“As each has received a gift, employ it for one another, as good stewards of God’s varied grace.”
1 Peter 4:10

Instruments of God’s Love

REFLECT

PRAY

SERVE

Catholic Diocese of Raleigh
2020 BISHOP’S ANNUAL APPEAL

WWW.GIVETOBAA.ORG
Text gift amount to (919) 629-0644
LETTER FROM BISHOP ZARAMA: DIRECT MAIL

Catholic Diocese of Raleigh | 2020 BISHOP’S ANNUAL APPEAL

Instruments of God’s Love


When we joyfully return our gifts to God with gratitude, we deepen our love for our brothers and sisters in Christ.

In the Diocese of Raleigh, the annual appeal helps me as your shepherd to fulfill my responsibility to support our pastors to do God’s work in each of our parish communities. None of us can do it alone. Together, we will renew our faith and love – and we will rejoice that we are a vibrant Church in Eastern North Carolina.

During the course of our daily lives, we come across many opportunities to grow in our faith through closeness to God, our Creator. It is a path that opens for us opportunities to give our best to God’s service through expressions of love to our neighbors. As an Instrument of God’s Love, please consider making a gift today.

In Christ,

Luis Rafael Zarama, J.C.L.,
Bishop of Raleigh

Ways to give include returning the enclosed card and envelope, online at GiveToBAA.org or by texting your gift amount to (919) 629-0644. May God bless you in your generosity!

MY PRAYER INTENTIONS

The prayer intentions that I write here go to Bishop Zarama, who will pray for me and my needs throughout the year.

1. __________________________
2. __________________________
3. __________________________
4. __________________________
5. __________________________
6. __________________________

Instructions: Please detach and return this panel with your appeal gift in the envelope provided. If you are unable to make an appeal gift at this time, please still complete and return your prayer intentions.
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Instruments of God’s Love

REFLECT • PRAY • SERVE

STEWARDSHIP PRAYER

My parish is composed of people like me. I help make it what it is.
It will be friendly, if I am. It will be holy, if I am. Its pews will be filled, if I help fill them.
It will do great work, if I work. It will be prayerful, if I pray.
It will make generous gifts to many causes, if I am a generous giver.
It will bring others into worship, if I invite and bring them in.
It will be a place of loyalty and love, of fearlessness and faith, of compassion, charity, and mercy, if I, who make it what it is, am filled with these same things.
Therefore, with the help of God, I now dedicate myself to the task of being all the things that I want my parish to be.

Author - Unknown

Instrumentos del Amor de Dios

REFLEXIONAR • ORAR • SERVIR

ORACIÓN DE CORRESPONSABILIDAD

Mi parroquia está integrada de personas como yo. Mi parroquia será lo que yo la ayude a ser.
Será amigable si yo lo soy. Será santa si yo soy santo. Sus bancas estarán llenas si yo ayudo a que se llenen. Dará un servicio de calidad, en la medida en que yo dé ese servicio. Será un lugar de oración, si yo oro. Aportará generosas contribuciones a numerosas causas, en la medida en que contribuya con generosidad. Será un lugar que invite a adorar a Dios, si invito a mis hermanos e incluso los acompaño. Será un lugar de lealtad y amor, de valentía y fe, de compasión, caridad y misericordia, en la misma medida en que yo, que soy quien la conforma, me revista de dichas virtudes. Por todo lo anterior, y con la ayuda de Dios, me consagro personalmente a la tarea de realizar en mí todo eso que quiero que mi parroquia llegue a ser.

Author - Unknown
BISHOP’S ANNUAL APPEAL CONTACT INFORMATION:

Department of Parish Stewardship:

Robert W Watts, CFRE, Director of Parish Stewardship
P. 919-821-9721
M. 984-297-1447
robertwatts@raldioc.org

Mary Ellen Cenzalli, Annual Appeals Director
P. 919-821-9740
M. 919-594-8441
maryellen.cenzalli@raldioc.org

Rachel Lewis, Parish Stewardship Representative
P. 919-821-9745
M. 984-334-4885
rachael.lewis@raldioc.org

Justin Nevarez, Parish Stewardship Representative
P. 919-821-9746
M. 919-510-1654
justin.nevarez@raldioc.org

Karenann Gabello, Administrative Assistant
P. 919-821-9772
karenann.gabello@raldioc.org

Department of Parish Stewardship
The Catholic Diocese of Raleigh
7200 Stonehenge Drive
Raleigh NC 27613
(919) 821-9772

Please mail ALL Pledge Cards and Payments to:
(Never send donations to the Catholic Center)

Fifth Third Bank
Attn: BAA c/o Lockbox #639322
5050 Kingsley Drive
MD 1MOC1Q
Cincinnati, OH 45227

WWW.GIVETOBAA.ORG
Text Gift Amount to (919) 629-0644
INTRODUCTION

What is The Bishop’s Annual Appeal?

The Bishop’s Annual Appeal is a yearly campaign that provides support for the ministries of the Diocese including Seminarian and Diaconate Education and Formation, Faith Formation, Parish Support, Catholic Charities, and Catholic Education.
YOUR PARISH AND THE BISHOP’S ANNUAL APPEAL

All Parishes can benefit from the ministries of the Bishop’s Annual Appeal through:

- Education of Diocesan Priests and the Formation of Seminarians and Deacons
- Professional support of our Catholic Schools and Catechetical programs
- Services offered to all people through Catholic Charities
- Parish Assistance Grants for small and medium sized, struggling Parishes and missions
- Support for young Catholics through Catholic Campus Ministries or Youth Ministries
- Training, assistance and other resources through Diocesan offices
- Direct financial support – through the Rebate Program, 100% of funds collected above your Parish goal are returned to your Parish.*

*Beginning in 2020, 5% of your rebate will be placed in your Parish Reserve Endowment Fund at The Catholic Foundation.

Spiritual Goal

We want to teach the spirituality of Stewardship as a way of life and to invite Catholics to contribute generously to Diocesan and Parish ministries. This will result in a growing awareness of what it means to be Christian stewards of God’s gifts. Our primary goal, therefore, is to nurture and strengthen four characteristics of Christian Stewardship: Gratitude, Accountability, Generosity and Sharing.

Participation Goal

All registered families should be extended the opportunity to participate in the Bishop’s Annual Appeal. This can be accomplished through personalizing to your Parish the recommended Bishop’s Annual Appeal plan found within this manual. We encourage 100% participation – either financially or through prayer. A special effort should be made to invite the participation of new Parishioners. Doing so helps create a heightened sense of engagement and belonging among new Parishioners.
## 2020 Parish Financial Goals

### 2020 Bishop’s Annual Appeal Parish Goals:

<table>
<thead>
<tr>
<th>Parish ID:</th>
<th>Parish Name:</th>
<th>Goal:</th>
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<td>St. Charles, Ahoskie</td>
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<td>102</td>
<td>All Souls, Columbia</td>
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<td>103</td>
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<td>104</td>
<td>Holy Family, Elizabeth City</td>
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<td>St. Katharine Drexel, Maple</td>
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<td>Sacred Heart, Southport</td>
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<td>Sacred Heart, Whiteville</td>
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<td>821</td>
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<td>818</td>
<td>San Juan, Ingold</td>
<td>$1,866</td>
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</tbody>
</table>

$7,344,598
LOCAL PARISH CAPITAL CAMPAIGNS AND GUARANTEED GOALS

If a Parish is conducting an Appeal for which pledges can be paid over a period of months or years, it must guarantee the Bishop’s Annual Appeal goal for each year of the active solicitation and the year following the conclusion of active solicitation.

