



2018 BISHOP'S ANNUAL APPEAL PARISH RESOURCE MANUAL

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April 2018

Dear Pastor, Parish Staff and Parish BAA Committee,

On behalf of the entire Diocesan family, thank you for your work on last year's Bishop's Annual Appeal. With your leadership and support, the BAA raised over \$4.9 million which has been distributed to Catholic Charities, schools, parish communities, and clergy who provide a huge range of services to individuals, families and children in Berks, Carbon, Lehigh, Northampton, and Schuylkill counties.

As you'll see, the 2018 Bishop's Annual Appeal manual contains a recommended program schedule as well as a wide variety of support material for a successful Appeal in your parish. In addition, every member of the Secretariat for Stewardship and Development is available to help so please feel free to call on us at any time.

Thank you again for all that you do on behalf of our Diocesan community. It is a blessing to be in this work together.

Yours in Christ,

Paul Acampora
Secretary, Secretariat for
Stewardship &
Stewardship and Development

Michele Mullikin
Director, Parish
Annual Giving

CASE FOR SUPPORT

The Bishop's Annual Appeal is a primary source of funding for sustaining and expanding ministries throughout the five counties of the Diocese of Allentown. The Bishop's Annual Appeal Trust Advisors, who are volunteer parishioners from each county served, ensure that the Bishop's Annual Appeal program is fully transparent and accountable to our community. The Trust Advisors meet quarterly to monitor the distribution of funds. Gifts received are directed to the ministries listed below.

Catholic Life and Evangelization

- Youth/Young Adult and Campus Ministry
- Office of Marriage and Natural Family Planning
- Adult Formation
- Institute for Catechesis and Formation
- Ministries with Persons with Disabilities

Education

- Scholarships and School support
 - Bishop's Scholars Society Scholarships
 - Carbon/Schuylkill Grants to Catholic Elementary Schools
 - Need-based Academic Scholarships for Catholic High School Students
 - Catholic High Schools
 - DeSales University
 - Alvernia University
 - Catholic University
- Special Education Programs
 - Mercy School for Special Learning
 - John Paul II Center for Special Learning
 - St. Joseph Center for Special Learning
 - School-based Aquinas Programs

Education and Formation of Seminarians, Priests and Deacons

- Vocations
- Priestly Formation
- Permanent Diaconate

Health and Human Services

- Catholic Charities
 - Catholic Charities General Operation
 - Caring Hearts Pregnancy Support Services
 - Food distribution and community pantries
 - Senior Services
 - Pastoral Outreach
- Catholic Senior Housing and Health Care Services
 - Holy Family Manor Nursing Home

- Care for retired and infirmed Priests in good standing
- Sacred Heart Hospital grants

Hispanic Outreach

2018 BAA TIMELINE Called to Serve

March 2018

- **Sunday, March 25** - Palm Sunday
- **Week of March 19** - Deliver Parish Kits

April 2018

- **Sunday, April 1** - Easter Sunday
- **Sunday, April 8** - Divine Mercy Weekend
- **Saturday/Sunday, April 14/15** - **BAA Kicks Off in Parishes**
- **Saturday/Sunday, April 21/22** - **Lay Witness Speaker Weekend**
- **Saturday/Sunday, April 28/29** - **Bulletin Inserts/Pulpit Announcements**
- **Saturday, April 28** - Bishops Scholar Awards, Bethlehem Catholic HS
- **Week of April 2** - Phase 1 Mailing

KickOff Events

- **Thursday, April 5** - Berks Co. Kickoff (*St. Catharine of Siena, 4975 Boyertown Pike Reading - 5:00 p.m.*)
- **Monday, April 9** - Lehigh Co. Kickoff (*St. Joseph the Worker, 1879 Applewood Dr. Orefield - 5:00 p.m.*)
- **Wednesday, April 11** - Schuylkill Co. Kickoff (*St. Ambrose, 201 Randel St. Schuylkill Haven - 5:00 p.m.*)
- **Monday, April 16** - Northampton Co. Kickoff (*Our Lady of Perpetual Help, 3219 Santee Rd. Bethlehem - 5:00 p.m.*)
- **Thursday, April 26** - Carbon Co. Kickoff (*St. Joseph, 468 W. Ludlow St., Summit Hill- 5:00 p.m.*)

May 2018

- **Saturday/Sunday, May 5/6** - **Bulletin Inserts/Pulpit Announcements**
- **May 9** - **Trusts Advisors Meeting**
- **May 12/13** - Mother's Day Weekend
- **May 19/20** - Commitment Weekend
- **May 26/27/28** - Memorial Day Weekend

June 2018

- **Sunday, June 10** - Legacy Society Brunch , St. Thomas More (12:15 Mass)
- **Week of June 11** - Phase 2 Mailing

December 2018

- TBD -Advent Brunch (Lehigh Country Club)

BULLETIN AND PULPIT ANNOUNCEMENTS

**April 14 & 15
Kickoff Weekend**

FROM THE PASTOR'S DESK

(Pastors: Please feel free to modify this note as you deem appropriate.)

