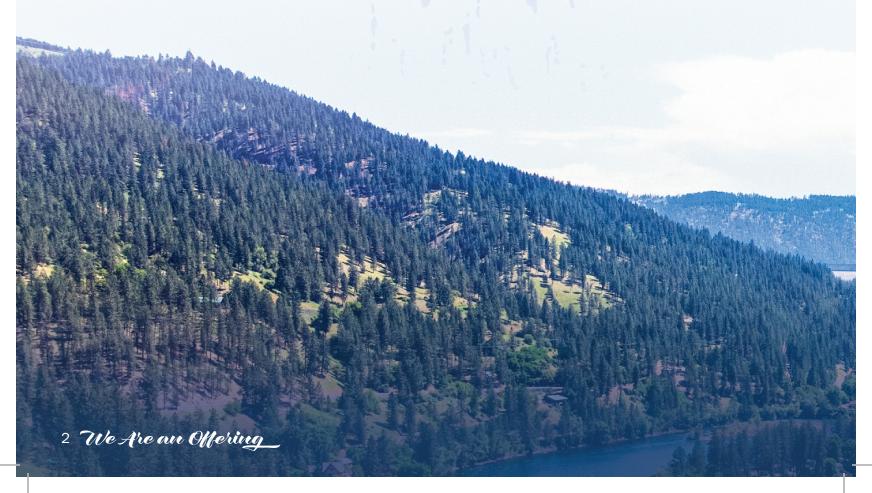




# DIOCESE OF GREAT FALLS-BILLINGS 2023 ANNUAL CATHOLIC APPEAL

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# ear Priests and Parish Leaders,

As we approach the 2023 Annual Catholic Appeal (ACA), we want to express our sincere gratitude and appreciation to all pastors, parish staff and all who assist in making the ACA a success – this is especially true with all the changes in 2022. The ACA funds vital ministries and services that benefit all 50 parishes, 50 missions, 11 schools, numerous ministries, and the wider community in the Diocese of Great Falls-Billings. **THANK YOU!** 

This is your Parish Kit! It is for your church or churches (if you are in a cluster or minister to more than just one church/location). This parish guide serves as an outline to conduct the 2023 ACA for your parish. This year, we will be mailing to approximately 13,760 registered households in the Diocese.

Our goal for the 2023 ACA remains at \$1,700,000. We promised to give this "new" no assessment true appeal process going for at least two years and will evaluate after the 2023 campaign to determine if we will continue without parish financial assessments. Our other goal is to increase participation across the diocese. The goal is 100% participation, though we will celebrate all growth in giving!

We will be emailing resources to use each week. These will include Prayers for the Faithful, Mass announcements, social media posts and bulletin graphics/announcements. Additionally, it may be helpful to link the Diocese Annual Catholic Appeal page on your parish website. If you need or want something further, please reach out and we will try to help create the resources you are looking for.

I am still scheduling Parish/Cluster visits between January 15 – May 28, 2023. If you have not yet scheduled with me to come to your churches – please contact me ASAP so that we can get that scheduled. Bishop Mike and Bishop Jeff are requesting that we work together to schedule a visit in your location.

Please know that we are here to help! Feel free to contact me, Becky Pugh, with any questions or for additional resources. I can be reached at **(406) 604-1854** or **BPugh@diocesegfb.org**.

With Gratitude and Blessings,

Becky Pugh, Director of Mission Advancement

# Compaign Materials

# Included in your Parish Kit are the following:

CAMPAIGN POSTERS: These are posters with our 2023 Theme "We Are an Offering." We have increased the number of posters for each of you this year. Please have one on or next to all exit doors from the church and on any main bulletin board areas. These should be easily and readily visible.

PARTICIPATION THERMOMETER POSTERS: *New for 2023!* We want to focus on increasing our participation now that we do not have financial goals specific to each church. You will have one for each of your churches. Please write your church name on the poster. You will receive an email with the numbers to put on your poster. Please ACTIVELY use these with your parish. We encourage you to have this accessible so that you can "color in" each weekend the increases in participation for that week – you can even make it part of Mass or ask a child to come up to color it in. These should be placed in a prominent location and shared with your parishioners. This can help inspire people to give.