There are two options for fulfilling the guaranteed goal:

1. Conduct the Bishop’s Annual Appeal as usual along with all other Parishes.

   This is strongly recommended. The Parish can raise as much as it can toward its Bishop’s Annual Appeal goal. There may be numerous Parishioners who may not support a Parish Capital Appeal but will still support the Bishop’s Annual Appeal. This also maintains annual education efforts about the services provided by the Bishop’s Annual Appeal ministries.

2. Incorporate the Bishop’s Annual Appeal goal and message into your capital Appeal. This option can only be chosen for the first year of the Appeal.

   It is important to communicate to all Parishioners that part of the funds from a local Capital Campaign Appeal will go to support the Parish’s Bishop’s Annual Appeal goal. Thus, the Parish needs to include the Appeal information in its case material.

3. In either option above, all Parishes with a guaranteed Appeal goal due to a capital campaign will be invoiced for the goal on May 1st at the conclusion of the Bishop’s Annual Appeal active solicitation period. The invoice is payable upon receipt.
PREPARING FOR A SUCCESSFUL APPEAL

The key to the success of the Bishop's Annual Appeal is strongly dependent upon the enthusiastic and active leadership of the Pastor or the Pastoral Administrator in the Parish. No program can succeed without their leadership, involvement and support. Parishioners will only rise to the level of sacrifice and Stewardship needed when inspired by their Pastoral leaders. Committed Pastors who outwardly support the Bishop’s Annual Appeal personally via their own pledge are key to your Parish’s success.

ROLE OF PASTORAL LEADERS

Pastoral leaders are encouraged to communicate that all gifts come from the Lord and the Bishop’s Annual Appeal provides us all with an opportunity to share our gifts of time, talent and treasure, to help those in need, and to strengthen our Diocese.

In addition to providing spiritual motivation and leadership, the Pastoral leader should:

1. Appoint Bishop’s Annual Appeal leadership and volunteers: General Chair, Major Gift Chair, Hispanic Community Chair (if applicable) and Administrative volunteer/staff. These appointments should be made each year by September 1st and communicated to Mary Ellen Cenzalli, the Annual Appeals Director:

   P. 919-821-9740
   M. 919-594-8441
   maryellen.cenzalli@raldioc.org

2. Make the first gift to the Bishop’s Annual Appeal in a ceremonial fashion to the Parish to set an example.

3. Review and design a plan for your Parish based on the Milestone Dates suggested which are shown on a sample calendar of weekly events (found on Page 14).

4. Monitor the Parish’s progress during the Appeal using your weekly Diocese of Raleigh Bishop’s Annual Appeal reports received each Thursday at 3pm.

5. Verify all Parishioners have been provided an opportunity to participate in the Appeal.

6. Personally attend one of the four Bishop’s Annual Appeal trainings being held throughout the Diocese in January 2020.
**ROLE OF BISHOP’S ANNUAL APPEAL CHAIRS**

Strong, active and enthusiastic lay leaders will help conduct a successful Appeal. The positions of General Chair, Hispanic Community Chair, Major Gifts Chair, and Administrative Chair require dedication and a strong willingness to work on behalf of the ministries of the Bishop’s Annual Appeal.

**CHAIR RESPONSIBILITIES:**

**Pastor**

1. Identify, plan and carry out the most effective methods of requesting support from the Parish community.
2. Instruct, assist and monitor all volunteers in use of promotional materials.
3. Provide positive leadership throughout the Appeal, instilling confidence and enthusiasm.
4. Assist in determining appropriate follow-up actions to ensure that all have been given the opportunity to participate in the Bishop’s Annual Appeal.
5. Support the Bishop’s Annual Appeal by making an early “pacesetter” gift to set an example.
6. Understand how the Bishop’s Annual Appeal ministries benefit the Parish and community.
7. Attend one of the four Bishop’s Annual Appeal trainings being held throughout the Diocese in January 2020.
8. Contact the Department of Parish Stewardship with any questions: Mary Ellen Cenzalli, maryellen.cenzalli@raldioc.org, (919) 594-8441.

**General Chair**

1. Ask all volunteers to make their own “pacesetter” gifts prior to the solicitation of gifts from other Parishioners.
2. Enlist additional leaders and volunteers to carry out the methods of solicitation.
3. Provide positive leadership throughout the Appeal, instilling confidence and enthusiasm.
4. Assist in determining appropriate follow-up actions to ensure that all have been given the opportunity to participate in the Bishop’s Annual Appeal.
5. Support the Bishop’s Annual Appeal by making an early “pacesetter” gift to set an example.
6. Instruct, assist and monitor all volunteers in use of promotional materials.
7. Oversee the completion of transmittal spreadsheet - all transmittal spreadsheets should be reviewed and remain with the Parish.
8. Compile weekly updates on pledge totals.
9. Assist the Pastor or Pastoral Administrators in identifying, planning and carrying out the most effective methods of requesting support from the Parish community.
10. Understand how the Bishop’s Annual Appeal ministries benefit the Parish and community.
11. Attend one of the four Bishop’s Annual Appeal trainings being held throughout the Diocese in January 2020.
12. Contact the Department of Parish Stewardship with any questions: Mary Ellen Cenzalli, maryellen.cenzalli@raldioc.org, (919) 594-8441.
**Major Gift Chair**

1. Visit with or make personal phone calls to major gift donors.
2. Assist the Pastor or Pastoral Administrators in identifying, planning and carrying out the most effective methods of requesting support from the Parish community.
3. Understand how the Bishop’s Annual Appeal ministries benefit the Parish and community.
4. Attend one of the four Bishop’s Annual Appeal trainings being held throughout the Diocese in January 2020.
5. Contact the Department of Parish Stewardship with any questions: Mary Ellen Cenzalli, maryellen.cenzalli@raldioc.org, (919) 594-8441.

**Administrative Chair**

1. Frequently check the Blackbaud’s Raiser’s Edge NXT system and attend a training if necessary.
2. Oversee the completion of transmittal spreadsheet - all transmittal spreadsheets should be reviewed and remain with the Parish.
3. Compile weekly updates on pledge totals.
4. Assist the Pastor or Pastoral Administrators in identifying, planning and carrying out the most effective methods of requesting support from the Parish community.
5. Understand how the Bishop’s Annual Appeal ministries benefit the Parish and community.
6. Attend one of the four Bishop’s Annual Appeal trainings being held throughout the Diocese in January 2020.
7. Contact the Department of Parish Stewardship with any questions: Mary Ellen Cenzalli, maryellen.cenzalli@raldioc.org, (919) 594-8441.

