

A single individual is enough for hope to exist, and that individual can be you.

And then there will be another "you," and another "you," and it turns into an "us..."

**~Pope Francis
April 2017 TED2017**



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Agenda for 2017 – 2018

Diocesan Annual Appeal

- Welcome and Introduction
- This Year's Theme
- Parish Manual
- Parish Targets
- Questions and Answers



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Diocese of La Crosse Team

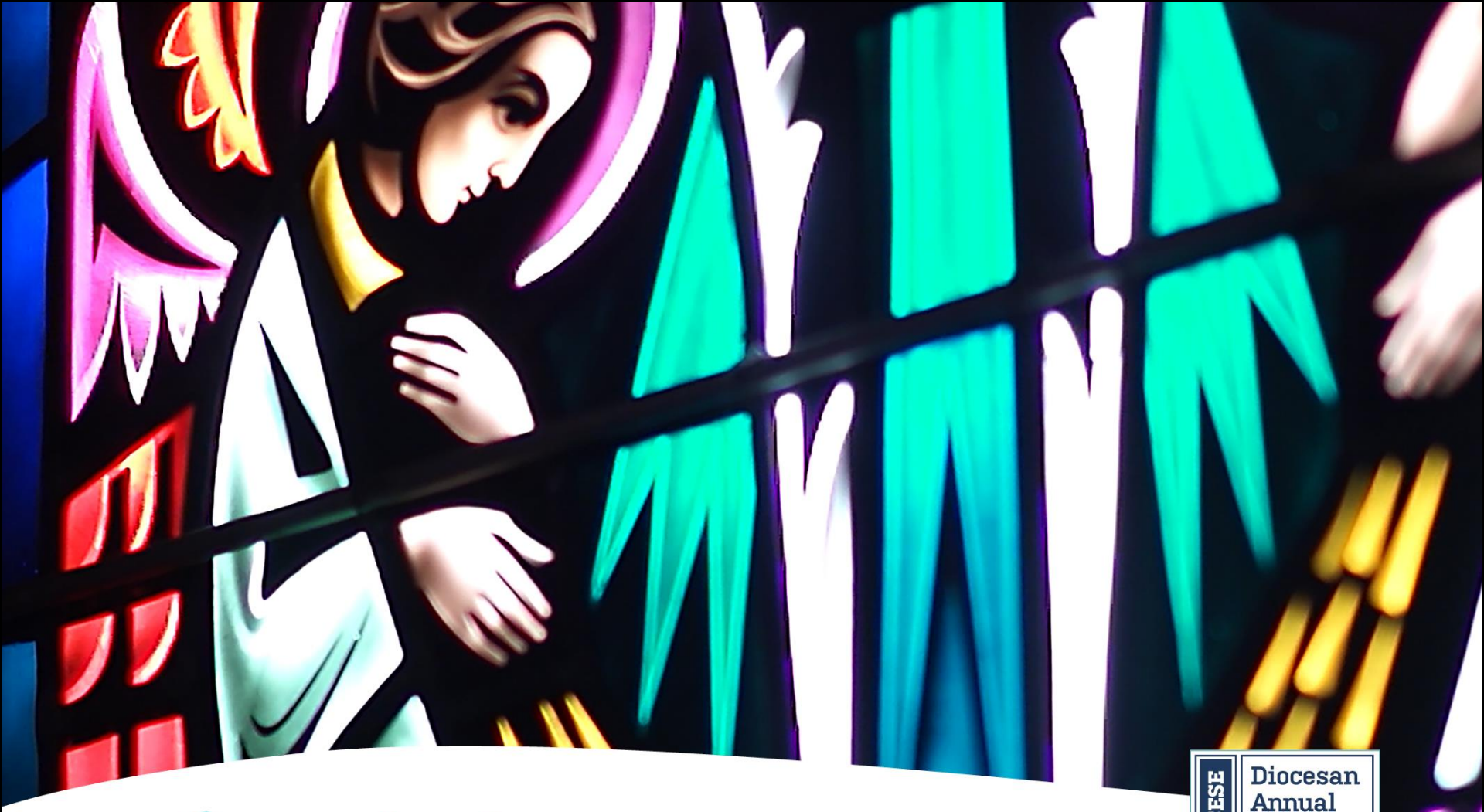
- Jeff Reiter, Stewardship & Development Director
- Sarah Komperud, Administrative Assistant
- Kristine Garavalia, Data Services
- Margot Lorraine, Services Assistant



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE





Stewards of
HOPE

DIOCESE OF LA CROSSE

WE ARE THE DIOCESE

Diocesan
Annual
Appeal
2017-2018



Why....

