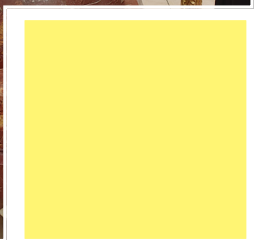


As One Faith Family, We

TRUST in the LORD

2021 Guidelines Manual for Pastors and Parish Staff



OUR CATHOLIC APPEAL

The Catholic Foundation of Central Florida

Our Catholic Appeal
— — — — —
Prayer

O Lord, we praise You for the many gifts You give us each day; from the moment we were a presence in our mother's womb to the grace-filled rise of the sun, to the blessing of Sacrament, to the night which ushers us rest. Help us to grow in our living faith. Guide us to serve as leaders to bring about holiness. Bring us to share ourselves selflessly in all things in a spirit of love of You. In the Eucharistic banquet, You give Yourself completely and entirely to us. We give You our return, O Lord, with gratitude knowing there is no measure to the gift of the Cross which brings us resurrection.



OUR CATHOLIC APPEAL

The Catholic Foundation of Central Florida

Diocese of Orlando



— — — — —
Oración
— — — — —
Nuestro Llamado Católico

Oh Señor, te alabamos por los muchos dones que nos das cada día; desde el momento en que éramos una presencia en el vientre de nuestra madre hasta la salida llena de gracia del sol, hasta la bendición del Sacramento, hasta la noche que nos trae el descanso. Ayúdanos a crecer en nuestra fe viva. Guíanos para servir como líderes para promover la santidad. Llévanos a compartiros desinteresadamente en todas las cosas en un espíritu de amor por Ti. En el banquete Eucarístico, te entregaste por completo a nosotros. Nos entregamos a Ti, oh Señor, con gratitud, sabiendo que nada se compara al regalo de la Cruz que nos trae la resurrección.



NUESTRO LLAMADO CATÓLICO

The Catholic Foundation of Central Florida

Diócesis de Orlando





The Catholic Foundation of Central Florida

Inspire Giving. Fund God's Work.

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Office of the Bishop

Blessed is the one who trusts in the LORD, whose hope is the LORD (Jer 17:7).

Dear Friends in Ministry:

Trust in the Lord! These words are prayed and exclaimed, the anointing of each day. They are the praise of our ancestors, Abraham, Isaac and Jacob; the fiat of Mary, our Blessed Mother; and her spouse, Joseph. They are St. Peter's cry to Jesus when he stumbles walking on the water. They are Jesus' triumphant words and His profound prayer which He taught us. These four words are the words of faith in God.

Over the course of the last two years, you and I have learned much about trusting in God as we have experienced the pandemic. Trust in God requires earthly sacrifices and great prayer. Trusting in the Lord means accepting what is placed before us as a gift from God and praising God, prospering what we have been given as blessing.

Our Catholic Appeal weekend for 2022 is February 12th and 13th and all parishes and missions in the Diocese will participate. Last year, more than 35,000 families throughout our diocese pledged more than \$17.46 million prospering ministries which bear fruit and feed you, God's people, within each parish, school, and mission. A complete report of the results of the 2021 campaign may be found on the next two pages.

When we are able to see with the perspective of God, the measure of our daily living becomes our ability to receive God through the Eucharist and to offer Him to each other no matter the hour or the day. Jesus tells us, "our reward will be great in heaven."

Trust in the Lord! We delight in the law of the Lord. May the kingdom of God be our blessing.

Sincerely yours in Christ,

Most Reverend John Noonan
Bishop of Orlando



The Catholic Foundation of Central Florida

Inspire Giving. Fund God's Work.

Dear Pastors and Business Managers,

With God's grace and our collaborative efforts and the generosity of God's faithful people we have been able to see blessings even in the midst of challenges. As we trust in God to guide us through whatever 2022 brings, we continue to evolve the annual appeal to better serve you. We, at The Catholic Foundation, are grateful for your partnership with us on this very important endeavor. We recognize your tireless efforts with engaging your parishioners in supporting ***Our Catholic Appeal*** and as we are all aware, our entire Diocesan family benefits from ***Our Catholic Appeal*** each year.

We know the task before you to engage your parishioners is challenging as we continue to be amid a global pandemic. This appeal calls each one of us to love our neighbor even beyond our parish communities and exemplify our Catholic values in the broader communities of Central Florida. As a Diocesan family, unified through the body of Christ, we are all called to participate in this diocesan appeal. As we've stated before, the gift amount is not as important as the participation of each Catholic family. Each gift, regardless of size, has a divine purpose. Participation in ***Our Catholic Appeal*** is about family members supporting the broader family and we are each called as stewards of our Church here in Central Florida.

Every entity's insurance and all employee benefits are more affordable with our collective buying power and a variety of administrative services support the hiring and professional development of our employees, the fiscal management of our parishes and schools and the proper care and upkeep of our beloved church and school facilities. In addition to these administrative services our diocesan ministries support our broader communities beyond each individual parish outreach manifesting our Catholic values through support with housing, healthcare, access to healthy food and employment. ***Our Catholic Appeal*** also sustains our faith in Central Florida through support of faith formation of children and adults as well as development, care and formation for our priests.

When engaging others in financial support, the most appealing opportunity is to be able to support a cause that is on your heart. ***Our Catholic Appeal*** offers this opportunity for every Catholic throughout Central Florida --- those with interests to support fiscally sound management, employee development, housing, hunger, faith formation, Catholic education, priest formation and priest care as well as the advocacy for our Catholic values such as the right to life can find a ministry which speaks to their particular priorities and values made possible through ***Our Catholic Appeal***. The impact of ***Our Catholic Appeal*** is created through high participation of our Diocesan family who can make a difference in our community with a gift size that is appropriate for their situation. ***Our Catholic Appeal*** does not offer the opportunity for our faithful to designate their gifts but asks that they trust in our Bishop's and laity and clergy leadership's understanding of addressing the highest needs of our communities in Central Florida.

We know every parish has a financial goal established by the Office of Finance and the Diocesan Finance Council. Our goal at The Catholic Foundation is to engage every faithful Catholic in ***Our Catholic Appeal*** to sustain and further our Catholic faith in Central Florida. We understand this is not an easy task, but we are here to help save you time and effort while reaching your goal. This guide booklet provides insight and helpful information for you to manage the process for ***Our Catholic Appeal***, and our Community Services team is available to each parish to support your efforts in engaging your faithful in their stewardship of our Catholic Church in Central Florida. I hope you find this material helpful and ask that if there is anything we can provide that you let me know. We look forward to another year of engaging our faithful on their stewardship journey to support our Catholic faith here in Central Florida.

Gratefully yours in Christ,

Marta Sweeney
Vice President, Community Services Officer

Diocese of Orlando

11,000 square miles — 9 counties	Total Catholic population (individuals) – 382,018
79 Parishes – 11 Missions – 2 Basilicas	Percentage of Catholics to General Population – 7.67%
Total general population – 4,980,149	Total Catholic households (registered) – 141,031

4-Year *Our Catholic Appeal* Comparison

(2021 results as of 12/31/2021)

	<u>2021</u> (thru Dec)	<u>2020</u>	<u>2019</u>	<u>2018</u>
Goal (Calculated)	\$15,450,000	\$15,450,000	\$15,000,000	\$15,000,000
Total Dollars Pledged	\$17,464,933	\$16,561,478	\$16,674,572	\$16,745,996
Total Dollars Collected (%)	\$16,766,327 (95.99%)	\$16,154,728 (97.54%)	\$16,180,881 (97.04%)	\$16,185,726 (96.65%)
Total Dollars Returned to Parishes	TBD	\$986,863	\$921,397	\$1,182,162
# of Families Registered	138,748	142,269	135,414	160,542
# of Families Pledged	35,266 (25.41%)	37,345 (26.25%)	40,407 (29.84%)	41,958 (26.14%)
Average Dollar Gift per Family	\$495	\$443	\$413	\$399
Total # of Credit Card / EFT Donors	9,910 (1.29%)	9,783 (0.01%)	9,775 (-3.51%)	10,131 (+3.84%)
Total Dollars of Credit Card / EFT Gifts	\$6,537,437 (6.04%)	\$6,164,835 (+2.23%)	\$6,029,993 (+ .27%)	\$6,013,693 (+8.69%)
Average Dollar Credit Card / EFT Gift	\$660	\$630	\$569	\$594
# of Lybunt Prospects	9,763 (3 mailings)	13,659 (3 mailings)	13,362 (3 mailings)	14,038 (3 mailings)
Total # of Lybunt Donors & Response Rate	1,761 (18.03%) 3 mailings	2,421 (17.72%) (3 mailings)	1,955 (14.63%) (3 mailings)	1,940 (13.82%) (3 mailings)
Total Dollars of Lybunt Gifts	\$574,013 (3 mailings)	\$716,610 (3 mailings)	\$632,775 (3 mailings)	\$614,741 (3 mailings)
Average Dollar Lybunt Gift	\$326	\$296	\$324	\$317
# of Sybunt Prospects	17,765 (3 mailings)	16,685 (3 mailings)	15,870 (3 mailings)	17,877 (3 mailings)
Total # of Sybunt Donors & Response Rate	836 (3 mailings)	720 (4.31%) (3 mailings)	466 (2.93%) (3 mailings)	475 (2.65%) (3 mailings)
Total Dollars of Sybunt Gifts	\$195,002	\$173,268	\$103,658 (3 mailings)	\$116,627 (3 mailings)
Average Dollar Sybunt Gift	\$233	\$241	\$222	\$246



OUR CATHOLIC APPEAL

The Catholic Foundation of Central Florida

2021 Our Catholic Appeal Results to Date*

*These statistics include all transmittals reported through December 31, 2021

	Dec. 31, 2019	Dec. 31, 2020	Dec. 31, 2021
Parishes at 90% or higher	77	69	84
Parishes 100% or higher	66	58	78
Corpus Christi Society (\$10,000+ gifts)	121	137	154

Top Ten Parishes by % of participation compared to # of registered parishioners:

1. Santo Toribio Romo Catholic Mission, Mascotte	72%
2. St. Clare Catholic Church, Deltona	67%
3. Holy Spirit Catholic Church, Mims	67%
4. Our Lady of Hope Catholic Church, Port Orange	63%
5. Our Lady of Lourdes Catholic Church, Daytona	61%
6. San Pedro de Jesus Maldonado Catholic Mission, Wildwood	59%
7. St. Mark the Evangelist Catholic Church, Summerfield	58%
8. St. Elizabeth Ann Seton Catholic Mission, Bartow	55%
9. St. Joseph of the Forest Catholic Mission, Silver Springs	54%
10. St. Philip Phan Van Minh Catholic Church, Orlando	45%

Top Ten Parishes by % of goal:

Santo Toribio Romo Catholic Mission, Mascotte	742.65%
St. John the Evangelist Catholic Church, Viera	169.88%
St. Philip Phan Van Minh Catholic Church, Orlando	161.56%
St. Elizabeth Ann Seton Catholic Mission, Bartow	157.36%
Corpus Christi Catholic Church, Celebration	154.70%
Centro Guadalupano Catholic Mission, Wahneta	147.41%
Immaculate Heart of Mary Catholic Church, Candler	147.16%
St. Rose of Lima Catholic Church, Kissimmee	146.36%
Nativity Catholic Church, Longwood	146.21%
Church of Our Saviour, Cocoa Beach	144.18%

Top Ten Parishes by \$'s Raised:

Annunciation Catholic Church, Longwood	\$1,007,669
St. Margaret Mary Catholic Church, Winter Park	\$904,882
St. Timothy Catholic Church, Lady Lake	\$640,343
St. Vincent de Paul Catholic Church, Wildwood	\$635,525
Holy Family Catholic Church, Orlando	\$618,884
St. James Cathedral, Orlando	\$519,797
St. John the Evangelist Catholic Church, Viera	\$472,622
Ascension Catholic Church, Melbourne	\$453,498
Sts. Peter and Paul Catholic Church, Winter Park	\$440,075
Holy Name of Jesus Catholic Church, Indialantic	\$393,284

THE 2022 *OUR CATHOLIC APPEAL* GOAL AND CASE

Goal: \$16,000,000

Ministries, Programs, and Services Funded by *OCA* 2022

22%	Leadership & Parish Life
	Vocations & Seminarian Education, Clergy Formation, Permanent Diaconate, Bishop's Office, Liturgy, Liturgical Music, Consecrated Life, Tribunal, Ministry to Senior Priests, Ministry to International Priests, Airport Ministry
14%	Human Dignity & Solidarity
	Catholic Charities of Central Florida, Culture of Life, Bishop Grady Villas
13%	Education
	Catholic Schools, Mission Office/Sister Diocese San Juan de la Maguana, San Pedro Spiritual Development Center
13%	Discipleship and Stewardship
	Parish, School & Diocesan Development Services
10%	Ecclesiastical Property
	Cemeteries, Design & Construction, Facilities Management, Real Estate, Security
8%	Laity, Family & Life
	Children's Ministry, Family Ministry, Catholic Campus Ministry, Multicultural Ministry, Youth Ministry, Adult Ministry, Mission Integration
6%	Financial Services
	Finance, Information Technology, Parish Shared Accounting Services, Printing & Distribution, Risk Management
5%	Human Resources
	Parish, School & Diocesan Human Resource Services, Victim Assistance, Safe Environment Certification
5%	State & National Outreach
	United States Conference of Catholic Bishops, Florida Conference of Catholic Bishops
4%	Communications
	Archivist, Communications, Florida Catholic Media, Faith Fit

What is *Our Catholic Appeal (OCA)*?

