐ Online by credit card or CH at www.rockforddiocese.org/donate

☐ Please send pledge reminders by mail to be fulfilled by May 21, 2021.
Statements mailed July 2020 through May 2021. Quarterly July, Oct, Jan, April.
☐ Do not send reminder



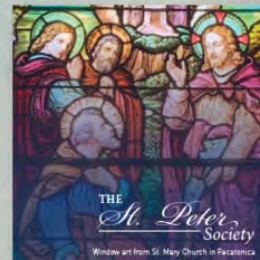
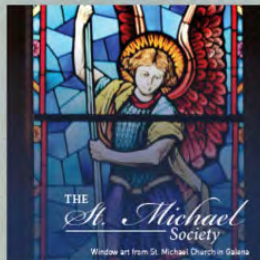
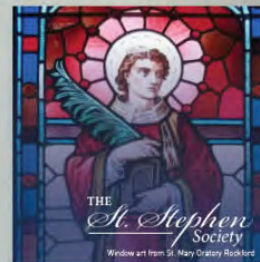
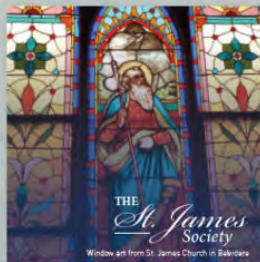
Different Mailings This Year

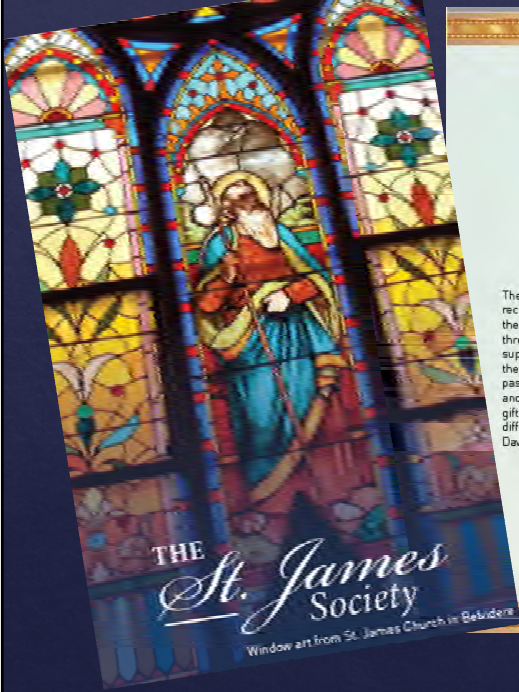
Current giver (2017 – 2019) OVER \$250

- a) Pledge card filled out (same as under \$250).
- b) Suggested giving includes a “bump table.”
- c) Invitation within Bishop’s letter to join Leadership Giving Society (depending on prior gift).
- d) Specific Leadership Society brochure enclosed (1 of 6).
- e) Prayer intention on separate return envelope flap



THE 2020 DIOCESAN APPEAL LEADERSHIP GIVING SOCIETY LEVELS





THE
St. James
Society

Window art from St. James Church in Beaufort

*The Society of
St. James*

2020 Diocesan Appeal
THE 2020 DIOCESAN APPEAL
LEADERSHIP GIVING SOCIETY

The Leadership Giving Society was created to both recognize and celebrate those individuals who sustain the ministries and programs of the Diocese of Rockford through significant gifts to the Diocesan Appeal. This support ensures that the ministries and programs of the Diocese of Rockford continue to provide for the pastoral and temporal needs of families, their children and others who seek our help and assistance. These gifts, received with deepest gratitude, make a profound difference and are gratefully recognized by Bishop David J. Malloy.

*The Society of
St. James*


But the wisdom from above is first of all pure, then peaceable, gentle, compliant, full of mercy and good fruits, without inconstancy or insincerity.

