



2017

**Annual Appeal
Resource Manual**

WWW.PARTNERS-CHARITY.NET

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2017 Partners in Charity Appeal Manual

Dear Friends in Christ,

As we approach the 2017 Partners in Charity Appeal, I would like to thank all of you who made a sacrificial gift to the 2016 Appeal. I thank God for the generous support of the people of the Diocese of Worcester, and the leadership of pastors and parish chairpeople. Thanks to everyone's efforts we surpassed our \$5 million goal in 2016.

Our 2016 appeal was supported by 18,000 families and individuals, which enables us to meet the financial needs of our ministries in this current fiscal year. I extend a special word of thanks to the 80 St. Paul Society members who contributed \$428,594, and the 43 Holy Family Society members who donated \$539,130. These two societies collectively donated nearly 20% of our total. Also to be noted is that 150 priests of our diocese were in the St. John Vianney Society, the patron of priests. Together they contributed \$238,969.

Our 2017 campaign patron saint is St. Teresa of Kolkata. Beginning with her canonization in September 2016, we continue to be inspired by her loving message that to serve others is to serve Christ. Often thought of as a living saint by those who knew her and worked with her, the term "Mother" spoke volumes about her outlook on life.

These ministries serve tens of thousands of people in Worcester County, from families in our parishes to those on the fringe of society. Your continued generosity to this appeal has been and continues to be a compassionate sign of your own desire to face the needs of so many and to help them bear the struggles they are facing.

As you reflect on the many gifts God has bestowed upon you this past year, I encourage you to support the upcoming 2017 Partners in Charity Appeal.

Thank you again for your generosity. With your help, we will continue to build up the Church in Worcester County and beyond.

With every prayerful best wish, I remain

Sincerely yours in Christ,

A handwritten signature in cursive script that reads "Robert J. McManus".

Most Reverend Robert J. McManus
Bishop of Worcester

(All resources are available online for "cut and paste" at partners-charity.net under Resources)

Dear Pastor/Appeal Administrator,

As we begin to launch the 2017 Partners in Charity Appeal, we would like to again thank you for your continued help and to express our sincere gratitude to you, our Pastors, Administrators, chairpersons, lay presenters, and secretaries, for the leadership that you provide to your parish. Whether you are helping your parish for the first time or have been involved for years, thank you for your willingness to give of your valuable time and talents. Your efforts, along with the generosity of parishioners of your parish, allow us to continue to do the work of Our Lord here in the Diocese of Worcester.

We would like to achieve a 20% participation rate in all our parishes. Many of our parishes are already at this level but several have yet to achieve this goal. Just think what we could accomplish for our Diocesan-wide ministries and services if more households contribute something to the appeal. Partners in Charity is an opportunity for each and every Catholic household to participate in the mission of the Church in our diocese.

This manual was prepared to assist the parish leadership in planning and conducting the annual appeal at the parish level. It highlights the various phases of the appeal, describes the important duties which our clergy & lay people are to perform and contains information to help ensure success. Your parish results should prove rewarding if the recommendations in this manual are followed.

One of the most important strategies for a successful Appeal is to share our stories about how the ministries and programs of the diocese help to bring to life “Faith in Action is Love.” Our materials, (print, video, & online) are powerful ways we can tell that story and invite people to participate.

When setting the 2017 campaign calendar, we are cognizant that the suggested dates may not always work in your parish. Pastors are welcome to adapt this schedule so it best works for their individual parish.

The Stewardship and Development Office staff is pleased to offer assistance anytime.

Development Staff Contact Information

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Director of Stewardship & Development
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(All resources are available online for “cut and paste” at partners-charity.net under Resources)

GOAL EXPLANATION

No parishes will see an increase in their parish goals in 2017. We continue to ask that pastors continue to encourage their parishioners to support their parish and the Partners in Charity Appeal as they are able. It makes sense to align the parish goal formula in a similar way.

For the second year, Parish goals are calculated using a three-year rolling average of your parish's ordinary income. By taking the offertory income into account, the goal formula places parish goals more in line with each parish's financial situation. The parish ordinary income amounts are based on the annual reports that the parishes submit each year. The objective in setting goals in this manner is to provide more equity and balance for all parishes.

Since all the parish goals once again do not reach the \$5 Million diocesan goal, the development office will be responsible for raising \$120,000 to help in reaching the difference.

In the future we will make changes to be equitable for all parishes.

