

Open Our Hearts to Christ



Annual Diocesan
Appeal

*St. Joseph was called by God to
serve the person and mission
of Jesus directly through
the exercise of his
fatherhood.*

St. John Paul II



Annual Diocesan Appeal 2021-2022

The Annual Diocesan Appeal (ADA) is the Diocese’s campaign that funds vital ministries and services that benefit all 74 parishes and the wider community in the Diocese of Davenport.

As we approach the 2021-2022 ADA, we want to express our sincere gratitude and appreciation to all pastors, parish life coordinators, parish staff and all who assist in making our ADA a success. It is because of your efforts we exceeded our 2020-2021 ADA goal! THANK YOU!

This manual serves as a guide to conduct the 2021-2022 ADA for your parish. It is also available on the Diocesan website, so feel free to copy or cut and paste as needed.

This year, we will be mailing to approximately 30,000 registered households in the Diocese. The **In-Pew Solicitation Process, at the end of this manual**, gives parishes an effective way to reach all of those who attend Mass, but may not be registered, or simply have not yet responded to the mailing they received for the Appeal. **This is a very successful way of receiving additional gifts immediately!**

The Diocese was able to **decrease** this years ADA goal once again. We encourage you to have a local parish coordinator, to assist the pastor and parish staff with conducting the Appeal. They can organize lay witnesses, and help the parish organize the pledges and mail them to the Diocese of Davenport.

Please know, we are here to help you reach your goal. Do not hesitate to call or email. We are available to assist you with any ADA needs or questions.

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Overview

- The Annual Diocesan Appeal goal for 2021-2022 is \$3,100,000.
- The Annual Diocesan Appeal is the major fundraising effort conducted annually throughout our 22-county diocese with all parishes participating.
- The Annual Diocesan Appeal provides funds for ministries, programs and services in education, charity, spiritual formation, pastoral ministries and much more.
- Every parish meeting their parish goal will receive 100% of payments received above and beyond their paid parish goal.
- Gifts may be tax-deductible. Consult with your tax advisor for further clarification
- The average gift in 2021-2022 was \$356 (5% increase from last year). A total of 10,000 households contributed to the 2020-2021 Appeal.
- No gift is too small! Each gift goes a long way!

Parish Timeline

Sept. 11-12: Let parishioners know that in 2 weeks is the ADA Kick-off with an In-pew Solicitation (optional). Mailing for the ADA is scheduled for Sept 17

September 18-19: Pulpit and bulletin announcements. Fliers and envelopes should be in the pews. You can use some of the FAQs in the parish bulletin.

Sept. 25-26: ADA Kick-off in parishes. Present either the In-pew Solicitation Script or a lay witness presentation. See sample talks on pages 9, 10 and 14.

Oct. 2-3: Pulpit and bulletin announcements giving the goal and the amount pledged. Fliers and envelopes remain in the pews.

Oct. 9-10: Pulpit and bulletin announcements giving the goal and the amount pledged. Fliers and envelopes remain in the pews.

Mid-November: As your completed pledge envelopes decrease in number, we will mail to those who gave in the past two years, but not this year. We will do the necessary follow-up steps because we want you to meet goal.

End of February: We will send a final mailing to those who gave in the past two years, but not this year. This is being timed to be received just as Lent begins. We will do the necessary follow-up because we want you to meet goal.

Tips for a Successful Annual Diocesan Appeal

- **Be prepared.** Study the materials. Have a good understanding of how the Annual Diocesan Appeal makes a difference for your parish and our Diocese
- **Start early.** Be ready with bulletin and pulpit announcements well in advance.
- **Create a positive image.** Promote the ADA in a positive manner. Explain how diocesan services are a benefit to your parish.
- **Strive to obtain a greater percent participation.** Stress participation by pointing out that every person is asked to respond to the Appeal. Ask people who have never given to do so this year.
- **Encourage pledging.** Remind people that they can make a bigger gift when they pledge over a period of months.
- **Pray.** Ask your parishioners to pray for the success of this year's Appeal.

Campaign Materials

Direct Mail: A letter with attached envelope from Bishop Zinkula mailed to parishioners

Posters are for your bulletin boards. These are only in English.

Fliers are available in English, Spanish and Vietnamese.