QR CODE & INSTRUCTIONS IN-PEW CARD: New for 2023! These cards should be placed in all your pews for the duration of the appeal campaign. They have the QR code for people to be able to give online with their phones. It also includes the instructions on how to give via phone and QR codes. This makes it easier for parishioners to give, no stamp or check needed!

IN-PEW PLEDGE CARDS & ENVELOPES: These will be used for the first and second Commitment weekend. They should be distributed during the "In-Pew Ask Process" (not just left in pews) for anyone who did not bring their personalized pledge card from their mailing. Additionally, these should be located at a specific location within the church for people to access at any point during the appeal campaign. Please always share that location with your parishioners.

**BROCHURES:** We included just a few brochures for each church to also have available for anyone who did not receive a direct mailing (likely due to not being registered to a church or needing to have an address updated). These should be kept with the In-Pew Pledge Cards at a specific, shared location within the church.

**2023 ACA PARISH GUIDE:** This is the Appeal Handbook. This is used to help guide you through the ACA campaign. Please share this or a copy of this with any key Parish Staff who will be assisting with the ACA for your church(es).

Most of our registered families will be receiving an initial ACA packet with a letter from Bishop Mike and Bishop Jeff. This packet will include a personalized pledge card and envelope, a brochure, a prayer card, and a prayer intention card. These will be mailed directly to the parishioners' homes and is planned to arrive between January 25-February 1, 2023.





# Timeline & Calendar

### **JANUARY 10-12: PARISH KITS ARRIVE**

This was included in your Parish Kit. Please know that if you are in a cluster or are ministering to more than one church – materials were included for all your churches, please distribute materials accordingly.

# **★ JANUARY 21-22: ANNOUNCEMENT WEEKEND**

Please put up your 2023 ACA posters at every exit and/or main bulletin boards just prior to this weekend. We sent extra this year to ensure you have enough to display. During Mass and in bulletins – please let parishioners know that in 2 weeks we will kick off the ACA with an in-pew giving process.

JANUARY 28-29 Pulpit and bulletin announcements and reminders for Commitment Weekend.

### **FEBRUARY 1-3: FIRST ASK MAILING**

# **★ FEBRUARY 4-5: COMMITMENT WEEKEND**

ACA Kick-off in all parishes. Present the In-Pew Solicitation Script and – if possibly a lay witness presentation. *See samples on pages 10-11*.

### **FOLLOWING WEEKS**

Continue to make pulpit and bulletin announcements, include the ACA in your *Prayers of the Faithful*, update your ACA progress thermometers for all your churches individually and share where you are at. The QR Code instructions should remain in the pews. Please also have brochures, pledge cards and envelopes available for parishioners to give. Let everyone know where those are kept.

# FEBRUARY 22 Ash Wednesday/Lent Begins

# **MARCH 18-19: ANNOUNCE SECOND ASK LETTERS**

Please share with your parishioners that they will be receiving a letter from our Bishops regarding the ACA if they have not yet given and encourage them to be watching for those. \*\* These are planned to arrive March 20-24, which is between Weeks 6 & 7, for those who have not yet given.

### **MARCH 20-24: SECOND ASK MAILING**

# **† APRIL 9: EASTER SUNDAY**

# **APRIL 15-16: SECOND COMMITMENT WEEKEND**

Present the In-Pew Solicitation Script again this weekend. Ensure you have the QR Code & instructions in every pew and that you have in-pew pledge cards and envelopes to distribute during Mass. This is an opportunity to reach everyone who is at Mass and may not have given yet and will boost your participation percentages. The In-Pew process is extremely successful, when it is used/followed.

# MAY 15-19: THIRD ASK MAILING (IF NEEDED)

Third ask letters will arrive in homes, if needed. This will be the last mailing for the 2023 Appeal.