Stewards of Hope

- Christ is our Hope
- “He said to them, “Go into the whole world and proclaim the gospel to every creature.”
- Sesquicentennial
- Sharing the Promise of Mercy

On the Web

Parish access: appeal.diolc.org

- Parish Manuals
- Sample Letters
- Scripts for Phone Calls
- Registration Forms
- Training Videos



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



On the Web

Public Access:

<http://www.diolc.org/hope>

- Case Statement
- Brochures
- Prayers Cards
- Videos of Stories
- Pope Francis's TED talk



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Parish Manual

Four Phases

- Promote
- Obtain
- Follow-up
- Thank the Donor

Parish Manual

Other

- Roles and Responsibilities
- Public Relations
- Time Table
- Reports and Forms



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Promote

What can be done

- Show Video
- Send letters from the Pastor
- Homilies and Witness Talks
- Thank the Donors Publicly
- Website and Social Media
- Use the Brochures, Banners, and Posters
- Be positive and upbeat



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Appeal Materials

Homes

- Kickoff Ad in the September/October Catholic Life magazine
- Initial packet:
 - Letter from Bishop Callahan with pledge card with brochure mailed to homes
 - Mail Drop 1: September 22
 - Mail Drop 2: October 13



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Appeal Materials

Parishes

- Kickoff Ad in the September/October Catholic Life magazine
- Initial packet:
 - 2 Variations Parish Progress Poster
 - Additional Brochures (more available on request)
 - In-Pew Cards initial (more available on request allow 14 days for delivery)
 - Banners available
 - Prayer Cards (more available on request)

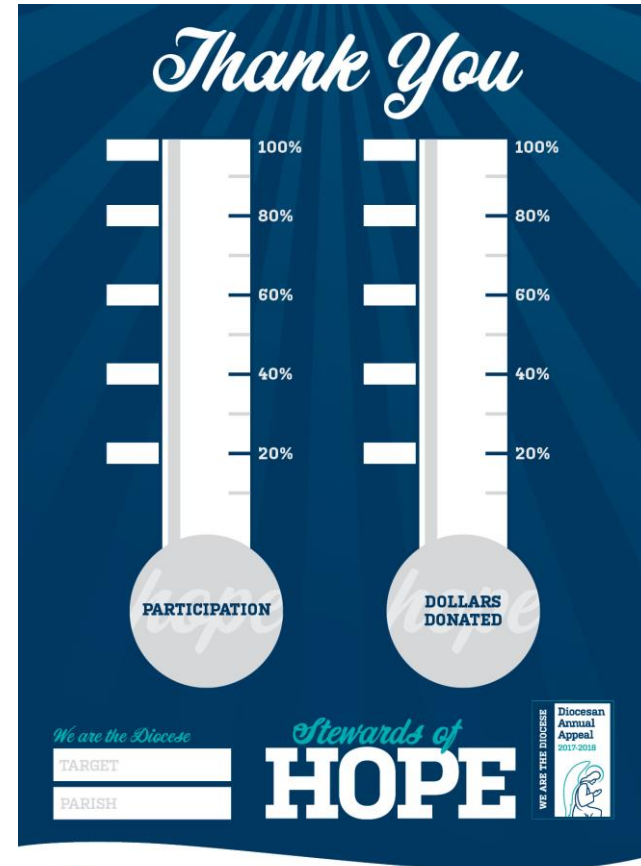
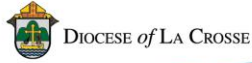


