



# BISHOP'S ANNUAL APPEAL

LIVING THE *joy* OF THE GOSPEL

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*Leadership Instruction Manual*

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2022



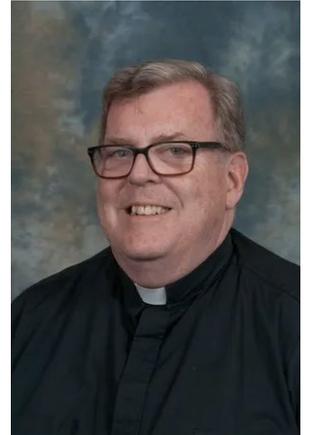
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March 2022

Dear Bishop's Annual Appeal Parish Leaders:

Thank you for your commitment to serve as leaders of the 2022 Bishop's Annual Appeal in your parish. As the diocesan administrator, it is my privilege to witness the blessings of the many forms of stewardship alive in our diocese. The BAA is one of the ways every parish comes together to serve each other and our neighbors throughout our community.



Your stewardship of time, talent, and financial treasure through the BAA in 2021 helped make possible:

- Meals to our brothers and sisters in need
- Tuition assistance to Catholic school families
- Formation and education for seminarians and deacons
- Emergency assistance and facilities support for parishes in need
- Outreach and evangelization efforts on local college campuses
- Chaplains in area hospitals
- Marriage preparation for engaged couples
- More than \$700,000 returned to parishes for their own needs

This year, we are pleased to partner with The Catholic Foundation in the direction of the Appeal. Together, the Diocese and the Foundation will combine resources and provide you with enhanced support and additional perspective. In the midst of an ever-changing world, our needs are great and the success of the BAA is crucial now more than ever. Please use this manual as one of several resources available to guide you through the 2022 Appeal. Again, thank you for your faithful stewardship and dedication to supporting the Diocese of Columbus and your own parish.

Sincerely yours in Christ,

A handwritten signature in black ink that reads "Stephan J. Moloney". The signature is written in a cursive, flowing style.

Reverend Monsignor Stephan J. Moloney  
Diocesan Administrator, The Diocese of Columbus

## Bishop's Annual Appeal Prayer

The Appeal prayer is a very important component of the Annual Appeal. We ask for your fervent prayer in requesting the continued generosity of God's people throughout our Diocese in supporting the 2022 Bishop's Annual Appeal.

Loving Father,  
We turn to You in this season of transition in  
the Diocese of Columbus.

With hearts filled with gratitude, we rejoice in  
Your blessings and guidance over the years.

With hearts filled with hope, we joyfully  
anticipate Your marvels for our future.

Through the Great Commission, Jesus Christ,  
Your Son, has called us to cooperate in His plan  
of salvation through the work of evangelization,  
disciple formation, charity, and mercy through  
diverse charisms and vocations.

Responding in generosity, may we all unite  
together as a local church in financial support of  
our common mission through this year's  
Bishop's Annual Appeal.

We ask this in the Name of Christ Our Lord.  
Amen

Padre amoroso,  
nos dirigimos a Ti en este tiempo de transición en  
la Diócesis de Columbus.

Con nuestros corazones llenos de gratitud, nos  
regocijamos por tus bendiciones y guía en estos  
años.

Con nuestros corazones llenos de esperanza, te  
agradecemos con gozo por las maravillas que nos  
tienes para el futuro.

Jesucristo, Tu Hijo, nos dio la gran comisión al  
llamarnos a cooperar con Su plan de salvación, a  
través del trabajo de la evangelización, de la  
formación de discípulos, la caridad y la  
misericordia, por medio de los diversos carismas y  
vocaciones.

Permite que podamos estar unidos como iglesia  
local, respondiendo con generosidad, y así apoyar  
financieramente nuestra misión común, a través  
de la Campaña Anual del Obispo.

Te lo pedimos en el nombre de Cristo nuestro  
Señor.  
Amén.

*Our Goal*

The Bishop's Annual Appeal provides for essential ministries and programs throughout the Diocese of Columbus that no one parish can support on their own. Thanks to your leadership and commitment to the BAA plan, we are able to meet the spiritual and physical needs of our parishes and neighbors throughout central Ohio.

Ministries that benefit from the BAA include:



**Evangelization:**

outreach and formation of our young people in college and at the parish level; ministering to individuals' and communities spiritual needs, through marriage preparation and support, hospital chaplaincy, and ethnic ministries



**Priest, Deacon, and Seminarian Education:**

supporting the financial cost of preparation for the priesthood and diaconate



**Catholic Student and School Assistance:**

providing financial aid to families seeking Catholic education for their children; formation and professional development for our faculty and staff



**Parish Life Enhancements:**

supporting parishes when facing urgent physical needs to their churches and facilities



**Social Concerns:**

helping each other walk the Christian life of charity and justice through direct outreach, advocacy, and education

Our goal for the 2022 BAA is to raise \$6,850,000 in support of these ministries. Parishes that achieve and surpass their goals will receive 100% of the funds collected over goal as a rebate for their own needs.