**Hispanic Chair**

1. Liaison with the Hispanic Community for the Bishop’s Annual Appeal.
2. Assist the Pastor or Pastoral Administrators in identifying, planning and carrying out the most effective methods of requesting support from the Parish Hispanic Community.
3. Understand how the Bishop’s Annual Appeal ministries benefit the Parish and the Hispanic Community.
4. Attend one of the four Bishop’s Annual Appeal trainings being held throughout the Diocese in January 2020.
5. Contact the Department of Parish Stewardship with any questions: Mary Ellen Cenzalli, maryellen.cenzalli@raldioc.org, (919) 594-8441.
# Important Dates for Your 2020 Bishop’s Annual Appeal

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 14, 17, 21 and 22</td>
<td>Attend one of four Bishop’s Annual Appeal Trainings</td>
</tr>
<tr>
<td>Early January</td>
<td>Parish materials will arrive to Parishes by mail</td>
</tr>
<tr>
<td>January 17-20</td>
<td>Initial mailing from Diocese to Parishioners begin to arrive</td>
</tr>
<tr>
<td>Mid-January</td>
<td>Begin pulpit announcements (Jan.18/19 – Announce that Parishioners should have started to receive letters from the Bishop in the mail)</td>
</tr>
<tr>
<td>February 1/2, February 8/9, February 15/16</td>
<td>Bishop’s Annual Appeal In-Pew solicitation weekends (February 1/2 is strongly encouraged)</td>
</tr>
<tr>
<td>February 26</td>
<td>Ash Wednesday</td>
</tr>
<tr>
<td>Early March</td>
<td>Diocese first follow-up letter mailed</td>
</tr>
<tr>
<td>Late April</td>
<td>Diocese second follow-up letter mailed</td>
</tr>
<tr>
<td>Late July</td>
<td>Diocese final follow-up letter mailed</td>
</tr>
</tbody>
</table>

### Additional Ideas:

1. **Invite a ministry speaker to share the importance of the Bishop’s Annual Appeal at Mass** *(i.e. Catholic Charities, Office of Evangelization and Discipleship, or Seminarian).*

2. **Pastor sits in the pew with Parishioners to fill out his In-Pew envelope/make a pledge.**

3. **Show the informational videos on closed circuit television around the Parish or email different segments periodically to Parishioners in advance of the In-Pew weekend and through the Appeal until February 28th.**

4. **Place envelopes in the basket during the Bishop’s Annual Appeal In-Pew collection so they do not appear empty to start.**

5. **Ask volunteers to make phone calls to non-donors.**

6. **During Mass, the Pastor reads through a list of ministries supported by the Bishop’s Annual Appeal, asking those who have been affected by those ministries to stand. By the end of the list, most of the people in the Church should be standing.**

7. **Print a copy of the pledge card in the bulletin the week before Bishop’s letter mails and explain how to make a pledge and complete the card.**
APPEAL MATERIALS

1. Posters: Main Appeal poster and goal poster, to be displayed at Parish and school facilities (Bilingual)

2. Bishop’s Annual Appeal Brochure: The bilingual brochure prepared by the Diocese will be mailed to all registered households with a personalized letter along with a pledge card and a return envelope.

3. Bishop’s Annual Appeal Videos: We encourage you to use the video in your Bishop’s Annual Appeal plan either the week of the first In-Pew collection or the week prior.

4. Bulletin Ads: Advertisements used to promote the Bishop’s Annual Appeal. (Appendix A, p. 35)

2020 BISHOP’S ANNUAL APPEAL AT YOUR PARISH

The Appeal consists of several components which are conducted in the following sequence:

1. Major Donors Visits

   - A major gift is generally defined as a pledge of $1,000 or more. However, this amount varies by Parish. Each Parish should define their own level.

   - The Pastor, Pastoral Administrator, Bishop’s Annual Appeal Chairs and/or volunteers are encouraged to have personal contact with the major donor before the commencement of the In-Pew solicitations to encourage early participation. Giving is a personal act. Approaching a donor in the most personal method possible is always encouraged (in person visit, phone, email, then mail as options).

Preparation

   - Take time to pray. Remember you are asking for help to bring Christ’s work to our Diocese and grow God’s Kingdom. Be ready and motivated. Know enough about the person you are visiting that you can enjoy a comfortable conversation.

   - Familiarize yourself with the Bishop’s Annual Appeal ministries and be prepared to explain how gifts will help those in need and support Christ’s work in the Diocese.

   - Bring a Bishop’s Annual Appeal brochure and pledge card with you on the visit.

Requesting the Appointment

   - Call to request an appointment with the Parishioner at home to speak about the Bishop’ Annual Appeal and the ministries it supports.

   - Request about 15-20 minutes of time.
Visiting

- Introduce yourself and express appreciation for taking time to meet.
- Begin with casual conversation.
- Ask what they know about the Bishop’s Annual Appeal.
- Thank them for their previous support.
- Explain the Parish’s role in the Appeal and how the goals are set.
- Share with them some of the work done with Bishop’s Annual Appeal funds (you might consider using the brochure).
- Share a few of your own personal reasons for supporting the Bishop’s Annual Appeal.
- Ask if they have any questions.

Requesting a gift

- Mention that all Parishioners are asked for a sacrificial gift to the measure of which we are blessed.
- It may be helpful for their consideration to know that they can make a pledge and pay it over several months (up to five months).
- Invite the person to make a gift to the Bishop’s Annual Appeal. For example:
  - “Now that you are familiar with the important work the Bishop’s Annual Appeal supports, I would like to invite you to make a gift. Will you support this important work?”
- Remember to be respectful of their decision and their time.
- Allow the person time to consider your request. Be patient, answer any questions and wait for a response.
- Possible answers and responses:
  - “Yes, I will make a gift.” Your Response: Thank them for their generosity and ask the donor to complete the pledge card (or complete the card for them) and have them sign it.
  - “Yes, I am interested in supporting the Bishop’s Annual Appeal, but I need more time to think about it.” Your Response: Thank them for considering a gift, provide them with a Bishop’s Annual Appeal brochure, and offer to follow up within seven days. Thank them for their time and offer to answer any more questions before you leave.
  - “I am sorry, but I cannot support the Appeal now.” Your Response: Thank them for their time; tell them you would like to leave a brochure; ask for their support for the Bishop’s Annual Appeal through prayer.
Following up

- If the donor is thinking about their gift, set a specific date and time to follow up on your visit within seven days before you leave the appointment.
- If the donor made a gift or pledge, report the gift information to your Bishop’s Annual Appeal General Chair.

