

KNOW HIM SEE HIM

Have Faith in Me



2023 DIOCESAN APPEAL
DIOCESE *of* ROCKFORD



Today's Training

Overview

- Parish / Diocese

2023 Diocesan Appeal

- Pre-Appeal first week of April
- Simplified Strategies
- Parish Plan – for DA and for stewardship in general

2023 Diocesan Appeal



How Can We
Reach Out?

Social Media / Bulletins
(see samples)

Make the connection

Use tools parishioners are
already using

Pastor Packet Contents

What's new this year & timeline

Suggested talking points and suggested homily helper

Social media examples

Sample of all materials (in-pew, brochure/letter, envelopes, buckslip)

Thank you/reminder schedule

Office of Charitable Giving general overview

IRA distributions information – changes this year

Example of coloring sheet for appeal contest

Some general stewardship information

Resource Guide

Overview

Preparation

Pledge Weekend

Reporting / Follow Up

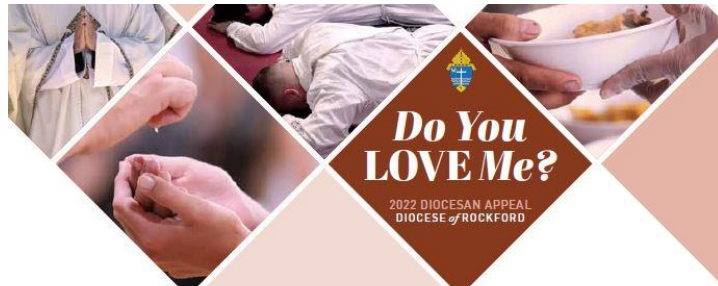
Resources

How can you connect
parishioners? See stats
from last year

2023 Diocesan Appeal Timeline

End of March	Accountability Report for DA2022 shared by participating parishes; also inserted into The Observer on 3/25/23.
First week of April	For parishes opting in, pre-campaign pastor letter to long-lapsed donors arrives at households 4/11-4/13/23.
First Week of April	Supplies arrive at parish (banners, posters, in pew materials, videos, forms, pastor packet, etc.).
Arriving after 4/20/23	2023 appeal packets mailed out to 110,000 households (except for those who asked not to be contacted) on 4/20/23.
April 28	We are including a 4-page ad in The Observer and inserting an in-pew appeal envelope and brochure for the full circulation. We are also running full-page ads in El Observador in April/May.
April 29-30	Announcement Weekend.
May 6-7	Pledge Weekend.
May/June + forward	What are your parish appeal plans?

2022 Diocesan Appeal Accountability Report



Dear Brothers and Sisters in Christ.

As we finish out the 2022 Diocesan Appeal I wanted to take a moment and thank you for your generous support of the work we are doing through our ministries here in the Diocese of Rockford.

Our theme for this appeal, "Do You Love Me?", continues to be a reminder of how God blesses us each day with his love and grace – it is up to us to respond to that love as best we can in our lives here on Earth. Thank you for showing that response in your gifts to the Diocesan Appeal last year.

The support of our parishioners and donors showed great care for the spiritual and material needs of our Church: our families, priests and parishes, schools, religious education programs, and all of those who are seeking the truth of the Gospel and the love of Christ.

I continue to be humbled and grateful for your continued support of our parishes, ministries, and services that assist so many in our diocese. Thank you and may God continue to bless you and your families this year.

Sincerely yours in Christ,

David J. Malloy

MOST REVEREND BISHOP DAVID J. MALLOY, BISHOP OF ROCKFORD

"I continue to be humbled and grateful for your continued support of our parishes, ministries, and services that assist so many in our diocese."

— Most Reverend Bishop David J. Malloy, Bishop of Rockford

Thank You FOR SUPPORTING YOUR PARISH

Our 2022 Diocesan Appeal ANNUALLY FUNDS the offices and agencies that provide parishes with ministries and services to serve our parishioners – all of you. Every dollar given to our appeal supports proclaiming the Gospel and passing on the faith (60% of every gift), caring for the poor and vulnerable (20% of every gift), and forming and supporting clergy (20% of every gift).

AS OF FEBRUARY 10, 2023, NEARLY 14,000 FAMILIES PLEDGED 112% AND PAID MORE THAN 103% TOWARDS OUR 2022 APPEAL GOAL OF \$4,865,438. This appeal ends in May 2023.

Create A Lasting Legacy WHEN YOU REMEMBER the Diocese of Rockford in your estate plan or will, you provide for the cultivation of our faith for years to come. Through a planned gift you can make a lasting impact on your parish, school, or the diocese itself. For more information about planned giving and how the options available through The Catholic Foundation For The People Of The Diocese of Rockford can also be of benefit to you and your family, please contact Dan O'Malley, executive director, at (815) 399-4300 or domalley@rockforddiocese.org. Many thanks to our Perpetual Light Society members, who have already remembered the Diocese of Rockford in a will, trust, or gift annuity. Your gifts will light the way for generations of Catholics to come.