Gifts to *OCA* are the sole source of funding for many ministries that benefit **every** parish, mission school, and diocesan entity in our diocese. In addition, *OCA* engages our faithful in supporting the needs of the Catholic Church throughout Central Florida. Gifts to *OCA* provide critical support for outreach programs such as Catholic Charities of Central Florida and our schools in the Diocese of San Juan de la Maguana in the Dominican Republic. (*See the list above*) In many ways, *OCA* is similar to a parish offertory, which covers routine expenses and allows the parish to carry out the day-to-day work of the Gospel. In the same way, *OCA* strengthens our Catholic Church in Central Florida by helping to sustain our diocesan family and ministries in all nine counties that encompass our diocese.

Why should people give to *OCA*?

Through *OCA*, our discipleship journey is enhanced with the stewardship of our broader Catholic Church in Central Florida. With the support of *OCA*, our diocese is able to address the spiritual, educational, and humanitarian needs of our nine counties in ways that no parish could accomplish alone. *OCA* provides parish leaders with an opportunity to address the connectedness of our

Church and the impact we can make through *OCA* as one body of Christ for our community. Every time we say the Creed, we reaffirm the fact that we are members of the One, Holy, Catholic, and Apostolic Church. Each of us is responsible not only for our own parish, but also for the well-being of the Church throughout our diocese and the world.

How can my parish meet and exceed its goal?

Just as with all families, inviting family members to participate according to their unique gifts, will assure that your parish reaches and exceeds its goal. Communication is key in engaging our diocesan family with *Our Catholic Appeal*.

- 1. Pray!** Prayer is first and foremost in all we do as a family of God. It is the food for our discipleship journey. In addition to your own prayers, please gather your parish family as an extension of our body of Christ in Central Florida to pray *Our Catholic Appeal* prayer together (see the inside cover of this booklet for the prayer).
- 2. Promote the Pre-Appeal Mailing** – Parish members who have given to *OCA* in recent years will receive a personalized letter and pledge card from either the Bishop or their Pastor (Pastor's choice) along with this year's Appeal brochure. We encourage parishes to update and synchronize their databases so that we may also include new households in this personalized mailing. Historically, half of the entire *OCA* goal is pledged and/or received through this pre-appeal mailing.
- 3. Engage all in the Good Works** -- Invite those who haven't given before and share with them the many good works of the Church in Central Florida that are made possible through their gifts. The Catholic Foundation of Central Florida will be sending an invitation to the faithful that haven't participated before and you can invite your parishioners to join our broader Diocesan family and support the good works of our Church. The more faithful who participate, the more impact our Church can make for the people of God and the lighter the load for all.
- 4. Use the Deanery Specific and Diocesan-wide Bulletin Inserts** – The Catholic Foundation of Central Florida provides Deanery Specific Inserts highlighting good works made possible through gifts to *OCA* in your specific area and throughout the Diocese. To help the faithful know what they are supporting and the impact they make for our communities, publish these in your bulletins on *OCA* commitment weekend, **February 12th and 13th**.
- 5. Utilize your Website and Social Media posts** – The Catholic Foundation of Central Florida provides ready-to-use materials which can be used on your website and Social Media posts highlighting the good works made possible through *OCA* in the Diocese of Orlando. Post these social media messages as announcements prior to *OCA* Commitment Weekend, on Commitment Weekend and by weekly or monthly thereafter.
- 6. Thoroughly Conduct the In-Pew Process** – The in-pew solicitation process is described in more detail later in this manual. When pre-appeal and in-pew mail results are combined, it is possible for your parish to reach 90% or more of your goal. Because of COVID-19, we have created a script for the In-Pew Commitment Weekends that includes both those in the pews and those viewing from their home pew. Parishes who reach their goal early can thank their parishioners and share messages of the outcomes they help the Church achieve throughout the rest of the year rather than making continued requests. This is not only easier for the pastors and leadership, this type of message reduces donor fatigue and is a more well-received message which reinforces the benefits of our stewardship.

7. Pastor's Follow-Up Mailing – Our research shows that as many as 50-60% of registered parishioners will not be at Mass to hear about *OCA*. This year, due to COVID-19, we know that number will be even higher. Therefore, we encourage you, the pastor, to send a follow-up mailing to all active parishioners who have not yet made a gift to *OCA*. ***This mailing should take place in March following the second in-pew weekend so the message better harmonizes with the Bishop's first follow-up mailing in mid-April.*** (Utilize the label provided – see page 44 for *Using the Labels to Your Best Advantage*) Additional messaging from you as the pastor can be extremely effective – consider different ways you can reach your parishioners in addition to the mailings, bulletins and pulpit announcements. Examples include emails (Flocknotes) and perhaps creating a video yourself sharing updates and *OCA* information you can use on your website, in emails and for social media posts. Transparency is key. Our diocesan donors respond generously when they are informed how their support makes a difference and where their parish is to goal.

8. Bishop's Follow-Up Mailings – The Catholic Foundation of Central Florida will conduct three follow-up mailings – in mid-April, mid-June and late-August – to assist you in reaching those parishioners who give intermittently or prefer to give at year end.

Please note the collaboration of these follow-up mailings and harmonizing our messaging is important. Keeping on the timeline is also important. The timing of the campaign is planned to reduce donor fatigue, engage each of our faith family and help every parish attain its goal. If your parish is too far short of goal after these first two phases, it may be impossible to reach the goal.

9. Encourage Pledge Payments – If your parish has experienced a challenge with pledge fulfillment, you should concentrate on using additional methods to inspire parishioners and encourage the timely payment of pledges. Receiving pledges early in the process will help us all better gauge our progress and as noted above, will reduce the number of requests. Encourage all of your parishioners, even those who prefer to make their gifts at year-end, to let you know early in the appeal by making a pledge for their payment to come later in the year. Examples such as the collection announcements (both bulletin and pulpit) are included later in this manual.

10. Encourage Online Giving – Since the pandemic we have seen an increase in online giving for *OCA* and also throughout the industry for all giving. This increase in online giving also yields a higher average gift per donor. When donors give impulsively with only what they find in their pocket or purse, they often under give based on their capacity. Yet, they check the box that they've given. Online giving allows donors to be more intentional with their gift amount so they can give according to their means ensuring that they are returning their blessings to God.

We encourage you to take advantage of the support offered by The Catholic Foundation of Central Florida. Our Community Services team is available throughout the *OCA* process to support every parish. Please call *Marta Sweeney*, Vice President, Chief Community Services Officer, at **(407) 246-4840** if you are experiencing any challenges.



OUR CATHOLIC APPEAL

The Catholic Foundation of Central Florida

2022 ACTIVITIES SCHEDULE AND *OCA* CALENDAR

Jan 19 – Feb 4

APPEAL KICK-OFF LUNCHEONS – Pastors and Parish Leaders are invited to attend an *OCA* Kickoff luncheon in their respective Deanery

- Northern Deanery: Wednesday, January 19th at St. Timothy, Lady Lake
- Southern Deanery: Thursday, January 20th at St. John the Evangelist, Viera
- Western Deanery: Wednesday, January 26th at Church of the Resurrection, Lakeland
- Central Deanery: Friday, January 28th at St. John Vianney, Orlando
- Eastern Deanery: Friday, February 4th at St. Brendan, Ormond Beach

January 25

The Catholic Foundation of Central Florida mails pre-*Appeal* packets to all registered households

January 29-30

PRE-ANNOUNCEMENT

- A bulletin announcement is provided on page 19 of this booklet
- Pastors and/or Mass celebrants should announce the pre-*Appeal* mailing from the pulpit
- Utilize *OCA* materials and messages on your website and social media accounts
 - Consider creating a video with the pastor and leadership which you can use

February 5/6

ANNOUNCEMENT WEEKEND

Publish the Diocesan-wide inserts in bulletin.

Every donor has areas of interest on their heart that they wish to support – the more you enhance awareness about all the diocesan ministries, the more donors you will engage. In addition to supporting every parish and school with administrative support, Diocesan ministries support the families in our Mission of San Juan de la Maguana, adults with disabilities at Bishop Grady Villas, veterans and homeless at Pathways to Care, retreatants and summer campers at San Pedro Center, tourists at the Basilica of the National Shrine, Mary Queen of the Universe and Orlando International Airport, those who mourn at Queen of Angels Catholic cemetery and our neighbors in need of rental assistance, food and healthcare through Catholic Charities. *OCA* also sustains our Church in Central Florida through vocations office support, seminarian formation, priest development and care and faith formation for adults and children and more.

- A bulletin announcement is provided on page 22 of this booklet
- Pastor Presents *OCA* Plan – encourage all to pledge so you can track and report your progress sooner to your parish
- Play a short educational video about *OCA* at announcement time
- Update your website and social media messaging as needed

February 12/13

COMMITMENT WEEKEND

- Include **Deanery-Specific** inserts in bulletin.
- Show Bishop’s video Homily at all Masses.
- Proceed with in-pew solicitation immediately following the video.
- Remember to appeal to those parishioners attending Mass through livestream and recorded Masses
- Update your website with access to online giving and social media messaging as needed

February 14

BEGIN PLEDGE PROCESSING

Procedure is available on pages 36 through 43 of this booklet

February 19/20

SECOND COMMITMENT WEEKEND

Second in-pew solicitation – include updates, thank those who have responded and invite others to join

February 21

CONTINUE PLEDGE PROCESSING

March 1

BEGIN FOLLOW-UP COMMUNICATION

Procedure is available on pages 45 through 48 of this booklet.

The Catholic Foundation of Central Florida also provides a series of “Did You Know?” bulletin announcements (some are date-specific; most are not) that can be used at any time throughout the year, at the pastor’s discretion, to help parishioners understand what types of ministries and services are funded through *Our Catholic Appeal*. We encourage you to publish these on a by-weekly or monthly basis. All these items (and much more) are available in our Dropbox here: <http://bit.ly/OCA2022Resources>.

**March 1 through
Completion**

CONTINUE PLEDGE PROCESSING



January 2022

2022 Our Catholic Appeal - Parish Schedule

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																																																																																																		
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23	24	25 Pre-Appeal packet mailing to all donors from The Catholic Foundation of Central Florida, Inc.	26 11:15 AM Deanery 3 - OCA Kick-Off Luncheon at Church of the Resurrection, Lakeland	27	28 11:15 AM Deanery 2 - OCA Kick-Off Luncheon at St. John Vianney, Orlando	29																																																																																																		
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February 2022

2022 Our Catholic Appeal - Parish Schedule

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		1	2	3	4 11:15AM Deanery 5 - OCA Kick-Off Luncheon at St. Brendan, Ormond Beach	5 Appeal Announcement Weekend - Pastor presents campaign plan																																																																																																									
6 Appeal Announcement Weekend - Pastor presents campaign plan	7	8	9	10	11	12 Deanery Specific Insert to be published in parish bulletins Our Catholic Appeal Weekend - Bishop's Video Homily shown at all Masses. Proceed w/In-Pew Solicitation																																																																																																									
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27	28	<div style="display: flex; justify-content: space-around;"> <table border="1" style="font-size: small;"> <thead> <tr><th colspan="7">Jan 2022</th></tr> <tr><th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th></tr> </thead> <tbody> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></tr> <tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr> <tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr> <tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr> <tr><td>30</td><td>31</td><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table> <table border="1" style="font-size: small;"> <thead> <tr><th colspan="7">Mar 2022</th></tr> <tr><th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th></tr> </thead> <tbody> <tr><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td></tr> <tr><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td></tr> <tr><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td><td></td></tr> </tbody> </table> </div>					Jan 2022							S	M	T	W	T	F	S							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						Mar 2022							S	M	T	W	T	F	S			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
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March 2022

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ROLES AND RESPONSIBILITIES FOR PASTOR, OCA COMMITTEE MEMBERS & STAFF

The Catholic Foundation of Central Florida encourages each parish to establish an **OCA** committee to help lighten the workload for the pastor and to ensure that all details for implementing **OCA** are followed. Descriptions for roles and responsibilities are included in the next three pages.

