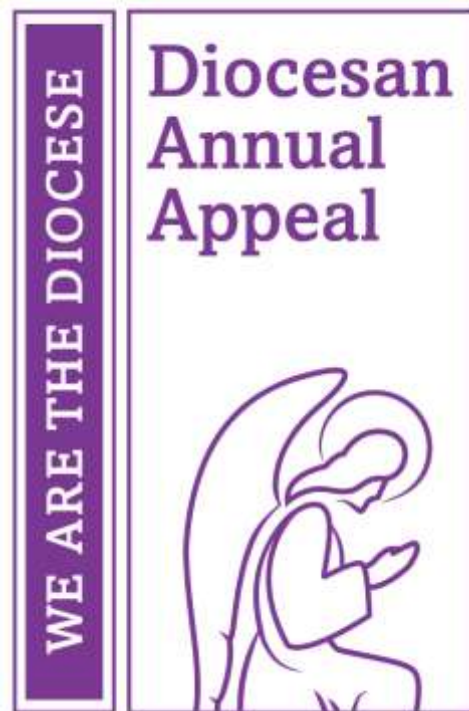


2016 – 2017

Diocese of La Crosse

**Diocesan Annual Appeal**

Parish Manual



**DIOCESE OF LA CROSSE  
STEWARDSHIP & DEVELOPMENT OFFICE**

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# Diocesan Annual Appeal Parish Manual

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## **Introduction**

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The Diocesan Annual Appeal was initiated in 1997 to provide financial relief to the parishes of the Diocese of La Crosse and to support important Diocesan programs, such as clergy healthcare, seminarian education, Catholic service agencies, and needy persons, as well as the parishes, the schools, and the universal Church. By strengthening the Church's financial base, the Diocesan Annual Appeal has significantly advanced the work of the Church, locally and beyond. Being Catholic, means taking responsibility for the needs of the wider Church, as well as the parish, and using our gifts from God by practicing the stewardship of our time, talents and treasures.

Our collective giving is an extension of Christ's hands reaching out to those in need in our Diocese and throughout the world. Your individual and parish efforts are critical to the overall success of the Diocese. By reaching your parish target, you not only ensure your parish's success, you ensure that the Diocese is able to provide much needed services to the 19 counties in Western Wisconsin.

This manual has been prepared to guide your parish through the Diocesan Annual Appeal process. **Please read this manual carefully.**

**Any inquiries about the Appeal process, parish target calculations, or how the Office of Stewardship & Development may assist your parish in conducting the Appeal should be directed to the following:**

Jeff Reiter, Director of Stewardship & Development

608-791-2685 or jreiter@diolc.org

or

Sarah Komperud, Administrative Assistant

608-791-2653 or skomperud@diolc.org

PO Box 4004, La Crosse, Wisconsin 54602-4004 Fax 608-788-3854

## **General Guidelines & Steps for Success**

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- Actively engage pastor participation in the Appeal. Set an example of generosity. As the main advocate of the Appeal, the pastor is essential to positively and enthusiastically presenting the Appeal. Parishioners need to know that the pastor gave and that making the parish target is a high priority for him.
- Speak honestly and enthusiastically about how the funds received through the Appeal benefit the parish and the wider Church. Mention:
  1. any grants your parish recently received and how they are being used,
  2. how the rebates received during the last Appeal were used in the parish,
  3. the services provided to the parish by the Diocesan offices, and
  4. seek to vividly explain how real lives are impacted through the appeal.
- Encourage 100% participation.
  1. Those who have previously given to the Appeal are most likely to give again – don't be shy about asking.
  2. Even when there are no donors with large gifts, if everyone gives a little, the target can be reached.
  3. When a parishioner makes a thoughtful response to the Appeal, even a \$0 pledge, it is a sign of worthy parish membership.
  4. Consider asking parishioners to return the Appeal pledge cards as a way to conduct an annual parish census. Parishes that have used this approach have a very high level of giving.
- Use the 3 pillar approach to help encourage proportionate, sacrificial giving.
  1. Stewardship Sunday

Use this Sunday to kick off the campaign in your parish. Establish the needs that are met with funds from the annual appeal. Set the context of shared work across the Diocese. Help parishioners understand how the money is used. Show the Annual Appeal video. Make them aware they will be receiving the mailing the following week asking for their financial participation.
  2. Commitment Sunday

Deliver the “ask” on this Sunday via homily and/or lay testimony. Recap the needs and stories from the prior week. Make a direct ask for prayers and participation in this years appeal. Announce the parish target. Explain what your parish will do with its rebate. Spend time explaining how to give including the ability to give monthly installments.
  3. Amen Sunday

Amen Sunday is effective in reminding mass-attending parishioners that their support is needed. This in-pew process will solicit parishioners that have not registered with the parish and have not received the Appeal mailing. (Page 34 of this manual.)

- Pledged giving encourages larger gifts and provides the opportunity for parishioners to budget their support on a monthly basis concluding June 30. For example:

Monthly Donation	September through June	Total Donation
\$25.00	X 10 months	\$250.00
\$75.00	X 10 months	\$750.00
\$100.00	X 10 months	\$1,000.00
\$150.00	X 10 months	\$1,500.00
\$200.00	X 10 months	\$2,000.00

Pledges may be paid in installments throughout the year, either by check, direct electronic payment from a parishioner's checking account, or by credit card (VISA, MasterCard, American Express or Discover). A pledge to the Diocesan Annual Appeal is not a legal debt and may be canceled at any time by notifying, in writing, the Stewardship & Development Office.

- Keep the Appeal before the people with church bulletins, newsletters, announcements, or web sites:
  1. Use clip art to highlight what Appeal funds are used for.
  2. Track progress toward the target (target amount, pledge and cash total, % of parishioners pledging).
- Keep pledge cards and brochures readily available for parishioners to pick up at any time.
- Follow-up. Personal solicitation is strongly advised to encourage those who have the ability to support the Appeal, but who have not responded to the Appeal. (Page 37 of this manual.)
  1. Make phone calls to those who have given in the past but not yet this year.
  2. Make thank you calls to those who do participate.
  3. Automatic follow up letter generated prior to Thanksgiving.
- **DECEMBER 31:** For tax purposes, payments need to be received at our bank in Milwaukee before December 31. Payments deposited at the bank after December 31 will be applied to January of the following year. **Nothing can be back dated.**
- **JUNE 30:** For Diocesan fiscal year (July 1 through June 30) purposes, payments need to be received at the bank in Milwaukee **before** June 30<sup>th</sup>. Payments deposited after June 30<sup>th</sup> will be applied to July in the next Diocesan fiscal year. **Nothing can be back dated.**
- **If your parish wishes to pay the target balance remaining as of June 30th, you have two options:**
  1. Send the payments to the bank at the Milwaukee address so it is deposited in the bank before June 30. **DO THIS EARLY IN JUNE;** any over payment will come in form of rebate.
  2. Wait until you receive a bill from the Finance Office (they go out around July 20) and pay it at that time.