James 3:17

A humble fisherman, caught unaware by our Blessed Lord while mending his nets, St. James was one of the first disciples called to share in the public ministry of Jesus Christ. Inseparable from Jesus, the Gospels make clear that James, along with Peter and John, was one of the most trusted of our Lord's disciples and was present with him at the Transfiguration, during the Agony in the Garden and in the house of Jairus when Jesus raised Jairus' daughter to life.

Acknowledging the zeal of James, our Lord called the brother Boanerges or son of thunder.

As the leader of the Church in Jerusalem following Christ's return to His heavenly Father, James' commitment to this young community of faith, one that would return him to Christ through martyrdom, ensured a Church that has healed, taught and redeemed for more than two millennia. Called a "pillar" of faith by St. Paul, you, like St. James, through your generous support of the Diocesan Appeal, are a pillar that ensures the success of this campaign sustains the healing, teaching and redemptive presence of Christ for the more than 400,000 Catholics who reside within the 12 counties of the Diocese of Rockford.





P.O. BOX 7044 • ROCKFORD, IL 61125-7044

054 - St. Mary
DUID: 999999

GIFT OPTION (CHOOSE #1 OR #2)

1. Enclosed, please find my ONE-TIME GIFT of \$_____

☐ Check # _____ (Make check payable to Your Parish - DA)

☐ I will make my gift by credit card or EFT online at www.rockforddiocese.org/donate

2. My Pledge

I wish to PLEDGE \$_____ to the 2020 Diocesan Appeal

Amount Enclosed \$_____ Check # _____

Balance Due \$_____ (Payable to Parish Name-DA)

I would like to contribute:

☐ Monthly, pledge to be fulfilled by May 21, 2021 (10 payments)

☐ Quarterly, pledge to be fulfilled by May 21, 2021 (4 payments)

☐ Gift of Stock, Donor Advised Fund, Retirement Fund

☐ Online by credit card or ACH at www.rockforddiocese.org/donate

☐ Please send pledge reminders by mail to be fulfilled by May 21, 2021.
Statements mailed July 2020 through May 2021. (Quarterly July, Oct, Jan, April).

☐ Do not send reminder

Thank you for your gift of \$300 in 2019.
Please prayerfully consider a gift to help your Parish.

☐ \$450 ☐ \$400 ☐ \$300

Other Society Gift: _____

Mr. Sam Q. Sample
123 Anystreet St.
Anytown, NY 12345-1234

7810-1

LEAD2021



Materials Shipped to Parish

- English In-Pew (all in one)
- Spanish In-Pew (all in one)
- Large Poster (two sided English - Spanish)
- Leadership Giving Poster (two sided)
- Banners (English and/or Spanish)
- Pre-Printed Labels, Printed Resource Manual
- Forms and Return Envelopes (if requested)
- DVD or Flash Drive of Video, Pastor Packet



Before the Appeal

- How can you be of assistance to your Pastor?
 - Organize Speakers (recorded for social media) (Deacons, Ministry Formation prior students, Seminarians, etc.).
 - Bulletin images (up to 3 weeks before).
 - Prayers of the Faithful.
 - How does the Appeal help those in the parish (bulletin articles, ads, social media post, etc.).
 - Website resources available:



Donors

- If you are in a position to give – thank you
 - If not, let us pray for you (on pledge card/online)
- IRA / Donor Advised from your parish
 - IRA Contributions (RMD = Required Minimum Distributions). New age! From 70 ½ to 72.
- CARES Act expands Charitable Giving: \$300 Above-the-Line Deduction (Must Take Standard Deduction)



5 Week Follow Up Plan

Short minute video, English/Spanish Bulletin ads, and Prayers of the Faithful to keep the appeal active:



Week	Dates	Theme	Office	Let's all share ideas
1	June 8-14	We hear His voice when we support Seminarians, Deacons and Vocations	Vocations Office	"Ask the Priests" or other social media for our newest ordained priest, or thank the priests.
2	June 15-21	We hear His voice when we educate and grow good Catholics	Education Office	Coloring contest from The Observer / thank a teacher/administrator. Notes from students or scanned thank you notes.
3	June 22-28	We hear His voice when we support people in need	Catholic Charities	Highlight someone who receives support or a volunteer that makes a difference.
4	June 29-July 5	We hear His voice when we support our young adult Catholics	Newman Center (NIU)	Newman Stats (Resource page), send a care package in the beginning of the school year to let the college student in your parish know that their Catholic family is praying, thinking, and encouraging them.
5	July 6-12	We hear His voice when we support our parish	Ministry Day /Parish events	Thank your parish staff