PASTOR:

As the pastor, you will provide prayerful leadership to the parish community and your **OCA** Parish Committee. Publicly endorse **OCA** and ensure that your parish's plan and schedule are followed. Collaborate with your **OCA** Committee and The Catholic Foundation of Central Florida to ensure a successful **OCA** process.

Use the checklist below to help you oversee the completion of each activity:

- Recruit your parish **OCA** Committee (Chairperson and Secretary). See the next two pages.
- Attend the **OCA** Kick-Off Luncheon for your Deanery (dates are listed on page 8 of this booklet) and ensure that all Committee members attend a training session.
- Establish a Special Gifts solicitation process to obtain larger gifts for **OCA**. This should include a special ask and a special acknowledgement for parishioners with larger capacity and interest to give. The Catholic Foundation of Central Florida can assist you with identifying these parishioners if needed. You might consider Zoom socials this year and for those who are comfortable meeting – small gatherings at the rectory or Church.
- Brief all Presiders (Parochial Vicars) on the activities of Announcement, Commitment, and Follow-Up Weekends.
- Implement all activities for Announcement Weekend on February 5-6, 2022.
- Implement all activities for Commitment Weekend on February 12-13, 2022.
- Implement all activities for Second Commitment Weekend on February 19-20, 2022.
- Be available at all Masses on Announcement and Commitment Weekends.
- Encourage support for **OCA** by personally endorsing it and:
 - Provide a theological basis for participation during the preaching of a homily from the readings of the day at all Masses on Announcement Weekend.
 - Speak with the Presider of each Mass to incorporate a similar message into his homily, in conjunction with your comments on **OCA** directly following the homily.
- Introduce the Bishop's recorded homily at all Masses on Commitment Weekend – February 12-13, 2022. *(There is no need for an additional homily since the Bishop's homily is from the readings of the day.)*
- Immediately after the Bishop's homily, lead the process of completing the in-pew pledge envelopes or online process at all Masses on Commitment Weekend (See script on pages 31 & 32.)

In addition, you are asked to ensure that the following is completed:

- Be an ambassador for the appeal by sharing with your parishioners the many ways your parish (and/or school) is helped and strengthened by the ministries and programs supported through **OCA**.
- Share a brief history of your parish's past performance with **OCA** and encourage all families to make a gift noting that gifts of all sizes are welcome and can make a difference. For those unable to give at this time, ask every parish family to pray for the appeal process.
- Include Prayers of the Faithful, Bulletin, and Pulpit Announcements on designated weekends (as specified in this manual).
- Distribute the **Deanery Specific and Diocesan-wide** bulletin inserts highlighting the good works in your specific area and throughout Central Florida.
- Prepare the in-pew envelopes and pens/pencils for both Commitment Weekends.

- Recruit ushers to assist with the in-pew process on both Commitment Weekends.
- Create an ONLINE Process for Commitment Weekends
- Update parishioners about your parish's **OCA** results and progress toward achieving the assigned goal on a regular basis.
- Encourage timely pledge payments.

PARISH OCA CHAIRPERSON:

As the *OCA* Chairperson, you will participate in and oversee the completion of the following activities:

PRAYER AND SUPPORT

- Be prayerful for the success of ***Our Catholic Appeal***.
- Serve as an ambassador by sharing how support of *OCA* makes an impact in your parish, in our Church in Central Florida and in the lives of God's people.

TRAINING AND VOLUNTEERS

- Attend the ***OCA*** Kick-Off Luncheon for your Deanery (dates and times are listed on page 8 of this booklet).
- Ensure that your parish leadership team members and parish staff are familiar with the ***OCA*** plan and implementation dates.
- Ensure that your ***OCA*** volunteers are trained to complete their assigned tasks.
- Work with your ***OCA*** Committee and ***OCA*** Secretary to recruit and train your parish volunteers and ushers who will distribute the in-pew envelopes at each Mass on both Commitment Weekends – February 12-13, 2022 and February 19-20, 2022.
- Assign an In-Pew Coordinator at all Masses during both Commitment Weekends – February 12-13, 2022 and February 19-20, 2022.

PUBLICITY AND MATERIALS

- Ensure that appropriate and sufficient ***OCA*** materials (based upon the order your Pastor submitted on the *Annual Appeal Prep Check List*) are ready for use on both commitment weekends and contact The Catholic Foundation of Central Florida if more materials are needed.
- Work with your pastor and bulletin editor to ensure that all bulletin announcements, pulpit announcements, and prayers of the faithful are properly reviewed, edited, and used per the recommended schedule.
- Work with your pastor to ensure that all ***OCA*** materials and messaging are included on the website and utilized on your social media accounts.
- Work with your parish bulletin editor to ensure that:
 - The **Diocesan-wide** bulletin inserts highlighting the good works throughout the diocese made possible through ***OCA*** are distributed in bulletins on ***OCA*** Announcement Weekend – February 5-6, 2022.
 - The **Deanery Specific** bulletin inserts highlighting the good works made possible through ***OCA*** in your specific area of Central Florida are distributed in bulletins on ***OCA*** Commitment Weekend – February 12-13, 2022.
 - To engage a broader segment of your parishioners, share the Diocesan-wide bulletin insert too.
 - Additional ***OCA*** bulletin announcements as described in this manual are inserted in bulletins on the appropriate weeks listed on pages 19, 22, 26 and 46 of this booklet.

IN-CHURCH ACTIVITIES

- Oversee preparations for and implementation of Announcement, Commitment, and Second Commitment Weekend activities, ensuring that the in-pew process is thoroughly and effectively accomplished.
- Supervise the distribution and *collection of pledge envelopes at all Masses (in the

absence of an In-Pew Coordinator). **We recommend a special box or basket be placed in the Narthex or at the altar to collect completed envelopes. Invite your parishioners to deposit their completed envelopes there while maintaining proper social distancing.*

- Include methods and messaging to reach those attending Mass via livestream or recorded video
- Ensure that your **OCA** Secretary has enough assistance to accomplish accurate processing and timely transmittal of pledges to The Catholic Foundation of Central Florida.
- Contact The Catholic Foundation of Central Florida for assistance when necessary.

PARISH APPEAL SECRETARY (*Due to the confidential nature of this position it is highly recommended this position be assigned to a member of your parish staff*):

As the **OCA** Secretary, you will provide administrative support for the implementation of **OCA**. You will work with your fellow **OCA** parish leadership team members (Chairperson, other Committee members and your Pastor) and other parish volunteers to convey information, organize task execution, and create detailed records. You will be available for Announcement, Commitment, and Second Commitment Weekends to assist as needed.

DUTIES:

- Be prayerful and an ambassador for the success of **Our Catholic Appeal**.
- Attend the **OCA** Kick-Off Luncheon for your Deanery (dates and locations are listed on page 8 of this booklet).
- Assist in updating your parish database and synchronizing data with the Diocese of Orlando's IT Department monthly.
- Work with your Bulletin Editor and **OCA** Chairperson to ensure that bulletin announcements, pulpit announcements, and prayers of the faithful are used.
- Work with your pastor to ensure that all **OCA** materials and messaging are included on the website and utilized on your social media accounts.
- Ensure that appropriate and sufficient **OCA** materials (based upon the order your Pastor submitted on the *Annual Appeal Prep Check List*) are on hand and contact The Catholic Foundation of Central Florida if more materials are needed.
- Assist with in-pew events, as needed, during both Commitment Weekends – February 12-13, 2022 and February 19-20, 2022.
- Assure that sufficient in-pew supplies are available and accessible for all Commitment Weekend Masses (February 12-13, 2022 and February 19-20, 2022) and order additional supplies if needed.
- Ensure that your parish label system is followed correctly (See *Using the Labels to Your Best Advantage* on page 44).
- Prepare a pledge label for each new parishioner and add the record to PDS. Then be sure to synchronize so that the new record is added to The Catholic Foundation of Central Florida's database.
- Assist your Pastor and Chairperson with writing follow up letters and thank you letters.
- Oversee all record keeping and transmittals.

- You are responsible for mailing all pledge envelopes (using a tracking number) directly to our secure **OCA** Lockbox at PO Box 1422, Orlando, FL 32802-1422.**

Mail can be lost so it is imperative that we are able to track these packages from beginning to end.

The US Postal Service offers free tracking on all Priority Mail or Standard Post packages. There is a fee (in addition to the postage) to certify a First-Class letter that is not sent by Priority Mail.

PRE-APPEAL MAILING

Bishop Noonan's Letter – mailed with brochure to all donors

*Blessed is the one
who trusts in the LORD,
whose hope is the LORD
(Jer 17:7).*

January 28, 2022

«Addressee»
«Address_Line1»
«City_», «State» «Zip»

Dear «Salutation»,

Trust in the Lord! These words are prayed and exclaimed, the anointing of each day. They are the praise of our ancestors, Abraham, Isaac and Jacob; the fiat of Mary, our Blessed Mother; and her spouse, Joseph. They are St. Peter's cry to Jesus when he stumbles walking on the water. They are Jesus' triumphant words and His profound prayer which He taught us. These four words are the words of faith in God.

Over the course of the last two years, you and I have learned much about trusting in God as we have experienced the pandemic. Trusting in the Lord means accepting what is placed before us as a gift from God and praising God, prospering what we have been given as blessing.

As one family of faith, we join together on *Our Catholic Appeal* Weekend, February 12th-13th to support the ministries of the Diocese of Orlando which build the house of God for His blessing. Our collective stewardship sustains the gifts of priesthood through Vocations and Clergy Care; forms our permanent deacons to satisfy the hunger of the people; teaches us to pray and sing within God's liturgy; leads our young people to know and serve God; offers mercy and sustenance to the meek and lowly; sanctifies the dying and buries the dead; keeps us safe as we walk the sacred ground of parishes and missions; and communicates God's essential Word through all forms of media that all might also hear God's Word.

Your offering to God of \$___ to *Our Catholic Appeal* in 2021 helped accomplish all these things and more and for that I am most grateful. I ask for your faithful support again this year. Should your personal circumstances allow, please prayerfully consider a gift or pledge in the range of \$___. To make your gift or pledge, please visit our secure website at www.ourcatholicappeal.org or if you prefer, return the enclosed pledge card to me by mail or bring it with you to Mass at your parish on *Our Catholic Appeal* Weekend, February 12th-13th. If you are able to respond with your commitment no later than March 15th, this is helpful for your parish's planning process for the new fiscal year.

Trust in the Lord! We delight in the law of the Lord. I rejoice in your faithfulness and thank you for your blessing through a gift to Our Catholic Appeal. May the kingdom of God be our blessing.

Sincerely yours in Christ,



Most Reverend John Noonan
Bishop of Orlando

OPTION:

Note: Many Pastors chose for the pre-appeal letter packet to come from Bishop Noonan. Some Pastors gave approved letters to The Catholic Foundation of Central Florida to be mailed on their behalf.

PRE-APPEAL MAILING

Sample Pledge Card – mailed with letter and brochure to all donors

Front



OUR CATHOLIC APPEAL

The Catholic Foundation of Central Florida

PO Box 1422 • Orlando, FL 32802-1422

LCS - 0-0-000000



Last Gift Given Through: 26_St. Anthony Catholic Church

Address on file:

Mr. John Q. Sample
P.O. Box 436
Orlando, FL 00000-0000

Home Phone: _____

E-mail: _____

My address has changed:

New Address: _____

City: _____ State: _____ Zip: _____

Preferred Language: English Español Other: _____

Thank you for your generous support!