## Keys to Success

The Diocese relies on you, our pastors and parish lay leadership teams, to ensure the success of the Bishop's Annual Appeal. We can together achieve another successful appeal if we keep in mind these keys to success:

<b>Active Leadership:</b>	<ul style="list-style-type: none"><li>• The pastor's ownership of the appeal and engaged support from parish volunteers is the single most important factor in a parish's success</li></ul>
<b>Good Faith Effort:</b>	<ul style="list-style-type: none"><li>• Careful consideration of the plan and a dedicated effort to implement strategies as suggested will help maximize a parish's success</li></ul>
<b>Personal Approach/Personalization:</b>	<ul style="list-style-type: none"><li>• Inviting parishioners as personally as possible and customizing communications and materials for the parish will help the parish together take ownership of the appeal and its impact on their own community, and the Diocese as a whole</li></ul>
<b>Pledges:</b>	<ul style="list-style-type: none"><li>• Pledged commitments paid over the course of ten months allow parishioners to consider a larger contribution than they would be able to make in a single payment</li></ul>
<b>Specific Invitation:</b>	<ul style="list-style-type: none"><li>• Offering a specific request or increase for individuals to consider encourages elevated and renewed giving</li></ul>

Every pastor and parish leader has a role to play in the success of the BAA:

**Pastor or Parish Administrator/Parochial Vicar:** the success of The Bishop's Annual Appeal hinges upon the enthusiastic and active leadership of the pastor or administrator and parochial vicar(s). Their specific responsibilities include:

- Recruiting a parish chairperson(s), parish reporter(s), and volunteer ambassador(s)
- Implementing the BAA plan, including making announcements, leading in-pew solicitations during Mass, referring to the BAA during homilies or at other opportunities where appropriate, and responding to requests for information and feedback at different points throughout the appeal.
- Personalizing and customizing parish-specific appeal materials or providing approval where required.
- Encouraging participation from all parishioners.
- Praying for the success of the Appeal during Mass and parish-sponsored events, when appropriate.

**Parish Chairperson(s):** the specific responsibilities include:

- Work closely with your priest(s) to coordinate the Bishop's Annual Appeal at the parish level.
- Attend one of the Leadership Trainings.
- Organize and attend parish meetings.
- Recruit the needed assistants and volunteers to insure a smooth and efficient parish program.
- Supervise and instruct all parish volunteer workers, explaining techniques and use of materials.
- See that all Appeal and promotional materials are properly distributed to workers and parishioners.
- Be sure that every parishioner is given ample opportunity to contribute.
- Follow the Appeal calendar and suggested procedures when submitting parish reports.

**Parish Reporter:** the specific responsibilities include:

- Keep accurate records of results for the parish.
- Attend one of the Leadership Trainings.
- Audit all pledges/payments from pledge envelopes and telephone cards.
- Prepare payments for parish bank deposit.
- Record pledge/payment information on the parish Computer Report Form.
- Prepare parish reports for the BAA Office.

**Volunteer Ambassadors:** additional volunteers may be helpful in promoting the BAA and following up on solicitations. You may consider recruiting:

- Current contributors to the Bishop's Annual Appeal.
- Service Organization Members (e.g. Knights of Columbus, St. Vincent de Paul, Ushers/Greeters)
- New Members looking to get engaged in the life of the parish.

## Bishop's Annual Appeal Staff Support

This Instruction and Reporting Manual will assist the parish pastor and leadership team in conducting the Bishop's Annual Appeal. Although there are many similarities to the previous manual, you will find some new content and information for the 2022 Appeal. Please review this information closely.

Each year is an opportunity to take a fresh approach to participating in the Bishop's Annual Appeal. Last year 57 parishes exceeded their Appeal goal and more than \$700,000 already has been refunded back to parishes to fund their various projects and needs (as of February 2022). Take time to share with your parish community how their participation in the Appeal helps us all to live out our call to discipleship. Share how your parish community will benefit from meeting and exceeding the parish's Appeal goal.

The Diocese has partnered with The Catholic Foundation to direct the Bishop's Annual Appeal. The parish pastor, chairperson(s), reporter, and Appeal volunteers are welcome to contact the BAA Office for further support.

### DIOCESAN AND FOUNDATION SUPPORT:

Andrea Pannell  
Vice President of Stewardship, The Catholic Foundation

[apannell@catholic-foundation.org](mailto:apannell@catholic-foundation.org)  
(614) 443-8893

Sue Roberts  
Stewardship Coordinator, The Catholic Foundation

[sroberts@catholic-foundation.org](mailto:sroberts@catholic-foundation.org)  
(614) 674-1772

Donor Inquiries  
Office of Finance, The Diocese of Columbus

[baa@columbuscatholic.org](mailto:baa@columbuscatholic.org)  
(614) 224-1221

The Bishop’s Annual Appeal solicits gifts through three primary activities in every parish:



**Letters:** all families will receive at least one letter inviting them to make a pledge or gift to the 2022 BAA. The first set of letters will be sent beginning in late March and all families should receive a letter before Announcement Weekend. The pastor should send a follow-up letter to all families that have not yet given by mid-June. The Diocese will send a follow-up letter to any remaining families by mid-August. The Diocese will also send a letter to all families again in November as a final invitation and thank you to families who have given.



**In-Pew Appeal:** the pastor or parish chairperson should invite all parishioners to make a pledge or gift at all Masses during the weekend of April 30-May 1, BAA Kickoff Weekend. Detailed best practices and speaking points for the In-Pew Appeal follow on page 22.