Your Fruitful Generosity EVERY GIFT looks to the future needs of our diocese, offering educational resources to our 10 seminarians studying for the priesthood and to 18 men studying to be ordained to the Permanent Diaconate.



Caring For One Another YOUR SUPPORT of the Diocesan Appeal helps form our children, gives adults a deeper relationship with God, provides care and assistance for families and individuals in need, helps celebrate important sacramental milestones and provides marriage preparation for couples planning to be married in the near future.



90 FAITH FORMATION SESSIONS OFFERED

 OUR DIOCESAN MINISTRY FORMATION program offered more than 90 faith formation sessions throughout the diocese in the past year, and our Diocesan Theological Institute helped educate 79 participants in the nuances of our faith.



YOUR SUPPORT of the Diocesan Appeal helps celebrate these important sacramental milestones and provides preparation for couples planning to be married in the near future.

Emailed to Parishes as PDFs

Also available for download in English and Spanish

First mailing: Pre-Campaign Letter

23 parishes opted to have longer-lapsed donor letters sent on parish letterhead from pastor (English and Spanish).

Invitation to participate in the 2023 Appeal

Long-lapsed meaning 4+ years ago

Never-givers also received

Personalization – Continued Approach

Option for 2 parish photos or 1 directory photo, 1 generic

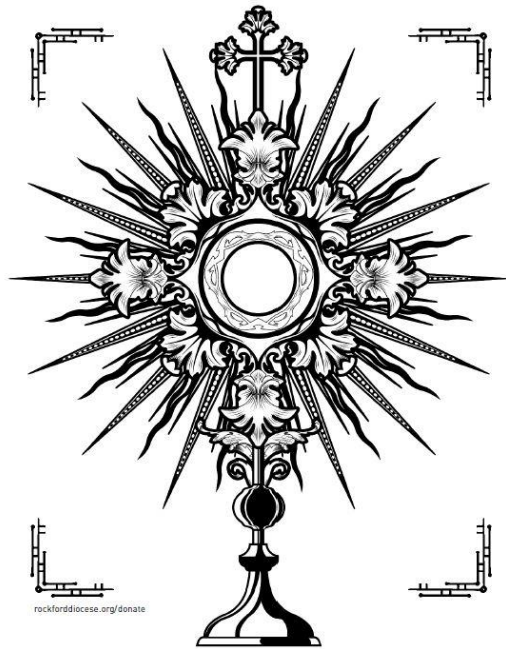
Option for pastor quotes or generic parish support statement

Sent to 110,000 parishioners and unregistered Catholics

QR code personalization that ties paper ask to online ask

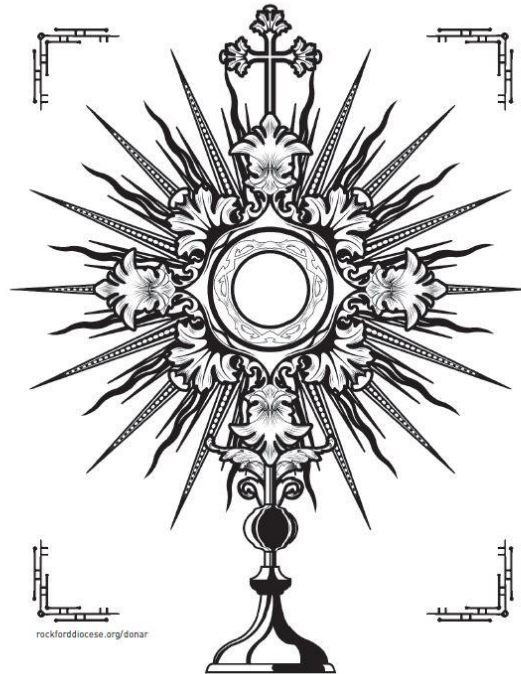
Text to Give continues

Coloring Contest – Tradition Continues



KNOW HIM
SEE HIM

2023 DIOCESAN APPEAL
DIOCESE of ROCKFORD



CONÓCELO
MÍRALO

COLECTA DIOCESANA 2023
DIÓCESIS de ROCKFORD

Again, kids have the option of participating in a coloring contest, both English and Spanish

Deadline is May 10 for entries

Impact/Relevance/Response

Sit with staff, brainstorm ideas for your parish plan.

Think about communication with parishioners as a service.

What will have the most impact or be most relevant to your parish and to the parishioner?

Through service-based communication we see genuine response.

Communication Ideas

Share photos of parish staff or volunteers near the banner!

Let your parishioners know the appeal is starting.

Give people a “heads up” about Pledge Weekend.

Use our example social media posts periodically or develop your own.

Make the appeal relevant to your own parish & share a link to donate.