Other Follow Up

- Assist the Pastor with Follow Up Plans.
- Need more in-pew materials?
- Reminder: envelopes available before Mass (or that you can give online).
- Parish target updates in bulletin/poster/at Mass.
- Pastor or Lay Speakers.
- Continue to post Appeal "did you know" info or articles in bulletins, bulletin boards, etc.
- Help Pastor with stats (i.e. 25%, 30% pledged, etc.).
- Follow up letters to parishioners?



HEAR HIS VOICE
2020 DIOCESAN APPEAL
DIOCESE OF ROCKFORD
rockforddiocese.org/donate

To Date our Parish has Achieved:

Diocesan Stewardship Goal:	<input type="text"/>
We Pledged:	<input type="text"/>
Below Goal:	<input type="text"/>
# of Families in Parish:	<input type="text"/>
Donors:	<input type="text"/>
% Participation:	<input type="text"/>



Reporting to the Diocese

- Form 9
 - Registered Parishioner Pledge/Payment.
 - Registered Parishioner Pledge only.
 - Donor Pledge from another parish.
 - *This form needs to be included with every check to diocese.*
- Form 10 is for payments on existing pledges.
- Form 11 is when a donor increases or decreases pledge.



Digital and Editable Online

- Digital Only? Save a copy on computer or print out two sets (OCG and your office).

DIOCESAN APPEAL TRANSMITTAL REPORT FORM

1. Please open all Diocesan Appeal envelopes. If a payment is included, make sure the donor has filled in the appropriate boxes with their pledge, payment, and/or balance. If they have not completed these boxes, please fill this in before sending it to us.

Pledge Payment Report Sheet - Diocesan Appeal

For pledges that have already been forwarded to the Office of Charitable Giving through a previous report, use this form to indicate any payments you receive. Please do not send another pledge card to indicate payments on pledges already reported.


Pledge/Gift Change Form:
Increase, Decrease or Cancel Pledge

This form should be used if the parishioner's pledge tear-off sheet has previously been submitted to the Office of Charitable Giving and the parishioner wishes to make a change by either increasing, decreasing or canceling their pledge. The information should be noted on this pledge change sheet.
Do not fill out another pledge card.

Form 9

Form 10

Form 11



45 YEAR Anniversary
Diocesan Annual Appeal
1975-2020

Pledge Form Option

- Receive a check and need to fill out a pledge form? Editable PDF and use the Roster Labels OR blank blue envelopes.

Dear Bishop Malloy, I wish to support the 2020 Annual Appeal.

Please write to help us accurately record your gift/pledge.

Dear Bishop Malloy, please accept my support of the 2020 Diocesan Appeal.

Parish: _____

Name(s): _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____

☐ Dear Bishop Malloy, in your prayer intentions, please include:

Leadership Giving Society Levels:

<input type="checkbox"/> Society of St. Teresa of Calcutta	\$500-\$999
<input type="checkbox"/> Society of St. James	\$1,000-\$1,499
<input type="checkbox"/> Society of St. Stephen	\$1,500-\$2,499
<input type="checkbox"/> Society of Our Lady of Guadalupe	\$2,500 - \$4,999

GIFT OPTION (CHOOSE #1 OR #2)

1. Enclosed, please find my ONE-TIME GIFT of \$ _____

☐ Check # _____ (Make check payable to Your Parish - DA)

☐ I will make my gift by credit card or EFT online at www.rockforddiocese.org/donate

2. My Pledge

I wish to PLEDGE \$ _____ to the 2020 Diocesan Appeal

Amount Enclosed \$ _____ Check # _____

Balance Due \$ _____ (Payable to Parish Name-DA)

I would like to contribute:


☐ Monthly, pledge to be fulfilled by May 21, 2021 (10 payments)

☐ Quarterly, pledge to be fulfilled by May 21, 2021 (4 payments)

☐ Gift of Stock, Donor Advised Fund, Retirement Fund

☐ Online by credit card or ACH at www.rockforddiocese.org/donate

☐ Please send pledge reminders by mail to be fulfilled by May 21, 2021.