2017 Advisory Committee

Ms. Mary Lou Anderson
Rev. James J. Caldarella
Mrs. Judy Curini
Mrs. Diane Cetin
Rev. Mateus Monteiro De Souza
Rev. Juan Escudero

Rev. Msgr. Robert K. Johnson
Mr. Kevin Kieler
Mr. Stephen Kohut
Rev. Jonathan J. Slavinskas

WHO WE SERVE

Partners in Charity encompasses three specific areas in our diocese: Charity, Education and Ministry. Tens of thousands of people who are served and taught by ministries and agencies supported by Partners in Charity know that the power of Christ is behind the programs that help them.

Children in parish religious education classes and Catholic schools have their eyes, hearts and minds opened to Christ thanks to support for catechists and catechetical leaders. Men discern Christ's call to serve as priests or deacons and priests who have dedicated their lives in service to our people are cared for in their retirement years. Through Catholic Charities and other agencies, families and individuals have their basic needs met in a safe, welcoming and confidential environment. These vital ministries are staffed by people who act in the spirit of St. Teresa of Kolkata - with love and deep devotion.

(All resources are available online for "cut and paste" at partners-charity.net under Resources)

Charity

Clergy Retirement
Retired Priests Health Ministry
Catholic Charities
Haitian Apostolate
McAuley Nazareth Home for Boys
Pernet Family Health Services
St. John's Diocesan Cemetery System
Diocesan Development & Stewardship

Education

Catholic Campus Ministry
Catholic Schools Office
Office of Religious Education
Ongoing Priestly Formation
New Evangelization Youth & Young Adults
Catholic School Grants-in-Aid
Seminarian Education
Central Catholic Schools Subsidy
Advanced Studies for Clergy and Laity
Communications/TV Ministry

Ministry

African Ministry
Hispanic Ministry
Office of Marriage and Family
Minister to Priests
Office of the Diaconate
Respect Life Office
Cathedral of St. Paul
Vocations Office
Holy Name of Jesus House of
Studies
Office for Divine Worship

ESSENTIAL ROLES

The Pastor

The pastor's role is essential to the success of the *Annual Partners in Charity Appeal*, as it is to any other parish endeavor. His enthusiastic support for the appeal is vital, and is evident in the manner in which he publicly speaks from the pulpit and at other parish gatherings about the appeal's purpose and significance. Generally, people will be lifted to a level of giving inspired by the Pastor and stewardship leaders.

The pastor invites enthusiastic lay faithful to serve as the chairs for the Appeal Committee, and often becomes involved in the selection of other committee members. He works closely with these lay leaders, offers advice, ensures that parish reports are correct, and that reports, pledges and gifts (checks) are forwarded to the Office of Stewardship and Development in a timely manner.

Chairs and Co-Chairs

The parish chairpersons directly organize and coordinate the parish drive and work in close collaboration with the pastor. They invite other parishioners to join them in this collaborative effort, especially since the annual appeal is a *partnership* and should embrace the talents and good will of many.

For the *Annual Partners in Charity Appeal*, pastors or chairpersons, assisted by the committee:

- Ensure that appropriate publicity and campaign announcements are made
- See that the outdoor poster has been placed in position
- Assist in the mailing of any direct mail to the parishioners (i.e., letters from the pastor)
- Order materials and resources as needed from the Office of Stewardship & Development
- Approach designated parishioners to request advance gifts
- See that all pledge envelopes and pens are available in pews for all Masses and that Bulletin Inserts are distributed on the week prior to In-Pew Sunday

In-Pew Sunday March 18 & 19.

- Oversee the confidential recording of all donations by the parishioners.
- Arrange for 'call backs' to parishioners yet to donate following *In-Pew Sunday*
- Ensure that parish reports are correct and that they are given to the diocesan office on time.
- Thank all Committee members and parishioners at the end of the appeal.

A special note: On the weekend prior to In-Pew Sunday, the chairperson (or a well-spoken designee) speaks to the parishioners at parish Masses, encouraging their participation and a pledged gift. A sample lay witness talk is provided.

Did you know?

(All resources are available online for "cut and paste" at partners-charity.net under Resources)

- People who feel *inspired* to give to a cause tend to give as much as they can.
- People who feel *obligated* to give tend to give the minimum expected.
- We don't want people to give until it hurts; we want them to give until it feels good!

What NOT to do:

- Apologize for the Appeal.
- Portray this as a chore or another “required” donation - *this is an opportunity for Stewardship - time, talent and treasure!*
- Don't say, “I know our economy has not been very strong the last few years, and many of you are struggling, so just give if you can” - or any similar negative statements. Allow people to make their own decisions. Their commitment is between them and God.

SUGGESTED CAMPAIGN CALENDAR

When setting the 2017 campaign calendar, we are cognizant that Lent is later this year and the suggested dates may not always work for all parishes. **Thus, pastors are welcome to adapt this schedule so it best works for their individual parish.**

OUTDOOR SIGN

The outdoor sign is an important and inexpensive way of drawing attention to our appeal. Please consider displaying this sign at the beginning of Lent. Once you reach goal, we then ask that you display the “thank you” which is initially attached when you receive the outdoor sign.