# **MAY 27-28: WRAP-UP WEEKEND**

Final weekend of the 2023 **ACTIVE** ACA campaign. *Gifts can still be given through December 31,* **2023.** Please share about your success, participation and encourage those who have not yet given, to please contribute. Thank your parishioners for their participation on behalf of our Bishops & yourselves.

January

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29,	30	31				

February

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March

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*	Second Ask Mailing					
26	27	28	29	30	31	

April

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23	24	25	26	27	28	29
30						

May

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15         16         17         18         19         20           Third Ask Mailing			20		
21	22	23	24	25	26	<b>27</b> ★
28	29	30	31			





### BE PREPARED.

Study the materials. Have a good understanding of the Annual Catholic Appeal (ACA) and how it makes a difference for YOUR parish and for the diocese. If you don't understand any aspect of the ACA, please reach out and ask. The better you understand, the better your parishioners will also understand.

### START EARLY.

Be ready well in advance. Look at all the materials, study and know the provided "scripts." Add the timeline to your schedule so you are prepared.

### CREATE A POSITIVE IMAGE.

Promote the ACA in a positive manner. Explain how the Diocese and Parishes work together and how diocesan services are a benefit to your parish. The positive support of a Pastor can make or break a campaign. It is very important that Pastors show strong active leadership and involvement throughout the appeal.

### STRIVE FOR GREATER PARTICIPATION.

Stress participation. Point out that every person is asked to respond to the Appeal, that we are seeking 100% participation. Use the provided Participation Thermometer to keep your Church focused on that every person and every gift makes a difference. Update it during church each weekend. 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.

### BE CONSISTENT.

Make sure that you continue to mention and focus on the ACA throughout the campaign. If you don't talk about it, your parishioners won't feel it is important. If you only talk about it on Commitment Weekend, those who missed Mass won't feel it is a priority. Include the ACA each week in the Prayers of the Faithful, during closing announcements, and in your bulletin every week.

### **USE THE ACA VIDEO.**

We have a 2023 ACA Video with our Bishops. Use this to share about the ACA. If you have the ability to play it during Mass – please watch it together on Commitment Weekends and test your equipment ahead of time. Share it to your website or social media. Put the video link in your emails.

### SHARE THE DIOCESE ACA LINK ON YOUR WEBSITE.

Make it easy for your parishioners to give. Share the Diocese ACA link on your website so your parishioners can go directly to the Diocese website to give. This decreases your workload of following up on checks written to your church or your online giving and needing to transfer those to the diocese.

### PRAY.

Ask your parishioners to pray for the success of this year's Appeal.

# Acconnected Weekered January 21 & 22, 2023

This weekend is an opportunity for you to introduce the Annual Catholic Appeal with the theme "We Are an Offering" and inspire your parishioners to prayerfully consider giving to this campaign. Encourage everyone to give what they can, whether that's matching or increasing their donation from last year or giving for the first time. Ask that they watch for their packet from Bishops Warfel and Fleming that should be arriving during the upcoming week and ask for them to say "yes" to supporting this year's appeal knowing that they are giving themselves as an offering to God for all that he has given to them. Ask your parishioners to bring their pledge cards and envelopes with them to Mass February 4-5 to participate in Commitment Weekend.

Please ensure that you have posters up in areas of high visibility – we sent extra to ensure you can have one at your exit doors and main bulletin board areas. (Please do not use the QR Instruction Cards or Pledge Cards and envelopes yet.)