DIOCESE of LA CROSSE

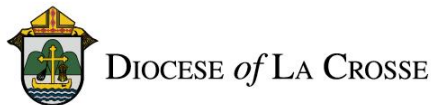
Stewards of
HOPE
DIOCESE OF LA CROSSE



Appeal Materials

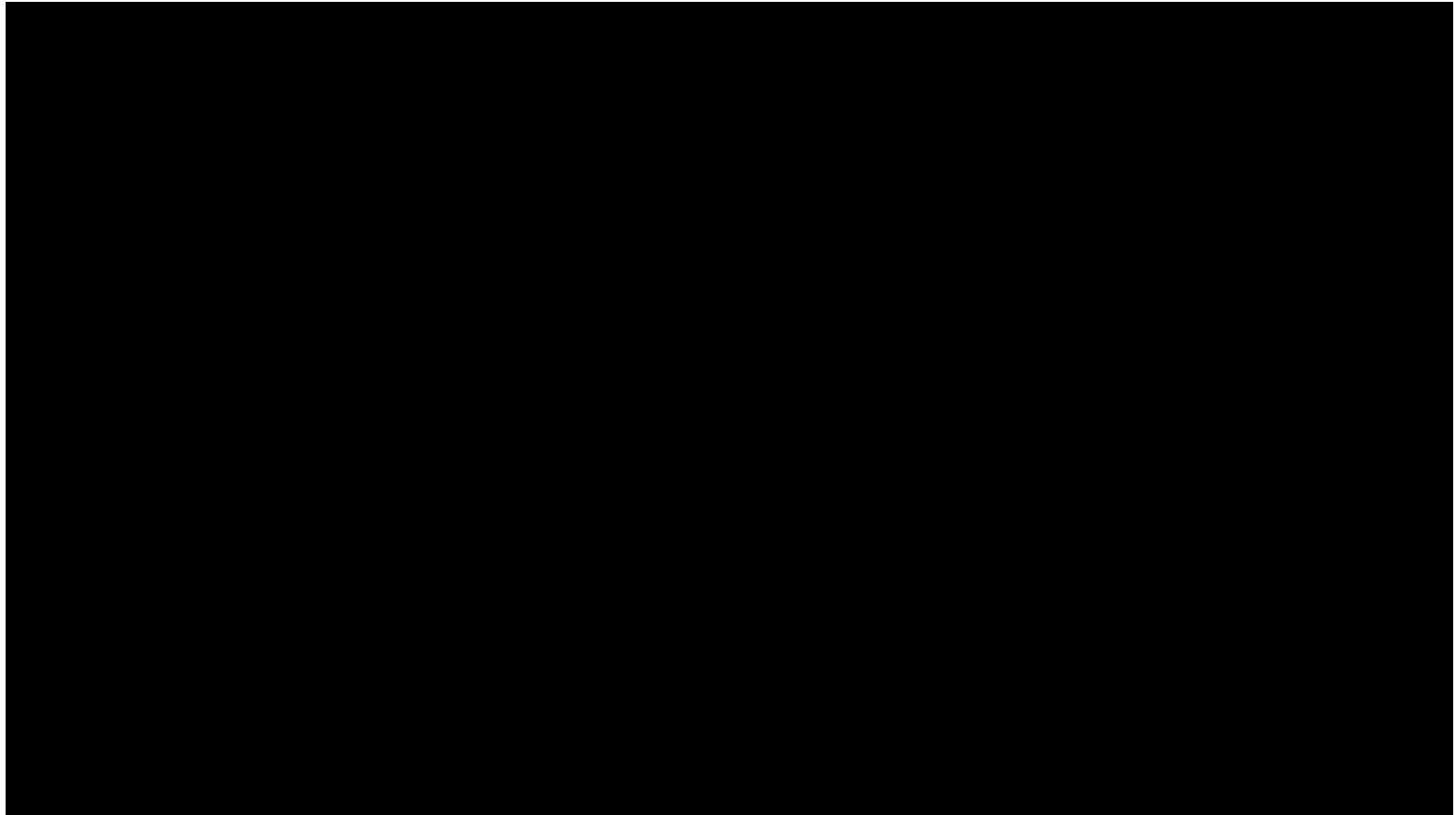


DIOCESAN ANNUAL APPEAL



Parish Video – Draft

<https://youtu.be/-384ddbqmPE>



Diocese of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Obtain

What can be done

- Remind
- In-Pew
- Show progress
- Encourage On-line giving
 - Website: Parish specific
 - Diolc.org/Hope



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Follow-up

What can be done

- Telephone
- In-Pew
- Send out LYBUNT and SYBUNT letters from the pastor
- Use GivingTrend
 - Diolc/givingtrend.com
- Persistence