PASTOR’S LETTER

Over the years, many pastors send letters to parishioners just prior to the In-Pew Sunday so that parishioners can be better prepared to make a gift at Mass. In addition to this mailing, some have opted to place a pledge envelope asking parishioners to complete them and send them back to the parish. Every parish has a different approach to this process.

BULLETIN INSERT/VIDEO

We have one promotional bulletin insert this year. We ask that you insert the “Faith in Action is Love” insert on March 18 & 19 or as close as possible. We hope to insert this flyer in *The Catholic Free Press* as we have in previous years. It would also be a good weekend to show the video in your church or invite them in the bulletin to watch it online at partners-charity.net. A **QR code** for people to scan with smart phones or devices can also be reproduced in your bulletin and is available at the end of this manual and online to “copy and paste.” (*See In Pew Process on how to introduce this into your process.*)

LAY WITNESS TALKS

We recommend that the witness talk be conducted the same weekend that you insert the flyer in in your parish bulletin. Hearing a witness along with seeing the insert has proven to be a powerful tool.

IN-PEW SOLICITATION

We are earnestly requesting that each parish conduct the traditional in-pew solicitation on the weekend of March 18 & 19. A step-by-step guide is provided to help in conducting this process. The guide is enclosed within this manual and will be conveniently located on our website www.Partners-Charity.net.

PARISH REPORTING

It is key that each parish representative mail in a weekly pledge envelope. Inside each packet you should include individual pledge envelopes, along with a completed donor information sheet and an accompanying check made out to Partners in Charity.

Reminder: If we do not receive a check for the total gift amount with the envelope(s) we will not be able to enter the pledge(s) into the system as was done years ago. No reports such as faxes or phone calls are necessary. It is important for billing purposes that pledges are sent in as soon as possible to the chancery, in order to comply with the donor’s request for up to 10 months of billing. Please see the section on Gift Processing and Reports for more information.

SAMPLE PASTOR’S LETTER – BEFORE IN-PEW SUNDAY

(All resources are available online for “cut and paste” at partners-charity.net under Resources)

2017 Partners in Charity Appeal Manual

Dear Mr. & Mrs./ Mr./ Ms./ Miss/ Randy and Joan, etc.....,

St Teresa of Kolkata once shared that "being unwanted, unloved, uncared for, forgotten by everybody, is a much greater hunger, a much greater poverty than the person who has nothing to eat." At the outset of the new calendar year, we continue to celebrate the Canonization of Saint Teresa, and to be inspired by her loving message of serving one another. Often thought of as a living saint by those who knew her and worked with her, the term "Mother" spoke volumes about her outlook on life.

Bishop McManus recently wrote to you regarding the *Annual Partners in Charity Appeal*. It describes the need for this significant appeal. It is most fitting this year that our 2017 Appeal patron saint is St. Teresa of Kolkata.

I now join our bishop in inviting your generous response.

As your pastor I cannot overstate the importance of this appeal, which supports the work of 28 diocesan agencies, ministries and programs, and serves the people of all our parishes and missions (nearly 280,000 local Catholics), as well as many thousands of people in need throughout Worcester County.

The theme of the appeal this year, "Faith in Action is Love," is based on our ongoing commitment to serve the needy throughout Central Massachusetts. Once a year, we commit ourselves to this ongoing work with our Annual Partners in Charity Appeal. We as a parish reflect on God's great generosity, and respond with generous giving of our own.

Our diocesan goal this year is \$5 million. Our parish goal is \$-----. We will need many generous donors to reach, and hopefully exceed, our goal. I know that I can count on wonderful parishioners like you. This year, it is our hope to increase our parish support of these vital works of charity, education and ministry.

Along with general media promotion on TV and in the newspaper, we will be learning more about the appeal through a special bulletin insert. I want you to know that **name(s) has(have)** agreed to serve as our parish **chairperson(s)** this year and I am very grateful for **his/her/their** personal support of the appeal. (NAME) will address us at an upcoming Sunday Mass and I know that **he/she/they**, and our parish committee, will put in many hours to lead our effort.

Please pray for the success of our appeal here at **name of parish**, and join me in supporting *Partners in Charity*

I ask that the Lord bless you and your loved ones
Sincerely,

Rev. -----

(All resources are available online for "cut and paste" at partners-charity.net under Resources)

SAMPLE PASTOR’S LETTER – FOLLOW-UP LETTER 2017

Dear Mr. & Mrs./ Mr./ Ms./ Miss/ Randy and Joan, etc.....,

As your pastor, it is my privilege to invite you to join many others in pledging to our *2017 Partners in Charity Appeal*. This appeal makes possible many programs and ministries that our parish alone could not provide.