45 YEAR Anniversary
Diocesan Annual Appeal
1975-2020

OCG Processing / Follow Up

Thank you / Reminder letter schedule DA 2020			Payments remaining
Month ending	Data to Printer	Type	
*	6/12/2020	First Thank you	
Jun-20	7/6/2020	Monthly/Quarterly	10
July	7/10/2020	1st Follow up	
Jul-20	8/7/2020	Monthly	9
Aug-20	9/4/2020	Monthly	8
Sep-20	10/2/2020	Monthly/Quarterly	7
Oct-20	11/6/2020	Monthly	6
Nov-20	12/4/2020	Monthly	5
Dec-20	1/8/2021	Monthly/Quarterly	4
**LYBUNT	1/15/2021	Date TBD	
Jan-20	2/5/2021	Monthly **	3
**Follow Up	2/5/2021	** Follow up (no pmt)	
Feb-20	3/5/2021	Monthly	2
Mar-20	4/2/2021	Monthly/Quarterly	1
Apr-20	5/7/2021	Final Reminder	Final due 5/21



Online Parish Resources

ParishSOFT

Parish Pages – Diocesan

Parish Reports

- [DIAL](#)
- [Charitable Giving](#)
- [Foundation](#)
- [Observer](#)

Resources

- [Parish E-Mail](#)
- [Diocesan Appeal](#)
- [Charitable Giving Resources](#)

- Parish Master Report
- Parish Roster

Parish Reports

- [Charitable Giving](#)

Monthly Census Changes

- [February, 2020](#)
- [January, 2020](#)

Pledge and Payment Summary

- [February, 2020](#)
- [January, 2020](#)
- [December, 2019](#)
- [November, 2019](#)
- [October, 2019](#)
- [September, 2019](#)
- [August, 2019](#)
- [July, 2019](#)

- Monthly Census Changes
- Pledge and Payment Summary (weekly pledge reports June through the end of July)
- OCG Resource link at bottom of Parish Page



Pledge and Payment Report



Original Pledge Amount	Pledge Start Date	Payment Type
122	6/6/2019 0:00	Check
50	3/2/2020 0:00	Customer Initiated Payment
25	3/7/2020 0:00	Online Payment
500	3/11/2020 0:00	Stocks and Securities
25	3/17/2020 0:00	Online Payment
Key to payment type:		
	Parish	Check - parish payment
	Individual donor	Customer Initiated
	Individual donor	Stocks and Securities
	Individual donor	Online Payment



Bequests

- *Simple Bulletin Ad:*
Have you left the Church in Your Will?
- Will Seminars available through the Catholic Foundation (updated presentation)
- Perpetual Light Society (those that have left the Church or Organization in their Will). We host an annual dinner and Mass with Bishop David Malloy each fall as a thank you.



The Perpetual Light Society was established to thank and celebrate with parishioners who remember the Church in their will, estate or other planned gift. This stewardship practice of contributing a measure of our earthly possessions recognizes that everything comes from God; all our time, talent, treasure and assets are His gifts to us and we in turn show our deep sense of gratitude in a planned, proportionate and sacrificial manner. By doing so we proclaim that our faith was a priority in our lifetime; ensuring that those who come after us will have similar opportunities to grow in their faith and thus, furthering the mission of the Church.



Contact Us – We are here to help!

Office of Charitable Giving Staff

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Appeal resources:



Thank you!

A copy of this presentation will be available on Friday along with the Question & Answer transcript.

Have more ideas? Please share.