2. Major Gift Donor Events

- You could consider hosting a dinner or reception in February for Major Gift Donors and Prospects.
- Suggestions for your event:
  - Personal invitation event (consider suggesting that Parishioners pray about how God is calling them to support the Bishop’s Annual Appeal)
  - A welcome and remarks from the Pastoral Leader or Bishop’s Annual Appeal Chair
  - Show the Bishop’s Annual Appeal video
  - Invite speakers from one of the Bishop’s Annual Appeal ministries (Appendix B, p. 41) or witnesses from the Parish who can share information about Bishop’s Annual Appeal ministries

3. Bishop’s Annual Appeal Gift Stations in Vestibule/Narthex

- Bishop’s Annual Appeal Gift Stations are tables set up in the Vestibule/Narthex where pledges can be made
- For two weeks before using the Bishop’s Annual Appeal Gift Stations, the Pastor/Pastoral Administrator announces there will be Bishop’s Annual Appeal Gift Stations set up for making a gift to the Bishop’s Annual Appeal
- Print a message in the bulletin one week before the Bishop’s Annual Appeal Gift Stations are used
- Utilize Gift Stations for at least two consecutive weeks

Preparation

- Clearly mark table by last name (e.g. A-F, G-L, M-S, T-Z)
- Organize pledge cards for easy access
- Provide tables for volunteers to sit behind
- Provide additional tables for Parishioners to use to fill out pledge cards
- Staff tables with two volunteers
- Ensure there are plenty of pens. DO NOT USE PENCILS!
- Stock additional blank pledge cards—extras were mailed to you in your Parish kit
- Consider having a Spanish speaking volunteer
4. **Videos**

- We have produced videos in English and in Spanish. These videos demonstrate a few examples of how the funds are used across the Diocese from the Bishop’s Annual Appeal. These have been emailed to you and your Pastor.

- These videos provide your Parishioners with an opportunity to hear why this Appeal is so important. Many Parishioners feel that the message challenges them to prayerfully determine the amount of their pledge and learn how their gift directly supports our community.

- The order of preference for the time of showing the Main Video is: 1) after the homily 2) after communion 3) before mass.

- The video is best utilized when shown the weekend before the In-Pew Collection or just before the first In-Pew solicitation.

5. **In-Pew Collection**

- The In-Pew Collection is effective in soliciting a large percentage of the Parish on TWO consecutive weekend schedules.

- Parishes can reach their entire Bishop’s Annual Appeal goal during the two weeks of the In-Pew Collection. Parishes who have utilized this component, along with the other “tools” mentioned above, have experienced a strong Bishop’s Annual Appeal and usually qualify for a rebate.

- The key factors of an effective In-Pew Collection are:
  
  - Enthusiastic leadership from the Pastoral Leader
  - Informing the congregation of the collection a week prior to the In-Pew Collection
  - Walking Parishioners step-by-step through filling out the In-Pew Envelopes
  - Providing enough time to fill out the In-Pew Envelopes
  - Immediately collecting the In-Pew Envelopes
  - The Pastor/Pastoral Administrator taking time to fill out an In-Pew Envelope publicly in front of the Parishioners while sitting in a pew with them
  - Be sure to recite the Stewardship Prayer at each Mass during the last 2 weeks of January and the first 3 weeks of February: 5 weeks total
**Steps for In-Pew Collection:**

EACH Parish should design their own plan for implementing the Bishop’s Annual Appeal in their Parish in advance. The Milestone Dates/Sample Week by Week Plan is a proven example to use as your foundation.

1. **Prepare Ushers**

- Parish Chairs need to enlist and train ushers to assist in distributing and collecting the In-Pew Envelopes. You should ask ushers to:
  - Ensure there are plenty of In-Pew Envelopes and pens. **NO PENCILS**
  - Distribute the In-Pew Envelopes during Mass to everyone including Pastor.
  - Allow enough time for Parishioners to fill out the In-Pew Envelopes before they are collected.
  - Consider playing instrumental music while allowing time to complete pledges.
The Pastoral Leader or Bishop’s Annual Appeal General Chair should communicate the In-Pew Collection procedure to the ushers. Below is an example of a list to share with ushers:

- Next weekend will be the Bishop’s Annual Appeal In-Pew Collection.

- At the beginning of Mass this coming weekend, the Head Usher will give you a supply of In-Pew Envelopes and assign you an area of the church to cover during the Bishop’s Annual Appeal In-Pew Collection.

- Please ensure each pew has enough In-Pew Envelopes and pens.

- After the homily [or appropriate time], the Pastor will speak about the Bishop’s Annual Appeal and its ministries. Midway through the talk, you will be asked to pass out the In-Pew Envelopes. You should then pass one to each family in the area assigned to you.

- The Pastor will explain how to complete the In-Pew Envelopes and will complete his pledge card while doing this. (You may fill out your pledge now as well.)

- The Pastor will ask you to collect the In-Pew Envelopes.

- When all the In-Pew Envelopes are collected, give them to the Head Usher. Please ensure that the In-Pew Envelopes are not mingled with the offertory collection.

- The Head Usher will sort the In-Pew Envelopes when Mass is over and give them to the Bishop’s Annual Appeal General Chair [or Administrative Chair].

- Please collect unused In-Pew Envelopes and pens from the pews and return them to the Head Usher for re-use at the next Mass and the following week.
2. In-Pew Collection is led by the Pastor/Pastoral Administrator by:

- Explaining why the Bishop’s Annual Appeal ministries are important
- Leading the request for a gift
- Filling out their In-Pew Envelopes at the same time as the Parishioners. Most Pastors even join Parishioners in the pew to fill out their envelope as one Parish family.
- Asking for a sacrificial pledge that is appropriate for each person/family
- Explaining that pledges can be made over installments prior to the end of 2020
- Allowing time for people to fill out the In-Pew Envelopes
- Asking ushers to collect the In-Pew Envelopes
- Running the In-Pew Collections two weeks in a row, not just one

Sample In-Pew Talk in Appendix A, p. 38
6. Possible Follow-up if your Parish is not at goal after your second In-Pew Weekend

Two weeks after the last In-Pew Collection, begin following up with Parishioners who have not given by telephone, mail or both. Your transmittal spreadsheet is your best source of data at this point for who has and has not given.

Telephone

Volunteers make telephone calls to all Parishioners who have not yet responded to previous efforts. (Example script in Appendix C, p. 46)

- Effective method of reaching people
- Second best follow-up method (face-to-face is best)
- Easy to organize
- Establishes the immediacy of the gift (no waiting for mail return or complete visits)
- Creates personal dialogue between Parishioners
- All questions Parishioners may have can be addressed immediately

Planning:

- Location: A place where several phones can be used at the same time.
  - Example: rectory, school, bank, real estate, insurance offices, travel agency or any other large business.

- Volunteers: Recruit enough volunteers so each volunteer calls between 15-25 prospects per evening.