2021 Pledge: \$1,500 • 2020 Pledge: \$1,500 • 2019 Pledge: \$2,000

Please consider one of the following gift options:

Pledge	3 payments	6 payments	10 payments
\$4,500	\$1,500.00	\$750.00	\$450.00
\$3,500	\$1,166.67	\$583.33	\$350.00
\$3,000	\$1,000.00	\$500.00	\$300.00
\$2,500	\$833.33	\$416.67	\$250.00

Total Pledge Amount: _____, _____ . _____

First Payment Enclosed: _____, _____ . _____

Balance Due: _____, _____ . _____

Total Number of Payments: One Three Six Ten

Please make check payable to: Our Catholic Appeal
To give on-line, please visit: www.ourcatholicappeal.org
or scan this QR Code to make your gift. →
See reverse for other payment options and information.



Back

Credit Card Information

For Credit Card gifts, please complete the following:

Please charge my credit card \$ _____, _____ . _____ per month

for: 1 month 3 months 6 months 10 months

for a total pledge of \$ _____, _____ . _____

*Card Type: Visa MasterCard AMEX Discover

*Card Number: _____

*Name on Card: _____

*Address: _____

*Billing Zip Code: _____ *Exp. Date: _____ / _____

*Cardholder Signature: _____

*Indicates a required field (For your security, all credit card information is encrypted and cannot be copied from a previous year's gift.)

Other Ways to Give

Stock Gifts

We are honored to accept gifts of stock or other securities. Please consult your tax advisor on the applicable tax savings since this may vary by tax filer. You may contact *The Catholic Foundation of Central Florida, Inc.* at 407-246-4803 for assistance or visit: www.cfcf.org/stock.

Matching Gifts

Your gift's value may be increased if you or your spouse work for a company with a matching gift program. Please contact your Human Resources department and forward the appropriate forms with your gift. Matching gift opportunities are often extended to retired employees as well. For more information, visit: www.cfcf.org/matchinggifts.

Leave a Legacy

Planned giving is a simple yet meaningful way to provide for the future of our Church. For more information, visit: MyCatholicLegacy.cfcf.org.

- I have already included the Church in my will.
- Please send me information about including the Church in my will.

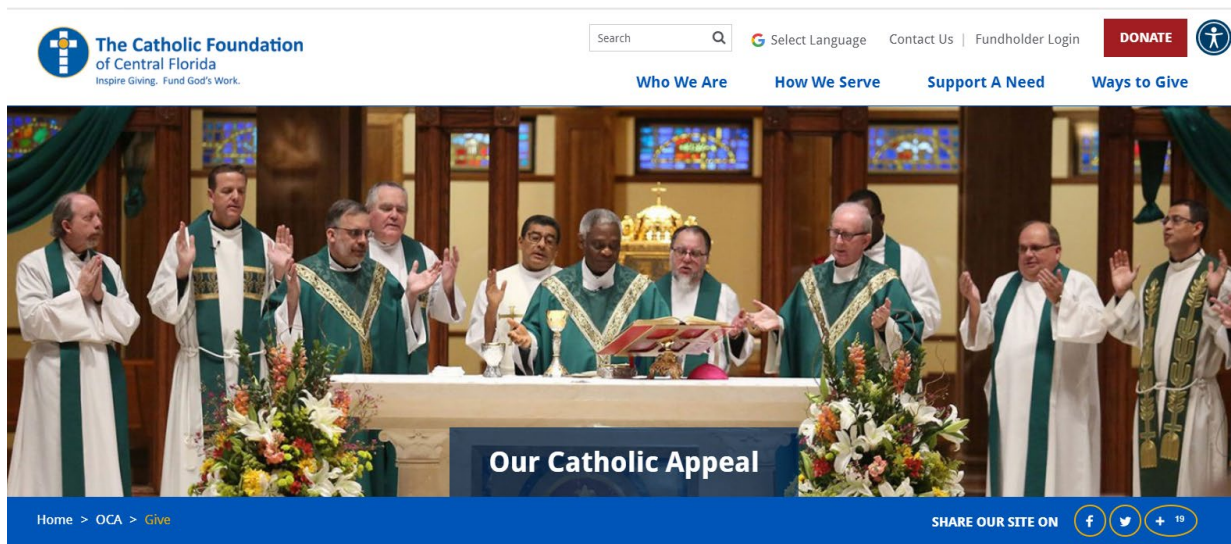
The Catholic Foundation of Central Florida has updated the pledge cards to help make responding easier and more convenient for our diocesan family. A new url: www.ourcatholicappeal.org has been established and is featured along with QR codes on our updated pledge cards.

ONLINE GIVING

We encourage donors to use our online giving portal which offers parishioners a simple, secure means to make and pay their pledges. To help promote this effort, an email will be sent to almost 85,000 parish families with active email addresses during the week of February 14-18, 2022 (the week following the first *OCA* Commitment Weekend).

Throughout the pandemic online giving has increased and these average gifts made online are higher than average donations of in-pew pledges and gifts. We encourage you to push online giving to maximize the potential gifts for your parish.

Below is a screen shot of our online giving webpage for *OCA*:



Sharing The Lord's Blessings With Our Community

We are called to return our blessings to God and your generosity impacts lives. Your gift to Our Catholic Appeal supports every parish, school and ministry in the Diocese of Orlando and helps to feed the hungry, prevent homelessness, gives medical care to the sick, provides Catholic-formation experiences for children and adults, and supports seminarians and retired priests. Your generosity improves the quality of life for thousands of people throughout Central Florida!

To make a tax-deductible donation now, please complete and submit the form below. Thank you for participating in Our Catholic Appeal. May you enjoy all that God has prepared for you.

DONATION

Gift type: Make a single gift Pledge to give

Gift amount:

\$1,000

\$500

\$250

\$100

\$50

Other \$

CHOOSE YOUR PARISH

Parish Name:

HOME ADDRESS

Name:

Email:

Phone:

Our Catholic Appeal Communications January 29-30, 2022

The *Our Catholic Appeal* pre-announcement gives the pastor an opportunity to remind parishioners they will receive a mailing from Bishop Noonan/Pastor (your parish's choice was submitted on the *Annual Appeal Prep Check List*) if they have not already, and to respond generously.

Please find useful social media posts, bulletin inserts and announcements in our Dropbox here: <http://bit.ly/OCA2022Resources>.

There are a variety of ways to offer information about *Our Catholic Appeal*. Here are various 'tried and true' methods for consideration.

1) **Pulpit Announcement:** *Customize as needed*

Our Catholic Appeal for 2022 is underway. Many of you have received a mailing from Bishop Noonan/me or will in the next few days. When you receive this letter, I ask you to take a moment to reflect on God's generosity and how God touches our heart and soul. During the last two years, we have learned much about trusting in God as we have experienced the pandemic. Trusting in the Lord means accepting what is placed before us as a gift from God and praising God, prospering what we have been given as blessing. Our Catholic Appeal is a stewardship opportunity for us all to return our blessings to the Lord and through these gifts support our parish, to help our neighbors in need and to flourish our Catholic faith throughout Central Florida. Please refer to this week's communications enterprises, such as social media, our parish website and our bulletin for more information about this very important diocesan family effort.

Bulletin Announcement: *Use all communications enterprises (social media, announcements, parish website)*

Please print the **following** message on the weekend of January 29th and 30th.

As one family of faith, we join together on *Our Catholic Appeal* Weekend to support the ministries of the Diocese of Orlando which build the house of God for His blessing.

Our parish contribution goal for *Our Catholic Appeal* in 2022 is \$ _____. Once we achieve our goal, the majority of additional funds will be returned to our parish to support our own special needs, including ____ (*Insert short-term and long-term possible uses for your over-goal dollars here.*) *For an example, please see the bulletin announcement on page 46 of this manual.*

Our diocesan family will celebrate *Our Catholic Appeal* Weekend on February 12th & 13th. Please prayerfully consider and come prepared to make your sacrificial gift. For your convenience, all contributions can be paid in a variety of ways, such as online, through the

Bulletin Insert: *Publish the Diocesan-wide inserts in bulletin.*

Every donor has areas of interest on their heart that they wish to support – the more you enhance

awareness about all the diocesan ministries, the more donors you will engage. In addition to supporting every parish and school with administrative support, Diocesan ministries support the families in our Mission of San Juan de la Maguana, adults with disabilities at Bishop Grady Villas, veterans and homeless at Pathways to Care, retreatants and summer campers at San Pedro Center, tourists at the Basilica of the National Shrine, Mary Queen of the Universe and Orlando International Airport, those who mourn at Queen of Angels Catholic cemetery and our neighbors in need of rental assistance, food and healthcare through Catholic Charities. *OCA* also sustains our Church in Central Florida through vocations office support, seminarian formation, priest development and care and faith formation for adults and children and more.

Website and Social Media: Please visit our Dropbox here: <http://bit.ly/OCA2022Resources> to access social media posts and website additions such as the link to the *Our Catholic Appeal* giving page, *OCA* web banners, etc.

ANNOUNCEMENT WEEKEND
February 5-6, 2022

Our Catholic Appeal should be announced by pastors the weekend of February 5-6 to encourage parishioners to pray about their offering. Because the opportunity to speak about Our Catholic Appeal is now expanded to include social media, website opportunities, e-news, etc., the idea would be a comprehensive week of looking forward to the opportunity for this stewardship by what the pastor offers. It is recommended pastors work with other presiders to ensure the homily and post-homily messages are consistent and appropriate in length. Pastors and presiders should listen to Bishop Noonan's video as they prepare this homily.

Possible Homily Content for February 5-6, 2022

The theme of the *Our Catholic Appeal* is: *Trust in the LORD! (Jeremiah 17).*

The Scriptures of February 12-13, 2022 speak to us of our prayer to God, the anointing of each day. It is the praise of our ancestors, Abraham, Isaac and Jacob; the fiat of Mary, our Blessed Mother, and her spouse Joseph. These words are St. Peter's cry to Jesus when he stumbles walking on the water. They are Jesus's triumphant words and His profound prayer which He taught us. These four words are words of faith in God.

- God is our refuge always.
- God is our only hope in times of trouble.
- We are not able to understand the workings of God.
- Our faith is alive and should be centered on God's Truth.
- We cannot live as holy people if we do not trust in God and put our faith first.
- Our faith in God is not only on this earth, but everlasting and by that faith, we are called to bring the Kingdom of heaven to earth.
- When we respond to this call of holiness, we follow God with all our heart, mind and spirit.
- Because of our trust in God, because of our baptismal call, we are blessed and called to bring blessing to others all the days of our life.
- We learn of how God's Word, His blessing is countercultural and how our trust in God calls for our self-offering which leads to humility.
- Jesus teaches us the importance of prayer as He takes time to pray and serve through prayer.
- True prophets trust in God and speak God's truth regardless of the consequences.
- We proclaim our trust in the Lord as we provide for the ministries supported by *Our Catholic Appeal*. The financial support you offer:
 - sustain the gift of priesthood through Vocations and Clergy Care
 - form our permanent deacons to satisfy the hunger of the people
 - teach us to pray and sing within God's liturgy
 - lead our young people to know and serve God
 - offer mercy and sustenance to the meek and lowly
 - sanctify the dying and bury the dead
 - keep us safe as we walk the sacred ground of parishes and missions
 - communicate God's essential Word through all forms of media that you might hear God's Word.
- Your offering to *Our Catholic Appeal* is a prayer, Trust in the Lord!
- Tell parishioners they will have the opportunity to hear the Bishop's recorded homily through a variety of communications enterprises, including during the celebration of Mass next weekend. At the end of that homily, he will ask those who have not yet

contributed to make a commitment.

2) Communications Announcements

Next weekend we will be conducting ***Our Catholic Appeal*** at all Masses. Throughout the coming week, I ask you to reflect on God's love and how God seeks us always to be in a relationship with him. The smallest amount is your offering to God to bring forth His love on earth. That love, blossoming forth, yields the ministries supported by you, who choose to participate, through ***Our Catholic Appeal***. Next week please come to Mass prepared to make your sacrificial gift.

Bulletin Announcement:

Please print the following message on the weekend of February 5th and 6th, 2022.

Trust in the Lord (Jeremiah 17)

You and I are touched by the ministries supported by ***Our Catholic Appeal***. ***Our Catholic Appeal*** builds the house of God for His blessing. We trust in the Lord as we build His Kingdom on earth and rejoice in this blessing. The ministries supported by ***Our Catholic Appeal*** teach us to see with the perspective of God that we offer Him to each other no matter the hour or the day.

You may visit www.ourcatholicappeal.org to view Bishop Noonan's homily video, read through the ***Our Catholic Appeal*** brochure and learn more about the life-changing impact of your gifts.