## **Roles and Responsibilities**

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### **Leadership Development**

All individuals involved in the Diocesan Annual Appeal are asked to attend a Leadership Development session. Training is held each year throughout the Diocese in August to instruct on the purpose and procedures of the Appeal, show the video, and answer any questions that arise. A registration form is mailed to all parishes in late July or early August and needs to be returned to the Stewardship & Development Office as soon as possible after receipt.

### **Pastor, Associate Pastor, & Pastoral Associate**

Pastors, associate pastors, and pastoral associates by their examples, instruction, and motivation, are essential to the success of the Diocesan Annual Appeal. Parishioners respond to their pastor's spiritual direction, example, enthusiasm, leadership, and confidence.

Principle responsibilities:

1. Gives to the Diocesan Annual Appeal.
2. Attends leadership development.
3. Reads the Appeal materials thoroughly.
4. Positively presents the goals and theme of the Appeal.
5. Selects competent and enthusiastic lay leadership for the Appeal.
6. Assists the Appeal leadership.
7. Encourages parishioners to participate.
8. Guides the Chairperson to form and carry out a plan, ensuring that every parishioner, whether they come to Mass or not, understands the value of the Appeal, and receives an invitation to participate.
9. Promotes the Appeal positively at parish meetings.
10. Speaks at Mass reporting on progress toward reaching the target and thanking current participants.
11. Meets with the Chairperson on, at least, a monthly basis to review the Diocesan Annual Appeal progress.
12. Initiates follow-up procedures

### **Parish Appeal Chairperson**

The chair should be a well-respected member of the parish community who supports the goals of the Diocesan Annual Appeal. In addition to knowing the parish well, the chair should be able to present the Appeal enthusiastically to fellow parishioners.

Principle responsibilities:

1. Gives to the Diocesan Annual Appeal.
2. Attends leadership development.
3. Assists the pastor in carrying out the solicitation of parish members.
4. Forms and carries out a plan, ensuring that every parishioner, whether they come to Mass or not, understands the value of the Appeal, and receives an invitation to participate.
5. Enlists and trains volunteers to effectively carry out personal solicitation.
6. Directs the distribution of Appeal materials.
7. Coordinates the auditing procedures for the Appeal.
8. Holds weekly report meetings for the volunteers.
9. Promotes the Appeal positively at parish meetings.

10. Speaks at Mass, along with the pastor, reporting on progress toward reaching the target.
11. Initiates follow-up procedures.

### **Appeal Secretary**

The Appeal Secretary is the coordinator of the Diocesan Annual Appeal in the parish and is a vital link between the parish and the Stewardship & Development Office. This person must be knowledgeable of the parish, capable of keeping accurate records, and enthusiastic about the Appeal.

Principle responsibilities:

1. Gives to the Diocesan Annual Appeal.
2. Attends leadership development.
3. Reads thoroughly the Appeal materials.
4. Assists the pastor and the chairperson in carrying out the program of solicitation.
5. Attends all DAA meetings.
6. Collects and audits pledge cards and payments.
7. Sends payments to the bank on a daily basis.
8. Maintains parish records.
9. Contacts the Stewardship & Development Office with any questions.

### **Volunteers**

Volunteers are the foundation of the Diocesan Annual Appeal at the parish level. They should be knowledgeable about the Appeal's positive impact on parish life so that they can enthusiastically promote it. There should be a minimum of one volunteer for every eight families in the parish.

Principle responsibilities:

1. Gives to the Diocesan Annual Appeal.
2. Reads the Appeal materials thoroughly.
3. Visits and promotes the Appeal positively to other parishioners.
4. Follows up with households they have contacted in a timely and appropriate manner.
5. Attends weekly report meetings to share their progress and success.
6. Helps distribute materials as necessary, possibly through parish mailings and after-Mass events.
7. Contacts parishioners who have not made a pledge.
8. Reports and turns in all pledges and contributions to the Appeal Secretary.

## **Public Relations: Using Newsletters, Bulletins & Announcements**

Public relations play a vital role in the success of your parish effort by using the means available to stimulate donors to pledge their financial support. Connecting the donor strongly with the Appeal can be accomplished in part by explaining what the funds will be used for and how they benefit the Diocese and, more directly, your parish. Below are suggestions to be studied and followed.

**AMBO:** The pastor or chairperson of the Diocesan Annual Appeal should make announcements during the months of September, October and November to keep the parishioners abreast of progress toward reaching their goal. Make sure to prepare the announcement in advance and in writing so they remain uniform and factual, no matter who makes the announcement.

Announcements could include the following:

- Highlight an aspect of the case statement each weekend. Use a real life example.
- A reminder of the importance of the rebate and what it will fund in your parish.
- An update on the progress your parish is making toward reaching your target.
- Each week mention the Appeal in the prayers of the faithful.
- Ask parishioners to pray for the success of the Appeal.

**BULLETIN ANNOUNCEMENTS:** Bulletins are an important way to remind parishioners about the message of the Appeal and of the benefit it will have to your parish. Consider using bulletins to report progress, to thank the parish Appeal leadership, and to remind parishioners of the progress and importance of your parish reaching target.

**MONTHLY NEWSLETTER:** A newsletter can be readily utilized to carry the Appeal message in a permanent, printed form. Repetition for emphasis is always valid. Studies have shown that only 10% of what is heard is remembered. Therefore, the newsletter provides an opportunity to reinforce giving of time, talent and treasure, and to give recognition to your parish Appeal leaders.

**VISUAL AIDS:** As a constant reminder of the Appeal and its importance to the Greater Church and your parish, it is important that you:

- Display your posters in a prominent location. These are mailed to the parish from the Stewardship & Development Office.
- Show the Appeal video many times after the initial showing. Consider placing a small TV showing the video in the vestibule or in another gathering location of the Church before and after Masses.
- Have brochures, blank pledge cards, envelopes, and pens available at all times.

## Parish Targets

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Each Parish is assigned a target, as a fair share of the Diocesan Annual Appeal goal. The goal for 2016-2017 Diocesan Annual Appeal is \$5,563,760.

These targets are determined by data common to every parish: parish size (number of envelope holders who give \$100 or more per year), parish adult envelope income, the amount of money a parish spends on PK-12 Catholic school education separate from tuition income, and the number of students enrolled in Catholic Schools. This data is obtained from the Annual Report to the Bishop.

### 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.

**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 give \$100.00 or more for the Diocese for the 2015-2016 fiscal year.

**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.

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

**Step 1.**  $\frac{A + B}{2} \times \$6,690,139 = Y$

**Step 2.**  $Y - (D+C) = \text{Parish Target}$

**Step 3.** Parish targets are adjusted so that no parish has an increase or decrease of no more than 10% or \$10,000 in their target.

### Parish Rebates

All funds received over the target for a parish will be rebated back to the parish. Rebate checks will be issued the second week of the month January through July. Parish rebates are not included in the envelope receipts used to calculate the target. Rebate checks for parishes that owe money for previous years' Appeal will be applied to that outstanding balance.