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Thank the Donor

What can be done

- Thank you cards
- Personal Calls
- Public Acknowledgement
 - Not personally calling out
- Celebrate Milestones



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Roles and Responsibilities

Major Players

- Pastor, Associates, Deacons
- Finance and Pastoral Councils
- Stewardship Committee
- Appeal Chairperson
- Appeal Secretary
- Volunteers



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Public Relations

Promote

- Social Media
- Posters
- Up to Date Reporting
- Ambo
- Newsletters
- Local Papers
- Billboards



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



The Target



DIocese of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



The Target

Target Formula

- Step 1. $(A + B)/2 \times \$6,776,304 = Y$
- Step 2. $C + D = Z$
- Step 3. $Y - Z = \text{Net Parish Target}$
- Step 4. Parish targets are adjusted so that no parish has an increase of no more than 10% or \$10,000 or drop more than -10% or -\$2,500 from their previous year's target
- A,B,C, D are from the Bishop's Annual Report



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



The Target

Target Formula

- Variable A: Line 16 (401): The adult envelope receipts for a parish as a percentage of the entire adult envelope receipts for the Diocese for the 2015-2016 fiscal year.



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



The Target

Target Formula

- Variable B: The number of envelope holders who contribute \$100.00 or more per year to a parish, as a percentage of the total number of envelope holders who gave \$100.00 or more for the Diocese for the 2015-2016 fiscal year.



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



The Target

Target Formula

- Variable C: School Calculation 1: Line 102B (School and Convent), for a parish as a percentage of Line 102 for the total for the Diocese. This percentage is then multiplied by \$690,000 = C.



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



The Target

Target Formula

- Variable D: School Calculation 2: The total number of students enrolled in Catholic schools multiplied by \$88.00 = D.



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



The Target

Target Formula

- Step 1. $((A + B)/2) \times \$6,776,304 = Y$
- Variable A: Line 16 (401): The adult envelope receipts for a parish as a percentage of the entire adult envelope receipts for the Diocese for the 2015-2016 fiscal year.

$$(A) \quad 382,928/36,882,542 = 0.01038238$$

Parish Adult Envelope Receipts/All Diocese Total Adult Envelope Receipts



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



The Target

Target Formula

- Step 1. $((A + B)/2) \times \$6,776,304 = Y$
- Variable B: The number of envelope holders who contribute \$100.00 or more per year to a parish, as a percentage of the total number of envelope holders who gave \$100.00 or more for the Diocese for the 2015-2016 fiscal year.

$$(B) 482/36,483 = 0.01321163$$

Parish Envelope Holders >100/All Diocese Total Envelope Holders > 100



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



The Target

Target Formula

- Step 1. $((A + B)/2) \times \$6,776,304 = Y$
- $(A+B) \quad 0.01038238 + 0.01321163 = .02359401$
- $(A+B) = .02359401$
- $((A+B)/2) \quad .02359401/2 = 0.011797$
- $(Y) \quad .011797 \times 6,776,304 = 79,940$



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



The Target

Target Formula

- Step 2. $C+D = Z$

$$C = 488,341 / 26,632,984$$

$$0.01833595 \times -690,000 = (12,652)$$

Schools and Convent Receipts / All Parish School and Convent Receipts \times -690,000



DIocese of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



The Target

Target Formula

- Step 2. $C+D = Z$

$$D = 114 \times -\$88 = (10,032)$$

Total number of students enrolled at parish x per student credit



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



The Target

Target Formula

- Step 2. $C+D = Z$

$$Z = (-12,652 - 10,032) = (22,684)$$

The Target

Target Formula

- Step 3. $Y-Z = X$

$$X = 79,940 - 22,684 = 57,265$$

Raw Parish Target

The Target

Target Formula

Step 4.

Adjust parish targets - no parish can have an increase of more than 10% or \$10,000 or a decrease of more than-10% or -\$2,500 in a year.