Pledge Envelopes are available in English, Spanish and Vietnamese.

Why is the in-pew solicitation process so important?

Even though parish members will receive the mailing, many will not respond to it. Although some will not respond because they are not interested in giving, many simply ignore direct mail appeals.

The in-pew process, detailed later in this manual, is effective in alerting mass-attending parishioners that their support is needed. Moreover, the in-pew process will solicit those parishioners that have never registered and, therefore, never received the Bishop's mailing.

About 60% of the number of pledges should come from the in-pew phase and 40% from the direct mail phases. On the other hand, about 40% of the dollars pledged come from the in-pew phase and 60% from the mail.

	<u>% of Donors</u>	<u>% of Total Funds Raised</u>
In-Pew	60%	40%
Direct Mail	40%	60%

The in-pew solicitation process must be followed meticulously. Even in the most mature appeals, **only about 15% of parish households donate in the first mailing.** Many people ignore direct mail and many others are not on their parish list and, therefore, don't receive the mail. **If a parish has only 45% of its households attending Mass regularly, almost 60% of them will not have responded to direct mail.**

It is important to do the full in-pew process as directed in this campaign plan because it will succeed in obtaining pledges from far more people than just inviting people to take envelopes home or to stop at a table. The in-pew process assures that each parishioner who attends Mass on Commitment Weekend and Follow-up Weekend understands that he/she is being invited to consider making a pledge at that time.

Why must the in-pew process be done on Follow-up Weekend?

Many Catholics do not attend Mass at their own parish every weekend. If they miss Mass on Commitment Weekend, they are more likely to pledge during the in-pew follow-up process than they are to stop at a table after Mass. If a parish has not made its goal on Commitment Weekend, the Follow-up Weekend in-pew goes a long way toward reaching and exceeding goal.

Talking Points/Frequently Asked

Questions

Regarding the Annual Diocesan Appeal

1. What does the Annual Diocesan Appeal (ADA) cover?

The Annual Diocesan Appeal is the major source of income for the Diocese of Davenport.

The Diocese of Davenport is the administrative headquarters for the 74 parishes and 18 Catholic schools in the 22-county area.

- **Priests and Deacons:** The ADA covers the expense for priestly and deacon formation, the ongoing education opportunities for these men when serving in parishes.
- **Confirmations:** The ADA makes it possible for Bishop Zinkula to go to parishes for Confirmation and other events.
- **Annulments:** The Diocese of Davenport is one of the few dioceses in the U.S. that covers the expense of annulments so that there is no financial barrier to anyone seeking this process.
- **Ministerial Resources for Parishes:** The ADA covers the administration costs for many diocesan programs, such as, Catholic schools, Stewardship, Social Action, Catholic Charities, Hispanic Ministry, Youth Ministry and so much more.
- **Parish Financial Reviews:** The Finance office assists parishes with financial reviews, human resources and annual parish Corporation meetings. The Development office assist parishes in Capital Campaigns.
- **Archives:** The Chancery houses and maintains the sacramental records and other important parish records for each parish.
- **Expenses covered by the ADA include** salaries for all diocesan employees including the bishop, all directors and their staff.

2. Why should I give to the Annual Diocesan Appeal?

The Annual Diocesan Appeal is the major source of funding for diocesan ministries and offices. It is only with the support given to the ADA that these ministries are able to exist and flourish.

3. How does our Catholic Foundation for the Diocese of Davenport assist the Diocese? The Annual Diocesan Appeal funds the annual operating expenses of

the diocesan programs and ministries and income from our Foundation supplements it.

Our Catholic Foundation now has a principal of approximately \$16 million dollars. Our Foundation will enable the Diocese to be more financially stable for many years to come. Four percent of the Foundation's average financial assets of sixteen consecutive quarters is distributed to ministries the Diocese provides and to Catholic schools each year.

4. Am I able to make my gift electronically for my ADA pledge? Yes. There are two ways you can give electronically:

- You can complete the information needed on the envelope for the Diocese to have your pledge withdrawn from your checking or savings account on a regular basis.
- Electronic giving and credit card donations can be securely entered on the diocesan website. Go to www.davenportdiocese.org.