### Parish Responsibility

All parishes are required to meet the target assigned to their parishes by June 30. By following the procedures in this manual every parish should be able to fulfill its responsibility without having to draw on other parish revenues. Parishes who do not reach their target will be billed monthly by the Diocese of La Crosse Finance Office for the remainder of the target. Payments for these billings should be sent to the Diocesan Finance Office in La Crosse, not to the Diocesan Annual Appeal Office nor to the Milwaukee address.

## Timetable

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### September 2016 – General Phase

September 10-11 - Commitment Weekend – priests to announce the Appeal and show video  
September, 12-16 - Appeal Mailing Drop #1 (arriving in homes week of Sept. 12<sup>th</sup>)

### October 2016

October 8-9 - Commitment Weekend – priest to announce the Appeal and show video  
October 10-14 - Appeal Mailing Drop 2  
October 15 - Follow-up mailing drop #1 - 2nd week of November

### November 2016

November 21-24 – Follow-up mailing drop #2

### December 2016

12/31/16 – Year-end donations must be received at the bank by 12/31/16.

Donations must be **received at the bank before December 31, 2016 to be included in your 2016 tax statement.** Payments received at the bank after December 31, 2016 will be included in the 2017 tax statements. We suggest mailing your payment prior to December 20 to reach the bank in time.

**DO NOT SEND PAYMENTS TO THE DIOCESAN ANNUAL APPEAL OFFICE.** They will **not** reach the bank before December 31. **Send them directly to the address in Milwaukee: Diocese of La Crosse, PO Box 88014, Milwaukee, WI 53288-0014.**

### January 2017

2<sup>nd</sup> Week.....Stewardship & Development Office mails rebate checks to the parishes that exceeded their target in cash.  
15-31 .....Stewardship & Development Office mails tax acknowledgements to donors. Tax statements are only issued to those who gave \$250 or more. Parishioners can use their check stubs/receipts for tax purposes, if they didn't get tax statement. They may request one by calling the Stewardship office at 608-791-2653.

### February 2017 through June 2017

2<sup>nd</sup> Week.....Stewardship & Development Office mails rebate checks to parishes that exceeded their target in cash.  
Throughout....Parishes monitor payment towards pledges reminding those with phone calls who fall behind.

### June 2017

1-10 .....Parishes contact parishioners not fulfilling his or her pledge.  
2<sup>nd</sup> Week.....Stewardship & Development Office mails rebate checks to parishes that exceeded their target in cash.  
16.....Parishes insert a notice in the parish bulletin regarding payment of pledges before June 30 (similar to the statement below).

Donations must be **received** at the bank before **June 30, 2017**. Payments received at the bank after June 30, 2017 will be credited to the 2017-2018 Diocesan Annual Appeal. In an effort to be fair to all parishes, *there will be no exceptions*. We suggest mailing your payment early in June to reach the bank in time.

**DO NOT SEND PAYMENTS TO THE DIOCESAN ANNUAL APPEAL OFFICE.**

**Send them directly to the address in Milwaukee: Diocese of La Crosse, PO Box 88014, Milwaukee, WI 53288-0014.**

## Reports and Forms

**Parish Progress Report** is a record of all parishioners giving to the Diocesan Annual Appeal. These reports can be downloaded from the <http://appeal.dioc.org/> Web at any time during the month.

The Diocesan Annual Appeal uses two kinds of pledge cards:

1. Pre-printed (sample below) with each parishioner's name, address, and a scan line on the bottom for bank use.
2. Blank pledge cards (sample below) that can be used for new parishioners, for those who have misplaced the original pledge card, and for Amen Sundays. These cards have lines for people to put their name, address and parish name on. When using these pledge cards, the Stewardship & Development Office will assign the account numbers for new parishioners. Therefore, **be sure they are filled in** with parish name, parishioner name, and address. This is important so the correct parish receives credit for the pledge and payments, and for sending reminders to parishioners.

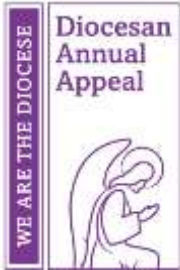
### Front of card

<div style="background-color: #4a4a8a; color: white; padding: 5px; text-align: center;"> <b>DIOCESAN ANNUAL APPEAL</b> </div> <div style="border: 1px solid #ccc; padding: 5px;"> <div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 8px; margin-right: 5px;">WE ARE THE DIOCESE</div> <div style="text-align: center;">  </div> <div style="margin-left: 10px;"> <p>Diocesan Annual Appeal</p> <p>Thank you for your time, talent, and treasure.</p> <p>The Diocesan Annual Appeal ends June 30th.</p> <p>Total Gift or Pledge \$ _____</p> <p>Payment Enclosed \$ _____</p> <p>Balance Remaining \$ _____</p> </div> </div> </div> <p>Your Name _____</p> <p>Address _____</p> <p>City, State, Zip Code _____</p>	<div style="background-color: #4a4a8a; color: white; padding: 5px;">             Please ✓ the options below that apply to you:         </div> <ul style="list-style-type: none"> <li><input type="checkbox"/> Bill monthly PLEASE DO NOT SEND CASH.</li> <li><input type="checkbox"/> Check enclosed (Make payable to Diocesan Annual Appeal)</li> <li><input type="checkbox"/> Automatic checking account payment (See reverse side)</li> <li><input type="checkbox"/> Credit card (See reverse side)</li> <li><input type="checkbox"/> Gift of stock (For information, call Finance Office 608-791-2668)</li> </ul> <p>.....</p> <p>Your signature _____ Date _____</p> <p>Your current parish &amp; city _____</p> <p>Your e-mail address _____</p>
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### Back of Card