**Volunteer Follow-up:** volunteer ambassadors should be available at Masses the two weekends after Kickoff Weekend to answer questions and promote giving to the BAA. Additionally, volunteers may make phone calls and/or send emails to families who have not yet given in the four to six weeks after Kickoff Weekend. Staff at the BAA Office will provide regular reports to parishes to ensure you have the most up-to-date information on your parish’s participation and progress. Recommendations on follow-up can be found in page 25 and in the Telephone Manual.

*Key Dates*

A complete calendar can be found on page 12. Please be aware of these important dates in the BAA calendar:



## *2022 Key Information:*

- The diocesan goal for 2022 is \$6.85 million.
- The Bishop's Annual Appeal is the major fundraising effort conducted annually throughout our 23-county diocese with all parishes participating.
- The Bishop's Annual Appeal provides funds for ministries, programs, and services in education, charity, spiritual formation, pastoral ministry, parish assistance, and much more. See page 6 for additional information or visit the diocesan website at <http://columbuscatholicgiving.org/baa>.
- Every parish exceeding its parish goal will receive 100% of payments received over and above the parish's goal, free from the diocesan assessment.
- Pledges may be paid either as a one-time gift or over 10 months from June 2022 through March 2023.
- Every gift is tax-deductible.
- We ask that every family of our diocese pray for the success of the Appeal and consider making a gift to the Appeal. No gift is too small.

## *2021 Bishop's Annual Appeal Facts and Figures:*

- The 2021 Appeal realized more than \$7.6 million in pledges with more than \$7.1 million paid as of February 2022.
- The average pledge in the 2021 Appeal was \$469.20.
- More than 16,000 households contributed to the 2021 Appeal.
- Fifty-seven (57) parishes exceeded their goal, providing more than \$700,000 for the needs of our individual parishes and missions.
- The 2021 Miter Society included 2,297 members.
- The 2021 Miter Society pledged more than \$4.3 million towards the \$6.85 million goal.
- The 2021 Miter Society average gift was \$1,912.84.

## *Parish Information:*

Please contact your pastor or parish administrator for the most recently updated information below:

2022 Parish Goal: \_\_\_\_\_

2021 Parish Total Raised: \_\_\_\_\_

# 2022 February

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21 BAA Virtual Leadership Kickoff #1	22	23 BAA Virtual Leadership Kickoff #2	24	25	26
27	28 BAA Virtual Leadership Kickoff #3					

# 2022 March

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2 ASH WEDNESDAY	3	4	5
6	7	8	9	10	11	12
13 <i>BAA Virtual Leadership Trainings Begin This Week</i>	14	15	16	17	18	19
20	21	22	23	24	25	26

27	28	29	30	31		
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2022		April					
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
					1	2	
3	4	5	6	7 BAA Materials Packing Day	8 BAA Materials boxes delivered or mailed to parishes	9	
10 PALM SUNDAY HOLY WEEK	11	12	13	14 HOLY THURSDAY	15 GOOD FRIDAY <i>Catholic Center Closed</i> Bishop's Miter Solicitation letters mailed	16 HOLY SATURDAY	
17 EASTER SUNDAY  RSVP Deadline for Miter Mass & Dinner	18 EASTER MONDAY <i>Catholic Center Closed</i>	19 Letter #1 mailed to every registered household	20	21	22	23 BAA Announcement Weekend Bulletin Announcement	
24 BAA Announcement Weekend Bulletin Announcement Miter Mass & Dinner	25	26	27	28	29 MISC Gift Reports sent to Pastors and Reporters	30 BAA Kick Off Weekend	

2022		May					
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
1 BAA Kick Off Weekend	2	3	4	5	6 MISC Gift Reports sent to Pastors and Reporters	7	
8	9	10	11	12	13 MISC Gift Reports sent to Pastors and Reporters	14	
15	16	17	18	19	20 MISC Gift Reports sent to Pastors and Reporters	21	
22	23	24	25	26	27 MISC Gift Reports sent to	28	

				Pastors and Reporters	
29	30 MEMORIAL DAY <i>Catholic Center Closed</i>	31			

## Bishop's Annual Appeal Materials

The BAA Office asks parishes to respond to the request for Appeal materials by returning their Materials Order Forms. Materials and supplies are delivered during the first full week of April. Delivery of materials and supplies are made in the first week of April. We ask that you please take a moment to look through the contents of your box when your materials and supplies arrive.

Most parish BAA materials are available electronically on the diocesan website at: <http://columbuscatholicgiving.org/baa> or by contacting the BAA Office. Materials not available electronically are clearly noted on the Materials Order Form.

Please note that all BAA 2022 materials will be available online in late March.

**Each parish will receive the following materials for the Bishop's Annual Appeal.**

**Pink ID Labels with Family ID:** Affix to the pledge envelopes after parishioners return envelopes; or affix to Telephone Follow-up cards. Parishes may request a second set of these labels (in white) to affix to the pledge envelopes sent out with the pastor's introductory letter to assist the BAA Office in processing gifts sent directly to the diocese on behalf of the parish. **(NOT available electronically).**

**Pledge/Payment Record Form 3:** Use this spreadsheet to assist the Reporter in the recording of week-by-week pledge/payment results.

**Parish Alpha Listing:** A listing of all registered parish families based on the Diocesan Census database.

**Listing of Donors from the 2021 Appeal:** A listing of all parishioners who contributed to the 2021 Appeal on behalf of the parish. This information can assist in identifying potential Miter Society Members as well as increase overall participation.

**Instruction and Reporting Manual:** Manuals will be made available online in March and mailed to the parish with the Appeal materials.