- Time: All calls should be completed within 6-8 days. (Monday, Tuesday, Wednesday and Thursday evenings from 6:30-8:30 p.m. is the optimal time to call.)

Preparation:

- Before the first night, provide the volunteers:
  - Copy of the Bishop’s Annual Appeal brochure
  - Bulletin Inserts to relay stories of those helped by Bishop’s Annual Appeal
  - Pledge cards with customized ask amount for each Parishioner
  - Blank card if customized pledge card not available—new Parishioners
  - Copy of the suggested script (Appendix C, p. 44)

Calling Night:

- Provide calling lists and pledge cards to volunteers of customized ask amounts
- Explain how to complete pledge cards
- Review the services provided by Bishop’s Annual Appeal ministries/stories in Bulletin Inserts
Mail

Pastor or Pastoral Administrator mails a follow up letter to all Parishioners who have not responded to the previous efforts. (Appendix C, p. 48) Note: The Diocese is already sending follow-up letters from the Bishop over the span of 5 months. However, if you would like to send a Parish specific one to your Parishioners you may do so and Mary Ellen Cenzalli will reimburse you for the postage and letterhead.

7. Pulpit Announcements

Pastors and Pastoral Administrators should update and thank donors throughout the Appeal. See Appendix C, p. 45 for suggested Pulpit Announcements.

8. Speakers and Witnesses

Throughout the Appeal, speakers and witnesses should speak at Masses to help Parishioners understand how their gifts will be used. We have created a “Speakers Bureau” from Bishop’s Annual Appeal supported agencies/ministries who are willing to come to your Parish to tell the story of how your gift makes a difference in the lives of those who are in desperate need. To schedule a speaker from a Bishop’s Annual Appeal ministry to come to your Parish to speak at Mass or other gatherings about their ministry, and how the work is made possible by the Bishop’s Annual Appeal funds, please see Appendix B, p. 41 and call to schedule.

Personal Testimony from Parishioners

People tend to be more willing to participate in the Appeal when they see people they know and trust supporting the Bishop’s Annual Appeal. Consideration should be given to having Parish leaders speak about the importance of supporting the Bishop’s Annual Appeal ministries for 4-5 minutes before Mass begins, following the Communion Rite or during the time for announcements. (See Appendix B, p. 42)

Local speakers show “local” agency program success and impact. Catholic Charities representatives and Faith Formation directors can assist with requests you may have for these speakers.

9. Prayers of the Faithful

To support the Bishop’s Annual Appeal, Parishes should consider using Prayers of the Faithful at Mass throughout the Appeal. (Appendix A, p. 39) Another option is to pray the Stewardship prayer that is shared at the beginning of this manual. Copies of this prayer were also included in your kit if you requested them.

10. Thanksgiving and Final Report

Upon completion of the Appeal, the Pastor, Pastoral Administrator, and/or Chairperson makes a full verbal or written report to the Parish during all Masses and should send Thank You Letters to all those that made a pledge. (See Appendix C, p. 45)
DONATION PROCESSING

Once you have conducted the in-pew solicitation process at your parish, processing those financial donations in a specific way each time becomes paramount. Please adhere to the following. If at any time you have questions or are uncertain about an issue regarding how to process a donation immediately contact:

Data Services
Phone: 919-754-0072
Email: DataServices.support@raldioc.org

OPEN EVERY ENVELOPE...EVEN IF IT IS SEALED.

Scenario #1- A CHECK

- Look up the donor in your parish data management software and write his/her CID # (constituent ID number) on their pledge card and their check. If the donor does not have a CID# recorded in the parish data management system, submit without a number. Data Services will assign a CID number when processing the donation.
  - Note: A CID # and an envelope # are NOT the same thing. You should only list the CID #. You find this in your parish data management software program.
- Enter the donation on your BAA Parish Tracking Spreadsheet. This tracking form remains at the parish. Do not send to the lockbox. This is for parish use only to keep track of their donations.
- Put the pledge card and the check back into the original envelope and place the envelope in the FedEx container.
- You are now ready to move onto the next donation.

Scenario #2-A CREDIT CARD (Treat it just like you did the check scenario above)

- Look up the donor in your parish data management software and write his/her CID # (constituent ID number) on their pledge card. If the donor does not have a CID# recorded in the parish data management system, submit without a number. Data Services will assign a CID number when processing the donation.
  - Note: A CID # and an envelope # are NOT the same thing. You should only list the CID #. You find this in your parish data management software program.
- Enter the donation on your BAA Parish Tracking Spreadsheet. This tracking form remains at the parish. Do not send to the lockbox. This is for parish use only to keep track of their donations.
- Put the pledge card back into the original envelope and place the envelope in the FedEx container.
- You are now ready to move onto the next donation.
Scenario #3 – IDENTIFIED CASH (cash that has an accompanying pledge card)

- Look up the donor in your parish data management software and write his/her CID # (constituent ID number) on their pledge card. If the donor does not have a CID# recorded in the parish data management system, submit without a number. Data Services will assign a CID number when processing the donation.
  - Note: A CID # and an envelope # are NOT the same thing. You should only list the CID #. You find this in your parish data management software program.
- Enter the donation on your BAA Parish Tracking Spreadsheet. This tracking form remains at the parish. Do not send to the lockbox. This is for parish use only to keep track of their donations.
- Cash MUST be converted to a parish check. DO NOT SEND CASH in the FedEx container.
  - Convert all the cash to one parish check and put it in its own FedEx container with all the pledge cards that “back-up” that cash.
  - Or, convert all the cash to one parish check and rubber band with all the pledge cards that “back-up” that cash and mail per usual in the weekly FedEx container.
  - These pledge cards and parish check MUST be kept together.
- IMPORTANT – the total amount of the cash collected by the donors MUST equal the amount of the parish check. IT MUST BALANCE. If not, the transaction will be rerouted to the diocese resulting in a delay in processing.
- Do not write a letter trying to explain each donor. Use only the pledge cards which you have written each donor’s CID # on and put them in the envelope together with the parish check.
  - If a donor does not have a CID# recorded in the parish data management system, submit without a number. Data Services will assign a CID number when processing the donation.
- You are now ready to move onto the next donation.