Allow people to see the impact of the support in your parish. Some ideas:

- photo of your school with a thank you for supporting the appeal
- photo of your deacon or seminarian with a note saying appeal donations support vocations
- photo of a religious education program with a description of the appeal

Dear Friends in Christ,

Diocesan Stewardship 2022

Once a year, we conduct our Annual Diocesan Stewardship Appeal to support our diocesan ministries. I would like to thank the parish for the great support given for the 2021 Appeal. We had excellent participation and were able to make our goal for the well-being of our diocese. The theme Bishop Malloy has chosen for this year's appeal is "Do You Love Me?" (John 21:16). St. Peter gave his "yes" to this question asked by Jesus and became the leader of the Church. Jesus asks us to give our "yes" so that we can be joined to him and the Church in an intimate bond.

This Appeal supports all of our diocesan ministries. Seminarian education is supported through diocesan stewardship. Our parish has been blessed by the presence of numerous seminarians who will become our future priests. St. Bridget is a great place for seminarians to experience ministry and parish life. The Appeal also supports the Permanent Diaconate Office, Lay Ministry Formation, Catholic Charities and other social service ministries, and the offices that oversee youth ministry, marriage preparation, religious education, and Catholic schools. Those are just a few of the ministries that receive support from the Annual Appeal.

Each parish is given a target amount toward the overall diocesan budget. For the 2022 Appeal, our parish is asked to contribute **\$117,813.00** as our fair share of the diocesan budget. This reflects a small increase from the previous year. There will be a pledge envelope coming in the mail in mid-April. If you made a pledge last year, that amount will be noted on the envelope in the mail. For the 2022 Appeal, please prayerfully consider a pledge of \$300, which can be paid over the course of the year. Some may be able to pledge more and others less in light of your circumstances. It is also possible to make your pledge online at www.rockforddiocese.org/donate to donate easily and securely. It is important that we make our target because any shortfall will need to be made up out of our operating budget. Any amount raised over the target comes back to the parish, which can be used for our ministry needs. We are appreciative of any support so whatever you can contribute will be gratefully received.

On behalf of Bishop Malloy, I would like to thank you for your support of our Diocesan Church, which covers most of Northern Illinois. We are blessed to be part of a great diocese so let us do our part to keep our diocesan ministries growing and strong.

In Christ,
Msgr. Steve Knox



Do You Love Me?

Through your gift to the 2022 Diocesan Appeal, we can all work together to support ministries and programs that share Christ's love with others.



College Care Package

PARENTS/GRANDPARENTS OF COLLEGE STUDENTS

Our College Care Package Ministry is getting ready for their spring semester mailing. If you

PARISH OFFICE CLOSED

The Parish Office will be closed on Thursday, April 14th, for Holy Thursday and Friday, April 15th, for Good Friday. It will reopen Monday, April 18th, at 8:30am.

LENTE ALMSGIVING

Thank you for your support of Hope for Haiti through this Lenten appeal. If you

Leadership GIFT SOCIETIES

We offer gift societies to recognize and celebrate those who sustain our ministries and programs through gifts to the annual Diocese of Rockford Appeal. These gifts are received with deep gratitude, make a profound difference, and are gratefully recognized.

Please consider joining
ONE OF OUR SOCIETIES



SOCIETY of ST. TERESA OF CALCUTTA

Understanding that our creation was an act of love by our Heavenly Father, Mother Teresa knew that she was called to respond lovingly to it.



SOCIETY of ST. JAMES

As the leader of the Church in Jerusalem following the Resurrection, St. James was committed to the young community of faith, one that returned him to Christ through martyrdom.



SOCIETY of ST. STEPHEN

Called because of his holiness and commitment to the charitable legacy of Christ's public ministry, Stephen was selected by the leadership of the early Church to provide for and preach the Gospel to those who were most in need. St. Stephen is honored as the first martyr of our faith.



SOCIETY of OUR LADY OF GUADALUPE

Our Lady of Guadalupe is seen as a source of spiritual comfort, a model of purity of spirit and obedience of will, and a model of faith.



SOCIETY of ST. MICHAEL

St. Michael serves as prince of the heavenly angels who are continually in the presence of God. St. Michael submitted to God in perfect obedience and now serves as protector of the Church.



SOCIETY of ST. PETER

St. Peter was the first disciple to recognize Jesus and was the "rock" upon which our Church was built. His life as a model disciple is an example for all.