5. How do I donate stock or commodities?

To donate stock or grain, please contact Michael Hoffman, 563-888-4252 or hoffman@davenportdiocese.org.

6. Can we earmark donations for a certain area we wish to support? Yes, you can. Simply write your designation on the pledge form.

7. Who is responsible for reviewing programs within the diocesan budget and who has final approval of the budget?

The Bishop supported by the Vicar General, Chancellor and Chief Financial Officer review the programs and the related costs and expenses. The annual operating budget is approved by the Diocesan Finance Council and the Corporate Board of the Diocese of Davenport.

8. Does my Catholic school benefit from the Annual Appeal? How? Most certainly! The Office of Catholic Schools takes great measures to make sure we do so by assisting the pastors, principals and teachers of our diocese in meeting the challenges of education and faith development. Maintaining an environment and curriculum that prepares our children to be leaders in our faith and communities is vital to keeping our Catholic identity strong.

9. Reflect on the call given to each of us in Baptism to return out of gratitude a generous portion of time, talent, and treasure so that Christ's mission may continue.

10. Emphasize the joy that comes to those who first give to God their time, talent, and treasure as a way of expressing their gratitude and trust.
11. Talk about your own personal commitment to giving and the Annual Diocesan Appeal
12. Remind parishioners that your church will receive all funds collected above your parish goal. Talk about your parish fundraising goal and what the parish will do with the parish rebate.
13. Remind donors that their contributions are especially needed because their support helps continue the more than 20 vital ministries and programs that serve the Church in Southeast Iowa.
14. Emphasize that as one of the main sources of funding for diocesan ministries, a healthy and vibrant appeal is essential for the Church to fulfill her spiritual mission, a mission whose scope and range is beyond the ability of any single parish.

Lay Witness Speaking Points
(Use if not using In-Pew Process)

1. Introduce yourself and your association with the parish. Use your own style, wording and delivery. Write out your talk and practice it.
2. Indicate how long you have been in your parish.
3. Describe your parish and diocesan involvement.
4. Acknowledge and thank donors to last year's ADA.
5. Announce the 2021-2022 Annual Diocesan Appeal goal, your parish goal and focus on participation by everyone.
6. State why you give to the Annual Diocesan Appeal. Relate a personal story of why you give and some examples of what your gift does and how it helps other people. You might use some of the information in the FAQs, especially Question 1.

7. Explain how the Annual Diocesan Appeal benefits your parish. Again use some of the information in the FAQs, especially Question 1.
8. Give some examples of how gifts to the ADA reach beyond parish boundaries to help those in need (University of Iowa hospital chaplains, care of retired priests, assisting immigrants and refugees, educating seminarians and deacon candidates.)
9. Complete your talk by making the “ask.” Invite everyone to pledge to the Annual Diocesan Appeal. **Remind them that the pledge envelopes and fliers should be at the end of the pews.** What you are doing is ministry & stewardship. You are inviting people to participate in the ministry/stewardship of the Church. You should feel good about helping your parish and the Diocese. **Be enthusiastic, friendly and convincing.**

Presentation #1

September 18 & 19

Let parishioners know that next weekend is
Commitment Weekend with an In-Pew Solicitation.

Sample

In every parish throughout the Diocese of Davenport, Catholics are participating in the 2021-2022 Annual Diocesan Appeal. Our local diocesan Church is comprised of 74 parishes serving approximately 94,400 Catholics from all walks of life in 22 counties in southeastern Iowa.

Each year, every Catholic family is asked to participate in our Annual Diocesan Appeal. This is a vital sign of our unity in Christ as we reach out in faith to love one another constantly in Jesus’ name. Supporting this Appeal is also a very meaningful way of expressing our gratitude to God for His many blessings.

The Annual Diocesan Appeal provides the financial lifeblood for a broad range of ministries. Your generous gifts make a difference in the lives of your brothers and sisters throughout southeast Iowa. This Appeal helps with the daily operations of the Diocese.

Our parish goal for this year is \$ _____. With everyone’s full participation, we will meet and exceed our goal. Average size gifts were \$30/month last year or \$1/day

Next weekend, every family will have the opportunity to participate by offering a pledge as we celebrate Commitment Weekend across the Diocese. So this week, please prayerfully consider how you can support the Annual Diocesan Appeal with a monthly gift. May God bless you for your generosity and willingness to share for the benefit of our entire local Church.