Our Appeal Committee and I have noticed that you have not yet participated in the 2017 appeal with a pledge. I personally encourage you to pledge today and I appreciate that you will give this your prayerful consideration.

Enclosed please find an envelope for a pledge or gift. Please pray about what you are able to do. Complete the necessary information and seal your envelope. Please place it in the basket next weekend, drop it off, or mail it to the parish office. You may also mail it directly to the Diocese of Worcester at 49 Elm Street, Worcester, MA 01609. Our parish will receive credit for your gift.

Thank you for joining us in this special diocesan-wide effort to support our local Church.

Please pray for the success of our appeal here at **name of parish**, and join me in supporting *Partners in Charity*.

May the Lord bless you and your loved ones.

Sincerely,

Rev. -----

SUGGESTED BULLETIN ANNOUNCEMENTS

(Weekend Prior to Commitment Weekend)

Next weekend, _____, is In Pew Commitment Weekend for the *2017 Partners in Charity Appeal*. Once a year, we commit ourselves to this ongoing work by supporting this life giving appeal. We reflect on God's great generosity, and respond with generous giving of our own. With your support, *faith in action* is visible every day in the compassionate outreach of Catholic Charities, to the least among us; in the prayerful witness of our retired priests and the joy of new priestly vocations; to the many diocesan ministries and programs that heal, teach and care for others. Watch the Appeal Video at home this week at www.partners-charity.net. Please come to Mass next weekend prepared to make a commitment to the appeal. Thank you.

(Commitment Weekend)

This weekend is In Pew Commitment Weekend for the *2017 Partners in Charity Appeal*. This weekend every member of (PARISH NAME) is called upon to support the work of our Lord Jesus made possible through the annual appeal. Our parish goal is \$_____. Please complete your pledge envelope, indicating your gift or pledge today. It is important for all of us to participate in order to support our mission as a diocese. Please be as generous as possible. If you have already made a gift to the 2017 appeal we thank you. Your gift will help us in reaching our parish goal. You can also make your gift online at www.partners-charity.net. Thank you!

(Weekend after Commitment Weekend)

Last weekend was our Parish Commitment Weekend for the *2017 Partners in Charity Appeal*. Thank you to those who made a gift and a special thank you for those who gave for the first time. Your gift will help us in reaching our parish goal. To date (**NUMBER RESPONDING**) of our (**NUMBER OF PARISH FAMILIES**) have responded. However, we need the support of all members of (PARISH NAME) if we are to be successful in reaching our parish goal of (**PARISH GOAL**). If you have not yet completed your pledge, please prayerfully make your pledge and return it to the church office or in the collection basket. We are confident that, with God's help and yours, we will rise to it! If you have not yet made a gift or pledge, please fill out a commitment pledge envelope today in the pew today, visit www.partners-charity.net. Thank you!

(Use until the parish goal is reached)

Thanks to all our parishioners who have made their gift to the *2017 Partners in Charity Appeal*. _____ (PARISH NAME) is _____% towards our goal of \$_____. If you have not yet made a gift or pledge, please fill out a commitment pledge envelope located in the _____. Or visit www.partners-charity.net to do it online. Partners in Charity, *formerly known as the Bishop's Fund*, is the Annual Appeal for the Diocese of Worcester, serving 28 charitable, educational, and pastoral ministries. Through your generous support we are able to serve thousands of families and individuals in Worcester County through outreach, formation, evangelization, and worship. Thank you!

SAMPLE WITNESS TALK (given on weekend before In-Pew Sunday)

(All resources are available online for "cut and paste" at partners-charity.net under Resources)

2017 Partners in Charity Appeal Manual

Hello, my name is _____. I'm a volunteer at _____ Parish.

Once a year, we commit ourselves to this ongoing work by supporting this important appeal. We reflect on God's great generosity, and respond with generous giving of our own. With your support, *faith in action* is visible every day in the compassionate outreach of Catholic Charities, to the least among us; in the prayerful witness of our retired priests and the joy of new priestly vocations; to the many diocesan ministries and programs that heal, teach and care for others. I'd like to talk to you for just a few minutes about the diocesan annual appeal called Partners in Charity.

Partners in Charity helps open the door for:

- Our children and young people who attend Catholic schools
- Parish religious education programs and area college campus ministry programs
- Mothers and fathers at many Partners-supported agencies where charitable help is available for them and their family.
- Men, women, deacons and priests being prepared so they can serve others pastorally
- Newcomers to our country who cherish their Catholic faith who are supported by parishioners from their native lands with open hearts full of friendship.