Tools – Online Resource Pages

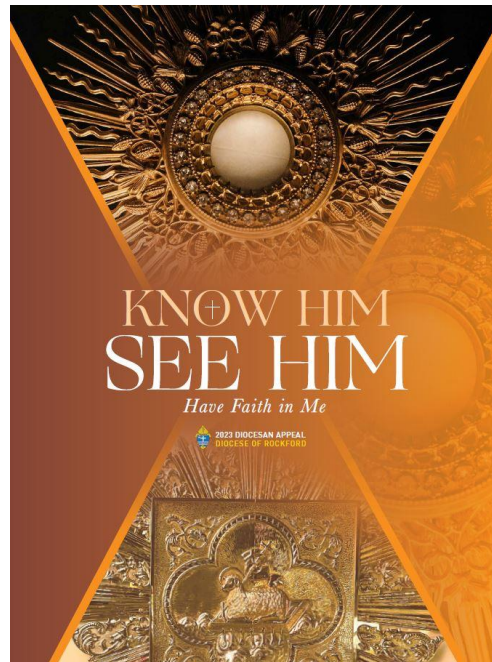
<https://www.rockforddiocese.org/charitablegiving/resources/>

<https://www.rockforddiocese.org/charitablegiving/diocesan-appeal-resources/>

Please consider making an online gift to the 2023 Diocesan Appeal – you can use your credit card, debit card, or bank account.



To make a one-time gift, a pledge, or a sustaining monthly gift online visit:
[rockforddiocese.org/donate](https://www.rockforddiocese.org/donate)



In Pew – Only In The Observer & In Parishes

- All-in-one brochure, pledge card and envelope, appeal prayer and prayer intention.
- Pledge card area not personalized.
- A lot like last year's in pew.

DIOCESAN APPEAL
 2100 S. BIRCH AVE.
 ROCKFORD, IL 61105-2523
 TEL: 815.398.7004 FAX: 815.398.7004

10 Seminarians studying for the Priesthood
 112 Active Priests in the Diocese of Rockford
 212 Complete Ordained Deacons and 10,742 Team of New Age in Service at 45 Over 80 parishes

413,926 Catholics in the Diocese of Rockford
 8,350 Students in the 10 Catholic Schools
 18 New Studies to be Established in the Diocese of Rockford

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 TEL: 815.398.7004 FAX: 815.398.7004

My Dear Brothers and Sisters in Christ ...

We have so many opportunities in our lives to know and see our God. When we participate in the sacraments, spend time in prayer, and help those in need around us, we come to know the Father who wants us to be in Heaven with Him. Let us know Him and see Him. It is by first knowing God and letting Him love us that we can share His love with others. Our many diocesan ministries, which are an extension of all of us here in the Rockford Diocese, put this idea of receiving and sharing God's love into practice. Your donation to our 2023 Diocesan Appeal helps support these diocesan ministries and our parishes in carrying out the mission of the Church and sharing God's love with others. Your generous contribution to our appeal allows our ministries to respond to those in need, build faith

IT IS by first knowing God and letting Him love us that we can share His love with OTHERS.

among both young and old, prepare men well for service in the priesthood or the Permanent Diaconate, and the lay men (and we are so grateful that it does). This year our appeal focuses on the Eucharist – the Holy Sacrifice – which is the greatest example of charity possible. May our hearts be inspired by this gift of salvation God has given to us. Let us all know Him and see Him. Thank you for your prayerful consideration.

Sincerely yours in Christ,
 + David J. Malloy
 MOST REVEREND BISHOP DAVID J. MALLOY
 BISHOP OF ROCKFORD

YOUR gift makes a difference
 IN THE LIVES OF SO MANY IN
 THE DIOCESE OF ROCKFORD!

PRAYER INTENTIONS
 Please remember my Masses offered at the Chapel of the Immaculate Conception in the Diocesan Administration Building throughout the year:

glue area

CONTACT INFORMATION
 PARISH _____
 NAME _____
 MAILING ADDRESS _____
 CITY/STATE/ZIP _____
 PHONE _____
 EMAIL ADDRESS _____

PLEASE PRAYERFULLY CONSIDER
 \$150 \$125 \$100 OTHER
 COMMITMENT \$ _____
 ENCLOSED \$ _____
 BALANCE \$ _____
 CHECK # _____ Payable to: YOUR PARISH-DA

PAYMENT DETAILS
 MONTHLY (10 months: July-April) QUARTERLY (July, Oct, Jan, April)
(First payment made in July)
 I have enclosed a check for the full amount.
 Unable to donate at this time. Prayer intention enclosed.

YOUR COMMITMENT

GIVE ONLINE!
 Scan your personal QR code or visit
 rockforddiocese.org/donate

My Dear Brothers and Sisters in Christ ...

We have so many opportunities in our lives to know and see our God. When we participate in the sacraments, spend time in prayer, and help those in need around us, we come to know the Father who wants us to be in Heaven with Him. Let us know Him and see Him. It is by first knowing God and letting Him love us that we can share His love with others. Our many diocesan ministries, which are an extension of all of us here in the Rockford Diocese, put this idea of receiving and sharing God's love into practice. Your donation to our 2023 Diocesan Appeal helps support these diocesan ministries and our parishes in carrying out the mission of the Church and sharing God's love with others. Your generous contribution to our appeal allows our ministries to respond to those in need, build faith

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+ *David J. Malloy*

MOST REVEREND BISHOP DAVID J MALLOY
BISHOP OF ROCKFORD

YOUR *gift* makes a difference
IN THE LIVES OF SO MANY IN
THE DIOCESE OF ROCKFORD!