Prayers of the Faithful (You may want to use a different one each week.)

The following is a list of sample petitions for use in the Prayers of the Faithful. Please use two petitions each weekend during the active phase of the campaign.

Response: Lord, hear our prayer.

That the gospel message may be spread through our good deeds as we generously support the Annual Diocesan Appeal. We pray to the Lord.

That as we prepare for the Annual Diocesan Appeal, we may rejoice in the accomplishments of the past and pray for a successful campaign this year. We pray to the Lord.

That the people of our parish prayerfully consider the many gifts they have received and respond generously to the Annual Diocesan Appeal. We pray to the Lord.

That God may bless our parish and diocese, strengthen our faith and grant us the spirit of Christian Stewardship by opening our hearts to others in need of our care and support. We pray to the Lord.

That we unite in service to the Lord to support the many charitable, educational and spiritual services with generous gifts. We pray to the Lord.

May our parish respond to the opportunity to reach beyond the boundaries of our parish in love and service. We pray to the Lord.

May our gifts to this year's Annual Diocesan Appeal enable our Church to continue Christ's work in our community. We pray to the Lord.

That those who have not had an opportunity to make a decision about the Annual Diocesan Appeal will listen to their hearts and make a commitment to support the wonderful works of our diocese. We pray to the Lord.

For all who have responded to the call to share their gifts, that their generosity may be rewarded with the growth, love and joy that giving generously brings. We pray to the Lord.

That those in need may find guidance and assistance from the many programs and services supported by the Annual Diocesan Appeal. We pray to the Lord.

That the entire family of the Diocese of Davenport will respond generously to the Annual Diocesan Appeal. We pray to the Lord.

That we the parishioners at [Name of Parish] Parish always show our gratitude for all the Lord has given us by sharing with others through our generous gift to the Annual Diocesan Appeal. We pray to the Lord.

That as we share the benefits of our blessings by giving to the Annual Diocesan Appeal, we may accept the Lord's invitation to Follow Him and share the Good News. We pray to the Lord.

Priest prayer: Heavenly Father, hear our Prayers, Strengthen our Faith, Keep us safe and Walk with us each day of the week ahead. And we ask this through Christ our Lord

Response: AMEN

Bulletin Announcements

(Feel free to edit)

September 11-12: The Annual Diocesan Appeal Kick-off is just two weeks away. This is your opportunity to assist our parish, the Diocese and the universal church. Please plan now to participate in this important diocesan endeavor. Thank you for your thoughtfulness. The mailing is scheduled to be mailed on **Sept. 17**, so some parishioners may get their letter before actual kick-off

September 18-19: The Annual Diocesan Appeal begins next weekend. This is your opportunity to assist the Diocese in its ministry. You can assist our parish with your pledge as well. When a parish goes over its goal, 100% of that overage amount is returned to the parish for its use. Over \$400,000 was refunded from last year's Appeal to diocesan parishes. **(Mention also what your parish has received).**

September 25-26: Please prayerfully consider your pledge to the Annual Diocesan Appeal. Our parish goal is ***. If you did not make a commitment this weekend, please return your pledge form to the parish this week. Your support and prayers are greatly appreciated.

October 2-3: Thank you to all who responded so generously to the 2021-2022 Annual Diocesan Appeal last weekend. Each year the success of the campaign depends on you. Once more this year, you have done a wonderful thing; your pledges and gifts have helped to assure that the ADA will be able to continue building the faith community throughout the Diocese of Davenport. For those of you, who were not here last weekend or for other reasons have not yet made your pledge to this year's diocesan Annual Appeal, please consider a pledge by picking up a flier/pledge envelope in your pew or the foyer of the church. You may return the completed form to the parish office or mail it directly to the Diocese of Davenport.

October 9-10: The Annual Diocesan Appeal is an opportunity for us to be good stewards of God's gifts as we share with other Catholics our treasure and our blessings and show our love for one another. The ADA gives us the opportunity to act together as a family of faith and support the programs and services no single individual or parish can offer by themselves. Your gift is important. Every gift, regardless of size, is vital to the success of the Appeal.