<div style="background-color: #4a4a8a; color: white; padding: 5px; text-align: center;"> <b>CREDIT CARD INFORMATION</b> </div> <p>Credit card donations can be made: (Please ✓ applicable <input type="checkbox"/> below)</p> <ol style="list-style-type: none"> <li><input type="checkbox"/> On the web at <a href="http://www.dioc.org">www.dioc.org</a> On the website, scroll down past "Diocesan Annual Appeal," then click on the "donate" box, and follow the instructions.</li> <li><input type="checkbox"/> Diocesan Annual Appeal office can process it for you. Please complete the following: (Please ✓ applicable <input type="checkbox"/>s below)  <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Discover <input type="checkbox"/> American Express  <input type="checkbox"/> Single payment <input type="checkbox"/> Monthly payment  <input type="checkbox"/> Charge monthly, continuously until we notify you to stop.                      Payment \$ _____ Total pledge \$ _____                      Credit Card number _____                      Expiration date _____ Code on back of card _____                      The e-mail address the DAA office can send your receipt to: _____                      Your signature _____ Today's date _____                 </li> </ol>	<div style="background-color: #4a4a8a; color: white; padding: 5px; text-align: center;"> <b>AUTOMATIC CHECK PAYMENT INFORMATION</b> </div> <p>Automatic check payments can be made by filling in the following and including a blank check with VOID written on it.</p> <p>Financial Institution _____ Financial Institution ID # _____</p> <p>Your name _____ Checking account # _____</p> <p>(Please ✓ applicable <input type="checkbox"/> below)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> I authorize withdrawal of \$ _____ the 5th, 15th, or 25th of each month ending in June for a total of \$ _____, or</li> <li><input type="checkbox"/> I authorize withdrawal of \$ _____ the 5th, 15th, or 25th of each month continuously until I notify the DAA office to stop.</li> </ul> <p>.....</p> <p>Your signature _____ Today's date _____</p> <p style="text-align: center; font-size: 8px;">             Stewardship &amp; Development Office              Diocese of La Crosse, PO Box 4004, La Crosse, WI 54602-4004  <a href="http://www.dioc.org">www.dioc.org</a>              Diocesan Annual Appeal Office 608-791-2653         </p>
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*Parish Information Form* (see sample form below) is used to update the Stewardship & Development Office of the Diocesan Annual Appeal contact people at the parish. This report is sent to the parish at the beginning of each year's Annual Appeal and should be completed and returned to the Stewardship & Development Office as soon as possible after receipt.



## Diocesan Annual Appeal

### Parish Information Form

**Fax or mail to:**

Fax: 608-788-3854  
Stewardship & Development Office  
3710 East Avenue, S, PO Box 4004  
La Crosse, WI 54602-4004

Sarah Komperud: 608-791-2653    Stewardship Director: 608-791-2685

Parish \_\_\_\_\_ Parish# \_\_\_\_\_

Parish Mailing Address \_\_\_\_\_ City & Zip \_\_\_\_\_

Pastor \_\_\_\_\_

Parish Phone \_\_\_\_\_ Parish Fax \_\_\_\_\_

Parish e-mail \_\_\_\_\_

Contact Person if other than

Pastor \_\_\_\_\_ Phone \_\_\_\_\_

### Appeal Secretary

Name \_\_\_\_\_

E-mail \_\_\_\_\_

Phone (to be reached during the day) \_\_\_\_\_ Fax \_\_\_\_\_

### Appeal Chairperson

Name \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_ City & Zip \_\_\_\_\_

Phone (to be reached during the day) \_\_\_\_\_ Fax \_\_\_\_\_

## **Processing of Funds**

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Parishioners are given a return envelope to send their initial pledge and/or contributions directly to their Parish for processing. Therefore, on a weekly basis, parishes should send any funds they collect from parishioners to our address at BMO bank in Milwaukee:

**\*\*\*\*Weekly, or even daily, mailings are preferred\*\*\*\***

**Diocese of La Crosse  
P.O. Box 88014  
Milwaukee, Wisconsin 53288-0014**

We utilize BMO Bank in Milwaukee to process the payments because it provides 100% photo documentation of Appeal donations.

**Please do not send payments to the Diocesan Annual Appeal Office in La Crosse.**

Sending payments to the office in La Crosse increases costs and delays deposits. When received at the office, they are, in turn, sent to the bank in Milwaukee, duplicating postage costs and personnel costs. Payments cannot be recorded as paid until they have been processed by the bank.

**Please do not hold payments or pledges. \*\*\*\*Weekly, or daily, mailings are preferred\*\*\*\***

If payments or pledges are held at the parish it has a significant effect on the parish's overall Appeal status because of delays in sending in payments and pledges:

1. Delays our ability to send monthly reminders or make ACP or credit card payments in a timely manner, reducing the probability of collecting all pledges by the end of June.
2. Annoys the parishioners when they have made a payment and it is not reflected in their reminder because it has not been processed by the bank.
3. Increases the chances of the payment being lost.
4. Hurts the potential for success by diminishing its momentum and credibility.

Checks should be made payable to the *Diocese of La Crosse*. The bank, however, will accept checks made payable to: Diocesan Annual Appeal, We are the Diocese, Bishop's Appeal or any parish name. **A pledge card should accompany all payments sent to the bank.**

## **Step-By-Step Procedure for Processing Funds**

*Please ensure that these procedures are followed precisely!*

1. Proof all pledge cards. Make sure all lines are completed, especially parishioner and parish names.
2. Put the pledge card on top of the corresponding payment. Separate them into groups as follows:
  - A. Mail directly to the bank, pledge cards: **DO NOT SEND CASH**
    - (1.) With payment by check or money order,
    - (2.) With partial payment by check or money order,
    - (3.) With payment by credit card and partial payment by check or money order,
    - (4.) With payment but no preprinted scan line, and
    - (5.) Automatic checking account pledges that include an initial payment (include a VOID check).

**Send these deposits directly to the bank at the following address:**

**Diocese of La Crosse  
P.O. Box 88014  
Milwaukee, WI 53288-0014**

- B. Mail directly to the Stewardship & Development Office in La Crosse, pledge cards that indicate:
    - (1.) Pledge only
    - (2.) No pledge or zero pledge
    - (3.) Automatic checking account payment with no initial payment (These should include a blank check with VOID written on it.)
3. **PLEASE, DO NOT SEND CASH.** If a donor gives cash, deposit the cash into a parish account and issue a parish check for that amount. Please list donor name, amount donated, and account number on a pledge card and include it with the check. If the check is for more than one donor, please specify this, listing each donor name, account number and amount donated and include it with the check. Money orders are acceptable. Mail to the Milwaukee address above.
4. All gifts of stock should be referred to the Finance Office at (608) 791-2668.
5. Reminder statements for unpaid pledges will be sent to the parishioner by the 15<sup>th</sup> of each month.

## **Automatic Payment (ACP) Option**

To initiate electronic payments (ACP), provide the information requested in the Automatic Check Payment section on the back of the pledge card (see sample card below), attach a blank voided check to the pledge card, and send both to the Stewardship & Development Office. If an initial payment is made with a request for ACP of the remaining pledge, send the pledge card, voided check, and the initial payment to the bank. The bank will send the pledge card and voided check to the Stewardship & Development Office with their daily reports, after they deposit the initial payment.

**The first electronic payment will be deducted based on 3 time frames: 5<sup>th</sup> 15<sup>th</sup> or 25<sup>th</sup> of the month after the pledge is received in the Stewardship & Development Office.** Deductions will continue each month until the pledge is paid in full.

If a parishioner wishes to modify or stop an electronic payment, he or she should contact the Stewardship & Development Office directly (Sarah Komperud at 608-791-2653 or [skomperud@diolc.org](mailto:skomperud@diolc.org)). To comply with Federal banking regulations, all electronic payment modifications must be in writing.