Dear Friends,

This weekend we kickoff the **2018 Bishop's Annual Appeal (BAA)**. I am so grateful for your continued generosity to this important diocesan fundraising initiative. The Bishop's Annual Appeal funds the annual budget that offers vital services like Catholic Charities, care for our retired and infirmed priests, education of Seminarians, Catholic schools and support for our centers for special learning. I encourage you to join me in making your gift to the BAA and support these important ministries. Together we will make a difference in the lives of many people. Remember, every gift counts, no matter how small. To make your gift, please return the pledge form that you will receive in the mail or visit the Appeal's website at FaithHopeCharityGives.org or call the Appeal Office at 800-831-4443.

With gratitude,
<Pastor's Name>

April 21 & 22

Bulletin Announcement

BISHOP'S ANNUAL APPEAL

Many thanks to those who have made a pledge to the Bishop's Annual Appeal. Making a six-month pledge to the Appeal allows you to maximize the amount that you may give by making monthly payments. For example, a \$120 gift to the Appeal may be setup with six \$20 installments. Remember, every gift counts, no matter how small. Your generosity funds the annual budget for

important Diocesan ministries in our area. You can make your gift online at FaithHopeCharityGives.org.

Pulpit Announcement

Last week we kicked off the 2018 Bishop's Annual Appeal. The theme for this year's appeal is "Called to Serve", and we are very grateful to our parishioners who have already answered the call by making a pledge of support. If you have not taken the opportunity to make a gift, you may drop off your pledge form to the parish office or place it in the collection basket anytime this month.

April 28 & 29

Bulletin Announcement

BISHOP'S ANNUAL APPEAL

Many thanks to those who have made a pledge to the Bishop's Annual Appeal. Making a six-month pledge to the Appeal allows you to maximize the amount that you may give by making monthly payments. For example, a \$120 gift to the Appeal may be setup with six \$20 installments. Remember, every gift counts, no matter how small. Your generosity funds the annual budget for important Diocesan ministries in our area. You can make your gift online at FaithHopeCharityGives.org.

Pulpit Announcement

Two weeks ago we kicked off the 2018 Bishop's Annual Appeal and we are grateful to our parishioners who have already made a pledge of support. If you have not taken the opportunity to make a gift, you may drop off your pledge form at the parish office or place it in the collection basket. Please know that every gift counts, no matter how small.

May 6 & 7

Bulletin Announcement

BISHOP'S ANNUAL APPEAL

We are grateful to our parishioners who have already made a pledge to the Bishop's Annual Appeal. Making a six-month pledge to the Appeal allows you to maximize the amount that you may give by making monthly payments. For example, a \$300 gift to the Appeal may be setup with six \$50 installments. Your sacrifice and generosity to those who are less fortunate will allow the ministries of our diocese to offer services to those who need

our assistance. You can make your gift online at FaithHopeCharityGives.org, pick up a pledge form at the back of Church or call the Appeal Office at 800-831-4443.

Pulpit Announcement

We are grateful to our parishioners who have already made a pledge of support to the 2018 Bishop's Annual Appeal. If you have not taken the opportunity to make a gift, you may drop off your pledge form at the parish office or place it in the collection basket. Please know that every gift counts, no matter how small.

**May 12 & 13
Mother's Day Weekend**

Bulletin Announcement

BISHOP'S ANNUAL APPEAL

On this Mother's Day weekend please remember those Mothers who give tirelessly of themselves but have fallen upon hard times and have come to our Diocese and the Bishop's Annual Appeal for assistance. Next weekend is Commitment Sunday. If you have not done so already, please bring your pledge form to Mass next weekend. We need the support of all of our parish families to reach our parish BAA goal. Remember, every gift counts, no matter how small. If you have any questions, please call the parish office or visit the BAA website at FaithHopeCharityGives.org.

Pulpit Announcement

Next week is Commitment Sunday for our Bishop's Annual Appeal. If you have not done so already, please bring your pledge form to Mass next weekend. We need the participation of all of our parish families to assist those in need. Remember every gift counts, no matter how small. Please see the bulletin for details.