If you have already received your packet and pledge form in the mail, please go online to make your pledge or gift or complete the pledge form and mail it back or bring it to Mass with you next weekend. For those who prefer to give later in the year, please note your gift to be made later in the year on the pledge form. This will help us track our progress earlier so that we can budget appropriately for the new fiscal year beginning July 1. If you did not receive a mailing or have not had time to respond, please join our faith family by going online to www.ourcatholicappeal.org or by making your gift with a pledge envelope at Mass next weekend or the following weekend.

Our parish goal is \$_____. Once we achieve this goal, the majority of additional funds will be returned to our parish to support our own special needs, including (*Insert possible uses for your over-goal dollars here.*) *For an example, please see the bulletin announcement on page 46 of this manual.*) including: Thank you for your generosity!

Other Recommendations:

Play the ***OCA*** video at the beginning of all livestreamed Masses for a week or two, then offer the educational vignettes for additional play throughout the month of February and March.

Feature the video and campaign information on the homepage of your parish website.

Prayers of the Faithful: Please include *OCA* in the Prayers of the Faithful:

February 5/6

That the people of the Diocese of Orlando, inspired by their gratitude for God's many gifts, will prayerfully consider their participation in "Our Catholic Appeal".

February 12/13

That all of our efforts on behalf of "Our Catholic Appeal" in the Diocese of Orlando will be blessed with success as we "trust in the Lord."

February 19/20

That the good work accomplished through "Our Catholic Appeal" will yield a plentiful harvest as we proclaim His good deeds throughout the earth.

General

That those who respond so generously to "Our Catholic Appeal" will experience the joy given to God's faithful stewards.

COMMITMENT WEEKEND: PREPARATION

February 12-13, 2022

This is the weekend that Pastors/Presiders will conduct a thorough in-pew solicitation for OCA at each Mass.

Initial Preparation

The Catholic Foundation will be shipping all **OCA** materials and supplies directly to each parish. Please open everything when you receive the shipment and check to make sure that you have received sufficient quantities of all items. Also, prior to **OCA** Commitment Weekend, make certain that you have enough pens/pencils.

Prior to **OCA** Commitment Weekend, play the Bishop's recorded homily on the same equipment that will be used on Commitment Weekend. If the equipment is adjustable, correct the base and treble for the best sound and make note of the appropriate settings. Make sure the sound is loud enough to be heard by everyone in the church. You have copies of the homily on DVD or CD (depending on which the parish ordered), with both the English and Spanish versions on each disc. If, for some reason, the DVD or CD does NOT work properly, call Marta Sweeney at The Catholic Foundation of Central Florida at (407) 246-4840 immediately to secure a replacement.

If it is more convenient for your parish, the videos are also provided as downloadable files. These may be found here: <http://bit.ly/OCA2022Resources>.

During the week preceding the in-pew process, each Pastor/Presider should be briefed on the in-pew process. The Pastor will be leading the in-pew process at every Mass. If the Pastor is not the Presider, the Presider should introduce the Pastor immediately after the reading of the Gospel and he will conduct the **OCA** process. Be sure to contact the other Presiders early in the week to remind them that they will not need to prepare a homily.

Informing the Ushers

Plan in advance and prepare your ushers for the way you intend to disperse and collect the pledge envelopes:

- Some parishes may wish to leave the **OCA** pledge envelopes and pens and pencils in the Narthex.
- Other parishes may ask their ushers to hand out envelopes after the parishioners view the Bishop's Homily. If your parish chooses this option, please make sure your ushers are wearing latex gloves and collect and discard all unused pledge envelopes after Mass is over. Make sure you recruit enough ushers at each Mass to serve the entire congregation quickly. Please make sure to take care of those who are standing or in the cry room, the choir loft, or choir.

We anticipate that parishes are likely to also collect the completed pledge envelopes differently. These methods could include:

- Some may have parishioners take their pledge envelope up to the altar and drop it in a basket
- Others may have the ushers collect the completed envelopes

- Some may have a special “mailbox” or basket in the Narthex and ask their parishioners to drop their completed envelopes there.

At least one member of the *OCA* committee should be present at every Mass to make sure that the process goes smoothly and completed pledge envelopes are properly secured after each Mass. That person can brief the ushers before every Mass as to the *OCA* process and the role of the ushers.

At each Mass, a committee member should be designated to take the *OCA* envelopes to an appropriate, secure place after they are collected.

Parishes with a History of Substantial Nonpayment of Pledges

The overall redemption rate for *OCA* pledges is 96%-97%. If your parish has a redemption rate less than this average, a substantial effort should be made to educate parishioners on the importance of not only making but also fulfilling their pledges. Parishes should begin to define what a pledge is in the very first bulletin and pulpit announcements and that dates later in the year can be scheduled for first payments.

Care must be taken not to discourage pledging. Something as simple as adding the following to the script may help to reduce the non-payment rate. On page 32 of the script after “The Catholic Foundation of Central Florida Inc. will send you monthly pledge reminders until your pledge is fulfilled, unless you choose automatic credit or debit card payments,” please add:

— It is important that you make your pledge payment every month. For your convenience, The Catholic Foundation of Central Florida will send out payment reminders for up to twelve months.

Privacy Concerns

If one of your parishioners has a concern about the privacy of their names, addresses, etc., please also state the following prior to paragraph five in the script:

Please know that our parish, the Diocese of Orlando and The Catholic Foundation of Central Florida maintain complete confidentiality with all information provided today. We do not share your information with anyone.

COMMITMENT WEEKEND: COMMUNICATION
February 12-13, 2022

Communication should take the following forms:

1) Bulletin Announcement:

Please print the following message along with the deanery-specific and insert. *The announcement will need parish customization for the highlighted areas.*

Our Catholic Appeal 2022 – A Time for Reflection

Over the past few weeks, we have prayed about, thought about and talked about the ministries supported by ***Our Catholic Appeal***. Now it is time for all of us to share a portion of our treasure, so these ministries can continue.

If you received your 2022 ***Our Catholic Appeal*** packet in the mail and made your pledge, thank you. If you have not yet made your pledge, please prayerfully consider doing so today. By supporting the ministries of our diocese, every parish, including our own, is better equipped to carry out the work of Christ.

Our parish contribution goal is \$_____. Once we achieve our goal, the majority of the additional funds will be returned to our parish to support our own special needs, including _____ (Insert possible uses for your over-goal dollars here.) For an example, please see the bulletin announcement on page 46 of this manual.)

Thank you for your prayerful consideration and generous response.

COMMITMENT WEEKEND: IN-PEW PROCESS

February 12-13, 2022

Process

- As Pastor, your Commitment Weekend presentation is very important to the success of *OCA*. Up to this point, people have heard about *OCA* and why it is important to support it. Some may have pledged by mail. **Now is the time for you to ask all of your parishioners for their financial support!** Because you are asking for the gift, this will have a positive effect on the importance that people place on the request.
- Immediately after the proclaiming of the gospel, you should introduce the Bishop's recorded homily.
- There is no need for an additional homily. After the recorded homily, ask those who will distribute the pledge envelopes and the pens/pencils to come forward. While they are coming forward, you add your support to *OCA* by reading the first few paragraphs of the in-pew script.
- **Ask your parishioners to follow along and complete the pledge envelope at that time rather than take it home to complete it.** We know that when parishioners take the envelopes home, this results in large numbers of pledge envelopes never being returned. The publicity surrounding *OCA* prior to commitment weekend has allowed everyone plenty of time to consider his or her level of support. **Now is the time to ask for the gift! Ask your parishioners whether or not they will make a commitment.**
- Note the opportunity to use the QR code or follow the link to www.ourcatholicappeal.org to make their gift or pledge online.
- Address those attending from home and reference their mailing and encourage them to go online and make their gift or pledge or mail their pledge form back in the enclosed return envelope.

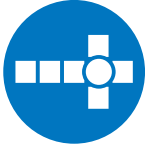
In-Pew Solicitation

- Implement the full in-pew process on Commitment and Follow-Up Weekends. Remember many things affect the outcome of an in-pew process. Among them are the ready availability of supplies and even the attitude of the people distributing them.
- If you are having your ushers pass out envelopes, please make sure they have an appropriate supply of pens/pencils. The ideal time to hand out the envelopes is immediately following Bishop Noonan's recorded homily. Be sure pens/pencils are either already in the pews or are handed out at the same time as the envelopes. This year, it is important that you not place the envelopes and pens/pencils in baskets and pass the baskets down the pews. Advise your parishioners of the safety precautions being done with the materials for everyone's safety.
- If you have a literacy problem in your parish, tell the people if they have left their glasses at home, one of the ushers can help them to complete their pledge form.

Note: You may find an electronic version of this booklet, in our Dropbox here:
<http://bit.ly/OCA2022Resources>.

You may use the electronic version to edit the script on pages 31 & 32. Once edited, please double space it, enlarge it to 14 or 16 point type, print it, and place it in a notebook for the Pastor's use at the Ambo.

Sharing our blessings with our diocesan family of God...



OUR CATHOLIC APPEAL

The Catholic Foundation of Central Florida

PO Box 1422
Orlando, FL 32802-1422

Place
Stamp
Here



OUR CATHOLIC APPEAL

The Catholic Foundation of Central Florida

Thank You!

Affix Label Here

For Office Use Only

▲ Check # _____

▲ Check Date _____

Parish: _____

I have already made my gift or intend to do so online. Please print legibly.

Title: _____ Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____


Preferred Language: English Español Other _____

You may also give by:     See reverse side for details.

Tear along perforation and place form in envelope. Postage stamp required for mailing. ▼

10 Monthly Gifts

Suggested Pledge

Corpus Christi Society	
\$25,000.....	\$2,500
\$15,000.....	\$1,500
\$10,000.....	\$1,000

Spes Christi Society

\$7,500.....	\$750
\$5,000.....	\$500

Lumen Christi Society

\$3,500.....	\$350
\$2,500.....	\$250

Other Gift Levels

\$2,000.....	\$200
\$1,500.....	\$150
\$1,000.....	\$100
\$366.....	\$36.60

Please remember, no gift is too small and is greatly appreciated.

Total Pledge Amount: \$ _____, _____.

First Payment Enclosed: \$ _____, _____.

Balance Due: \$ _____, _____.

Total Number of Payments: One Three Six Ten

Please make checks payable to Our Catholic Appeal.

Those families making a gift of \$2,500 to \$4,999 will be enrolled and acknowledged in the *Lumen Christi Society*. Those families making any gift for 5 consecutive years or longer will be enrolled and acknowledged in the *Fidelis Society*.

Those families making a gift of \$10,000 or more will be enrolled and acknowledged in the *Corpus Christi Society*. Those families making a gift of \$5,000 to \$9,999 will be enrolled and acknowledged in the *Spes Christi Society*.

For more information about planned giving, visit www.MyCatholicLegacy.cfofc.org.

- I have already included the Church in my will.
- Please send me information about including the Church in my will.

Vivos Christi Society... Leaving a Lasting Legacy

Planned giving is a simple yet meaningful way to provide for the future of our Church. Resources department and forward the appropriate forms with your gift. Matching gift opportunities are often extended to retired employees as well.

Matching Gifts

The value of your gift may be increased if you or your spouse works for an employer with a matching gift program. Please contact your Human Resources department and forward the appropriate forms with your gift. Matching gift opportunities are often extended to retired employees as well.

Stock Gifts

We are honored to accept gifts of stock or other securities. Please consult with your tax advisor on the applicable tax savings since this may vary by tax filer. Please visit our website at www.cfofc.org/stock.

▼ Tear along perforation and place form in envelope. Postage stamp required for mailing.

Credit Card Gifts

This is a one-time gift, or

Please charge equal payments to my credit card monthly for

3 months 6 months 9 months 10 months

*Credit Card Number: _____

*Name on Card: _____

*Address: _____

*Billing Zip Code: _____ / _____

*Expires:

*Cardholder's Signature: _____

Amount _____ \$

*Indicates a required field

(For your security, all credit card information is encrypted and cannot be copied from a previous year's gift.)

▼ Tear along perforation and place form in envelope. Postage stamp required for mailing.



Or scan this QR Code to make your gift.

To give online, please visit our website at www.ourcatholicappeal.org and click on **Make a Donation**.

COMMITMENT WEEKEND: IN-PEW SCRIPT
February 12-13, 2022

“Good morning/afternoon/evening. We are glad that so many of you have returned to celebrate Mass in person with us, and we are happy for our extended family members who connect with us from their homes through our live stream or virtual Mass celebrations. We are grateful for the strong, continued fellowship we foster through our faith with all of you, regardless of the physical distance between us.