### **EXAMPLE ANNOUCEMENT A:**

"The 2023 Annual Catholic Appeal kicks off with Commitment Weekend Feb 4th and 5th. This year we are focusing on how "We Are an Offering." The Annual Catholic Appeal provides each of us a way to give an offering or gift to support the ministries of the Diocese that are at work every day in eastern Montana. Our gifts to the ACA support priorities and needs facing our Diocese that a single parish alone cannot address. I encourage you to prayerfully consider giving to this appeal, we are striving to grow our participation and ideally have 100% of you give. The size of your donation is not our main focus, but rather that we all give a sacrificial gift as a way to thank God for all that we have, all that we are, and all that we hope to be. We would love if you could give what you did last year or perhaps a little bit more. For those of you who have never given, we would love if you would give for the first time this year. Watch your mailbox for a letter from Bishop Warfel and Bishop Fleming this week. I ask that each of you respond to our Bishops' invitation to support this annual campaign by returning your pledge or gift during Commitment Weekend or soon thereafter. Please bring your pledge card and envelope with you in 2 weeks. If you do not receive one, please let me know. Your support will help our parish and thousands of our Catholic brothers and sisters in our Diocese."

### **EXAMPLE ANNOUCEMENT B:**

"We Are an Offering.' You are going to hear this idea expressed over and over as we kick of the 2023 Annual Catholic Appeal with Commitment Weekend February 4th & 5th. The theme, "We Are an Offering," gives us a wonderful message about celebrating all that God has given to us including all that we have, all that we are and all that we hope to be. The ACA is how we support to the ministries and programs provided to not only our parish but also across eastern Montana through the Diocese. I encourage you to prayerfully consider giving to the appeal this year. Every gift counts and no gift is too small. Please consider matching or giving just a bit more than you did last year. And for those of you who haven't given previously, please consider giving for the first time this year. Bishop Warfel and Bishop Fleming have mailed out letters that you should be receiving in your mailboxes this week. Look that over and bring your pledge card and envelope to Mass the first weekend of February. Remember, we are an offering back to God to thank Him for all he has given to us. Let us be generous this year."

# Communitation of IN-PEW PROCESS February 4 & 5, 2023

### 1. STARTING MASS ON COMMITMENT WEEKEND

We recommend and encourage each parish to focus on the Annual Catholic Appeal at the very beginning of Mass. The celebration of Mass should begin as it does each week with the procession to the alter with the Gathering Song, Sign of the Cross, and the Greeting. Then, invite the assembly to be seated and call attention to the Annual Catholic Appeal Commitment Weekend. Afterward, invite the assembly to stand and continue with the Mass as usual, beginning with the Penitential Act.

## 2. PRESENTATION AT MASS – immediately following the Greeting

Pastor: "Good Morning! (Good Evening!) Today, we celebrate Commitment Weekend for the Annual Catholic Appeal. We are blessed to have a faith-filled and generous parish community. Your sacrifice impacts the mission and ministries of our Diocese. I say 'our Diocese' because our Bishops provide support where no parish alone can meet the faith community's needs. Just as God has given so much to us, this is our opportunity to demonstrate that 'We Are an Offering' and to give back to support the important work of the Catholic Church in eastern Montana."

\*\*If you have video capacity – this is a good place to play the video of Bishop Warfel from the Diocese webpage or YouTube page. Introduce the video by saying, "Let us take a moment and listen to a message from Bishop Warfel and Bishop Fleming on the Annual Catholic Appeal with stories of a few ways your gifts to the ACA impact the ministries of the Church that support our families throughout eastern Montana." After the video, "Thank you for your attention in watching a video that highlights just a few of the programs supported by the ACA."

# 3. IN-PEW GIFT REFLECTION AND PLEDGE – immediately following the Homily

Pastor: "We are a truly blessed community to have the opportunity to support and grow these critical and essential areas of church work. As you consider your gift to the year's Annual Catholic Appeal, please remember that 100% - yes, 100 percent – of your gifts support these and other programs and ministries within the Diocese and our own parish. I'd like to pause here and ask each of you to take a moment to reflect on your intended gift to the Annual Catholic Appeal. Then, renew your pledge – or make a gift for the first time – by filling out the Pledge Card that you brought with you or that are being passed out. You can also take out your phones and use the cameras to scan the QR code and follow the instructions on the card in your pew. Our goal is to have 100% participation in the ACA this year – so please know that any gift makes a difference, but the biggest difference will be what happens in your life when you make a sacrificial gift and demonstrate that 'We Are an Offering!"