Scenario #4 - UNACCOMPANIED LOOSE CASH (Cash that someone put in the basket with no pledge card or other identifying information)

- Put all the unaccompanied cash together if it came in “loose” with no pledge card or identifying donor information and write a parish check for it.
- You will need to complete a pledge card for this that says “Anonymous Unidentified Cash Donation” across the top of it.
- Include the Parish ID, Parish Name and Parish City on the pledge card
- Note: very important: You cannot include unaccompanied anonymous cash in the same parish check with loose cash that came in with a donor pledge card as detailed in Scenario #3 above. In that case you would be writing two parish checks, one for the cash that was accompanied by pledge cards and one for the loose cash that came in with no pledge card.
- Enter the donation on your BAA Parish Tracking Spreadsheet. This tracking form remains at the parish. Do not send to the lockbox. This is for parish use only to keep track of their donations.
- You are now ready to move onto the next donation.
Scenario #5 - A PLEDGE CARD

- Donors have the option to make a pledge to the BAA and pay it off over time in multiple installments.
- Donors have the option to choose monthly installments up to 6 months in duration.
  - After July 31st pledges are no longer encouraged.
- Look up the donor in your parish data management software and write his/her CID # (constituent ID number) on their pledge card and their check. If the donor does not have a CID# recorded in the parish data management system, submit without a number. Data Services will assign a CID number when processing the donation.
  - Note: A CID # and an envelope # are NOT the same thing. You should only list the CID #. You find this in your parish data management software program.
- Enter the donation on your BAA Parish Tracking Spreadsheet. This tracking form remains at the parish. Do not send to the lockbox. This is for parish use only to keep track of their donations.
- Put the pledge card back into the original envelope and place the envelope in the FedEx container.
- You are now ready to move onto the next donation.

Scenario #6--- The Occasional One-Off Donation

- There may be an occasional one-off BAA donation that comes into the parish office either through the regular collection or as a walk-in during the week.
- When this happens, follow the steps above based on whether the donation is a credit card, check or cash.
- Keep extra BAA pledge cards on hand and send in the payment using one.
- NEVER deposit the check and think about converting it to a check made out to the Diocese of Raleigh later. This just slows down the process.
  - Treat the check just as you would above and send it in that day to the lockbox. Do not mail checks to the Diocese of Raleigh offices.
  - Please mail all donations to the Cincinnati Lockbox using either a pledge payment envelope or your regular Wednesday FedEx shipment container.

Once you have worked through all the scenarios and processed all your donations you are almost finished.

- Verify one last time you have entered every donation into your BAA Parish Tracking Spreadsheet and saved the data. (This is for parish use only to keep track of their donations) Don’t forget to hit “save”! This tracking form remains at the parish. Do not send to the lockbox.
- Close the FedEx container and seal it. Give it to the parish administrative assistant or other suitable staff member to lock in the safe until the FedEx delivery pick up occurs.
- Your parish is scheduled to automatically receive a FedEx pickup each Wednesday.
  - If you have completed processing donations and would like to drop the package in a FedEx receptacle on a day other than Wednesday, you are welcome to do so.
  - You are also welcome to call the 800# on the FedEx slip and request a special pick up on a day other than Wednesday at your parish if you need it.
- The sooner you send in the package the sooner your donations will be processed at the bank.
Helpful Tips for Donation Processing:
1. Paper clips, staples or tape should never be used when processing donations. It slows down the process and costs valuable processing time. Please refrain.
2. Pledge cards that come in to the bank without CID #’s slow down the process so please look up each donor’s CID # and write it on the pledge form.
3. Note on donor CID #’s:
   a. Many donors may not be registered parishioners and will not have a CID#, submit these donations without a CID#. Data Services will assign a CID when processing the donation.
   b. These donations will be credited towards the parish totals.
4. Never send a payment in without a pledge card even if you must help the donor complete it.
5. Extra pledge cards and payment envelopes were included in your parish kits which began arriving at your parishes in mid-January.
6. If you have any questions regarding the processing of the BAA donations, please contact Data Services at DataServices.Support@raldioc.org

BAA Parish Reporting with Raiser’s Edge(RE) NXT
If your parish would like to use RE NXT for parish reporting, please contact Data Services by submitting a ticket to our ticket system at DataServices.Support@raldioc.org requesting account set up. A member of the Data Services team will assist in setting up the account for you.
2020 Bishop’s Annual Appeal for The Catholic Diocese of Raleigh

Name
Address 1
Address 2
City, State Zip
Phone: 555-555-5555
E-mail: email@email.com
Parish Name

Last year your support was: $0.00

TOTAL PLEDGE/GIFT
Compromiso a donar la cantidad:

$ Frequency/Frecuencia
☐ One Time Gift/Una sola Contribución (1)
☐ 2 Months/Meses
☐ 3 Months/Meses
☐ 4 Months/Meses
☐ 5 Months/Meses
☐ 6 Months/Meses

AMOUNT ENCLOSED
Donación adjunta:

$ ☐ Check enclosed, payable to/Adjunto un cheque hecho a
☐ Bishop’s Annual Appeal nombre de:
☐ Check #

Use both of card for ACH and
Credit Card withdrawal(s)/Para
inicios automáticos por medio de tarjeta
durante el año. (refers directe
cuenta bancaria), use la parte
cuenta posterior de esta tarjeta.

I’m unable to contribute financially, but will
pray for its success/En este momento no
puedo contribuir financieramente, pero recelo
por el éxito de esta campaña.

Other Ways to Give/ Otras Maneras de Donar
Text to Give/
Envíe su Donación a:
919.629.0644
Online Giving/ Por Internet:
GiveAA.org
Have your phone camera
over QR code to donate. /Puedes hacer una donación,
para le códigos de su celular
sobre el código de barras.

OCR SCANLINE

Back of First Mail Ask

Authorization for automatic withdrawal by direct debit:

Name(s) as it appears on Account/Nombre(s) tal como aparece en la Cuenta

Bank/Financial Institution/Banco/Institución Financiera

Bank Routing #/No. de Clave Bancaria

Checking Account #/No. de Cuenta de Cheques

Signature/Firma

Authorization for automatic withdrawal by credit card:

Name as it appears on Credit Card/Nombre(s) tal como aparece en la Tarjeta de Crédito

Credit Card #/No. de Tarjeta de Crédito

Exp Date/ Fecha de expiración

CVV/ Código de Validación (CVV)

Signature/Firma

Important Notes: Your monthly credit card or automatic bank withdrawal will be made on the 1st of each month.

Nota Importante: Las cuotas mensuales a la tarjeta de crédito o retiros automáticos serán cada primer día del mes.

The 2020 Bishop’s Annual Appeal concludes on 12/31/2020/La Campaña Anual del Obispo 2020, concluirá el 31 de diciembre del mismo año.
Front of In-Pew Card

2020 Bishop’s Annual Appeal for The Catholic Diocese of Raleigh

TOTAL PLEDGE/GIFT Compromiso a donar la cantidad: $______

Frequency/Frecuencia
☐ One Time Gift/ Una sola Contribución (1)
☐ 2 Months/Meses
☐ 3 Months/Meses
☐ 4 Months/Meses
☐ 5 Months/Meses
☐ 6 Months/Meses

AMOUNT ENCLOSED Donación adjunta: $______

☐ Check enclosed, payable to/ Adjunto un cheque hecho a nombre de:
Bishop’s Annual Appeal
Check #______

Use back of card for ACH and Credit Card withdrawal(s)/Paga automaticamente por medio de tarjeta de crédito y ACH (otras directas de su cuenta bancaria), utilice la parte posterior de esta tarjeta.