Without the annual appeal, we may not have had the many training programs that prepare volunteer and professional teachers and lay ministers to reach out to our families and friends, the sick, and the needy.

I would like you to think about how your generosity impacts many people in Central Mass and how you can contribute to the future of our Catholic Church, not only here at _____ (name of Parish), but throughout the Diocese of Worcester.

Many of our brothers and sisters have not been as fortunate as our own homes. How will you respond to God's call to help them and be a Steward of God's gifts with which you have been blessed?

Some of you may be able to pledge \$25 per month, others \$100 per month, some even more. All I ask is that you give in gratitude for the blessings that the Lord has bestowed upon you.

Please remember, what you give to the Partners in Charity Appeal also helps build stronger ministries right here at _____ [Parish]. So please, look into your heart and join me in responding to this request. As our patron saint for this year, St. Teresa of Kolkata said, "faith in action is love."

Thank you, and may God bless you.

CONDUCTING AN IN-PEW COLLECTION

Before Mass:

Make sure that you have met with the ushers before each Mass. They must be instructed when to distribute the pledge envelopes. It is best that the pledge envelopes not be in the pews before Mass. Pens (not pencils in order to be legal) should already be at the ends of the pews. Check after each Mass that pens are still available in the pews.

As the homily is about to conclude:

When the presentation on the appeal (by a priest or lay presenter) is about to conclude, and the in-pew collection is about to begin, the presenter now instructs the ushers or volunteers to move throughout the church to distribute pledge envelopes. It is very important to have enough ushers/volunteers to accomplish this task very efficiently, so as to avoid any delay. Each parish should determine the best number of volunteers.

Begin to collect the envelopes as soon as you see that all parishioners have a pledge envelope.

Remember that you need to speak very clearly and much more slowly than usual to give your listeners time to follow the process with you.

Be confident and enthusiastic.

Be sure to encourage people to complete the envelope right in church. Do not encourage them to take the envelope home.

THE IN-PEW SPOKEN PRESENTATION

- Please open the pledge envelope. If you have made an advance gift simply note it on the envelope and provide no other details.
- On the flap section of the envelope check the pledge amount box.
- Please print your name, complete address, phone number and email address.
- Now, print your parish name and city or town.
- Please complete the bottom section of the envelope: If this is a one-time gift and you are paying by cash or check, mark the one-time gift box and enter the amount in the Total Gift Amount field. Make check payable to Partners in Charity Appeal.
- If you are paying by credit card, check that box and complete the shaded area on the right, including the expiration date on the card.

OR

If you have a smart phone and a QR scanner app, you can scan the QR code in our bulletin and donate *securely* online from your phone. Simply click on DONATE NOW on the Partners in Charity site. Then write on the envelope that you did it online.

- If you wish to make a pledge, check the box that says “send reminder,” then enter the total gift amount and check the monthly pledge box if you wish your gift to be paid over 10 months.
- Tear off pledge slip along the perforation and insert into the envelope.
- Finally, seal your envelope and place it in the basket.
- On behalf of Father _____ and everyone involved in Partners in Charity please be assured of our gratefulness for your generosity and support.

At this point (and the parish decides this) you are to tell the congregation to either hold the pledge envelopes until the Offertory collection or to have the ushers pass the basket.

(All resources are available online for “cut and paste” at partners-charity.net under Resources)

GIFT PROCESSING AND REPORTS

How Gifts Are Made

Most donors make their contribution to the Partners in Charity Appeal **directly** by mail to the development office; **online** via the website; or at their **parish** during an in-pew collection or in response to a parish mailing. Diocesan employees also have the opportunity to give via payroll deduction. Gifts of Stock are also accepted; please visit the website or contact our office for instructions.

Gift Types & Payment

There are two main types of gifts:

- 1) **Cash Gifts** are one-time gifts with immediate payment.
- 2) **Pledge Gifts** are a promise to contribute a certain amount which is then fulfilled over a period of time. .

Regardless of gift type, donors have the option of receiving a reminder statement or providing credit card info on the pledge slip. Some parishioners may enclose cash in their envelope. Please do not mail cash payments; instead send a parish check. All checks should be payable to “Partners in Charity Appeal”.

Direct/Online Gifts & Reports

Direct and Online gifts received at the Development Office are processed daily.

Any new gifts received after September 1, 2016 have been applied to the 2017 Appeal. Because of this, your parish may already have gifts credited toward your 2017 Goal. Further, since we have sent out an initial direct letter from the Bishop, scheduled to be in homes the first week of March, new pledge & gifts for the 2017 Appeal will have started to come in prior to the in-pew weekend.