## 4. DISTRIBUTE PLEDGE CARDS, ENVELOPES, PENS/PENCILS

Pass out Pledge Cards, envelopes, and pens/pencils to those that need them. This is an active step and therefore, you are best to ask Ushers or a children's group to pass out the pledge cards, envelopes, and pens/pencils at this time. (Do not have the pledge cards in the pews ahead of time, wait for this step.)

## 5. FILLING OUT and COMPLETING the PLEDGE CARD – following Step #3

**Pastor:** "Each head of household should now have a Pledge Card and envelope. You may have remembered to bring your Pledge card from the letter you received in the mail, or you may have already made your pledge through the Diocese. If not, I encourage each head of household to submit a Pledge Card today. Now, please join me in filling out the Pledge Card line by line, starting with our name." (Smile and say) "Please write neatly."

### (Pastor/leadership at alter should fill out a Pledge Card with parishioners.)

"Let's now move to filling out our address... and then our pledge intention information." (When the congregation is looking up toward the alter, say:) "Thank you! Let us complete our commitment to serve our communities through the Annual Catholic Appeal by coming together as a community of faith and putting our Intention Card in the basket at the altar. The ushers will release and direct each pew. We invite you to approach the altar as a family to present your pledge for the Annual Catholic Appeal."

### 6. PRESENTATION OF PLEDGE CARDS – following Step #5

(Ushers direct pews and procession to present Pledge Cards/Envelopes)
Organist should play a celebratory song during the procession. When the procession ends:

Pastor: "On behalf of Bishop Warfel, Bishop Fleming, and myself, but most especially on behalf of those who will benefit from your generous and prayerful gifts, I thank you for your support, commitment, and loving response to God through the Annual Catholic Appeal."

## Why is the In-Pew Process so important?

Even though parish members will receive the mailing, many will not respond to it. 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 mailing. Although some will not respond because they aren't interested in giving, many simply ignore direct mail appeals, forget to fill it out and/or misplace it.

# Why do an In-Pew Process?

The in-pew process 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 Bishops' mailing.

# Do I need to follow the suggested In-Pew Process?

The in-pew solicitation process must be followed meticulously. It is important to do the full in-pew process as directed because it will succeed in obtaining pledges from far more people than just inviting people to take envelopes home or stop at a table. The in-pew process assures that each parishioner who attending that Mass understands that he/she is being invited to consider making a pledge at that time.

# Why are we doing a second Commitment Weekend this year?

Many Catholics do not attend Mass at their own parish every weekend. If they miss Mass on the first Commitment Weekend, they are more likely to pledge during the second in-pew process than they are to stop at a table after Mass. This goes a long way towards reaching and exceeding our goals.

# Review ABOUT PROCESSING ACA DONATIONS

### PROCESSING DONATIONS

- All contributions for the Annual Catholic Appeal should be processed through the Chancery. Please
  encourage parishioners to write their check directly to: Diocese of Great Falls-Billings and/or to make their
  EFT or Credit Card pledge on the Diocese ACA webpage.
- All contributions will be recorded utilizing parishioner data in conjunction with the Parish Soft Family Suite program. Your parish will have access to view your parishes' donations via that program.
- Monthly donations via EFT (Electronic Funds Transfer) will be offered and encouraged through the appeal. These will be managed by the Chancery and will not require parish staff to process.
- "Thank You" letters and year-end tax statements for the Annual Catholic Appeal received by the Diocese will be completed by the Chancery staff.
- Remember, if you receive a check written to your parish and you then send a parish check versus having the check rewritten by the donor legally, you are responsible for the tax statement at the end of the year.
  - We encourage you to ask parishioners to re-write those checks directly to the Diocese.

### **METHODS OF GIVING**

### Cash or Check

- ♦ These can be one-time gifts or can be made on multiple occasions for any amount
- ♦ Please encourage parishioners to write checks to: Diocese of Great Falls-Billings
- ♦ Please encourage parishioners to write their parish name and city on their pledge card and/or in the memo line so we can help you track your parish's giving in 2023.