October 16-17: Thank you for your generous response to the request from Bishop Zinkula to make a pledge to the Annual Diocesan Appeal. We are now ***% toward our parish goal of \$***. For those who have not returned their pledge envelope, I am asking, as your pastor, to do so next week. We will meet our goal quickly when you respond sooner rather than later!

October 23-24: You are great parishioners! Thank you so much for responding to Bishop Zinkula and me, your pastor, in making a pledge to the ADA. We need only \$*** to meet our goal. You will find fliers and envelopes at the church entrance. Please do your part so that we can all "pat ourselves on our backs" for another success.

Pulpit Announcements

(Feel free to use as a guide)

September 11-12: Each September our diocese conducts its Annual Diocesan Appeal to fund the ministries of our diocese. Our Kick-off is in two weeks. Please begin to consider a monthly gift to this important plan of what you are able to do.

September 18-19: Next weekend is Commitment Weekend for the Annual Diocesan Appeal. (Our parish coordinator will speak to you now-if you are doing this). Please prayerfully consider your response. (See pages 9 and 10.)

September 25-26: Use In-Pew solicitation talk on pages 14-15.

October 2-3: It is my sincere hope that all of you will respond to the Annual Diocesan Appeal. If you have not already responded, you will find fliers and envelopes in the pews and at the church entrances. Please consider making a pledge to this year's ADA.

Office Procedures

Preferred Method

As pledge envelopes come in, you need not open them. Mail them in one big envelope to the diocesan office marked Annual Diocesan Appeal.

Optional Method

If you wish to open the pledge envelopes, for those containing cash, please write on the envelopes what the cash amount is and then write one check for all the cash payable to Diocese of Davenport. For any checks written to the parish, our bank will deposit these as is.

Donor Reports

Our office will process these and send the parish office and the pastor a print out of your donors via email at the end of each month, **starting at the end October.**

Weekly Totals

On a weekly basis we will total the pledges and send that number to you so you can inform your parishioners regularly of progress.

Continue to update your parishioners on progress. **In November**, when the pledge envelopes from your parish lessen in quantity, we will mail a letter and envelope to those who gave in the past two years, but not this year.

Our goal is to help you make your goal. We will communicate regularly with you in order to assist in meeting this goal.

For further information, contact Michael Hoffman, 563-888-4252, hoffman@davenportdiocese.org.

Thank you for your work in supporting the ministries of the Diocese of Davenport.

This year we will all need to be creative given the parameters we are dealing with the pandemic and Mass attendance. A blast email, phone calls and even personal letters to your parishioners can go a long way in helping you achieve your goal. Keep in mind that we here at the diocese are more than willing to come out and speak during your Masses. Feel free to share best practices with us:

Email them to Hoffman@davenportdiocese.org

In-Pew Process

September 25-26

Overview

This In-Pew Process is designed to **increase the participation level** for the ADA so that all parishes meet their goal and so that more parishes receive a rebate. Parish rebates are a great way to increase parish income.

Materials Needed:

- Fliers
- Pledge Envelopes
- Pens/Pencils: Have ushers place pencils in the pews before Mass.

Presentation

When the presentation begins, have ushers handout pledge envelopes to each adult. **Do not** place the envelopes at the end of the pews—it is important to get them in the hands of the parishioners.

Good (morning/evening). Today we are conducting the Annual Diocesan Appeal and asking each parishioner to make a financial commitment to the Diocese of Davenport.

The Annual Diocesan Appeal is the primary support parishes give the Diocese of Davenport. Today I am asking every adult to complete one of these envelopes for the Annual Appeal.

I ask the ushers to begin handing out these envelopes. I know several of us have already made our pledge, but to encourage 100% participation, I ask that you complete this envelope.

I want to thank all of you who have given to this Appeal in the past and/or have responded to a recent mailing from Bishop Zinkula. I can assure you that the funds you give are deeply appreciated by the people served by our diocesan ministries.

Each of us is called to share his or her gifts in support of the Church. We must first support our parish and then our diocese and the church throughout the world. The Annual Diocesan Appeal of the Diocese of Davenport is a very effective way to support ministry outside of our parish boundaries, as well as to support the services that the diocese provides to our 74 parishes. So, I ask one member of each household to take a pledge envelope and pencil. Please take an in-pew envelope even if you have already given in the mail. You can indicate that you have already given on the envelope.