PRAYER INTENTIONS

Please remember my/our intentions during Masses offered at the Chapel of the Immaculate Conception in the Diocesan Administration Building throughout the year:

CONTACT INFORMATION

PARISH _____

NAME _____

MAILING ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

EMAIL ADDRESS _____

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YOUR COMMITMENT

PLEASE PRAYERFULLY CONSIDER

\$150 \$125 \$100 OTHER

COMMITMENT \$ _____

ENCLOSED \$ _____

BALANCE \$ _____

CHECK # _____ Payable to: YOUR PARISH-DA

PAYMENT DETAILS

MONTHLY (10 months: July-April) QUARTERLY (July, Oct, Jan, Apr)
First statements mailed in July.

- I have enclosed a check for the full amount.
 Unable to donate at this time. Prayer intention enclosed.

DONATION OPTIONS

PAYMENT TYPES

- ONLINE at www.rockforddiocese.org/donate.
- BILL PAY Schedule your payment with your bank, complete and submit this pledge card, and let us know if you would like reminders.
- TEXT "Donate" to 815-885-5806 and give right now!

We accept donations through stock, donor advised fund, Qualified Charitable Distribution through your IRA.

Does your employer match your contributions?


QUESTIONS? Contact the *Office of Charitable Giving* at 815-399-4300 or email charitablegiving@rockforddiocese.org.

KNOW HIM
SEE HIM

2023 DIOCESAN APPEAL

Gift Societies


- New buckslip
- Offers information about giving levels
- “Keepable” for future reference



Leadership
GIFT
SOCIETIES


We offer gift societies to recognize and celebrate those who sustain our ministries and programs through gifts to the annual Diocese of Rockford Appeal. These gifts are received with deep gratitude, make a profound difference, and are gratefully recognized.

Please consider joining
ONE OF OUR SOCIETIES




DIOCESE of ROCKFORD


SOCIETY of ST. TERESA OF CALCUTTA
Understanding that our creation was an act of love by our heavenly Father, Mother Teresa knew that she was called to respond lovingly to it.
GIFTS OF \$500-\$999




SOCIETY of ST. JAMES
As the leader of the Church in Jerusalem following the Resurrection, St. James was committed to the young community of faith, one that returned him to Christ through martyrdom.
GIFTS OF \$1,000-\$1,499




SOCIETY of ST. STEPHEN
Called because of his holiness and commitment to the charitable legacy of Christ's public ministry, Stephen was selected by the leadership of the early Church to provide for and preach the Gospel to those who were most in need. St. Stephen is honored as the first martyr of our faith.
GIFTS OF \$1,500-\$2,499




SOCIETY of OUR LADY OF GUADALUPE
Our Lady of Guadalupe is seen as a source of spiritual comfort, a model of purity of spirit and obedience of will, and a model of faith.
GIFTS OF \$2,500-\$4,999



SOCIETY of ST. MICHAEL
St. Michael serves as prince of the heavenly angels who are continually in the presence of God. St. Michael submitted to God in perfect obedience and now serves as protector of the Church.
GIFTS OF \$5,000-\$9,999



SOCIETY of ST. PETER
St. Peter was the first disciple to recognize Jesus and was the "rock" upon which our Church was built. His life as a model disciple is an example for all.
GIFTS OF \$10,000+



Online Gift & New Format Buckslip

DIOCESE of ROCKFORD | 

Please find enclosed a personalized brochure and message from Bishop David Malloy regarding the Diocese of Rockford 2023 Diocesan Appeal.

Your response to this annual appeal allows the diocese to continue our mission to support parishes and schools in need, our current and future priests, religious education and outreach programs, and so much more.

As Catholics, we are asked to look beyond ourselves and share the joys and burdens of our brothers and sisters in need and your gift is a great way to do that.

Thank you in advance.



KNOW HIM
SEE HIM
2023 DIOCESAN APPEAL

Please consider making an **online gift** to the 2023 Diocesan Appeal – you can use your credit card, debit card, or bank account.

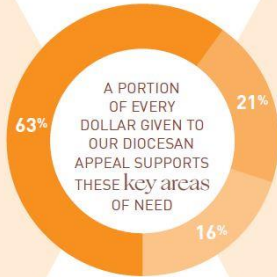


To make a one-time gift, a pledge, or a sustaining monthly gift online visit:

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key AREAS

- 21% FORMING and Supporting Clergy
- 63% PROCLAIMING the Gospel and Passing on the Faith
- 16% CARING for the Poor and Vulnerable



KNOW HIM
SEE HIM
2023 DIOCESAN APPEAL

DIOCESAN APPEAL prayer

ALMIGHTY GOD, WE THANK YOU.