Diocesan CID / For Parish Use ONLY

Bishop’s Annual Appeal Gift Processing Center
PO Box 639322, Cincinnati, OH 45263-9322

2020IP

Back of In-Pew Card

Authorization for automatic withdrawal by direct debit:
Autorización para pagos automáticos por medio de débito:

Name(s) as it appears on Account / Nombre(s) tal como aparece en la Cuenta

Bank/Financial Institution / Banco/Institución Financiera

Bank Routing # / No. de Clave Bancaria

Checking Account # / No. de Cuenta de Cheques

Signature / Firma

Authorization for automatic withdrawal by credit card:
Autorización para pagos automáticos por medio de tarjeta de crédito:

Name as it appears on Credit Card / Nombre(s) tal como aparece en la Tarjeta de Crédito

Credit Card # / No. de Tarjeta de Crédito

Exp Date / Fecha de expiración

CVV / Código de Validación (CVV)

Signature / Firma

Important Note: Your monthly credit card or automatic bank withdrawals will be made on the 1st of each month.

Nota Importante: Tus pagos mensuales por tarjeta de crédito o retiros automáticos se realizarán cada primer día del mes.

The 2020 Bishop’s Annual Appeal concludes on 12/31/2020 / La Campaña Anual del Obispo 2020, terminará el 31 de diciembre del mismo año.
## Parish Campaign Summary Overall

<table>
<thead>
<tr>
<th>Gift Amount Received</th>
<th>Gift Amount Committed</th>
<th>Payments Received</th>
<th>Cash Amount Received</th>
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<th>Money Order Amount Received</th>
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<tr>
<td>$0.00</td>
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<td>$0.00</td>
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</tbody>
</table>

**Parish Check Amount:** $0.00  
**ENTER PARISH CHECK AMT ABOVE**

**MUST EQUAL**

**Cash donations must be converted to a parish check. Do not send cash to the lockbox.**

## Parish Campaign Weekly Summary

<table>
<thead>
<tr>
<th>Am't Received</th>
<th>Pledges/Gifts</th>
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<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
</tbody>
</table>

---

**SAMPLE**

**DOWNLOAD ON THE BAA RESOURCE WEBPAGE**
Text to Give:

Text gift amount to:

(919) 629-0644
Online Payments

- Donors can go to the Diocesan web page and make their initial pledge or payments. The address is new this year and has been simplified: WWW.GIVETOBAA.ORG

- Each Parish can decide whether to offer Bishop’s Annual Appeal pledges/payments on their Parish web site. A Parish check should forward those funds to the lockbox with a Pledge Card with the information weekly.

- If a donor wishes to make pledge payments online, they can go directly to: WWW.GIVETOBAA.ORG

- Donors can schedule automatic recurring payments online. They will need to enroll and create a username and password. If they do not access their account for 60 days the password will expire and have to be reset.

Stock Transfer

- See Appendix D, p. 51, for instructions on how to pay by transferring stock and printable form.

- Do not forget to list the gift on your transmittal spreadsheet.

- Forward a copy of the completed stock transfer form to Mr. Robert W. Watts, CFRE, Director of Parish Stewardship; Diocese of Raleigh, 7200 Stonehenge Drive, Raleigh NC 27613; Phone (919) 821-9721; email: robert.watts@raldioc.org. The Stock Donation Form is also found under the “Give” section of the Diocesan website.

After the Gift

- Donors will receive a thank you letter after the initial pledge is made, as well as once the gift is fulfilled. For one-time gifts, they will receive one letter for completing their gift.

- Donors will receive monthly pledge invoices starting in the month after their pledge.
FedEx Materials and Pickup

You will automatically receive a FedEx pickup each Wednesday. If you need additional pickups call:

1-800-463-3339.

For FedEx Supplies, please call Nicole Rush

Nichole Rush  
*FedEx Market Development*  
*Sr. Account Executive*  
(919) 593-1660  
nmrush@fedex.com

Fifth Third Bank  
Attn: BAA c/o Lockbox #639322  
5050 Kingsley Dr.  
MD 1MOC1Q  
Cincinnati, OH 45227

Completion of Appeal

Pledge payments for the 2020 Appeal can be extended for up to 5 months and will be accepted until September 30, 2020. One-time gifts may be received through December 31, 2020. Gifts received after this date will be credited to the 2021 Bishop’s Annual Appeal.

Pledge Invoices

Pledge Invoices will be sent each month. The reminders are typically mailed out on the 10th of the month and received by the 20th. There is not an email reminder option.
APPENDIX A: PARISH PROMOTIONAL RESOURCES

BULLETIN ANNOUNCEMENTS

Bulletin Announcement #1

This weekend, each Parishioner is asked to participate in the 2020 Bishop’s Annual Appeal. All funds raised are designated to support ministries in the areas of Charity, Evangelization and Worship across the Diocese. Each gift has a tremendous impact in the lives of the neediest in our communities. If you have not yet made your pledge to the Bishop’s Annual Appeal, we ask you to do so today. Bishop’s Annual Appeal pledge envelopes are available in the church or you can donate online at GivetoBAA.org. Thank you for your generosity.

Bulletin Announcement #2

Most Parishioners realize that their Bishop’s Annual Appeal gifts support the hungry, the homeless, the frail and the sick. But your help goes beyond that. Every Parishioner benefits from the Bishop’s Annual Appeal. Every Catholic school and Parish faith formation program, like the one here in our Parish, is helped by your gift. Marriage preparation programs, seminarian and deacon formation as well as a host of other spiritual and educational activities exist through God’s grace and your generosity. If you have not yet participated, Bishop’s Annual Appeal pledge envelopes are available in the church, or you can donate online at GivetoBAA.org. Thank you for your generosity.

Bulletin Announcement #3

The Bishop’s Annual Appeal provides an opportunity for Parishioners, as members of the larger faith community, to combine efforts and have a significant impact on those in need across Eastern North Carolina. The Bishop’s Annual Appeal supports numerous ministries in our Parish and throughout the Diocese of Raleigh. These ministries include: (list ministries that will resonate with your Parishioners)

How does my gift to the Bishop’s Annual Appeal help?

The Bishop's Annual Appeal is our way of supporting the work of the Catholic Church throughout Eastern North Carolina.

† Builds our faith communities through ministry, education and training in each Parish;

† Provides our future Priests with their seminary education;

† Serves thousands of people through Catholic Charities, whose focus is providing the corporal works of mercy to our neighbors in need.

† Creates an environment for our children where they will learn fundamental life values and receive a quality education through our Faith Formation programs and Catholic School system;

To make a gift, donate online at GivetoBAA.org. Bishop’s Annual Appeal pledge envelopes are also available in the church. With any questions, please call our Parish Bishop’s Annual Appeal Chair: (Insert Name of Bishop’s Annual Appeal Chairman and contact info).
INITIAL PULPIT ANNOUNCEMENTS

Please Note: the following are sample announcements and advertisements you can use throughout the Bishop’s Annual Appeal implementation. We encourage you to personalize them to your Parish.