If you would like a report listing the total of direct and online gifts that have been credited to your parish, please contact Julie Convery at development@worcesterdiocese.org or 508-929-4366. These reports will be available by request starting March 13, 2017.

Parish Gift Processing

Your parish has completed the in-pew solicitation or mailing and now has many completed pledge envelopes! Here’s what you need to do next:

- 1) Open the pledge envelopes
- 2) The provided labels with your parish number and their PIC account number, name & address which should be affixed to the “OFFICE USE ONLY” space. This speeds up data entry and ensures proper credit is received.
- 3) If there is no label please write your parish number in the right hand corner of the “OFFICE USE ONLY” space to ensure parish credit.

(All resources are available online for “cut and paste” at partners-charity.net under Resources)

- 4) Record the donor and gift information on a Parish Collection/Donor Information Report. See **Parish Donor Reports** below for more information.
- 5) Mail the original pledge card and completed report to the Development Office along with payment(s). See **Submitting Parish Gifts** below for more information.

Parish Donor Reports

Parishes are asked to send in gifts collected weekly with accompanying payments and reports. A sample sheet has been provided and is also available online for download on the **partners-charity.net** website under “Parish Resources.” Please number each report and record the date submitted. This report should include:

Donor Name

Donor Address

Total Gift Amount

Amount Enclosed

Balance Due

Please also note if the gift is being matched or paid by credit card.

Understandably, some parishes may keep track of the gifts that are collected in an Excel Spreadsheet or similar document. If this is the case, there is no need to fill out a separate donor information/parish collection report, as long as the all the above information is included. A print-out of your Excel file or report will suffice.

Submitting Parish Gifts for Processing

Please process and mail in new gifts on a weekly basis. Each packet should include individual pledge slips (with labels!), a completed donor information sheet and an accompanying check(s) made out to Partners in Charity for the “Amount Enclosed” on the report. The preferred method is to submit one parish check for the enclosed amount, however if your bank will not let you deposit checks made out to Partners in Charity, it is fine to forward them as is. Again, please do not submit cash.

For accounting purposes, if we do not receive a check for the total gift amount with the envelope(s), or the amount received does not equal the “amount enclosed” on the donor report we will not be able to enter *any gifts* from that report into the system. The office will contact the parish to reconcile the difference. Any discrepancies between the pledge cards and donor reports and check amount totals will delay gift entry.

2017 Prayer Intercessions

The Following are suggested Bishop's Appeal intercessions/petitions:

- For Pope Francis and Bishop McManus that they will be blessed with wisdom as they shepherd the people of God, we pray to the Lord...
- That the Holy Spirit will fill our hearts with love for the Lord and each other and guide us in the spirit of service and generosity for all especially the poor as we prepare to make our gifts to the Partners in Charity Appeal...
- For all who make gifts to the Partners in Charity Appeal that their generosity will give them joy and peace, we pray to the Lord...
- For all priests, religious, clergy and lay persons who offer their best gifts daily to bring the light of Christ to others through the ministries supported by the Partners in Charity Appeal, we pray to the Lord...
- For those needing assistance from the ministries supported by the Partners in Charity Appeal that their needs will be met, we pray to the Lord...
- For all who seek to learn more about our faith in our schools, our religious education programs and our faith formation efforts, especially those helped by Partners in Charity ,we pray to the Lord...
- That we may answer our baptismal call to bring the Gospel message to the poor, the lost, the vulnerable and the un-churched acting as one faith community rooted in Christ, 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 like St. Teresa of Kolkata, we may see the face of Christ in those who turn to us for help, 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 Partners in Charity Appeal, we pray to the Lord.
- That we may respond generously to the diocesan Partners in Charity 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.

(All resources are available online for "cut and paste" at partners-charity.net under Resources)

2017 Partners in Charity Appeal Manual

- For a spirit of generosity, that all the members of our parish might respond with prayers and gifts to this year's diocesan Partners in Charity 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 Worcester, 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 Partners in Charity 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 deacons with their financial support, we pray to the Lord.
- That through our personal generosity to the annual Partners in Charity Appeal, we may provide hope to thousands of people throughout our diocese who look to us for assistance, we pray to the Lord.
- That through our awareness of the rich blessings of God, we will be inspired to pledge a generous gift to the annual Partners in Charity Appeal, we pray to the Lord.
- That through our pledged gifts to the Annual Partners in Charity Appeal, we may become partners with Christ and partners in charity, and strengthen the unity of our diocesan family, we pray to the Lord.