Today we are beginning ***Our Catholic Appeal***, an annual opportunity to support the ministries of our diocese. During this unprecedented time, when so much has been and remains uncertain, your unwavering faith has demonstrated your continuing dedication to your own journey of discipleship as well as our Holy Catholic Church. Thanks to your gifts, the Diocese of Orlando is able to provide resources and services to our parish and to every Catholic parish and school in Central Florida, even in the midst of these unprecedented times. Some examples include educating 20 Seminarians in Formation, enriching over 32,000 adults and children in faith formation and sacramental preparation and supporting more than 280,000 people with food, housing, healthcare, and adoption services.

As members of the one Body of Christ, we are also part of a larger faith community. Perhaps you have prayed about how God might work through you to help us build an even stronger faith community. By joining our gifts with those of our neighboring parishes, ***Our Catholic Appeal*** plays an essential role in helping us to care for God’s people, wherever they may be.

I thank all of you who have given to ***Our Catholic Appeal*** in past years. I thank you for your faithful response. We understand that each of us has been affected by the circumstances of the past two years in a different manner, so if you are unable to contribute financially at this time, please know that we are praying for you, and are here to support you however we can. I simply ask that you join us in prayer and unity.

If, however, you are in a position where you are able to share of your gifts, I invite you to reflect on your personal circumstance and see if there may be an area where the Holy Spirit is guiding you to prayerfully make a gift to ***Our Catholic Appeal*** that suits your needs. If you have not supported the appeal recently and are financially able to do so, we invite you to join our diocesan family supporting ***Our Catholic Appeal*** with your gift or pledge today. Please know that no gift is too small and gifts of every size are appreciated and all can make a difference in the lives of God’s people throughout Central Florida.

For those who may be worried about the security of the information you share with us, our parish, the Diocese of Orlando and The Catholic Foundation of Central Florida always maintain complete confidentiality with all information provided. We do not share your information with anyone.

For those of you who are watching from home, I encourage you to make the same discernment, and if you feel so moved, make your gift online at www.ourcatholicappeal.org. For those who have joined us in person, I invite the ushers and/or students to come forward to distribute the pledge envelopes and pens/pencils. Please signal to an usher if you would like an envelope and pen/pencil. You may also make your gift online at www.ourcatholicappeal.org.

(Pause and make sure that everyone has received a pledge envelope and pencil/pen. Pay special attention to people who are standing, in the cry room or choir loft and don’t forget the members of the choir. Once everyone has an envelope, continue with the script.)

Please follow the instructions, online or on your envelope, to make your gift. You may complete the name and address portion of the pledge envelope. Please take care to write legibly so that we

can credit your gift to you. If you have already made a gift, feel free to indicate this on your envelope by simply checking the box. There is no need to complete the pledge information again as we do not want to double count your gift. You can make a gift via check, cash, or debit or credit card. If you use a debit or credit card, take special care to record the card number and expiration date correctly. Credit/debit cards cannot be processed without a billing address or a current expiration date. Also, for your protection, credit card information is encrypted and cannot be copied from a previous year's gift. Please note that you may use the check boxes above the credit card information that will tell us to process the full amount all at once or to process the payments in 3, 6 or 10 monthly installments.

As to the suggested gift levels, please know that these are only suggestions, and I want to stress again that no gift is too small. We each receive different gifts and can return them accordingly. I just ask that if you are able, that you offer a gift at a comfortable level for you.

Also, please keep in mind that your pledge may be paid over ten months or longer if necessary. You may also make a down payment today if you wish but that is not mandatory.

If you cannot contribute, please write *Not at this time* on your detached flap and place the flap into the envelope.

If your family's circumstances permit, Bishop Noonan invites you to join one of his special giving societies in your stewardship of our Catholic Church in Central Florida:

- ***WE ALL HAVE THE OPPORTUNITY TO BE MEMBERS*** of the ***Fidelis Society***. Anyone who loyally supports ***Our Catholic Appeal*** for 5 consecutive years or longer – no matter the gift size – will be enrolled in the ***Fidelis Society***. The ***Fidelis Society*** is our largest society leveraging the varied gifts of more than 20,000 of our faith family.
- With a gift of \$2,500 or more, you will be enrolled and acknowledged as members of the ***Lumen Christi Society***.
- Those families making a gift of \$5,000 or more will be enrolled and acknowledged as members of the ***Spes Christi Society***.
- With a gift of \$10,000 or more, you will be enrolled and acknowledged as members of the ***Corpus Christi Society***.

The Catholic Foundation of Central Florida will send you monthly pledge reminders until your pledge is fulfilled, unless you choose automatic credit or debit payments.

Once you are finished, please place your completed flap into the envelope and seal it. You can drop your pledge envelopes and pens/pencils in a basket at the back of the church on your way out of Mass today.

On behalf of Bishop Noonan, I thank you for contributing to ***Our Catholic Appeal***. May God bless you for your continued support and generosity.”

SECOND COMMITMENT WEEKEND: IN-PEW PROCESS

February 19-20, 2022

Process

OCA's primary objective is participation. Each year, after the initial pre-appeal mailing and the parish in-pew phase of *OCA* have been concluded, a significant number of the donors from the previous year will not have renewed their gift. These are not necessarily people who do not want to give. Many of them will renew during the follow-up mailings. Since people are given an opportunity to refuse to give during the in-pew process, it is fair to assume that most of those who skip a year of contributing to *OCA* simply missed the mail and in-pew solicitations.

There will be far fewer “skippers” in those parishes that conduct the full in-pew process on Commitment Weekend and again on the Second Commitment Weekend. Conducting the process on two weekends also saves the diocese a significant amount of money by reducing the number of follow-up letters that need to be mailed. The in-pew solicitation is the least expensive way to secure a pledge. Follow-up mailings do cost money and it sometimes takes two or three mailings before the letters are opened and a response is received.



We anticipate changes this year with some parishioners still attending Mass virtually. Remember to address those at home and encourage their participation. Also remember to encourage gifts or pledges, even for those who prefer to give later in the year. This will help you track your progress earlier in the process.

Preparations

The person coordinating the in-pew process will need to perform the same set-up steps that were followed for Commitment Weekend. Prepare the pledge envelopes and pens/pencils. Be sure to arrange for the volunteers that will help with the process at each Mass. Make sure that one person is assigned to manage the process at each Mass.

On Second Commitment Weekend, however, there will be a different presenter at each Mass. Lay Parish Leaders should be asked to lead the in-pew process, or the Presider can lead the process. The homily need not be about *OCA* but should be brief to allow time for repeating the in-pew process. If you amended the script from last weekend, add those amendments here. Once the presenter for each Mass is selected, the in-pew coordinator will need to meet with them to assure that they know what to do and will do it in a consistent manner.

Note: You may find an electronic version of this booklet, in our Dropbox here:
<http://bit.ly/OCA2022Resources>.

You may use the electronic version to edit the script on pages 31 & 32. Once edited, please double space it, enlarge it to 14 or 16 point type, print it, and place it in a notebook for the Pastor's use at the Ambo.

SECOND COMMITMENT WEEKEND: IN-PEW SCRIPT
February 19-20, 2022

“Good morning/afternoon/evening. I am _____. As you know, February is the time of year that we invite you to join with our diocesan family to support our Catholic Church in Central Florida. On behalf of our pastor, Msgr./Fr. _____, our Bishop and our parish ***Our Catholic Appeal*** Committee, I want to thank everyone who has already responded by mail or during Masses last weekend.

It is important that as many parishioners as possible make a pledge to support our diocesan ministries, which benefit every parish and school in the diocese, including our own. If you have never supported ***Our Catholic Appeal*** or have not done so in recent years but are financially able to do so at this time, we encourage you to offer a modest level gift. These gifts are leveraged by our diocesan-wide faith family to make an impact throughout Central Florida. We understand that the past two years have been difficult and that some of you may be unable to contribute financially at this time. If you are unable to give to ***Our Catholic Appeal*** this year, we simply ask that you join us in prayer and unity.

For those who are able to support ***Our Catholic Appeal*** this year, however, we hope to receive a pledge or gift from you. If you were unable to make your gift last week in person, online, or through the mail, please visit www.ourcatholicappeal.org or raise your hand and an usher will provide you with an envelope and pencil.

I ask those who have already pledged to be patient for just a few minutes. Perhaps each of you might offer a prayer for the efforts of ***Our Catholic Appeal*** – that our generous stewardship will help to flourish our Catholic faith in Central Florida and meet the needs of our neighbors in need in our community. We also invite those of you who are joining us from home to participate as well – simply go online at www.OurCatholicAppeal.com to make your gift or pledge. Please follow the instructions online or on your envelope. You may complete the name and address portion of the pledge envelope. Please take care to write legibly so that we can credit your gift to you.

I ask everyone to look at the suggested gift levels. These are only suggestions and I want to stress that no gift is too small. We each receive different gifts and can return them accordingly. We simply ask that if you are able, that you offer a gift at a comfortable level for you.

Please keep in mind that your pledge may be paid over ten months or longer if necessary. You may also make a down payment today if you wish but that is not mandatory. For those who prefer to give at year end, it would be helpful if you would advise us of your gift now with a pledge.

If your family’s circumstances permit, Bishop Noonan invites you to join one of his special giving societies in your stewardship of our Catholic Church in Central Florida:

- ***WE ALL HAVE THE OPPORTUNITY TO BE MEMBERS*** of the ***Fidelis Society***. Anyone who loyally supports ***Our Catholic Appeal*** for 5 consecutive years or longer – no matter the gift size – will be enrolled in the ***Fidelis Society***. The ***Fidelis Society*** is our largest society leveraging the varied gifts of more than 20,000 of our faith family.
- With a gift of \$2,500 or more, you will be enrolled and acknowledged as members of the ***Lumen Christi Society***.

- Those families making a gift of \$5,000 or more will be enrolled and acknowledged in the ***Spes Christi Society***.
- With a gift of \$10,000 or more, you will be enrolled and acknowledged as members of the ***Corpus Christi Society***.

If you wish to use your credit or debit card, please take special care to record the card number and expiration date correctly. Credit/debit cards cannot be processed without a billing address or a current expiration date. Also, for your protection, credit card information is encrypted and cannot be copied from a previous year's gift. Please note that you may use the check boxes above the credit card information that will tell us to process the full amount all at once or to process the payments in 3, 6 or 10 monthly installments.

If you are filling out your pledge in person, please place your completed flap in the envelope and seal it. You can drop it in a collection basket at the back of the church as you leave Mass today.

On behalf of Bishop Noonan, and Father ____, I thank you for contributing to ***Our Catholic Appeal***. May God bless you for your continued support and generosity.”

IN-PEW PLEDGE PROCESSING: THE EXPRESS WAY

The bulk of the pledge envelopes will typically be received by the parish on Commitment Weekend.

Please open the submitted envelopes* and separate any CASH contributions from the envelope making sure that the amount removed is recorded correctly on the empty envelope. A parish check should be prepared for the total amount of cash removed from the envelopes plus any loose cash/change in the basket (see item 3 below for creating a "VISITOR" envelope for this). Donor checks should remain in the envelopes for processing by The Catholic Foundation of Central Florida. If a parishioner hands you a check or cash to be processed on their behalf, please fill out a separate envelope for them.

***Note: We ask that you open each envelope to check for cash.**

1. As you go through the envelopes to match the prepared LABEL to the envelope, make 3 piles:
 - a. Pile 1 = Donation envelopes that contain cash
 - b. Pile 2 = Donation envelopes that do not contain cash (may or may not have a check)
 - c. Pile 3 = REFUSALS (donor indicated they are unable to give) and/or inactive, moved or deceased parishioners.
2. Any loose checks (checks not in a pledge envelope) should be placed in a blank pledge envelope and the appropriate label should be applied if provided.
3. Loose bills and change (dollar bills and/or change not in an envelope) and/or cash from a blank envelope (donor did not identify themselves on the flap) should be counted, recorded on **ONE** pledge envelope marked "VISITOR" and deposited into your parish account along with the cash removed from the pledge envelopes mentioned in 1c above. Place a gray CASH batch card on top of the pile and band together. The total of the envelopes in this pile **MUST** be the same as the amount on the parish check. If they are not the same, your transmittal will be returned to you for reconciliation.
4. Write a check to the "*Diocese of Orlando*" for the total CASH deposited into the parish account. This amount should also be recorded on the Donation Summary Report (sample on the next page).
5. Place the Donation Summary Report, parish check (or a copy of your DSAS Check Request Form) for the cash deposited, the one "VISITOR" envelope and the banded stacks of opened envelopes into an appropriate package for mailing. It is imperative that the package is mailed through the US Post Office – **using a tracking number** – directly to the **OCA** Lockbox at PO Box 1422, Orlando, FL 32802-1422.
6. Mail all of the above **NO LATER THAN TUESDAY** of each week during the active phase of **OCA** (typically between February 14th and March 25th). Please note there may be an additional week's lag time in reporting if we do not receive your package by Wednesday each week.