**May 19 & 20
COMMITMENT SUNDAY**

Bulletin Announcement

BISHOP'S ANNUAL APPEAL

We are grateful to all who pledged their support this weekend to the 2018 BISHOP'S ANNUAL APPEAL. Your gift will allow our diocese to meet the many and varied needs of the people of this diocese. Remember, every gift counts, no matter how small. If you did not take the opportunity to make your gift, you may do so at any time over the next few weeks by placing your pledge form in the collection basket or visiting the Appeal website at FaithHopeCharityGives.org. Thank you for your support!

**May 26, 27 & 28
Memorial Day Weekend**

Bulletin Announcements

As of today, our parishioners have raised _____ from _____ parishioners representing _____% of our total number of registered families in our parish. We need the support of all of our parish families to reach our financial goal and to reach the 100% participation goal. If you have not made your pledge of support, you may return your pledge form to the parish office or make your gift online. We need the support of all of our parish families to reach our goal. Remember, every gift counts, no gift is too small. Every dollar helps those in need. If you have any questions or would like to make a gift, please call the parish office or visit the Appeal website at FaithHopeCharityGives.org.

Pulpit Announcement

In a few weeks, we begin our diocesan BAA phone-a-thon in order to reach out to members of our parish community who have not yet made a gift to the 2018 BAA. In order to save our volunteers many hours, please respond with your gift decision in the next week. Remember, every gift counts, no gift is too small.

June

Bulletin Announcements

As of today, our parishioners have raised _____ from _____ parishioners representing _____% of our total number of registered families in our parish. We need the support of all of our parish families to reach our goal. If you have not made your pledge of support, you may return your pledge form to the parish office or make your gift online. We need the support of all of our parish families to reach our goal. Remember, every gift counts, no gift is too small. If you have any questions or would like to make a gift, please call the parish office or visit the Appeal website at FaithHopeCharityGives.org.

Pulpit Announcement

This month, we begin our diocesan phone-a-thon in order to reach out to members of our parish community who have not yet made a gift to the 2018 BAA. In order to save our volunteers many hours, please respond with your gift decision within the next week. Remember, every gift counts, no gift is too small.

PETITIONS TO BE INCLUDED IN THE PRAYER OF THE FAITHFUL

Weekend of April 14 & 15, 2018 (Kick Off Weekend)

- *For those who will come to the Diocese of Allentown in need of material and spiritual assistance: may we be generous through our support of the Bishop's Annual Appeal in assisting them in their time of need, we pray to the Lord..*

Weekend of April 21 & April 22 (Lay Witness Weekend)

- *For our seminarians and retired priests: may we be grateful for their sacrifices and show our support of their ministry through the Bishop's Annual Appeal, we pray to the Lord..*

Weekend of May 12 & 13 (Mother's Day Weekend)

- *For those Mothers who give tirelessly of themselves but have fallen upon hard times: may we compassionately care for them through our prayerful support and the assistance of the Bishop's Annual Appeal, we pray to the Lord..*

Weekend of May 19 & 20 (Commitment Weekend)

- *For the thousands of families who will come to the Diocese for help this year, that our parishioners will join together to support them in their time of need through the Bishop's Annual Appeal, we pray to the Lord..*

SAMPLE PASTOR PRESENTATION FOR COMMITMENT WEEKEND

This weekend, all throughout the world, the Church celebrates Pentecost Sunday, the sending forth of the Holy Spirit, the birthday of the Church, and the close of our 50-day Season of Easter.

We also as a Diocese join together for Commitment Weekend in support of the Bishop's Annual Appeal. 84 parishes united in support of the mission of spreading the Gospel message by words and deeds throughout Berks, Carbon, Lehigh, Northampton, and Schuylkill Counties.

To many of us, the Holy Spirit seems to be the quietest member of the Blessed Trinity. After all, in Sacred Scripture, the Father speaks often. We witness the preaching and teaching of Jesus in the Gospels. However, you would be hard-pressed to find any famous quotes from the Holy Spirit. It sometimes seems as if the Holy Spirit is the Trinity's silent partner.

This morning/afternoon/evening, I would like to suggest that the Holy Spirit has the potential to be the loudest and most powerful in our lives. Bishop emeritus Edward P. Cullen in his recent writing *Lord God, Holy Spirit Sanctifier* remarked: "As our Sanctifier, the Holy Spirit will never fail to enlighten us and strengthen us."