**The following materials are available to each parish in the quantities they requested. Parishes should have ordered these on the Materials Order Form.**

**White ID Labels with Family ID:** Affix to the pledge envelopes that are mailed with the Pastor's introductory letter. These include the same information that are on the Pink ID Labels with Family ID that all parishes receive. Placing these labels on pledge envelopes sent with the Pastor's letter assists the BAA Office in processing gifts sent directly to the diocese on behalf of the parish. **(NOT available electronically).**

**Pledge Envelope:** These are needed for all methods of solicitation except Telephone Follow-up. We encourage each parish to order enough envelopes for for in-pew sign-up during Mass on Kickoff Weekend, Volunteer Ambassador stations, and inclusion

in the pastor's Follow-up letter. *Envelopes are available in English and Spanish. (NOT available electronically).*

**Poster:** Posters are available in English and Spanish for display within parish buildings throughout the Appeal process starting on Announcement Weekend April 23-24 or sooner.

**Brochure:** The BAA Office mails a BAA Brochure and letter to ALL registered households listed in the diocesan census and to unregistered households that have given to the Appeal previously. Parishes may order additional brochures to have available upon request. Brochures are available in English and Spanish. *Please note that only the English version is included in the Brochure Mailing.*

**Volunteer Recruitment Card:** Parishes use these cards at Mass on Announcement Weekend to recruit parish members to assist with the Bishop's Annual Appeal.

**Name Tags:** Parishes can utilize these to make it easier for parishioners to identify your BAA volunteers.

**Parish Report Form (Form 10):** This form is a three-part carbonless reporting form that serves as the transmittal document to be used when reporting all Appeal gifts, new pledges, existing pledge increases, and payments received at the parish. This form should accompany a parish's payment to the BAA Office.

**Payment and Pledge Increase Form (Form 11):** This is a supplemental reporting form used to report payments and/or a requested increase on an existing pledge made at the parish after the parish reported the pledge to the Office of Development and Planning. Parishes should submit Form 11 to provide details explaining the dollar amounts entered on the *Pledge Increase line 5* and *Payments line 10* on the Parish Report Form (Form 10).

**Parish Report Envelopes:** The white tear-resistant reporting envelopes are available in two sizes (7½" x 10½" and 11½" x 14½"). Parishes can order a combination of both sized envelopes.

**Telephone Follow-up Manual:** This manual is available for parish volunteers who will be making follow-up phone calls to parishioners throughout the Telephone Follow-up solicitation period of five weeks, May 21 through June 26, 2022.

**Telephone Follow-up Card:** Parishes use this card for the Telephone Follow-up solicitation period and to record pledges and comments. This process can be a very effective way of discreetly letting your pastor know of his parishioners' needs.

**White Mailing Labels:** Parishes use these mailing labels when mailing the pastor's Introductory and Follow-up letters.

The steps outlined below review the key dates for the primary Appeal solicitations, from late April through late June. Additional information regarding each step appears on subsequent pages of this manual.

## **STEP 1 ANNOUNCEMENT WEEKEND – APRIL 23-24**

Announcement Weekend allows the parish to prepare for the Bishop's Annual Appeal Weekend, April 30-May 1. We ask that you begin to announce the Appeal effort and encourage participation. Prior to this, all families should have recently received a letter from the Appeal on behalf of the parish to invite their participation. To assist you better, we provide suggested bulletin and pulpit announcements, prayers that you can include in Prayers of the Faithful (see page 19), and suggested homily notes (see the BAA website). This weekend is also an opportunity to recruit new volunteers to assist in the parish's effort.

## **STEP 2 PASTOR'S INTRODUCTORY LETTER TO PARISHIONERS – WEEK OF APRIL 24**

The pastor mails his Introduction Letter out to all parishioners the week of April 24. This letter will prepare parishioners for the upcoming Appeal Weekend, remind them of the brochure and request letter they should have recently received, and reinforce the message presented at Mass via the pulpit, bulletin inserts, and Prayers of the Faithful. You may find an example on page 21.

## **STEP 3 BISHOP'S ANNUAL APPEAL WEEKEND AND IN-PEW APPEAL – APRIL 30-MAY 1**

We recommend that pastors or lay leadership teams give witness talks on the importance of the BAA during the weekend of April 30-May 1. The pastor may wish to include the Appeal in the homily this weekend, in lieu of a lay witness talk. Parishioners are asked to complete a pledge envelope and return it during the Mass. Please carefully read page 22 for materials needed along with instructions for the In-Pew Appeal. Refer to the Parish Reporter Manual for instructions on preparing parish gift reports.

## **STEP 4 VOLUNTEER AMBASSADOR STATIONS – MAY 7-8 AND 14-15**

For two consecutive weekends following the Appeal Weekend, parishes should set up Volunteer Ambassador Stations after each Mass to encourage those who have not yet participated to do so (see page 25).

## **STEP 5 DIRECT MAIL, TELEPHONE, AND EMAIL FOLLOW-UP – MAY 21-22 – JUNE 25-26**

Parishes use Direct Mail, Telephone, and Email Follow-up tools after all in-pew solicitations have concluded (see page 26 and the Telephone Manual).

These weekends ensure that every parishioner has the opportunity to participate in the BAA. Making every effort to contact each and every parish household helps achieve high percentages of participation.