=Net Parish Target



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Changes

Processing – Throw away all old cards

- All Gifts will be processed by the Office for Stewardship and Development
- All Correspondence will have the Diocesan Center's return address
- 2d Coding on all remittance advices
- Mail directly to

Diocese of LaCrosse
Office for Stewardship and Development
PO Box 4004
La Crosse, WI 54602-4004



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Changes

Processing – Throw away all old cards

- 2D Coding Allows for greater data processing than the traditional Lockbox
 - More Efficient
 - Image Cash Letter (ICL)
 - Electronic Image filed with the bank
 - Image of Remittance
 - Available via GivingTrend



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Changes

Processing – Throw away all old cards

- Postmark Dates
 - More of an objective measure
 - Responsibility of donor
 - More lenient in time

Changes

Processing – Throw away all old cards

- Pledge versus one time gift
 - Pledge cards = balances due
 - Received payments = Pay Cash
 - Gifts where amount received = Remittance advice
 - Is a one-time gift
 - Gift recognized as Cash

Changes

Processing – Throw away all old cards

- Remittance Advices revamped
- Direct Mail (Front)

<Parish Name>

One-Time Gift (Paid in Full) Monthly Pledge (Monthly until 6/30/2018)
 Sustaining Member Gift (Indefinite monthly withdrawal)

Please select one of the following amounts

\$000 \$000 \$000 Other: \$ _____
 \$000 \$000 \$000 \$ _____

Total Amount Pledged \$ _____ Total Amount Enclosed \$ _____

Make check payable to Diocese of La Crosse

(Note: See reverse side for Electronic Fund Transfers (EFT) and Credit Card payments information. Gift of Securities, Stock or Grain, please call Finance Office 608-791-2668.)



Stewards of
HOPE
WE ARE THE DIOCESE

Diocesan Annual Appeal 2017-2018

WE ARE THE DIOCESE

Please do not send reminders.
 Please do not send Acknowledgment/Thank You.
 Please do not send Tax Statements.
 This gift is anonymous.

<00000000-000-IM0917-0000>
Sample A. Sample
123 Any Street
Anytown, US 12345-6789



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Changes

Processing – Throw away all old cards

- Remittance Advices revamped
- Direct Mail (back)

Sustaining Gift, I authorize the Diocese of La Crosse to automatically withdraw from my checking account or debit my credit card account on the 15th of every month. Donations will continue indefinitely until notification to cancel is given to the Diocese of La Crosse.

For Electronic Funds Transfer from a checking account, please enclose a voided check.

Credit Card: VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Card Number: _____

3-digit Security Code: _____ Exp. Date: ____ / ____

Cardholder Name _____

Email _____

Signature _____ Date _____

By signing, I authorize the Diocese of La Crosse to debit/charge my account as listed above.

*Thank you for
your support*

GIVE ONLINE

<https://diolc.org/donate-online/>



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Changes

Processing

- Remittance Advices revamped
- In-Pew (Front)

<Parish Name>

First Name _____ Last Name _____

Address _____ Apartment/Unit # New Address

City _____ State _____ Zip _____

Telephone _____ E-Mail _____

- Please do not send reminders.
- Please do not send Acknowledgment/Thank You.
- Please do not send Tax Statements.
- This gift is anonymous.



<00000000-000-IM0917-0000>



- One-Time Gift (Paid in Full)
- Monthly Pledge (Monthly until 6/30/2018)
- Sustaining Member Gift (Indefinite monthly withdrawal)

Please select one of the following amounts

- \$250 \$175 \$100 \$25
- \$225 \$150 \$75 Other:
- \$200 \$125 \$50 \$ _____

Total Amount Pledged \$ _____ Total Amount Enclosed \$ _____

Make check payable to Diocese of La Crosse

(Note: See reverse side for Electronic Fund Transfers (EFT) and Credit Card payments information. Gift of Securities, Stock or Grain, please call Finance Office 608-791-2668.)



DIOCESE of LA CROSSE



Changes

Processing

- Remittance Advices revamped
- In-Pew (Back)

Sustaining Gift, I authorize the Diocese of La Crosse to automatically withdraw from my checking account or debit my credit card account on the 15th of every month. Donations will continue indefinitely until notification to cancel is given to the Diocese of La Crosse.

For Electronic Funds Transfer from a checking account, please enclose a voided check.

Credit Card: VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Card Number: _____

3-digit Security Code: _____ Exp. Date: ____ / ____

Cardholder Name _____

Email _____

Signature _____ Date _____

By signing, I authorize the Diocese of La Crosse to debit/charge my account as listed above.