### Electronic Funds Transfer (EFT)

- ♦ These are for repeated monthly automatic withdrawals from a checking or savings account.
- ♦ These can be processed through the Chancery on the 5th, 15th or 25th of each month, per the donor's choice.
- As has been the practice for several years, donations through EFT/ACH continue indefinitely until notification to cancel is given to the Diocese of Great Falls-Billings. To cancel, have the parishioner contact the Chancery at (800) 332-9998 or (406) 604-1854.
- ♦ If a parishioner wishes to increase their current gift via EFT please ask that they send their donation form as soon as possible. These gifts are very time-sensitive, and time is needed to update the automated process.

### Credit or Debit Card

- ♦ Gifts may be made as a one-time gift or on a monthly automated installment.
- ♦ Gifts made via a credit or debit card should be made on the Diocese ACA giving page at <a href="www.diocesegfb.org/ACA">www.diocesegfb.org/ACA</a>. (QR code at right >>)

  They can also complete the information on the pledge card if they would like Chancery staff to enter the information for them.



# Non-Cash Assets such as Appreciated Stock, Mutual Funds, Grain and Livestock

♦ We accept non-cash assets, please have the parishioner contact the Chancery to make this donation.



## Where does the money raised by the ACA go?

The Annual Catholic Appeal is the major source of funding for the diocesan ministries and offices. These ministries help to provide services that no one parish could do on their own. This includes ministries such as: Active and Retired Priest Support, Bishop Support, Seminarian Education and Support, Safe Environment, Tribunal Office, Lifelong Faith Formation, *The Harvest* magazine, Properties and Facilities, *St. Thomas Catholic Camp*, etc. For a full listing please visit **www.diocesegfb.org/ACA**.

### Does the money raised stay within our Diocese?

Contributions to the ACA exclusively and solely support the ministries and services provided by the Diocese to its parishes, missions, schools, ministries, and organizations.

## Why should I give to the ACA when I already give to my church?

The Annual Catholic Appeal is the major source of funding for the diocesan ministries and offices. These ministries help to provide services that no one parish could do on their own. Without the ACA, these ministries would not be able to exist or flourish. It is important that you support your church, but we also ask that you provide support to the Bishops' and their offices/support to continue the good work of the Catholic Church in eastern Montana.

## Am I able to donate electronically?

Yes! You can either scan the QR code on a poster or the QR code card which can be found in the pews at your church (also found on the previous page). That will take you directly to the giving page. Or you can go to **www.diocesegfb.org/ACA**, click on "give now" and donate there.

# Can I make my donation to a specific ministry or area to support?

At this time we do not have the ability for you to direct your donation to a specific ministry. However, when we reach our overall goal of \$1.7 million – then our ministries are fully funded (barring anything unexpected arising). We also have contingency plans in place if we are unable to meet our goal.

# Do Catholic Schools benefit from the ACA? If so, how?

Absolutely! We take great measure to make sure we are supporting pastors, principals, and teachers in our diocese to meet the challenges of education and faith development. We support (pay for) the position of Superintendent of Catholic Schools. The Superintendent ensures that schools are maintaining an environment and curriculum that prepares our children to be leaders in our faith and communities, which is vital to keeping our Catholic identity strong.

# What should I give?

We ask that you give sacrificially to the appeal, and only you and your family will know what that gift is. Each person/family is individual. We encourage following a Catholic guide to tithing, which is as follows: 5% of your income to your church, 4% of your income to charitable causes which follow/support Catholic teaching, and 1% of your income to support your diocese. We also ask that you offer the gift of prayer. Pray for the Church, for our diocesan family to grow in love, faithfulness, and mercy, and for the needs of all who support or are supported by the ACA ministries.

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"I urge you therefore, brethren, by the mercies of God, to offer your bodies as a living sacrifice, holy and pleasing to God, your spiritual worship."

**Romans 12:1** 

THE DIOCESE OF

Great Fally-Billings

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www.DioceseGFB.org/ACA