(All resources are available online for "cut and paste" at partners-charity.net under Resources)

CIRCLES OF HONOR

A Call to Leadership

The Circles of Honor offer us a special way to join the Bishop, supporting him as he guides us on our faith journey. As special partners with the Bishop, Circle of Honor members will have opportunities for closer involvement in the mission of the Catholic Church in our diocese. Although the Development Office hosts appreciation events throughout the year, these events should never take the place of planned appreciation receptions in your own parishes. They are merely supplements that hopefully will help to “put a face” on the Diocese and let people know that we appreciate their support of your parish and the work of the Diocese.

Circles of Honor Giving Levels

Holy Family Society
\$7,500+

Saint Paul Society
\$5,000 to \$7,499

St. John Paul II
\$2,500 to \$4,999

St. John XXIII
\$1,500 to \$2,499

St. John Vianney
\$1,000 and up (Priests only)

St. Francis of Assisi
\$1,000 to \$1,499

St. Teresa of Kolkata
\$500 to \$999

Dorothy Day, Servant of God
\$300 to \$499

(All resources are available online for “cut and paste” at partners-charity.net under Resources)

CIRCLES OF HONOR

Growing the Circles of Honor to Reach Your Parish's Target

Many parishes over the last five years have reached their Partners in Charity Appeal target by focusing on growing the Circles of Honor at their parish. Below you will find ways to promote these leadership societies in your parish.

- A. Personal witness and request to consider joining a Circle of Honor. This can happen from the pastor or parish director or with a current society member from the parish.
- B. Please share with the individual why you feel being a member in the society is so important.
- C. Send a personal letter to society prospects within your parish. This method has been very successful. If you would like the Development Office to suggest some parishioners who may be able to give at the society levels, please contact us.
- D. Host a Society event. Steps for a successful event:
 - Invite two Society couples or if your parish does not have any Society members, invite two couples that are leaders in your parish to help with the event.
 - At the event have a parish leader present their story of how the Partners in Charity Appeal has helped them. Our Development Office would like to have a representative at your meeting to answer questions, and if needed make “the ask” (a request).
 - The Development Office will help you with a special mailing to this group if you would like help.
 - Prepare invitations for the event. (Please include an RSVP)
 - Other materials to prepare:
 - Sample talking points for Father or event leader
 - Consider a bulletin ad to promote the event.
 - Show the DVD of the appeal video presentation.
 - Follow up with a phone call to each family about the event.
 - After the event, send a Thank You letter for attending the event.
 - Follow up with those who did not fill out a card.

PUBLICITY

The more often parishioners are reminded about the impact of the appeal, the more likely they are to make a gift.

The **outdoor posters** provided to you by the diocese should be hung in a prominent place.

Bulletin Insert: We have one promotional bulletin insert this year. We ask that you insert this on March 18 & 19 or as close as possible. We hope to insert this flier in *The Catholic Free Press* as we have in previous years.

You will receive the **Partners in Charity Appeal DVD** with your materials. Below is some information that should help you show the appeal videos before, during or after Mass this year. Most parishes find that with adequate preparation, they can iron out any technical problems that may occur the first time they use the DVD. A special thank you to Mr. Ray Delisle & Mr. Steve Kaufman from our Diocesan Communications Office/TV Ministry for producing the 2017 Partners in Charity Video. The video is also available for download or online streaming in the Resources section at www.partners-charity.net.

Notes Regarding the Video and Video Equipment

- Whether or not you are able to show the DVD during Mass, please consider showing it at gatherings including coffee-hour after Mass, the Parish Pastoral Council, Finance Council, men's and women's organizations and at meetings of other active ministries in the parish.
- Make note in the bulletin that the DVD presentation can be viewed online at partners-charity.net and promote Faith in Action TV Show if shown in your community. Use the QR code in the bulletin to enable people go right to it with smart phones and tablets
- Be sure your projector is bright enough in churches that are bright.
- Putting the microphone next to a television speaker may distort the sound. It may be necessary to hook up the sound system directly.
- Test the DVD and system well before showing it.
- It is a very good idea to preview the DVD to check that it did not get damaged. Also check sound and visibility and view the DVD in church BEFORE they are used.
- The video will appear on screen between 5 and 15 seconds after pressing play. This is normal.

(All resources are available online for "cut and paste" at partners-charity.net under Resources)

RESPONSES TO FREQUENTLY ASKED QUESTIONS

I give to my parish, why should I give to the *Partners in Charity's* Annual Appeal?

Your support of your parish is very important. There are programs and ministries, however, that we cannot do alone as a parish. Together with the diocese we can address broader support services for the poor and hungry in our community, and education for our children, especially in the faith. Together, we can do more than any one parish can do alone.

Why are there so many mailings?