The pastor or Appeal chairperson(s) should announce at all Masses that the upcoming weekend will be “Appeal Weekend” for the 2022 Bishop’s Annual Appeal. Time should be set aside to review the Appeal case, parish plans for use of any rebates, and to preview the In-Pew Appeal during Kickoff Weekend on April 30-May 1. It is important to announce the upcoming solicitation and remind them of the request they should have received in the mail, so that parishioners will be prepared to make their gift on Appeal Weekend if they have not done so already. The pastor or chairperson should also thank anyone who has already made a pledge or gift.

### *Bishop’s Annual Appeal Poster:*

Prior to Announcement Weekend, we ask that parishes display the Bishop’s Annual Appeal posters in high traffic areas of the church, school, parish center, and other areas where they will be visible. The Appeal poster will help bring awareness to the parish community about the Bishop’s Annual Appeal. The Appeal poster is available in both English and Spanish.

### *Materials Needed for Announcement Weekend:*

- **Bulletin Announcement** – The suggested bulletin insert (provided on page 19) can reinforce the Pulpit Announcement and remind parishioners to consider making a gift to the 2022 Bishop’s Annual Appeal during the upcoming Appeal Weekend, April 30 and May 1. Parishes may customize the message to best suit their parish’s needs. The bulletin insert is available electronically at [www.columbuscatholicgiving.org/baa](http://www.columbuscatholicgiving.org/baa) under the Bishop’s Annual Appeal Parishes Resources link. You may also wish to include this in all-parish emails ahead of Announcement Weekend.
- **Homily Speaking Notes** – Priests may use the suggested homily speaking notes (provided online) to tie the importance of stewardship and giving to the Appeal into the Sunday readings.
- **Scripts for Pulpit Announcement** – a bulleted list of talking points appears on page 19. This message, which should be presented at each Mass, can assist the pastor or parish chairperson in announcing the upcoming Appeal Weekend. Parishes may customize the message to best suit their parish’s needs.
- **Prayers of the Faithful** – Parishes may customize these prayers (provided on page 19) to best suit their parish’s needs.
- **Volunteer Recruitment Cards** – Parishes may utilize these to recruit new volunteers. These are available electronically or through the BAA Office.

### *Suggested Bulletin Announcement:*

“Living the Joy of the Gospel,” the theme of the Bishop’s Annual Appeal, inspires us, as people of faith, to share joyfully the Good News of Christ to those who most need to feel His love. Works of kindness and assistance, sometimes in the smallest way, can bring about a profound change in a person’s life. Through the Bishop’s Annual Appeal, we have an opportunity to bring about a positive change in the lives of many of God’s people. Through your generosity, you are supporting the various ministries and programs that are vital in spreading His love. Next week is Commitment Weekend for the Appeal, at which time you can make your gift or pledge. Our parish has been asked to raise \$\_\_\_\_\_. We can accomplish this if, after prayerful consideration, everyone gives what they can. Any amount raised over our goal will be returned to our parish to be used for our particular needs, including (*insert plans to use rebates*). Thank you in advance for your prayerful generosity!

### *Suggested Pulpit Announcements – Talking Points:*

- Next weekend we will kick off the 2022 Bishop’s Annual Appeal
- You should have received a letter inviting you to consider making a gift or pledge.
- If you have not done so already, you will have the opportunity to make a gift or a pledge during Mass.
- The appeal provides financial support to:
  - Evangelization initiatives
  - Catholic schools tuition assistance
  - Education of future priests and deacons
  - Marriage preparation courses
  - Social concerns
- Our parish goal is \$ \_\_\_\_\_
  - Every dollar raised over our parish goal will be returned to the parish for our own needs, including (*insert plans for rebate*)
- The BAA theme, “Living the Joy of the Gospel,” compels us to answer our call as disciples to share the Good News.
- Thank you in advance for your prayerful generosity!

### *Suggested Prayers of the Faithful:*

That as we share the benefits of our blessings through a gift to the Bishop’s Annual Appeal, we will recognize how we are called to Live the Joy of the Gospel, *let us pray to the Lord. R/...*

or

For the many people who will benefit from the ministries and programs that we support through the Bishop’s Annual Appeal, *let us pray to the Lord. R/...*

### *Recruiting New Appeal Volunteers:*

Announcement Weekend is also an opportunity to encourage and recruit new volunteers to assist in the parish's Appeal efforts. Parishes can recruit new volunteers by placing the recruitment cards in the pews on Announcement Weekend and encouraging those interested to complete and return the card to a volunteer ambassador station or the parish office.

 <b>The Bishop's Annual Appeal</b>	<b>Volunteer Recruitment Card</b>  <i>Dear Father:</i>  <i>I would like to help as a volunteer for this year's Bishop's Annual Appeal. Please Contact me.</i>  Name: _____ Address: _____ _____ Telephone: _____ Email: _____  <small>Form 14 Rev. 5 April 2016</small>
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New volunteers can assist the Appeal in the following ways:

- Prepare parish bulletin inserts
- Assist with pastor's introductory mailing
- Present pulpit announcements prior to and on Bishop's Annual Appeal Weekend
- Prepare for the Bishop's Annual Appeal Weekend
- Place posters in the church
- Place pledge envelopes and pencils in the pew
- Collect pledge envelopes on Bishop's Annual Appeal Weekend
- Staff volunteer ambassador stations to answer questions and hand out pledge envelopes
- Assist with the Telephone Follow-up phone calls

A template for the Volunteer Recruitment Cards is available electronically on the diocesan website at <https://columbuscatholicgiving.org/baa> or you can call (614) 674-1772 to order volunteer recruitment cards or any needed Appeal materials.