*Sample of the back of a pledge card:*

CREDIT CARD INFORMATION	AUTOMATIC CHECK PAYMENT INFORMATION
<p>Credit card donations can be made: (Please <input checked="" type="checkbox"/> applicable <input type="checkbox"/> below)</p> <p>1. <input type="checkbox"/> On the web at <a href="http://www.diolc.org">www.diolc.org</a> On the website, scroll down past "Diocesan Annual Appeal," then click on the "donate" box, and follow the instructions.</p> <p>2. <input type="checkbox"/> Diocesan Annual Appeal office can process it for you. Please complete the following: (Please <input checked="" type="checkbox"/> applicable <input type="checkbox"/>s below)</p> <p><input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Discover <input type="checkbox"/> American Express <input type="checkbox"/> Single payment <input type="checkbox"/> Monthly payment <input type="checkbox"/> Charge monthly, continuously until we notify you to stop. Payment \$ _____ Total pledge \$ _____ Credit Card number _____ Expiration date _____ Code on back of card _____ The e-mail address the DAA office can send your receipt to: _____ Your signature _____ Today's date _____</p>	<p>Automatic check payments can be made by filling in the following and including a blank check with VOID written on it.</p> <p>Financial Institution _____ Financial Institution ID # _____ Your name _____ Checking account # _____ (Please <input checked="" type="checkbox"/> applicable <input type="checkbox"/> below) <input type="checkbox"/> I authorize withdrawal of \$ _____ the 5th, 15th, or 25th of each month ending in June for a total of \$ _____, or <input type="checkbox"/> I authorize withdrawal of \$ _____ the 5th, 15th, or 25th of each month continuously until I notify the DAA office to stop.</p> <p>Your signature _____ Today's date _____</p> <p>Stewardship &amp; Development Office Diocese of La Crosse, PO Box 4004, La Crosse, WI 54602-4004 <a href="http://www.diolc.org">www.diolc.org</a> Diocesan Annual Appeal Office 608-791-2653</p>

## **Credit Card Payment Option**

Credit Card payments can be made in two ways:

1. By making the payment on-line.

Log on to [www.diolc.org](http://www.diolc.org). On this home page, scroll down to the bottom to "Diocesan Annual Appeal," click on the "donate" button, then follow the instructions. This on-line donation is probably the most convenient for the parishioner: nothing to mail in, no card to fill out. Just go to the website and fill in the blanks.

2. By the Diocesan Annual Appeal Office.

If the parishioner wants the Appeal Office to process their credit card payment, complete section #2 under "Credit Card Information" on the back of the pledge card (see above sample) and mail it to the Stewardship & Development Office. Be sure the email address request is completed, so a receipt can be sent to the parishioner.

## **General Phase – Conducted in September & Early October**

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In the General Phase, we focus on 100% participation by all parishioners who are able to contribute. The goal is to encourage every Catholic household in the parish to make a once-a-year stewardship pledge to support the work and the ministries of the Diocesan Church. This phase seeks a minimum household gift of \$250 payable over a period concluding on June 30.

Materials supplied by the Stewardship & Development Office:

- ◆Posters
- ◆Video
- ◆Blank pledge cards
- ◆Initial mailing including pre-addressed pledge cards, brochures, parish return envelope
- ◆Special envelopes to send payments to the bank
- ◆This instruction manual (on the website [www.dioc.org/appeal/](http://www.dioc.org/appeal/))

### **Stewardship Sunday**

The purpose of Stewardship Sunday is to announce the Diocesan Annual Appeal and your parish efforts. This is also the appropriate time to announce your parish target for the Appeal and what project you will fund with your rebate.

#### **Procedures:**

1. Show the Diocesan Annual Appeal video. To make the video presentation successful, consider the following prior to the showing:
  - Can each person in Church see the screen? Do you need to have more than one screen throughout the Church?
  - Does the audio work? Will everyone be able to hear the video? Is it possible to connect the audio through the Church's sound system? Make sure that you do a 'test run' prior to Mass!
  - Will the lighting be a problem? Sometimes natural light can make it difficult to see a TV screen. Is there another option that you could use (i.e. a larger screen or several TV's throughout the Church)?
  - Is there a parishioner that works for an electronics store or has knowledge of video/TV equipment? Is there an electronics store that might donate the use of a large screen? Use your resources!
  - Consider showing the video on a TV in the lobby of your Church as parishioners walk in or during social events after Mass.
2. Give an oral presentation at the end of the liturgy.
  - Presented by the pastor or designated lay person.
  - Encourage parishioners to reflect on the needs of others and their ability to make a pledge to the Diocesan Annual Appeal in preparation for Commitment Sunday.
  - Briefly explain the process for pledging. Emphasize that a pledge can be payable over a period concluding June 30.

### **Sample Stewardship Sunday Presentation**

**This is an example of what might be shared with your parish community on Stewardship Sunday. The parish presenter should use it only to help in developing their presentation.**

Good morning/Good afternoon,

At this time each year, our attention is directed to the needs of the greater church community and we are asked to renew our commitment to support the Diocese with our time, talent, treasure and prayers.

This year the Diocese has asked our parish to contribute \$\_\_\_\_\_ as our portion of the Diocesan Annual Appeal goal of \_\_\_\_\_. With everyone's participation, this goal is easily attainable and it is our sincere hope that all will participate. We ask that every household consider making a gift to the Appeal.

Calling himself the Good Shepherd, Jesus said of his sheep, "I came so that they might have life and have it more abundantly" (Jn 10:10). As our Bishop shepherds the Diocese of La Crosse in the name of Jesus, he embraces the same mission, so that everyone under his care might "have life and have it more abundantly." All the ministries supported by the Annual Appeal participate in this same life-giving mission including the work of Catholic Charities as it helps people rebuild their lives after floods or other disasters, assists couples seeking to adopt a child, or offers personal or financial counseling to a struggling family. Funds from the Annual Appeal go to the care of our retired priests who have given a lifetime of service, as well as to the formation of seminarians and deacon candidates preparing to begin their ministry to the faithful of our Diocese. The Annual Appeal also supports the Church's ministry to Hmong and Hispanic immigrants in our midst, and enables the production of the TV Mass for those homebound by age or health.

These are only some of the ministries supported by the Diocesan Annual Appeal. As you can see, they all have in common the one goal of fostering life, abundant life in Christ—the life of the body as well as the life of the soul.

If we, as a parish, meet our goal, more money is available for our parish needs. All additional funds received after our target is met are refunded back to our parish. This year we hope to fund \_\_\_\_\_ with our rebate. During this next week, please consider making a gift. On Commitment Sunday, we will ask you to make your commitment during Mass. Please remember to pray for the success of the Diocesan Annual Appeal in our Parish.

## Commitment Sunday

The purpose of Commitment Sunday is to provide an effective opportunity for parishioners to make their yearly commitment to their Diocese and universal Church by completing the Diocesan Annual Appeal pledge card. Pastors should speak about the Appeal during Mass. If there is an after-Mass event, make pledge cards available for parishioners to complete.