Since Pentecost in the Acts of the Apostles, the Holy Spirit has spent the ensuing centuries expressing the inexpressible - from the mouths of saints and the pens of popes and prophets, gently but insistently making sure that the world continues to hear, in every language, in every medium, across every barrier, the good news about the "the mighty acts of God."

This year, the theme of the Bishop's Annual Appeal is "Called to Serve". The faithful in the Diocese of Allentown have answered that call in the past. Generous support of the Bishop's Annual Appeal has assisted in continuing the mission of the Holy Spirit and proclaiming the "Mighty acts of God."

I am grateful for your past generosity and rely on your assistance today and into the future. The Bishop's Annual Appeal generously feeds the hungry, provides compassionate care in health and human services, educates current and future generations of our faith, assists in training men now serving as pastors and permanent deacons, and supports the ministries that make up our parishes and the diocese.

As we continue to grow, the Appeal provides necessary resources in response to new and challenging needs. There are many priorities facing our Church that no single parish can address. Some require the strength and resolve of our entire Catholic community working together.

While we cannot always be the one to comfort the grieving, feed the hungry, teach the young, and minister to those in need, we can - through our generosity - ensure that our diocesan Church is strong, vibrant, and able to meet the needs of so many regardless of their faith in the year ahead. We do so because we are Catholic, not because those we serve are Catholic.

Bishop Schlert chose as his Episcopal motto at his August Ordination and Installation as the 5th Bishop of Allentown: Feed my Sheep (*Pasce Oves Meas*). A motto is not only for the Bishop, but stands a uniting mission statement for all the faithful of the Diocese. Through the guidance of the Holy Spirit and through your generous offering to the Bishop's Annual Appeal we will be able to follow the mandate of Christ to feed the sheep of the flock entrusted to our care.

May God continue to bless you and your family for sharing some of the many blessings that God has bestowed upon you.

PARISH COMMITTEE

Summary

A local, parish-based committee of volunteers for the Bishop's Annual Appeal, consisting of 3-5 individuals, can assume some of the Appeal tasks from the pastor and parish staff. Parishes with BAA committees generally have a more successful and enjoyable experience. Specific responsibilities for committee members include:

- **Make your gift** to the 2018 Bishop's Annual Appeal.
- **Video:** The committee will be responsible for making certain that all the necessary equipment is obtained and set-up to show the video at all Masses on BAA kickoff weekend.
- **Pulpit Announcements & Bulletin Inserts:** The committee will be responsible for making certain bulletin inserts and pulpit announcements are available.
- **Lay Witness Weekend:** The committee will be responsible for recruiting lay speakers for each Mass.
- **Commitment Sunday:** The committee will be responsible for making certain that the Appeal materials are available and that the pledge cards are collected at Mass.
- **Be available as a resource** by phone or email to your pastor for assistance or consultation.
- **Kickoff Event:** If your schedule permits, attend the kickoff event scheduled in your county.

KickOff Events

- **Thursday, April 5** - Berks Co. Kickoff (*St. Catharine of Siena, 4975 Boyertown Pike Reading - 5:00 p.m.*)
- **Monday, April 9** - Lehigh Co. Kickoff (*St. Joseph the Worker, 1879 Applewood Dr. Orefield - 5:00 p.m.*)
- **Wednesday, April 11** - Schuylkill Co. Kickoff (*St. Ambrose, 201 Randel St. Schuylkill Haven - 5:00 p.m.*)
- **Monday, April 16** - Northampton Co. Kickoff (*Our Lady of Perpetual Help, 3219 Santee Rd. Bethlehem - 5:00 p.m.*)
- **Thursday, April 26** - Carbon Co. Kickoff (*St. Joseph, 462 W. Ludlow St., Summit Hill- 5:00 p.m.*)

LAY WITNESS SPEAKER

The lay witness presentation is important to the successful communication of the Appeal. Awareness of the Appeal and what it supports may be low amongst parishioners. Lay witness speakers can increase that awareness by speaking about why they are contributing and why it is important to stewardship and their walk with Christ. Remember that people give to people.

Who Should Be Asked To Make A Lay Witness Presentation?

- ◆ An energetic and enthusiastic speaker
- ◆ A long-standing active parishioner
- ◆ A contributor to the BISHOP'S ANNUAL APPEAL
- ◆ A member of the Parish Council, Finance Committee, Stewardship Committee or a parish commission
- ◆ A Lector, Eucharistic Minister or Catechist
- ◆ A staff member or Board Member from one of the many beneficiaries of the Appeal
- ◆ A person who has benefited in some way from the Appeal

Sample Lay Witness Talk

Good morning/afternoon/evening. My name is _____. I've been a parishioner here at _____ for _____ years.