If each of us makes a pledge, together we can provide additional financial support for the important work of our diocese. Please consider giving a monthly pledge that will allow you to provide a larger gift. We realize this pandemic has hit families in ways no one expected, but we urge you to make a pledge, large or small, no gift is too small (Pause and make sure that everyone has received a pledge envelope and pencil. Pay special attention to people who are standing and in a cry room or in the choir. Once everyone has the envelope, continue with the script.)

I will now lead you through the commitment process in order to limit the time that it takes.

Section 1 on the envelope: On the top line, please indicate the name of our parish and city so that we will receive credit for your gift. If you are a visitor and are a member of another parish in the diocese you may indicate your parish. • Next, please print your first name and your last name.

- If you have already made your gift, simply write the word “AMEN” at the top of the envelope flap. Those of you who have made a gift-- are done.

Pause and wait until about half of those participating are looking back at you.

- For the rest of us, on the third line, please print your spouse’s first name and last name if it is different from yours.

Pause as above

- On the fourth line, please print your address including any unit or apartment number. If you have recently changed addresses, please note that.
- On the next line, please print your city, state, and zip code.
- On the following line, please print your primary email address and on the last line your phone numbers.

Pause as above

Section 2 on the envelope: Indicate the total amount that you can pledge. Then choose how you would like to time your payments, be it annually, semi-annually, quarterly or monthly.

- Or if you wish to make a different gift please write that amount on the line

Pause 5 seconds

Section 3 on the envelope: Now choose your payment method. If you are not enclosing a check, nor paying by credit card or electronic fund transfer you will receive a payment reminder from the Diocese. Please print and sign your name on the right side of the form in section 3

Pause 5 seconds

- **Please seal the envelope and pass the pencils to the end of the pews.**
- **We will now collect your pledge envelopes.**

On behalf of Bishop Zinkula and myself, I thank you for your contribution to the Annual Diocesan Appeal. May God continue to bless you.

Sample presentation for the weekend of October 2-3, 2021

I want to thank all of you who have already given this year to the Annual Diocesan Appeal, as well as those who have given in past years. I can assure you that the funds you gave helped to provide valuable ministries, programs and services throughout the diocese. And many of these ministries and services have helped our parish as well. Even during the pandemic, the mission of the Church has continued. (Add some examples of ministries that are supported by the ADA that an individual parish cannot provide, or an example or two of ministries that assist your parish specifically). The Church has always depended on sacrifices from its members to train clergy, provide formation for the laity, educate our youth, and care for the troubled and those in need. The Annual Diocesan Appeal is an important way for each of us to contribute to the work of the Church in our diocese. Through our gifts to the Appeal, we truly respond to the needs of the least among us and in turn serve Jesus himself. As your Pastor, I am asking for your generous support once again this year. The Annual Diocesan Appeal supports a wide variety of ministries and the core mission of the Church in the Diocese to bring faith, hope, and healing to so many! These worthy ministries and services support our diocesan efforts in the areas of education and formation, pastoral services, evangelization, social services, and outreach to families and individuals in need. As in previous years, each parish is assigned a portion of the total Appeal goal. Our parish responsibility for the 2021 Annual Appeal is \$_____ and we will receive back a rebate of funds collected over this goal. This year, we will use our parish rebate for _____. The theme for this year is Open Our Hearts to Christ. While at times the physical doors of your church were closed, our heart to Christ is always open to the world as you, through your witness and loving actions, invite all into the life of Christ. YOU Open Your Heart to Christ through the many avenues of evangelization and services supported by your gifts to our Annual Diocesan Appeal. Each of us is called to share our gifts in support of the Church. We do that first in our own parish, and then in our diocese and the Church throughout the world. The Appeal is a most effective way to support diocesan

ministries outside our parish boundaries. Let us therefore join with Bishop Zinkula in praying for the success of the 2021-2022 Annual Diocesan Appeal and our Diocese, and make a sacrificial gift based upon our means. Your gift can be paid over a 12-month period, just as you would budget for other monthly household items. It can also be easily made online at davenportdiocese.org.

In anticipation of your pledged gift this year, I offer you my heartfelt thanks.