### **Procedures:**

#### 1. During Mass

- Present the Diocesan Annual Appeal as an opportunity to give in proportion to the many blessings received from God. Do not apologize for the Appeal; rather show that this is their opportunity to practice stewardship and participate in the broader Church.
- Highlight the benefits of your parish reaching your Appeal target and achieving a rebate.
- Be enthusiastic and speak with conviction.
- Encourage 100% participation by the parish. (A \$1 or \$0 pledge is better than no pledge.)
- Give facts and concrete examples of how the Diocese provides support for your parish. People are more likely to give if they see a connection between the parish and the Diocese.
- Make brochures, blank pledge cards and pencils available to all present. Encourage parishioners, who have not already done so, to support the appeal by completing pledge cards and turning them in with the collection. **Emphasize that if parishioners have already pledged, ASK THEM TO ONLY COMPLETE A CARD IF they are making an additional pledge; they then need to indicate on the pledge card that it is an additional pledge.** (Pledge cards from parishioners who already pledged and are not making an additional pledge, causes pledges to be recorded twice by the Diocesan Annual Appeal Office, resulting in double pledges and upset parishioners.)
- Tell parishioners they do not have to make an initial payment; that statements will be mailed to them at the beginning of the month.
- Promote the idea of pledging over a period of time since it enables people to give more than they could with a one-time gift. (Final payment needs to be made before June 30.)
- Introduce the convenience of paying pledges (1) by credit card on the Diocesan web site, (2) by credit card at the Diocesan Annual Appeal office, or (3) by Automatic Checking Payment.
- Volunteers should be present to help distribute pledge cards, answer questions, and collect pledge cards and payments.

#### 2. After-Mass

- Choose a convenient place for the event and provide light refreshments (if appropriate).
- Brochures and pledge cards should be arranged on tables with pens and envelopes for parishioners wishing to make a pledge.
- Volunteers should be present to help distribute pledge cards, answer questions, and collect pledge cards and payments.
- Explain briefly the procedure for filling out the pledge card.

## **Sample Commitment Sunday Presentation**

This is an example of what might be shared with your parish community on Commitment Sunday. The parish presenter should use it only to help in developing their presentation.

Good morning/Good afternoon,

Today is Commitment Sunday, the day our Diocese, our pastor, and our parish are asking you to make a commitment to the Diocesan Annual Appeal.

To attain the goal of 100% participation, each of us has to make a gift and understand the need to support our greater Catholic Community. I'd like to share with you some of the reasons I support the Diocesan Annual Appeal.

1. God has blessed my family and me. He has given us blessings in many different ways. I have the responsibility and the opportunity to share these blessings with others. By supporting the Diocesan Annual Appeal, I am recognizing the blessings that have been given to me and I am doing my part to share these gifts with those in need.
2. Locally, our gifts support Catholic Charities, the preparation of seminarians to become priests, youth ministry, and the religious education of children.
3. My gift to the Appeal not only helps this Diocese, it also supports 11 special collections that are no longer held in our parishes: the Catholic Church's efforts in Latin America, Eastern Europe, and the Catholic Home Missions in the United States, to mention a few.

The Appeal also helps the life of our own parish, since anything we raise beyond our target is returned to our parish for our own use. This year we hope to use this money in order to \_\_\_\_\_.

If you brought your pledge card, please turn it in today. If you need a pledge card, we have them available in the back of church. If you have already made a pledge, please do not fill out another card, unless you are making an additional pledge.

Thank you for your help and support of the Diocesan Annual Appeal.

## **Amen Sunday**

The purpose of Amen Sunday is to generate gifts from parishioners who have not pledged to the Appeal. Parishioners will be asked to write something, even zero, on the pledge card.

This in-pew solicitation process must be followed meticulously. Even in the most mature of appeals, only about 20% of parish households donate in the first mailing. Even though parish members will receive the mailing, many will not respond to it because they are not interested in giving and many simply ignore direct mail appeals. Also, others are not registered at their parish and, therefore, do not receive the mailing.

It is important to do the full in-pew process as directed below because it will succeed in obtaining pledges from more families than just inviting them to take pledge cards and envelopes home or to stop at a table. The in-pew process assures that each parishioner who attends Mass understands that he or she is being invited to consider making a pledge at that time.

### **Procedures:**

1. Provide brochures, blank pledge cards, envelopes and pens in the pews or hand them out at Mass.
2. Volunteers should be present to help answer questions and collect pledge cards and payments.
3. Explain briefly the procedure for filling out the pledge card.
4. The pastor should update parishioners on the progress of the Diocesan Annual Appeal.
5. Inform parishioners that no gift is too small and that the parish goal is to have 100% participation.
6. Remind parishioners of the benefits of your parish achieving the target and receiving a rebate. Talk about the project you have planned to fund with the rebate.
7. Ask parishioners to write the following on their pledge card:
  - If they are unable to make a pledge - 0
  - If they would like to make a pledge - Amount of Pledge
8. If parishioners have already made a pledge, ask them to not complete a card, unless they are making an additional pledge; they then need to indicate on the pledge card that it is an additional pledge. Pledge cards from parishioners who already pledged and are not making an additional pledge, causes pledges to be double recorded by the Diocesan Annual Appeal Office, resulting in upset parishioners.
9. Ask the volunteers to collect the cards.
10. Volunteers should sort the cards after Mass and record any new pledges.
11. Make note of any parishioners who are unable to donate. Record them as a zero pledge so they do not receive follow-up phone calls or letters.

## **Sample Amen Sunday Presentation**

**This is an example of what might be shared with your parish community on Amen Sunday. The Pastor should use it only to help develop his presentation.**

“As mentioned during the last few weeks, it is very important that each of you consider making a significant contribution to the Diocesan Annual Appeal in order to assure the Diocese is able to continue to support its mission and ministries, and that there are additional funds to help distressed parishes, religious education programs and schools in need. By making a pledge, payable over several months concluding on June 30<sup>th</sup>, rather than making a one-time gift, each of us can give more.

“We are called to share our gifts in support of the Church. We must first support our parish and then our Diocese and the Church throughout the world. The Diocesan Annual Appeal is a very effective way to support ministries outside of our parish boundaries, as well as to support the services that the Diocese provides to our parish.

“As your Pastor, I want to thank all of you who have already given, as I also have, to the Diocesan Annual Appeal. I can assure you that the funds you gave are deeply appreciated by the parish, school and people served by the Diocese.

“At this time, I ask the ushers to pass out the pledge cards, envelopes, and pencils, even if you cannot give at this time, but would like to make a pledge. If you have already given or pledged and do not wish to do so again, you do not need to take the materials from the ushers.

*(Pause and make sure that everyone has received the materials. Don't forget those people who are standing or are in the cry room, choir loft, etc. Once everyone has a pledge card, continue with the script.)*

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

“Please print your first and last name on the front of the card where it says “Your Name.” Then print your completed address on the lines that say “Address” and “City, State, Zip.” If you have already made a pledge to the Diocesan Annual Appeal, please do not fill out a card, unless you want to make an additional pledge (then indicate at the top of the card “additional pledge”.) We do not want to double record your pledge.