Every day you show us how much you love us through your creation, the fruits of the land, food and family.

Give us a generous heart to share the gifts you give us every day.

Teach us to be generous to share and help our Holy Mother Church in her needs.

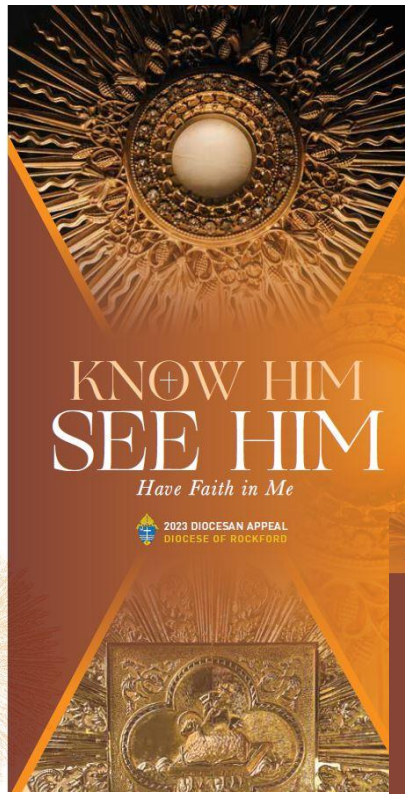
You call us to work in your vineyard. Let us be good stewards of the generosity you offer us.

Bless the hands of men and women who earn their daily bread with the sweat of their brow. We pray the Holy Spirit gives life to all the ministries of the Diocese of Rockford.

Bless our parishes and priests, and may all we do be for the praise and glory of your name. St. Joseph, Patron of the Universal Church, PRAY FOR US.

FATHER RUBEN HERRERA,
ST. PETER PARISH, AURORA

GIVE ONLINE!
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2023 DIOCESAN APPEAL
DIOCESE OF ROCKFORD

Dear Brothers and Sisters,

God gives us so many opportunities to know and see Him. Through our participation in the sacraments, our time spent in prayer, and even in the help we give to those in need around us, we can come to more closely know the Father who wants us to be in Heaven with Him. Our theme for the 2023 Diocesan Appeal is, "Know Him. See Him." This is inspired by John 14: 1-12, when Jesus says to Thomas, "If you know me, then you will also know my Father. From now on you do know him and have seen him." When we build our relationship with Jesus Christ through prayer we simultaneously build our relationship with the Father and the Holy Spirit – and in knowing the Trinity better, we can better let God love us. When we let that love and grace move into our souls, we are more well equipped to share God's love with others.

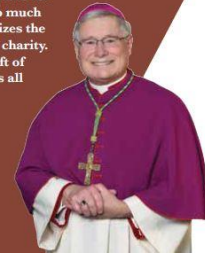
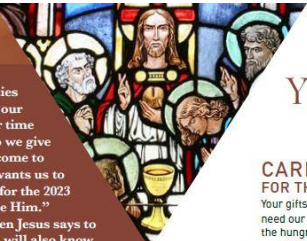
Your donation to our 2023 Diocesan Appeal supports our diocesan ministries and our parishes in carrying out the mission of the Church and sharing God's love with others. Would you please prayerfully consider a contribution to our appeal? Your gift allows our ministries to respond to those in need, build faith among young and old, prepare men well for the priesthood and for the Permanent Diaconate, and do so much more. This year our appeal emphasizes the Eucharist – the greatest example of charity. Let our hearts be inspired by this gift of salvation God has given to us. Let us all know Him and see Him.

Thank you for your consideration.

Sincerely yours in Christ,

+ David J. Malloy

MOST REVEREND BISHOP DAVID J. MALLOY
BISHOP OF ROCKFORD



YOUR gift makes a difference

CARING FOR THE POOR AND VULNERABLE

Your gifts to the Diocesan Appeal support those who need our help the most: the poor, the marginalized, the hungry, the elderly, and the unborn. By contributing to our appeal, you help support local efforts to serve God's people with compassion, dignity, and respect, in solidarity with the Church.

PROGRAMS AND MINISTRIES FUNDED INCLUDE:
Catholic Charities
LIFE Office
St. Elizabeth Catholic Community Center

PROCLAIMING THE GOSPEL AND PASSING ON THE FAITH

Your generous contribution to the Diocesan Appeal funds program, ministries and evangelization efforts that ensure our faith is passed on to future generations. Our diocese helps prepare leaders of religious education programs for more than 20,000 children, programming for adults, and overall resources for our 105 parishes to encourage faith development at all ages. In our Catholic schools, Jesus Christ can be taught daily in every subject and activity, experienced in prayer, celebrated in worship, witnessed by Catholic adults, and lived out in service. This unique education process prepares our students to respond to God's plan so they can live life as a vocation for the glory of God in service to all.