More than 2.5 million dollars of the appeal comes to us through the mailings. Once you have responded to Partners in Charity mailing or made a gift through your parish, mailings to you will stop with the exception of a thank you letter and tax receipt at the end of the year. Tax receipts are sent to anyone who gives a gift of \$250 or more, which is required by the IRS. It is always wise to keep receipts of your charitable giving for audit purposes.

How can I make my gift?

We try to make your giving as easy as possible! You can make a pledge through checks, credit cards, online giving at www.partners-charity.net, bequests, charitable gift annuities, matching gift programs, and approved gifts of real estate. Give us a call and we'll happily answer your questions. 508-929-4366.

This is a large request for my family to consider...

The gift request is a suggestion only. We ask you to consider a gift amount appropriate to your financial circumstances. Gifts can be made in the form of cash and securities, or a combination of both.

What if I am unable to fulfill my pledge?

A pledge is a commitment made under a particular set of circumstances. If those circumstances change, you may adjust the pledge payments and/or balance accordingly.

Why are pledges emphasized?

When you make a pledge, you are participating in the work of these ministries each and every month that you send in a pledge payment. Our appeal emphasizes gifts over a period of time because it allows individuals and families the opportunity to consider a larger commitment – and more significant impact – than when making a one-time contribution. Experience demonstrates that donors who pledge are able to consider gifts significantly larger than those who make one-time gifts. The earlier a gift is made, the more time the donor has to fulfill his/her pledge.

To what extent are gifts to the Partners in Charity Annual Appeal tax deductible?

Gifts to *Partners in Charity* are tax deductible to the fullest extent of the law. Donors with specific questions regarding tax deductibility should contact their financial advisors or tax preparers.

TEN WORDS FOR A SUCCESSFUL APPEAL

Jesus – Without Jesus all you have is a fundraiser. There is nothing wrong with a fundraiser if you are building a library or adding a wing to a hospital, but as a church our mission is to reach the world for Christ. At the epicenter of every successful life-altering, heart-expanding, ministry-enabling appeal is Jesus Christ.

Prayer – It is the foundation of every successful appeal. Timing, team members, development, design, message content; every detail of the campaign should be bathed in prayer.

Calendar – Successful annual appeals begin with the end date in mind and then work backwards. Essentially everything on the prayer list should also have a date and a place on your appeal calendar.

Enlistment – Who is going to do all this stuff? Many hands make light work but smaller teams are easier to manage. This is just one of the many things you are going to want to commit to prayer. Whether you are relying on volunteers, staff members or a combination of both be sure to allow enough time for them to clear their plates to make room for the added challenges of an appeal.

Leadership – Successful appeals don't just happen, they are skillfully led. If you don't have a great deal of experience leading annual appeals, or if the campaigns you have led have not been as successful as you would have liked, give prayerful consideration to hiring a coach or consultant to guide you through the process.

Accountability – The road to a failed appeal is paved with good intentions. Since every item on your appeal calendar is time sensitive (hey, that's why it's on a calendar). Every component needs to be broken down into individual tasks. Each task needs to be assigned a start date and a completion date. The completion of each individual task needs to be confirmed while there is still time to do something about it.

Repetition – It is the one thing I can promise you during an appeal. From asking people what would prevent them from making a large commitment to articulating how this is going to fuel ministry, you will be saying many of the same things over and over again. Keep this in mind: when you are absolutely certain that you will be sick to your stomach if you repeat the same words just one more time, about two-thirds of the parishioners will be just starting to get the message.

Sacrifice – Define it, talk about what it looks like, about what it does, how God uses and multiplies our sacrifice for his Kingdom. Generosity is good, but it is only through sacrificial giving, giving at a level that impacts our life that we can really impact others.

Invitation – Successful appeals are an ongoing invitation process. There are the earliest conversations inviting leaders to pray about making ministry changing gifts that God has enabled them to make. There is the invitation to the parish and to respond on In Pew Sunday. There are the ongoing invitations to those who are new to the church or who for whatever reason were unable or unwilling to respond at the time of the appeal. Success requires leaders to keep an invitation at the ready.

Expectations – While there is no way to know the outcome until you complete your appeal, there are some things that you can expect with near absolute certainty and those expectations should be great. Of course you can expect hard work and endless repetition, but you can expect so much more. Implemented correctly you expect to fund projects and fuel ministry. You can expect to see hearts altered and lives changed. You can expect to see the community unite with laser-like intensity, you can expect to see God honored like never before and you can expect to see God do powerful things in your midst.

Not bad for ten little words.

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The QR code



Invite parishioners to view this year's appeal video on their smartphone or tablet. Many parishes have inserted the QR code to the left in parish bulletins. Invite them to visit partners-charity.net – this will take them directly to the donate page. *(downloadable artwork is available at the partners website to paste into your bulletin)*