## Step 2: Pastor's Introductory Letter/Email – mailed out the week of April 24

We encourage the pastor to write and send an Appeal introductory letter to each parish family before the Appeal Kickoff Weekend. To facilitate this mailing, a sample letter is shown below and can be revised to accommodate the parish/pastor. Parishes should also send this via email where possible. Parishes may also include a pledge envelope in their mailing. A second set of pink ID labels can be requested from the BAA Office to include on these envelopes.

### *Sample Pastor's Introductory Letter:*

The Pastor's Introductory Letter should be printed on parish letterhead. The recommended mailing date is Monday, April 25, 2022.

#### DATE

Dear Parishioner:

As believers in Christ, we are inspired to follow His example to love one another. The theme of the Bishop's Annual Appeal, "Living the Joy of the Gospel," inspires us, as people of faith, to share joyfully the Good News of Christ to those who most need to feel His love as we continue His work on earth as faithful disciples. The Appeal gives us the opportunity to support the good works and ministries that brings hope to many of our brothers and sisters throughout the 23 counties of our Diocese.

The overall goal for the Diocese this year is \$6.85 million and our parish goal is \$\_\_\_\_\_. Our response to the Appeal is one way to share our blessings with our neighbors and to express our gratitude for all the blessings that our most loving God has bestowed on us.

The Bishop's Annual Appeal will officially begin the weekend of April 30-May 1. I know there are many obligations and concerns facing each of you and your families, but please consider supporting the ministries and programs made possible through the generosity of the people of faith. Your gift will support the religious education of our children in PSR programs, the education of our seminarians and deacons, the ministries facilitated by the Office of Social Concerns, and many other vital programs that help to further Christ's work on earth. *(the pastor may choose to highlight a specific program or ministry supported by the BAA)*

Let us pray for the success of the Bishop's Annual Appeal and I ask each of you to participate to the best of your ability, always remembering God's love for us. I am confident that together, with everyone's participation, our parish will exceed our goal. Whatever amount our parish raises over that goal will be returned to be used for our parish needs. *(the pastor may choose to mention a specific project the parish would address)*

I thank you for your generosity as I pray for our parish family.  
Sincerely yours in Christ,

## Step 3: Bishop's Annual Appeal Kickoff Weekend – April 30 and May 1

By Kickoff Weekend, the parishioners have received multiple communications and announcements – via letter, pulpit and bulletin announcements, and Prayers of the Faithful – concerning the Bishop's Annual Appeal. Kickoff Weekend is the central opportunity for parishioners to make a pledge together at Mass. The preferred time to deliver the Appeal message and to secure Appeal gifts is between the homily and before the Presentation of the Gifts. Telling the Appeal story and requesting a pledge is extremely important in securing gifts from a large percentage of the parish at one time. It is also important to walk through completion of the pledge card in a deliberate, step-by-step manner. An effective message will directly affect how much follow-up work is needed after Appeal Kickoff Weekend.

### *Materials Needed for Appeal Weekend:*

- [Pledge Envelopes](#) – Supplied by the BAA Office. Parishes can distribute these by placing them in the pews prior to Mass or have the ushers hand them out during a designated time.
- [Pencils](#) – Supplied by the parish.
- [Bulletin Announcement](#) – Suggested announcements appear below and can be revised to reflect the appropriate timeline and accommodate the parish's needs. Parishes may also include these announcement in an all-parish email during this time.
- [Homily Speaking Notes](#) – Priests may use the suggested homily speaking notes, available online, to tie the importance of stewardship and giving into the Mass readings.
- [Lay Witness Talk](#) – in lieu of the homily, parishes may choose to identify a volunteer to give a lay witness talk on the importance of stewardship. Guidance for these talks can be found online at the BAA website.
- [Script for In-Pew at Mass](#) – A suggested announcement script (and alternative talking points) appears on the following page. The pastor should present this during each of the Masses. If the pastor is unavailable, the chairperson may do so in the pastor's place.
- [Prayers of the Faithful](#) – Suggested prayers appear on page 24, and can be revised or edited to best suit the needs of the parish.

### *Suggested Bulletin Announcement:*

#### **“Living the Joy of the Gospel”**

This weekend is the start of the Bishop's Annual Appeal. The theme of the Bishop's Annual Appeal, “Living the Joy of the Gospel,” inspires us, as people of faith, to share joyfully the Good News of Christ to those who most need to feel His love as we continue His work on earth as faithful disciples. The Appeal makes possible the many good works facilitated by the Office of Social Concerns and the Office of Marriage and Family Life, contributes to the education of our future priests and deacons, and supports the education of our young people in their faith.

These are just a few examples of the many ministries and programs supported by your gift to the Appeal. Together we can bring hope that can change lives. Thank you for your prayerful generosity!