*(Pause until about half of those participating are looking back at you.)*

“To make a pledge, fill in the line after “Total Gift or Pledge.” If you are making an initial payment on your pledge, fill in the amount on the line after “Payment Enclosed”, then complete the line after “Balance Remaining.” Your pledge will be billed every month until the pledge is paid in full. A gift of \$20 a month would be \$180 over 9 months. The pledge needs to be paid in full by June 30.

*(Pause until about half of those participating are looking back at you.)*

“At the right of the pledge card is a series of payment options. Check the box in front of the option you prefer. If you are making an initial payment and want to be billed for the balance, check both “Bill Monthly” and “Check Enclosed.”

If you prefer to have your payment automatically deducted from your checking account each month, check “Automatic Checking Account Payment” and complete the blanks on the back of the pledge card under the section “AUTOMATIC CHECKING ACCOUNT PAYMENT”.

If you prefer to make payments by credit card, check “Credit Card” on the front of the pledge card, then complete the blanks on the back of the pledge card under the section “CREDIT CARD PAYMENT.”

*(Pause until about half of those participating are looking back at you.)*

“When you have your payment options completed, please sign your pledge card on the front of the card, date it, fill in our parish name and city, and your email address if you have one.”

*(Pause until about half of those participating are looking back at you.)*

“For those of you with questions, we will have people available after Mass to answer them. For those of you who have your pledge cards completed, please insert them in the envelope, seal the envelopes and we will collect them at this time.

“On behalf of Bishop Callahan and myself, I thank you for your participation in the Diocesan Annual Appeal. May God bless you.”

## **Telephone Follow-Up**

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After a parish has Amen Sunday, consideration should be given to conducting a phone follow-up of parishioners who have not responded to the Diocesan Annual Appeal.

### **Organization Procedures:**

1. Review the list of parishioners who have not made a pledge to the Diocesan Annual Appeal. The goal is to increase participation. Your highest success rate will be among parishioners who pledged last year but have not done so this year. The next highest success rate will be among parishioners who have given something in the past three years. Try to reach as many of these parishioners as possible.
2. Recruit a telephone-calling team. There should be enough volunteers for 20-30 calls per person. Ideal telephone callers have an outgoing personality and are comfortable making calls.
3. If possible, select a central location with more than one telephone line for calling. This will provide volunteer support and affirmation. Have resource people available to answer donor questions. If this is not possible, allow the volunteers to do the calling from their own homes.
4. Set a deadline for completing the work. Callers need to return the names and notes to the parish by a specified date.
5. If practical, let the volunteers select whom they will call.
6. Volunteers making the phone calls should be given pledge cards with the name and phone number of the parishioner to be called on it. It is important that volunteers call only those parishioners assigned to them. If a donor does not wish to make a gift, write that on the pledge card and turn it in with the other pledge cards.
7. Before beginning to make calls, the callers should have a brief training session and read the Case Statement so they can answer questions about how Appeal funds will be spent.
8. Practice using the sample telephone script and suggestions on the following page.
9. Show consideration by not calling during early or late hours or during meal times (ideally, call between 7:00 p.m. and 8:30 p.m.).
10. Announce at the preceding weekend Mass that there will be a telephone follow-up for the Appeal. This will prepare parishioners for the calls. Also, remind parishioners that to avoid a call, they can make their pledge to the Diocesan Annual Appeal after Mass that day. Have blank pledge cards and pens available.
11. Prayer before a call is the most effective action that a member of the telephone calling team can take.

### **Telephone Procedure:**

1. Introduce yourself and tell them you are calling for Father (PASTOR'S NAME) from (NAME OF PARISH) regarding the Diocesan Annual Appeal. Be sure to ask for the specific person named on your card.
2. If they are not home, ask for the best time to call back. Some homes may require several call backs, so don't be discouraged. Do not leave a message; 99% of the time the call will not be returned.
3. Remember that, in most cases, the parishioners will already be aware of the Diocesan Annual Appeal from previous years. Some people will be pleasantly surprised that they can make a pledge over the phone, and many will be grateful to the volunteer for calling with a friendly reminder. Tell them, "In an effort to reach our parish goal, Father hopes you will consider making a pledge."
4. If they say they misplaced, lost, or did not receive a pledge card, tell them, "I have a pledge card in front of me. I can handle the details over the phone. Would you like to make a pledge?"
5. If they seem a little reluctant, tell them, "The parish receives all monies over the parish target of \$\_\_\_\_\_. This will be used for \_\_\_\_\_." Try to convince the people without pressure that they should make a pledge to the Diocesan Annual Appeal. Be mindful that a lot of commercial hard-sell goes on over the phone and that some people are annoyed at any invasion of their privacy.
6. Often a husband or wife will say they have to speak with their spouse before making a commitment. Ask when you can call back for their decision. It is important to set a specific time and date for the follow-up phone call and to be sure to call back at that time.
7. Taking good notes will help you make callbacks. Include in your notes: date of call, who you spoke to, date and time to call back, brief details of the conversation.
8. If the person wants to make a pledge, say:  
  
*\*(For those who did not pledge last year) "We are asking for an average gift of \_\_\_\_ per family. What amount would you like to pledge?" (Obtain a specific amount.)*  
  
*\*(For those who pledged last year) "Your pledge last year was \$\_\_\_\_\_ and we are asking parishioners to increase their pledge by a minimum of 10%. What can I put you down for this year?" (Obtain a specific amount.)*
9. Thank them and say, "You can mail your gift to the parish office, drop it in the collection next Sunday, or the Stewardship & Development Office will mail you a reminder at the beginning of next month. Please make the check payable to the Diocese of La Crosse."

## **Frequently Asked Questions**

*(For possible inclusion in parish bulletins)*

### **How will my gifts to the Diocesan Annual Appeal be used?**

Each year the Diocese develops a Case Statement that identifies where the funds are to be used. An independent accounting firm reviews the Diocesan Annual Appeal as part of the general Diocesan audit to assure that the funds are used in accordance with this case statement. This Diocesan Annual Appeal report is in the September/October Catholic Life magazine

### **Can I read the Case Statement?**

The case statement can be viewed in its entirety on the Diocese of La Crosse website at [www.dioc.org](http://www.dioc.org)

### **Why should I give to this Appeal?**

If our Catholic faith is important to us, the needs of our parish, the needs of the Catholic schools, the needs of the Diocese, and the needs of the wider Church should be important to us. Giving to all levels of the Church, whereas the Church is One Body, is important. A parish could not exist without a Diocese nor a Diocese without parishes. This is why we are called Catholics and explains why we have the Diocesan Annual Appeal; we are a Universal Church.

### **Why does the Diocesan Annual Appeal encourage pledges rather than one-time contributions?**

Although a pledge is not legally binding and can be reduced, cancelled or increased at any time, a pledge helps ensure long-term support to the Greater Church. A pledge is a method that allows donors to contribute a larger amount than if they gave a one-time gift and ensures support for the needs of the Diocese and its worldwide missions over the next year.