PROGRAMS AND MINISTRIES FUNDED INCLUDE:
Youth Ministry Office
Campus Ministry Office
Catholic Education Office
Adult Faith Formation Office
Hispanic Ministry and Regional Ministries
Divine Worship Office
Bishop Lane Retreat Center

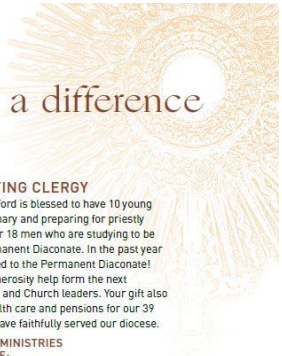
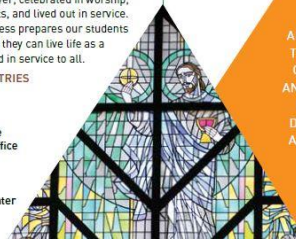
FORMING AND SUPPORTING CLERGY

The Diocese of Rockford is blessed to have 10 young men attending seminary and preparing for priestly ministry, and another 18 men who are studying to be ordained to the Permanent Diaconate. In the past year 17 men were ordained to the Permanent Diaconate! Your prayers and generosity help form the next generation of priests and Church leaders. Your gift also provides needed health care and pensions for our 39 retired priests who have faithfully served our diocese.

PROGRAMS AND MINISTRIES FUNDED INCLUDE:
Vicar for Clergy Office
Permanent Diaconate Program
Seminary Education
Vocations Office
Priest Health Care and Pensions

THE DIOCESAN

APPEAL DIRECTLY HELPS OUR PARISH THROUGH ITS SUPPORT OF CATHOLIC CHARITIES, EDUCATION, VOCATIONS, AND ADMINISTRATION. YOUR DONATION HELPS KEEP OUR PARISH AND OUR DIOCESE STRONG. YOUR GIFT TO THIS APPEAL TRULY MAKES A DIFFERENCE TO OUR PARISH.



Mailing Set Up

- a) Pledge card filled out with donor information.
- b) Suggested giving includes a “bump table.”
- c) 3rd year using this system
 - largest previous gift shown on pledge card
 - range of increased gift options shown for donors of \$4,999 or less
 - donors of \$5,000 or more were not included in “bump table” suggested giving
 - therefore, some leadership givers have suggested gift amounts, and some are deciding on their own sacrificial gift level (major gift)

Bumps based on:

Donor’s greatest previous gift

Response rate at the parish

Target goal of the parish

Still using QR code, text to give



2023 DIOCESAN PLEDGE

PLEASE PRAYERFULLY CONSIDER
 \$150 \$125 \$100 OTHER

COMMITMENT \$ _____
ENCLOSED \$ _____
BALANCE \$ _____

CHECK # _____ Payable to: YOUR PARISH-DA

PAYMENT DETAILS
 MONTHLY (10 months: July-April) QUARTERLY (July, Oct, Jan, Apr)
First statements mailed in July.

I have enclosed a check for the full amount.
 Unable to donate at this time. Prayer intention enclosed.

See the back for other giving options.

YOUR LAST GIFT WAS \$100

QR code is **personalized** for each recipient (acts more like the personalized mailing)

Code goes to online giving page where the asks match or exceed the paper pledge card amounts

Text to give (think of it like an in-pew piece)

Text DONATE to 815-885-5806

Brings phone to online giving page with generic ask amounts – page is **not personalized**

DONATION OPTIONS

PAYMENT TYPES

- ONLINE at www.rockforddiocese.org/donate.
- BILL PAY Schedule your payment with your bank and submit this pledge card, and let us know if you like reminders.
- TEXT "Donate" to 815-885-5806 and give right to the number.

We accept donations through stock, donor advised fund, and Qualified Charitable Distribution through your IRA.

Does your employer match your contributions?

QUESTIONS? Contact the *Office of Charitable Giving* at 815-399-4300 or email charitablegiving@rockforddiocese.org

CONTACT INFORMATION

PARISH _____
NAME _____
MAILING ADDRESS _____
CITY/STATE/ZIP _____
PHONE _____
EMAIL ADDRESS _____

YOUR COMMITMENT

PLEASE PRAYERFULLY CONSIDER
 \$150 \$125 \$100 OTHER

COMMITMENT \$ _____
ENCLOSED \$ _____
BALANCE \$ _____

CHECK # _____ Payable to: YOUR PARISH-DA

PAYMENT DETAILS
 MONTHLY (10 months: July-April) QUARTERLY (July, Oct, Jan, Apr)
First statements mailed in July.

I have enclosed a check for the full amount.
 Unable to donate at this time. Prayer intention enclosed.