### *In-Pew Appeal Script:*

- This weekend is the start of the Bishop's Annual Appeal. You all should have received a letter outlining the needs of this year's Appeal and inviting you to consider a pledge. If you have already given, I thank you most sincerely on behalf of our entire parish.
- If you have not yet made a gift, I ask you to prayerfully consider a gift in support of the Appeal, which makes possible many ministries and programs that benefit so many in our diocese and our own parish.
- Our parish goal this year is \$\_\_\_\_\_. We receive every dollar raised over our goal back as a rebate to address our own needs. If we surpass our goal, we plan to use the rebates to *(describe project needs)*.
- At this time, I'd like to ask everyone sitting on the end of the pews to pass pledge cards and pencils down through your row. *(wait until finished)* Thank you!
- Let's start by filling in our name and address. Please use the best address to reach you by mail, an email you check regularly, and a good phone number to reach you during the day. I'll fill this out too. My name is...
- Please also note the parish you wish to receive credit for your gift. Take care to write clearly!
- On the right hand side, we can indicate the pledge or gift we'd like to make. For example, let's say I make a gift of \$X. You may select one of the options provided, or of course, fill in the amount of your choosing.
- If you'd like to enclose a down payment, you may do that as well. I'm going to enclose a down payment of \$Y. Indicate your total gift, subtract any down payment, and note the balance. So in my case, that's \$Z.
- Please also indicate your preferred form of payment. If you'd like to pay by credit card or automated withdrawal, we'll review that shortly.
- You are welcome to select the schedule on which you'd like to receive reminders. For instance, I'm making a monthly gift for 10 months, and I'd like my reminders to start in June.
- If giving electronically, please carefully complete the form on the bottom. Note when you would like to begin payments and over how many consecutive months. For the electronic option, the payments must be consecutive to be automated. Select the date you would like your gift to be withdrawn. Carefully complete your card number, or, enclose a voided check if you choose automatic debit. Include the name on the card, expiration, billing address if different from your mailing address, and please sign and date the form. Today is (April 30 / May 1).
- If you prefer to give online, you may do so through the diocesan website listed on the envelope.
- We hope that each of you will be able to make a gift today. Please understand that no gift is too small! All gifts are needed and appreciated. Let us strive to achieve our goal and secure as high participation as possible.

- Thank you again for your generosity and prayers.

*Suggested Prayers of the Faithful:*

That God may send His Holy Spirit to guide the work of the Church through a successful Bishop's Annual Appeal so that all in our diocese may live the joy of the Gospel, *let us pray to the Lord. R/...*

**or**

That as we make our commitment to the Bishop's Annual Appeal we may remember God's generosity to us. We pray  
for the success of the Bishop's Annual Appeal, *let us pray to the Lord. R/...*

## Step 4: In-Pew Solicitation with Volunteer Ambassador Stations - May 7-8 and May 14-15

We suggest that parishes offer additional opportunities for parishioners to make a gift to the Bishop's Annual Appeal after Kickoff Weekend. Parishes should continue solicitation to help increase their success. Volunteer ambassador stations can be set up in high traffic areas of the church, such as vestibules, parish hall, etc.

### *Materials Needed for Volunteer Ambassador Stations:*

- [Tables](#) – supplied by the parish and set up to accommodate the anticipated number of parishioners to visit the area. We suggest that tables are set up to best accommodate the anticipated flow of traffic.
- [Parish Appeal Volunteer Ambassadors](#) – volunteers will staff the stations before and/or after each of the Masses.
- [Pledge Envelopes](#) – supplied by the BAA Office
- [Pencils](#) – supplied by the parish

### *Suggested Bulletin Announcement:*

#### **There's Still Time to Give to the BAA**

Your gift to the 2022 Bishop's Annual Appeal is vital to the success of this diocesan wide campaign and will benefit our parish. We are off to a good start toward our parish goal of \$\_\_\_. Thank you to all those families that have made a gift or pledge. If you have not yet made your gift to this year's appeal, please consider doing so in the days ahead. Your gift will help to continue the vital work of the various ministries and services that reach so many in need. Please pray for the success of the Appeal and remember no amount of giving is too small. Volunteers will be stationed after Masses this coming weekend to answer questions and help you make your gift.

### *Suggested Pulpit Announcement:*

- Thank you to those who have already made a gift to the BAA. There are still parishioners who have not yet returned a pledge envelope. Our hope is to have 100% participation.
- Please prayerfully consider making a gift. Any amount received over our parish goal will be returned to our parish.
- You may find pledge envelopes in the pew if you would like to make your pledge today. Volunteers will also be available after Mass to answer questions and help you make your gift.
- Thank you for your generosity!

### *Suggested Prayers of the Faithful:*

For all those in need, that they may find guidance and assistance from the many services and programs available through our support of the Bishop's Annual Appeal, *let us pray to the Lord. R/...*

or

In giving gratitude for the many blessings our most generous God has bestowed upon us, may we respond generously to the Bishop's Annual Appeal, *let us pray to the Lord. R/...*

## Step 5: Direct mail, telephone, and email follow-up – May 21-22 – June 25-26

Once the in-pew solicitation process is completed, the pastor’s follow-up letter can be used to invite those individuals who have not yet participated to make a gift. The BAA Office will assist you in confirming which parishioners have not yet made a gift. We suggest that a follow-up letter from the pastor is mailed out to all who have not responded to the Appeal no later than Wednesday, June 15, 2022. You may also choose to send this via email if you have parishioners’ email addresses.