Donations/Pledges Received after the active phase of OCA: Subsequent **OCA pledges** that are placed in the offertory basket may be immediately sent directly to the **OCA** Lockbox at PO Box 1422, Orlando, FL 32802-1422. **Payments and Payment Only Forms MUST** be sent directly to The Catholic Foundation of Central Florida for separate processing at PO Box 4905, Orlando, FL 32802-4905.

If you have any questions or need additional information, please contact Marta Sweeney, Vice President, Chief Community Services Officer at (407) 246-4840 or msweeney@cfocf.org



OUR CATHOLIC APPEAL

The Catholic Foundation of Central Florida

Donation Summary Report

Date: _____

Transmittal Report Number: _____

Parish ID #:

Parish Name:

Parish Address:

Parish Phone #:

Preparer's Name: (print) _____

Preparer's Signature: _____

OFFICE USE ONLY

Transmitted: _____

DR: _____

DM: _____ DL: _____

#B: _____ #E: _____

BATCH #s:

SCANNED TO DIRECTORY

1. Parish Check and one "VISITOR" envelope

DO NOT send any cash in the mail. Instead:
Deposit all cash into your parish account and write a check* for that amount payable to **Diocese of Orlando**.

*The check should include all cash removed from individual parishioner pledge envelopes included with the **CASH** Batch Card plus any loose change/cash recorded on your "VISITOR" envelope

Total amount of CASH collected (equals amount of Parish Check):

\$

Parish Check Number:

2. Total Number of Envelopes

3. Total Number of Refusals, Deletions, Deceased, etc.

Place all envelopes into an appropriate package for mailing.

(Please include the Parish Check or DSAS Check Request Form, **one** Visitor Envelope and a copy of this completed Donation Summary Report.)

It is imperative that the package is mailed through the US Post Office
– **using a tracking number** to:

Our Catholic Appeal

PO Box 1422, Orlando, FL 32802-1422

Please make a copy and retain for your parish records.



In order to expedite the processing of your transmittal, please do not use paperclips, binder clips, tape or staples.

CHECKLIST

- 1) All CASH extracted from envelopes?
- 2) Cash amount recorded on Visitor envelope?
- 3) Does the Parish Check match?
- 4) Do you have tracking #?

IN-PEW PLEDGE PROCESSING: THE DETAILED WAY

The bulk of the pledge envelopes will typically be received by the parish on Commitment Weekend. They must be audited by the next Friday and *MAILED* through the US Post Office using a tracking number directly to the *OCA* Lockbox. It is important that there are *sufficient members on the Auditing Committee* to ensure completion of this report by Friday at noon.

When submitting the report, please adhere to the following guidelines:

1. Before anything else, verify that each envelope actually contains cash or check in the amount shown on the detached perforated flap in the box marked “DOWN PAYMENT.” Any discrepancy should be resolved before proceeding. Cash and checks should be totaled and compared with the total from the “DOWN PAYMENT” boxes. The totals should be the same.
2. If an envelope contains a payment of \$250 or more, it is *imperative* that the *check number* and *date of the check* also be written on the pledge envelope flap. The Catholic Foundation of Central Florida needs this documentation to comply with IRS regulations. There is a box provided for this purpose on the pledge envelope flap.
3. If the totals agree, cash and checks can be separated from the envelopes and prepared for deposit in the Parish Appeal Account. **Do not** send the individual checks or cash to The Catholic Foundation of Central Florida. Instead, send a parish check to The Catholic Foundation (payable to *Diocese of Orlando*) for the total collected. Be sure to include the cash from visitors, which may appear in unmarked envelopes or as loose cash/change.
4. There is no longer a need to *alphabetize the envelopes*. Computer labels have been prepared for you by The Catholic Foundation of Central Florida for all parishioners included in your last update. They *are* in alphabetical order. Take the label from the *first column* for each parishioner who returned an envelope and affix it on the face of the detached perforated flap in the space provided. **Be certain they match because the name on the label will be credited with the contribution indicated on the envelope.**



For envelopes with names not on the list of pre-printed labels, *type* a blank label *with name, address, and parish ID number* and affix it to the detached envelope flap.

5. Pledges without complete names, addresses, or zip codes should be researched and completed. If the information is unavailable, then the pledge should be listed as a *VISITOR*. (See next page, #7)
6. Sort the pledge envelopes into the following batches:
 - A. PAYMENT IN FULL
 - B. PARTIAL PAYMENT (pledge with a down payment)
 - C. NO PAYMENT (pledge with no down payment)
 - D. NO CONTRIBUTION (refusals, moved, deceased, etc.)
 - E. CREDIT CARD PAYMENT

7. **Contributions from Visitors:** You should have only ONE (1) pledge envelope for all visitors. With each transmittal of pledge envelopes, please consolidate all paid-in-full contributions from visitors, loose change, and cash in unmarked envelopes and report them on one pledge envelope. Affix a label, noting: VISITORS.

8. Wrap each batch of envelopes separately, putting the proper batch card (samples on pages 40 & 41) on top showing the total number of envelopes, the total amount pledged, and the total amount paid. (Attach adding machine tapes. Be careful to keep the envelopes in the same order. This makes it easier to find discrepancies when they occur.)



9. Bring the totals from all batch cards onto the transmittal form (sample on page 42).

10. Obtain a parish check (or include a copy of your DSAS Check Request Form) payable to **Diocese of Orlando** for the total amount paid with all envelopes. Now the transmittal is ready to be packed into an appropriate package for mailing and **mailed (with a tracking number) directly to the OCA Lockbox at PO Box 1422, Orlando, FL 32802-1422.**

11. **Payments:** If you receive additional pledge envelopes in your offertory, **ALWAYS** check to see if the label from column one is missing. If it is, then the additional envelope is probably a payment on an existing pledge, rather than a new pledge. ***Please do not send payments on pledges in pledge envelopes.*** Use the **PAYMENT ONLY FORM** which is provided. This will ensure parishioners do not have duplicate pledges for the 2020 appeal.

Payment Only Forms must be sent directly to The Catholic Foundation of Central Florida for separate processing at PO Box 4905, Orlando, FL 32802-4905.

12. ***Use of remaining labels for follow-up.*** Follow the procedure of always taking the label from the **first column** for all envelopes received from parishioners (whether they indicate contributions, refusals, etc.). Labels remaining in the first column will always be used as parishioners respond to **OCA**. The corresponding label from the **second column** should be used to send a follow-up letter from the Pastor, along with a pledge envelope and a return parish envelope.

As pledge envelopes are received with responses to the follow-up, process them as described above (affix label from first column, batch and transmit).

13. **Labels for "Thank You" to donors.** Labels are provided in triplicate to assist you in sending a thank you to each donor. Use the labels from the **third column** to send an acknowledgment letter from the Pastor on parish stationary. *(The Catholic Foundation of Central Florida will send a "thank you" from Bishop Noonan for all gifts received for OCA.)*

PLEDGES PAID IN FULL

PARISH _____ PARISH # _____

TOTAL AMOUNT PLEDGED (AND PAID) \$ _____

(INCLUDE ADDING MACHINE TAPE)

TOTAL NUMBER OF ENVELOPES IN THIS BATCH _____

THIS BATCH SENT WITH TRANSMITTAL # _____

DATE _____



PLEDGES WITH PARTIAL PAYMENT (DOWN PAYMENT)

PARISH _____ PARISH # _____

(A) TOTAL AMOUNT PLEDGED \$ _____

(B) TOTAL AMOUNT PAID DOWN \$ _____

(C) UNPAID BALANCE \$ _____

(INCLUDE ADDING MACHINE TAPE)

NOTE: (B) PLUS (C) MUST EQUAL (A)

TOTAL NUMBER OF ENVELOPES IN THIS BATCH _____

THIS BATCH SENT WITH TRANSMITTAL # _____

DATE _____



PLEDGES WITH NO DOWN PAYMENT

PARISH _____ PARISH # _____

TOTAL AMOUNT PLEDGED \$ _____

(INCLUDE ADDING MACHINE TAPE)

TOTAL NUMBER OF ENVELOPES IN THIS BATCH _____

THIS BATCH SENT WITH TRANSMITTAL # _____

DATE _____



PLEDGES PAID BY CREDIT CARD

PARISH _____ PARISH # _____

(A) TOTAL AMOUNT PLEDGED \$ _____

(B) CASH or CHECK PAID DOWN \$ _____

(C) BALANCE ON CARD \$ _____

(INCLUDE ADDING MACHINE TAPE)

NOTE: (B) PLUS (C) MUST EQUAL (A)

TOTAL NUMBER OF ENVELOPES IN THIS BATCH _____

THIS BATCH SENT WITH TRANSMITTAL # _____

DATE _____



REFUSALS and DELETIONS

PARISH _____ PARISH # _____

NUMBER OF REFUSALS (or cannot give) _____

NUMBER OF DELETIONS (moved, deceased, etc.)

TOTAL NUMBER OF ENVELOPES IN THIS BATCH _____

THIS BATCH SENT WITH TRANSMITTAL # _____

DATE _____





OUR CATHOLIC APPEAL

The Catholic Foundation of Central Florida

REPORT # _____

The Catholic Foundation of Central Florida
PO Box 1422 Orlando, FL 32802-1422
Phone: 407-246-7185 Fax: 407-246-4939

TRANSMITTAL FORM

Batch Card Totals

Date: _____ Number of Paid in Full: _____
 Parish Number: _____ Number of Credit Card Gifts: _____
 Parish: _____ Number of Partial Payments: _____
 City: _____ Number of No Down Payments: _____
 Number of Refusals/Deletions: _____
 Total Number of Envelopes: _____

Total Pledged by Gift Type

Box 1		Box 2		Box 3		Box 4		Box 5
Pledges Paid in Full (Green)	+	Pledges w/Partial Pmt. (Blue - Line A)	+	Pledges w/No Down Pmt. (Orange)	+	Pledges Paid by Credit Card (Lilac - Line A)	=	Total Pledged
\$		\$		\$		\$		\$

Total Collected by Gift Type

Box 6		Box 7		Box 8
Paid in Full (Green)	+	Down Payments (Blue - Line B + Lilac - Line B)	=	Check Total (Now Paying)
\$		\$		\$

Previously Reported: \$ _____ (from prior transmittals)
Gifts to diocese: \$ _____ (reports sent to the parish from the diocese)
Reporting Now: \$ _____ (Box 5 above)
= Total to Date: \$ _____

Parish Appeal Staff Signature: _____ **Date** _____

Telephone Number: _____ **Fax Number:** _____

Please retain the yellow copy for your parish records.
INSTRUCTIONS FOR USE OF TRANSMITTAL FORM

- 1.) Fill out the **REPORT #** in the upper right-hand corner — report #1 for week 1, report #2 for week 2, etc.
- 2.) Under **BATCH CARD TOTALS**, fill out your parish information and the number of envelopes on the lines provided for each batch type.
- 3.) Under **Total Pledged By Gift Type**, fill in the dollar amount pledged for each gift type from the corresponding color coded Batch Card.
- 4.) Under **Total Collected By Gift Type**, fill in the dollar amount for all cash or checks collected from Paid in Full and Pledges with Down Payment envelopes, including cash or checks received as a down payment on a Credit Card Pledge.
- 5.) Be certain the Paid-in-Fulls + the Down Payments = the check total. A parish check for the total, payable to **Diocese of Orlando**, should be mailed with the Transmittal **directly to the OCA Lockbox at PO Box 1422, Orlando, FL 32802-1422**. Mail can be lost so be sure to **obtain a tracking number** so that your package can be tracked every step of the way.
- 6.) If this is your first report, leave the **PREVIOUSLY REPORTED** line blank. On subsequent reports, the cumulative totals from previous reports should be entered here.

The line for **Gifts to Diocese** is for you to enter any gifts reported to you that were received directly at the diocese since your last transmittal. If no new gifts were received at the diocese since your last transmittal, leave this line blank.