GIVE ONLINE!
Scan your personal QR code or visit rockforddiocese.org/donate

Materials Shipped to Parish

English and Spanish In-Pews (all in one)

General appeal and goal posters (two-sided English - Spanish)

Banners (English and/or Spanish) (these came really early)

Pre-Printed Labels, Printed Resource Manual

Forms and Return Envelopes (if requested)

Pastor Packet

Videos

On discs or flash drives and in Spanish and English at request of parish

DVDs are made as standard DVDs; also on the disc is an HD file that can be accessed via a computer. This is the High Definition version. To access this file on a computer, right click on the disc and choose “Open”

Please download the videos from Diocesan Appeal Resources onto your computer to play them if you are grabbing them from the internet, as opposed to streaming off the internet, as the connection to the video could fail in the middle of viewing.

Before the Appeal

How can you be of assistance to your Pastor?

- Organize Speakers (recorded for social media) - could be Deacons, Ministry Formation alumni, Seminarians, etc.
- Bulletin images (up to 3 weeks before).
- Prayers of the Faithful.
- How does the Appeal help those in the parish (bulletin articles, ads, social media post, etc.).
- Website resources available:
<http://www.rockforddiocese.org/charitablegiving/diocesan-appeal-resources/>

Promotional Ideas – from parishes

- Use video on FlockNote or offer video on YouTube with updates about the parish and then mention the appeal in these videos (multiple parishes do this).
- Have the office staff and parishioners work together – not a one person job (multiple parishes said this).
- Send information to parishioners via FlockNote before the appeal opens about how the Diocesan Appeal makes a difference to the parish. A video follow up from the pastor works great.
- The pastor gave a very good presentation about why the appeal is important and he did this more than one time (multiple parishes do this).
- Increasing Mass attendance helps with the appeal and with the parish in general (all parishes said this).
- Call parishioners who you haven't seen or who haven't given in a while to check on them - a short conversation could jumpstart giving AND Mass attendance!
- Send a follow up parish appeal on your own, or use us to do it in July/August (or put in bulletin)
- Use a QR code to direct people to the Diocesan Appeal online giving page

Promotional Ideas – from parishes (p2)

- We asked each parish family to consider giving a specific dollar amount to the appeal (multiple parishes do this, it seems particularly mentioned by parishes with higher Hispanic populations).
- Focus on the breakdown of how the appeal funds are used – we referenced the circle graph in the appeal brochure – it really helped people understand (multiple parishes said this).
- We talked about how the diocesan ministries work throughout the diocese and how the diocese is managed – sometimes people just don't understand how it works, and this was helpful to our people (multiple parishes said this).
- Our parishioners appreciated knowing that the diocese works hard to not inflate its budget and they appreciated the information of how the appeal is used.
- We showed the appeal video at Mass and then we had it on where people congregated after Mass, as well – we had treats after Mass that day (multiple parishes said this).

Promotional Ideas – from parishes (p3)

- We show the video at Mass and then we keep the in-pew envelopes out for a long time.
- We keep everyone updated in the bulletin on where we are with the appeal – it is an achievable number so people know that even if they give a little it will help us reach the goal (multiple parishes said this).
- One of our retired priests in residence encourages people to give to the appeal.
- Pastor has been working with the Hispanic population (pastor is also Hispanic) about how important the appeal is to our diocese. We're finding education is key, especially for those families who are new to the United States.
- Our parish has a goal of no debt, so part of this effort is to do well with the appeal.
- We share stories about how we use our parish appeal refunds – they makes a difference here!

Other Follow Up

Assist the Pastor with creating a parish stewardship plan.

Need more in-pew materials?

Reminder: online giving/QR codes on pledge cards/text to give

Parish target updates in bulletin/poster/at Mass.

Pastor or Lay Speakers.

Continue to post Appeal “did you know” info or articles in bulletins, bulletin boards, etc.

Help Pastor with stats (i.e. 25%, 30% pledged, etc.).

Follow up letters to parishioners?

Reporting to the Diocese

Form 9

- Registered Parishioner Pledge/Payment.
- Registered Parishioner Pledge only.
- Donor Pledge from another parish.
- *This form needs to be included with every check to diocese.*

Form 10 is for payments on existing pledges.

Form 11 is when a donor increases or decreases pledge.

Online Parish Resources

ParishSOFT®

Parish Pages – Diocesan Website

- Parish Master Report
- Parish Roster

Parish Reports

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

Monthly Census Changes

[February, 2021](#)
[January, 2021](#)
[December, 2020](#)
[November, 2020](#)

Pledge and Payment Summary

[February, 2021](#)
[January, 2021](#)
[December, 2020](#)
[November, 2020](#)

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

Parish Reports

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

Resources

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

Contact Us – We are here to help!

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Appeal resources:

<http://www.rockforddiocese.org/charitablegiving/resources/>

Thank you!

A copy of this presentation will be available on
Diocesan Appeal Resources.

Have more ideas? Please share.