*Thank you for
your support*

GIVE ONLINE

<https://diolc.org/donate-online/>



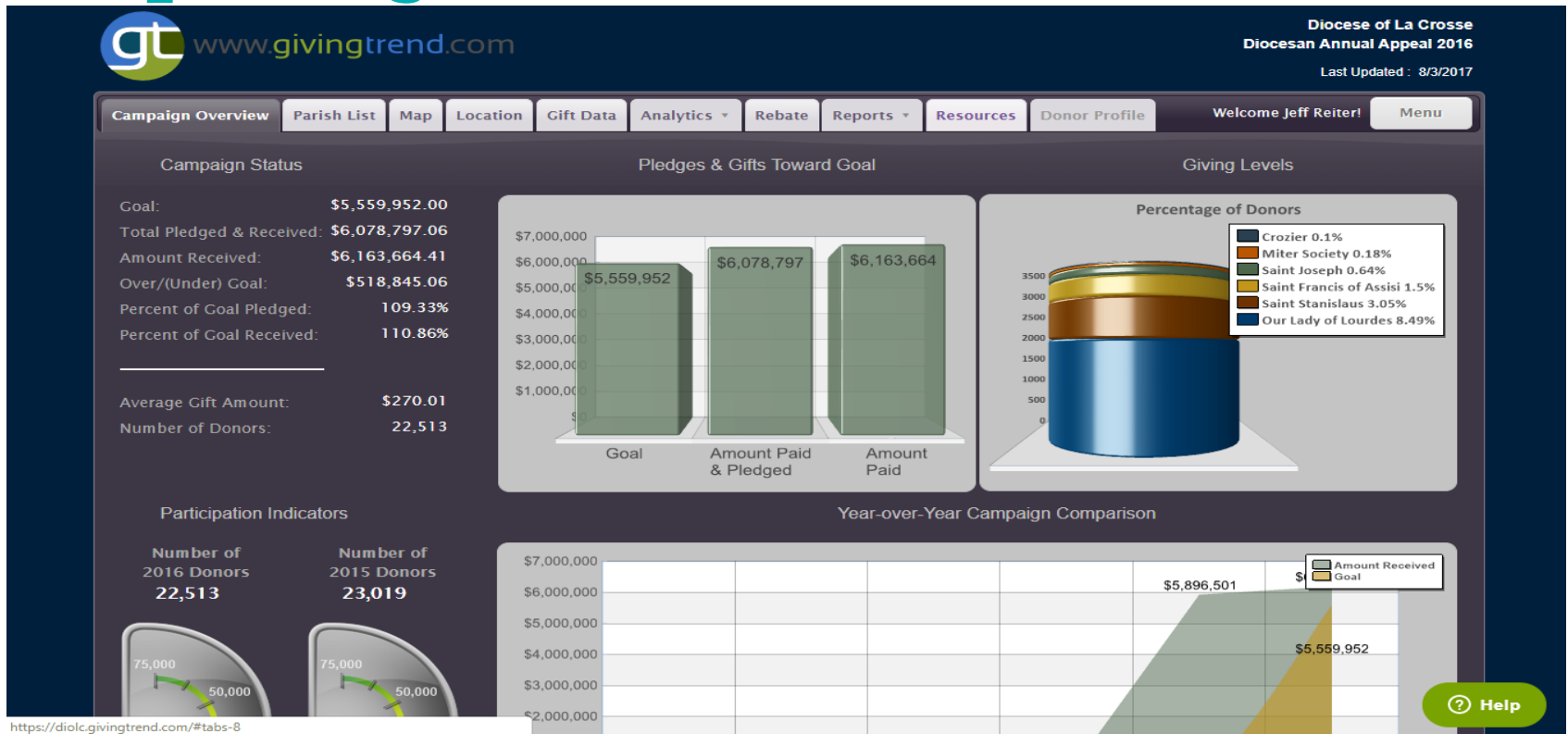
DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Changes

Reporting



Changes

Questions and Answers



DIOCESE *of* LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



And so, does hope begin when we have an “us?” No.

Hope begins with one
'you.'

~Pope Francis

April 2017 TED2017



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE



Thank you



DIOCESE of LA CROSSE

Stewards of
HOPE
DIOCESE OF LA CROSSE