Fill in the total dollars pledged on the current report under **REPORTING NOW**. Add the three lines together and place that total under **TOTAL TO DATE** (This figure will go on the **PREVIOUSLY REPORTED** line on your next report).

- 7.) Sign your name, making sure to include a telephone number where you can be reached.
- 8.) Separate the pages, keeping the yellow copy for your records.
- 9.) Bundle the transmittal form with the batched pledge envelopes and put all into an appropriate package for mailing.
- 10.) It is imperative that the package is mailed through the US Post Office – **using a tracking number** to:

Our Catholic Appeal, PO Box 1422, Orlando, FL 32802-1422.

USING THE LABELS TO YOUR BEST ADVANTAGE

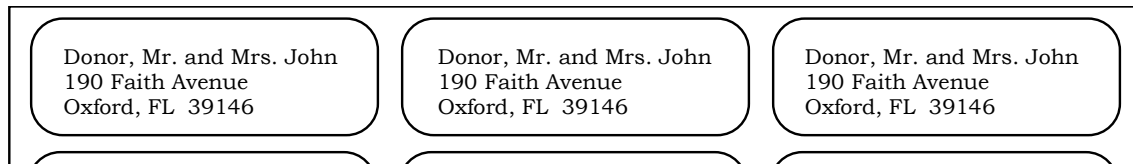
PLEDGE & GIFT INFORMATION:

- From the printed labels provided, take a label from the **first column** (left side), match the name to the envelope signer, and affix it to the detached perforated flap in space provided.
- For parishioners who respond with a pre-printed personalized **pledge** card, please pull their label from the first column and **discard** it. This will ensure that these donors will not receive a follow-up.
- Envelopes should be mailed with a tracking number directly to the **OCA** Lockbox at PO Box 1422, Orlando, FL 32802-1422. Be sure to ship each Tuesday during the active phase of **OCA** (generally four-six weeks) so that we may process them and include them in our Friday reports.

A triplicate set of computer-printed gummed labels for all parishioners will be provided. These labels should be used as described below:

FIRST COLUMN	SECOND COLUMN	THIRD COLUMN
Remove and affix to detached perforated flap* for contributions, refusals, cannot give, moved, deceased, etc. and send to The Catholic Foundation of Central Florida.	To send a follow-up letter from Pastor to those who have not yet responded. (Sample letter page 48)	To send a thank you. <i>(The Bishop will send a "thank you" but we encourage the Pastor to also mail a "thank you" on parish letterhead.)</i>

**Note: Remove label from Column 1 and discard if donor gave through the pre-appeal mailing.*



USE OF LABELS FOR FOLLOW-UP:

- Follow the procedure of always taking label from **first column** for all envelopes received from parishioners (whether they indicate contributions, refusals, etc.). Labels remaining in the **first column** will always indicate those who have not responded. The corresponding label from the **second column** should always be used for follow-up.
- As pledge envelopes are received in response to the follow-up, process them as described above (affix label from **first column** and ship to The Catholic Foundation of Central Florida.)

FOLLOW-UP OPTIONS: (These methods have proven consistently effective.)

- **Zoom Calls:** Recruit volunteers for Zoom calls with non-donors (especially those who gave in previous years). Due to the pandemic, we do not advocate home visits this year.
- **Telephone:** Some parishes have reported success from telephone calls to those who did not respond in church. Especially productive are calls to those with a record of past giving. Pledges obtained by phone are every bit as "good" (likely to be paid) as any others.

- Mail: Send letters to non-donors with signature of Pastor or Chairperson or both. A special letter to those who contributed last year is very effective. To increase returns, enclose pledge envelope and self-addressed return envelope. (See sample letter on page 48.)

CONTINUING *OCA* MANAGEMENT

Pastor's Follow-up Letter

As Pastor, you should send a follow-up letter (sample on page 48) to all those who did not respond during the pre-appeal mailing or in-pew solicitation. Each letter should be personalized, printed on parish letterhead and mailed along with a pledge envelope.

Before sending this mailing, please ensure that the list does **not** include anyone who responded directly to the diocese, either through the pre-appeal mailing or The Catholic Foundation of Central Florida's website. These households will be listed in your parish's weekly reports from The Catholic Foundation of Central Florida. To prevent a follow-up letter from being sent to these households, please remove their labels from the first column of your parish label packet.

Ensuring That Your Parish Reaches Its Goal

OCA does not end when the in-pew processes are over. Some pledges will inevitably go unfulfilled. If your parish has not exceeded its goal by an amount that is large enough to cover these unpaid pledges, then further steps may be needed. Something as simple as a monthly bulletin and pulpit announcement may resolve the problem. (See sample on page 46 of this booklet.) Please contact *Marta Sweeney* at (407) 246-4840 or email msweeney@cfocf.org with any questions or concerns.

Pledge Processing

Be sure to submit pledges without delay to The Catholic Foundation of Central Florida. Early submission of pledges assures that donors will receive a prompt thank you. It also guarantees faster processing and mailing of the first pledge reminder. This will allow people more time to pay their pledges. Pledge processing instructions are located on pages 36-43.

Reminders

For those pledges that are not being paid through electronic means (credit/debit cards), pledge reminders will be mailed by The Catholic Foundation of Central Florida on a monthly basis beginning April 1st and continue until the pledge is fulfilled or until March 1st, 2022 – whichever comes first.

Special Situations

Many of our parishioners are familiar with the pledging and redemption process. However, if your parish has difficulty collecting on pledges because community members are unfamiliar with this tradition, it is important to offer continuous education.

The words that are used are critical. For that reason, we encourage pastors and parish committees to talk with members of each ethnic group within their parishes to establish that the messages being presented are clear, non-offensive, and effective.

By-Weekly or Monthly Bulletin Announcements and Social Media posts:

Every donor has areas of interest on their heart that they wish to support – the more you enhance awareness about all the diocesan ministries, the more donors you will engage. In addition to supporting every parish and school with administrative support, Diocesan ministries support the families in our Mission of San Juan de la Maguana, adults with disabilities at Bishop Grady Villas, veterans and homeless at Pathways to Care, retreatants and summer campers at San Pedro Center, tourists at the Basilica of the National Shrine, Mary Queen of the Universe and Orlando

International Airport, those who mourn at Queen of Angels Catholic cemetery and our neighbors in need of rental assistance, food and healthcare through Catholic Charities. *OCA* also sustains our Church in Central Florida through vocations office support, seminarian formation, priest development and care and faith formation for adults and children and more.

The Catholic Foundation of Central Florida also provides a series of “Did You Know?” bulletin announcements (some are date-specific; most are not) that can be used at any time throughout the year, at the pastor’s discretion, to help parishioners understand what types of ministries and services are funded through *Our Catholic Appeal*. We encourage you to publish these on a by-weekly or monthly basis. All these items (and much more) are available in our Dropbox here: <http://bit.ly/OCA2022Resources>.

Monthly Pulpit Announcements

Each month, beginning in April, a special effort should be made to inform and educate parishioners on the importance of making their monthly pledge payments. It is especially helpful to have a respected member of the parish community make a brief pulpit announcement to coincide with a bulletin announcement. This individual should inform the community of the progress toward the parish goal, stress the importance of making pledge payments, and refer people to the bulletin announcement for more information. This is a great time to remind and educate your parishioners about the many life-changing programs and ministries that are funded through *OCA*. It is rewarding for donors to hear about the impact they have helped to make in our communities through the work of our Church. Sharing these impacts also inspires those who haven’t responded to give.

Consider having several community leaders make these announcements, so that the same person is not speaking month after month.

Monthly Bulletin Announcements

The following bulletin announcement should be edited as necessary and published in bulletins every month, *beginning in April and repeated on the first weekend of each month*.

**OUR CATHOLIC APPEAL
PLEDGE REPORT**

Thank you to all who have made a pledge supporting our impactful diocesan ministries! The monthly pledge reminders for *Our Catholic Appeal* pledges have been mailed. Our ability to make goal depends upon your continued remittance. We appreciate your prompt response to the reminders.

Please keep in mind that we have some wonderful plans for our over-goal dollars. Once we reach our goal, we intend to use the additional funds in the following way:

- **1/3 will be used to meet our current parish needs, particularly**

- **1/3 will be placed into an endowment fund held by The Catholic Foundation of Central Florida for the exclusive long-term use of our parish.**
- **1/3 will be contributed to an endowed fund to support retired priests in our diocese.**

PARISH GOAL: _____

AMOUNT PLEDGED: _____

OVERAGE AMOUNT (for parish): _____

Over-goal Projects

Having a special use for the over-goal dollars will improve collections. If your parish has a special use for any overages, please include them in the monthly bulletin and pulpit announcements referenced above.

Please note: Beginning in 2016, Bishop Noonan mandated that parishes share 33% of their overage to support the various needs of our retired priests. These funds are invested in compliance with our Catholic social teaching and for growth in an endowed Priests' Retirement Fund at The Catholic Foundation of Central Florida. Caring for our retired priests is a beautiful ministry sharing God's love with those who have been the hands and face of God to the faithful.

Weekly Parish Reports

Parishes will receive detailed weekly reports from The Catholic Foundation of Central Florida with updates and tips for a successful appeal throughout the year.

FOLLOW-UP LETTER SAMPLE

Please Personalize Each Letter and mail by March 31, 2022.

Mr. & Mrs. John Donor
190 Faith Avenue
Orlando, FL

Dear Mr. & Mrs. Donor:

We know we are asked to Trust in the Lord. These four words are the words of faith in God.

In recent weeks, many members of our parish community have shared their blessings by offering a gift to ***Our Catholic Appeal***, which unites us as one faith family to support the wonderful programs and ministries of the Diocese of Orlando. However, we have not yet heard from you. I pray that you are able and can join us in generously making a gift to support our family of faith.

Your gift to ***Our Catholic Appeal*** supports our diocesan family with administrative support for our parish (and school), seminarian education, priest retirement, Catholic School tuition assistance, and faith-formation and sacramental experiences for children and adults. Your generosity also provides our neighbors in need with healthcare, housing, medical and food assistance as many continue to struggle because of the pandemic.

For your convenience, pledges can be paid over 3, 6 or 10 months and you can make automatic payments with a credit or debit card. I have enclosed a pledge envelope for you to return by mail, or you may visit our secure website at www.ourcatholicappeal.org to make your gift or pledge online.

Together we help to bring our world to its fullness of charity. Your gift, no matter the amount, extends God's ministry as it heals our community's wounds. I am deeply grateful for your support.

Blessed is the one who trusts in the LORD, whose hope is in the Lord (jer17:7).

Sincerely yours in Christ,

(Pastor Signature)



**The Catholic Foundation
of Central Florida**
Inspire Giving. Fund God's Work.

CONTACT INFORMATION

If you have questions, comments, or need assistance with the implementation of *OCA* please call one of the numbers listed below:

Vice President, Chief Community Services Officer:

Marta Sweeney • Phone: (407) 246-4840 • **Email:**

msweeney@cfocf.org

Director of Data Management:

Dana Swanson • Phone: (407) 246-7190 • **Email:**

dswanson@cfocf.org

Gifts Manager:

Karina Garcia Vazquez • Phone: (407) 246-7193 • **Email:**

kvazquez@cfocf.org

Gifts Manager:

Marco Robles • Phone: (407) 246-7185 • **Email:** mrobles@cfocf.org

Data Control Manager:

Stephanie Patel • Phone: (407) 246-4842 • **Email:** spatel@cfocf.org

Data Control Manager:

Crystal St. Julien • Phone: (407) 246-7187 • **Email:** cstjulien@cfocf.org

Vice President, Chief Financial Officer (for investment services including stock giving):

Susan Hunt • Phone: (407) 246-4803 • **Email:** shunt@cfocf.org

Vice President, Chief Donor Services Officer (for estate planning, giving from a retirement account or Donor Advised Fund):

Madelyn Weed • Phone: (407) 246-7188 • **Email:** mweed@cfocf.org

President:

Kimberlee Riley • Phone: (407) 246-7194 • **Email:** kriley@cfocf.org

Foundation FAX: (407) 246-4939

CALLLED
TO
SERVE

We have created a Dropbox with wonderful resources, and you may access those here: <http://bit.ly/OCA2022Resources>. There you will find this Guidelines booklet, the *OCA* videos, brochures in English and Spanish, annual bulletin and pulpit announcements, social media resources, short video vignettes, an *Annual Appeal Success Strategies Check-list* and much more.