### *Sample Pastor’s follow-up solicitation letter:*

**DATE**

Dear Parishioner:

Our parish has been actively engaged in raising funds for the Bishop’s Annual Appeal. Our goal, as a parish, is \$\_\_\_\_\_. In a few short weeks, I have seen a wonderful and generous response, but we still need the support of every parishioner that is able to contribute in order to reach our parish goal. The theme of the Bishop’s Annual Appeal, “Living the Joy of the Gospel,” inspires us, as people of faith, to share joyfully the Good News of Christ to those who most need to feel His love as we continue His work on earth as faithful disciples. By contributing to the Bishop’s Annual Appeal, we make possible the many programs and ministries that impact so many of our brothers and sisters to such a positive end.

As your pastor, I am asking that you prayerfully consider a gift to this year’s Appeal. If, by your support, we exceed our parish goal, the overage will be returned to our parish to be used for our particular needs. *(describe project needs)*

Together, we can make a difference in our parish and in our community. We are abundantly blessed by our generous and loving God, so let us joyfully give back by sharing what we have, bringing hope to others. I thank you and pray for all the families in our parish.

Sincerely yours in Christ,

### *Additional Suggestions:*

- You can begin to determine whom to include in the follow-up effort by referencing the list of non-givers in the Parish Master Report, sent monthly. Contact the BAA Office for the most recent report.
- Use the sample follow-up letter on this page as a guide to assist the pastor in writing his letter to the parish community. This letter can be edited or revised to accommodate the pastor’s own follow-up message.
- Please remember to insert an unlabeled pledge envelope with the follow-up letter, or, if sending via email, link to the BAA website.

The telephone and email follow-up effort is the final step in the Appeal solicitation process at the parish level.

Volunteers are asked to make phone calls to parishioners who have not yet responded to the Bishop’s Annual Appeal. The follow-up calls can be conducted by individual volunteers making their calls from home or as a group at the parish if resources and space permit.

**Materials Needed for Telephone Follow-up Calls:**

- **List of parishioners to call** – This list can be determined by the list of non-givers in the Parish Master Report and the Pledge/Payment Record Form 3, which includes all gifts received at the diocese on behalf of your parish.
- **Telephone instruction manual** – This manual, which is supplied by the BAA Office, includes step-by-step instructions, suggested telephone script, and helpful hints to consider when making calls.
- **Telephone follow-up cards** – These cards, which are supplied by the BAA Office, are used to retain donor pledge information during the follow-up phone calls. They are designed specifically for phone calls and are to be used in place of the BAA pledge envelope. When reporting your results to the diocese, please send these cards with the Pink ID labels attached (see the Parish Reporter Manual) along with the Parish Report Form 10.

<div style="border: 1px dashed black; padding: 10px; width: fit-content; margin: 0 auto;"> <p><b>[Place Pink Label Here]</b></p> </div>	<p><b>The Bishop’s Annual Appeal Telephone Follow-up Card</b></p> <p><b>Total Gift: \$</b> _____</p>										
<p>If no gift is made, please check one of the following:</p> <p><input type="checkbox"/> Refused   <input type="checkbox"/> Not interested   <input type="checkbox"/> Unable</p> <p><input type="checkbox"/> Already gave</p> <p><input type="checkbox"/> Belong to another parish</p> <p><input type="checkbox"/> Unable to contact</p> <p><input type="checkbox"/> Other: _____</p>	<p>Will pay balance:</p> <p><input type="checkbox"/> 5 monthly payments      <input type="checkbox"/> 10 monthly payments</p> <p>or bill in the following months:</p> <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> June</td> <td><input type="checkbox"/> November</td> </tr> <tr> <td><input type="checkbox"/> July</td> <td><input type="checkbox"/> December</td> </tr> <tr> <td><input type="checkbox"/> August</td> <td><input type="checkbox"/> January</td> </tr> <tr> <td><input type="checkbox"/> September</td> <td><input type="checkbox"/> February</td> </tr> <tr> <td><input type="checkbox"/> October</td> <td><input type="checkbox"/> March</td> </tr> </table>	<input type="checkbox"/> June	<input type="checkbox"/> November	<input type="checkbox"/> July	<input type="checkbox"/> December	<input type="checkbox"/> August	<input type="checkbox"/> January	<input type="checkbox"/> September	<input type="checkbox"/> February	<input type="checkbox"/> October	<input type="checkbox"/> March
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<input type="checkbox"/> September	<input type="checkbox"/> February										
<input type="checkbox"/> October	<input type="checkbox"/> March										
	<p>Form 2A Rev. 31 Mar 09</p>										

**Instructions:**

1. **Apply all remaining Pink ID labels directly to the Telephone Follow-up Cards.** Cross reference your remaining Pink ID labels with the list of givers to determine anyone who sent their gift directly to the Diocese. These cards will be distributed to the volunteers making phone calls. **We recommend a total of 15-25 calls per volunteer over the course of two weeks.**
2. **Determine a location from which the phone calling should take place.** You may want to enlist the help of parishioners who own local businesses with large phone banks. The calls can be made from the parish or individually from the volunteers’ homes. It is a nice gesture to offer refreshments and snacks during volunteer meetings and training.
3. **Review the Telephone Manual with each volunteer.** Focus on the suggested telephone script and helpful hints to prepare volunteers.
4. **Assign pre-labeled cards to each volunteer.** Have the volunteers transfer each name to the Volunteer Contact Form at the end of the Telephone Manual and give them to the parish reporter or chairperson.
5. **Have volunteers rubber band completed cards together and return them.**





## DIOCESE OF COLUMBUS - BISHOP'S ANNUAL APPEAL

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