I'm helping Fr. _____ and the parish with the Bishop's Annual Appeal because it is an opportunity to support the ministries of our Church. The Bishop's Annual Appeal supports charitable and educational efforts throughout the Diocese, in addition to training seminarians caring for our retired and infirmed priests and supporting local parish programs.

So many Catholics within the Diocese have demonstrated their support in years past, and on behalf of the poor in our communities, our school children, seminarians and retired priests, we thank you.

Together, with parishioners throughout the Diocese, we have come together to accomplish great things for Christ. Our stewardship of our parish and the Diocese ensures that both will remain vibrant and faith-filled for generations to come.

Today, Fr. _____ and I are asking all of you to make an intention to the Bishop's Annual Appeal. By doing so, you can make a difference in the lives of those who live in our community and throughout the Diocese.

I have made my intention to the Bishop's Annual Appeal. Please make your intention today. On behalf of those served through the

Appeal, I am grateful to you for your generosity and stewardship. Thank you.

BISHOP'S ANNUAL APPEAL PARTICIPATION

Participation is KEY! Once again, we are focusing on participation in the Bishop's Annual Appeal.

- The best results occur when the pastor/priest completes a pledge card with the parishioners. Verbally ask them to prayerfully make a gift. Invite parishioners to complete the "in-pew" card. It is also beneficial to have a special collection of the cards or have the parishioners come forward and place cards in the basket at the altar.
- Encourage pledging instead of one-time gifts. Remind people they may make a pledge and pay it over a period of time.
- Assure people that every gift is important and every gift helps. Those who are not in a position to make a gift are asked to fill out the commitment card and indicate "prayers only." This will reduce the need for a telephone follow-up and will save on additional mailing expenses.
- For commitment weekend and the weeks to follow, it is very important to have extra "in-pew" commitment cards, writing instrument (if possible) readily available and easily accessible to parishioners.

ADDITIONAL BISHOP'S ANNUAL APPEAL MATERIALS

- **Banners:** NEW banners with Bishop Schlert's crest will be distributed to all parishes. Please discard any previous banner(s) you have at the parish.
- **Lawn Signs:** Lawn signs are available. If you are in need please call Michele at 610-871-5200 Ext. 2282.
- **Prayer Request Cards:** All are welcome to return the Prayer Request card to be remembered during daily Mass by Bishop Schlert or a Seminarian. Completed prayer requests cards may remain anonymous.
- **Story Cards:** All are welcome to return the story card "How were you Called to Serve." If contact information is provided and permission is granted the story may be shared on the BAA and Diocesan websites as well as any social media outlets.
- **Prayers of the Faithful:** Petitions should be used during the Prayer of the Faithful for the weeks of the Appeal.
- **Video in English, Spanish and Open Caption:** Please test your DVD in your DVD player during the week prior to showing it at Mass. This way we can be proactive if you are unable to play the video in your Church building. Some other uses for the video include playing the video during coffee and donut Sunday or prior to meetings at the parish or school. Wherever your parishioners meet there is an opportunity to share this video.
- **Posters:** Posters are provided for you and should be hung in gathering and entrance places.
- **BAA Pledge Envelopes:** The pledge envelopes should be available in the back of your Church in April and in the pews on Commitment Sunday. Please do not put the pledge forms out prior to Commitment Sunday. We want to make certain that everyone receives their pledge packet in the mail first and has an opportunity to reflect upon the amount that we are asking them to consider in their letter. This year, all parishioners will receive their request letter/packet in the mail. Parishes will not be required to pick up packets at the kickoff events.
- **Business Reply Envelopes (BRE):** The enclosed BRE's are designed for you to return your pledge commitments/envelopes to the Development Office. No postage is necessary. Please mail us your pledge forms weekly so that we may send thank you letters out in a timely fashion. Please use the large BRE envelope when mailing larger quantities of pledge forms and the small BRE envelopes when mailing smaller quantities.

GIFTS OF CASH: If parishioners choose to turn cash in to your parish, **please be certain to mark the amount of their pledge on their form**, deposit it in your account and then make a check out to "Bishop's Annual Appeal" in the exact amount of their pledge.

You may simply make out one check for all cash donations, however, it is **imperative** that you mark the amounts on each donor's pledge form so that we may record the pledge in the donors account and send them a thank you/tax letter. Please do not deposit checks, or separate checks from the pledge forms. Thank you!