### **How will pledges be paid?**

Payments are made over a period of months concluding before June 30. An initial payment with your pledge is encouraged but not necessary. Pledge payments can be made with a check, direct electronic payment, or credit card. Reminders will be sent to the parishioners on a monthly basis from the Stewardship & Development Office.

### **I do give. I just can't give very much.**

If we cannot afford to give much, there is no need to feel ashamed that the amount of money we give seems like an insignificant amount. There are many times when our gift may appear small, but, like the widow's mite, it is much larger in the eyes of God, because it is given with love and gratitude.



## **Liturgical Resources for Stewardship, Commitment, and Amen Sundays**

### **Sample Prayers of the Faithful**

- That we may give generously to God as he gives generously to us, we pray to the Lord.
- That we may share our material resources with all who are in need, especially the poor and those waiting to hear the Gospel, we pray to the Lord.
- That, like the apostles, we may follow Jesus, using our time, talent and treasure to bring ourselves and others closer to God, we pray to the Lord.
- That we may respond generously to the Diocesan Annual Appeal as faithful stewards of the gifts entrusted to us, we pray to the Lord.
- That God may bless our parish and Diocese, strengthen our faith and grant us the spirit of Christian stewardship by opening our hearts to help others through the Diocesan Annual Appeal, we pray to the Lord.
- That we may respond generously to the Diocesan Annual Appeal as faithful stewards of God's many gifts, we pray to the Lord.
- That the Holy Spirit may continue to guide the work of the Church in our Diocese and that Christ's message of love be realized by all, we pray to the Lord.
- For a spirit of generosity, that all the members of our parish might respond with prayers and gifts to this year's Diocesan Annual Appeal, we pray to the Lord.
- For all of the faithful in our Diocese, that we might be more faithful stewards of the world through the care of our environment, we pray to the Lord.
- For the success of the Diocesan Annual Appeal, that we may recognize our need to give to help others, we pray to the Lord.
- For an increase in vocations to the priesthood and consecrated life, we pray to the Lord.
- For those now studying for the priesthood for service in the Diocese of La Crosse, may God guide and strengthen them in the discernment of their vocation, we pray to the Lord.
- For all those served by our support of the Diocesan Annual Appeal, that they might know the power of Christ's message of faith, hope and love, we pray to the Lord.
- Loving God, we know that as we give our gifts over to you, you multiply these humble offerings for the benefit of many just as you did with the loaves and fishes. Help us to remember that no gift to you is too small if we have sacrificed to make it, we pray to the Lord.
- In thanksgiving for all who have supported our parish and Diocese with their prayers and financial support, we pray to the Lord.
- In thanksgiving for all who have supported the work of Catholic Schools with their prayers and financial support, we pray to the Lord.
- In thanksgiving for all who have supported the work of Catholic Charities with their prayers and financial support, we pray to the Lord.
- In thanksgiving for all who have supported the formation of seminarians and religious with their financial support, we pray to the Lord.

## **Bulletin Inserts**

“Do not neglect to do good and to share what you have for such sacrifices are pleasing to God.”  
*Hebrews 13:16*

“As each one has received a gift, use it to serve one another as good stewards of God’s varied grace.” *1 Peter 4:8-10*

“Nothing makes us so prosperous in this world as to give alms.” *Saint Francis de Sales*

“Out of love, place yourselves at one another’s service... Help carry on another’s burdens; in that way you will fulfill the law of Christ.” *Gal 5:15, 6:2*

“The one who sows sparingly will also reap sparingly, and the one who sows bountifully will also reap bountifully. Each must give as you have made up your mind, not reluctantly or under compulsion, for God loves a cheerful giver. And God is able to provide you with every blessing in abundance, so that by always having enough of everything, you may share abundantly in every good work. As it is written, ‘He scatters abroad, he gives to the poor; his righteousness endures forever’.”

*2 Corinthians 9:6-9*

### ***Stewardship is A Way of Life!***

**Stewardship** is about caring for all of God’s creation.

**Stewardship** is about reflecting on our faith and on the way we live and act as disciples of Jesus.

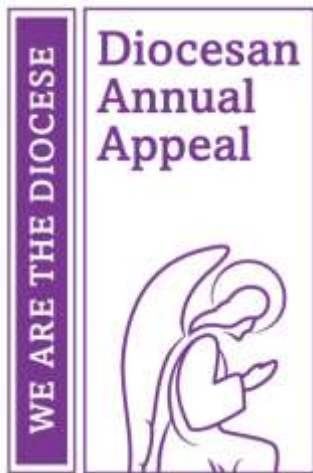
**Stewardship** is about the many gifts our gracious God has given us. It helps us to reflect upon our giftedness; all that we have which constitutes our treasure: Our families, friends, time, talents, skills, material possessions, finances.

**Stewardship** provides a spiritual way of living for all of us – a way of being in the world and responding to the Gospel call to renew the face of the Earth.

#### **Who is a Christian steward?**

One who receives God’s gifts gratefully,  
cherishes and tends them in a responsible manner,  
shares them in justice and love for others,  
and returns them with increase to the Lord.

*Stewardship: A Disciples Response*  
U.S. Bishops’ Pastoral Letter on Stewardship



“I don’t believe we can settle how much we ought to give.  
I am afraid the only safe rule is to give more than we can spare.”

*C.S. Lewis*

### ***How can I be a Good Steward of My Treasure?***

Acknowledge that all of my material possessions are gifts from God.  
Understand that my offering is my “thank you” to such a generous God.  
Give in proportion to the gifts I have received.  
Strive to follow the biblical tithing of 10%:  
    5% to the weekly Sunday parish offertory  
    1% to the Diocesan Annual Appeal  
    4% to other charities of my choice,  
    including a second collection, offerings for the poor, etc.

## **A STEWARDSHIP PRAYER**

Dear Lord,

Thank you for teaching me to be generous as  
you have been generous with me.

Thank you for showing me that all I am  
and have are gifts from you.

And that these gifts from you,  
Lord, are meant to be shared.

Show me the joys of generosity.

Help me to understand that others,  
perhaps unknown to me, depend on me for help.

Remind me that my world, my parish, needs  
to heal the wounds of our times.

Make me a gift to others in your name.

### ***How can I be a good steward of my treasure?***

Acknowledge that all of my material possessions  
are gifts from God.

Understand that my offering is my “thank you” to  
such a generous God.

Give in proportion to the gifts I have received.

Strive to follow the biblical tithing of 10%

5% to the weekly Sunday parish offertory

1% to the annual Diocese of La Crosse

AMEN. †

“Lord, teach me to be generous.  
Teach me to serve You as You deserve,  
To give without counting the cost,  
To fight heedless of wounds,  
To labor without seeking rest,  
To sacrifice myself without thought of reward  
Save the knowledge that I have done your will.”

*Saint Ignatius of Loyola*