Pulpit Announcement #1

This week, we begin the 2020 Bishop’s Annual Appeal (Bishop’s Annual Appeal). Each registered Parishioner in our Diocese has recently received information about the more than 40 ministries that the Bishop’s Annual Appeal funds. The Bishop’s Annual Appeal is our opportunity as members of the larger Catholic community to have an impact on the physical and spiritual lives in our Parish as well as those in great need across Eastern North Carolina. Over 68,500 were served by Catholic Charities alone last year. It is also the primary funding to educate Seminarians, campus ministry centers, and so many more. Our 2020 Bishop’s Annual Appeal theme is, “Instruments of God’s Love: Reflect. Pray. Serve.” We invite you to respond to the mailing with your gift or pledge. Over the next few weeks, you will hear more stories as samples of where your gift to the Bishop’s Annual Appeal will be used in this upcoming year. You can also learn more and donate online at GivetoBAA.org. Thank you for your generosity.

Pulpit Announcement #2: Charity

The 2020 Bishop’s Annual Appeal funds more than 40 ministries in the areas of charity, evangelization and worship. The greatest area that your donations are used is through charity to those in most need. The Bishop’s Annual Appeal provides one-third of all funding for Catholic Charities. Last year alone, they served over 68,500 individuals; many of these multiple times in a year. In addition to food, clothing, and housing, Catholic Charities provides baby supplies, adoption assistance and immigration services. The Bishop’s Annual Appeal assists couples preparing for marriage as well as seniors who cannot afford those medicines that are needed to fight diseases. Overall, the Bishop’s Annual Appeal will provide over $7 million in the upcoming year to help those in physical and spiritual need. You are invited to learn more through the Parish, in today’s bulletin insert or online at GivetoBAA.org. Thank you for your participation.

Pulpit Announcement #3: Evangelization

The 2020 Bishop’s Annual Appeal funds more than 40 ministries in the areas of charity, evangelization and worship. Jesus taught us to go out and spread the Good News. The Bishop’s Annual Appeal funds all or portions of programs and ministries that attempt to evangelize across Eastern North Carolina. One hundred years ago, there were fewer than 25,000 Catholics in the entire state. Today we continue to grow and number nearly 500,000 Catholics in Eastern North Carolina alone. In addition to providing grants to assist new missions forming in the more rural areas of the Diocese, funds are also crucial to the tens of thousands in faith formation programs in each of our Parishes as well as the 29 Diocesan schools and early childhood centers attended by thousands of young men and women. Bishop’s Annual Appeal funding supports the NC Catholic magazine, which is mailed to each registered Parishioner. It helps fund retreats and Marriage classes as well. Overall, the Bishop’s Annual Appeal will provide over $7 million in the upcoming year to help those in physical and spiritual need. You are invited to learn more through the Parish or online at BAA.DioceseOfRaleigh.org. Thank you for your participation.
**Pulpit Announcement #4: Worship**

The 2020 Bishop’s Annual Appeal funds more than 40 ministries in the areas of charity, evangelization and worship. The Bishop’s Annual Appeal impacts each Parishioner and visitor to our Diocese every week through the area of worship. In addition to the ongoing formation of the Priests and Deacons currently serving in our Diocese, the Bishop’s Annual Appeal funds nearly the entire amount needed to educate our future Priests. There are currently 24 Seminarians in Priestly formation for the Diocese. The Bishop’s Annual Appeal also funds six college Campus Ministry Centers. College campuses have an average Catholic population of 28%, but receive no funding from non-Catholic institutions. Without the Bishop’s Annual Appeal, there would be no opportunity for our college age youth to practice their religion or learn about the Catholic faith for the first time. This support is incredibly important because participation at these Catholic Campus Ministries is at an all-time high. Overall, the Bishop’s Annual Appeal will provide over $7 million in the upcoming year to help those in physical and spiritual need. You are invited to learn more through the Parish, in today’s bulletin insert or online at Bishop’s Annual Appeal.DioceseOfRaleigh.org. Thank you for your participation.

**Pulpit Announcement #5:**

The 2020 Bishop’s Annual Appeal funds more than 40 ministries in the areas of charity, evangelization and worship. In recent weeks, you have hopefully received information at home and here in church about the Bishop’s Annual Appeal. It impacts all of us in this community, and more importantly, provides critical assistance for those in most need across our entire Diocese. In addition, once our Parish achieves our goal, 100% of the funds over goal that are collected are returned for our Parish to use directly for our community. I want to thank you for your generous participation to the Bishop’s Annual Appeal this year. If you have not participated yet, I ask you to please consider a gift. Envelopes can be found XXXXXXXXX and you can also donate online. Overall, the Bishop’s Annual Appeal will provide over $7 million in the upcoming year to help those in physical and spiritual need. You are invited to learn more through the Parish, in today’s bulletin insert or online at Bishop’s Annual Appeal.DioceseOfRaleigh.org. Thank you for your participation.
SAMPLE IN-PEW COLLECTION SCRIPT

Good morning/evening everyone. In recent weeks, I hope you have seen and heard some specific stories of how your generosity to the Bishop’s Annual Appeal is used here in our Parish as well as throughout Eastern North Carolina. Our Holy Father, Pope Francis continually urges our involvement in helping the poor in our communities. It is truly a priority. As Catholics, we are members of this larger community. Together, we are nearly 500,000 individuals in Eastern North Carolina. Together, we can have a tremendous impact on our neighbors who are in physical and spiritual need.

The funds to the Bishop’s Annual Appeal are designated to the more than 40 ministries which impact those around us in the areas of charity, evangelization and worship. Catholic Charities is the number one area supported by these funds. Last year alone, they served over 68,500 individuals at least one time. Their work includes feeding, clothing and housing those in most need. Your support is needed to provide the Seminarians the education and formation so that they may serve us, and those in this community after us, for generations to come. The funds support the poor in our Parishes, expectant mothers, our youth in faith formation and schools, Parishes that are just being formed or are in dire need of renovation and our thousands of catholic college students at universities. The impacts are tremendous, but your help is needed to make this difference in the lives of so many.

Ushers are passing out envelopes and pens or pencils to each of you. If you do not receive one, please raise your hand so that they may provide you with one. I have already made my pledge to the 2020 Bishop’s Annual Appeal. This morning/evening I am asking you to join me in making this difference. I know a few of you have already responded to the initial mailing in the last few weeks. If you have pledged or donated from that mailing or online, I ask that you not submit a pledge card now. If you have not pledged to this new Appeal, I ask you to consider a gift or pledge.

Father (insert name) has asked that we take a moment together and fill out our envelopes so that we can all have an opportunity to participate in this important cause.

1. Please look at the envelope with me. Let’s all fill in our name, address, city, state, zip and the name of our Parish.

2. To the right, indicate the amount you would like to pledge for the 2020 year. You can choose to pay it in full now or spread it over many months. Please indicate what is best for you.

3. If you are providing partial or full payment today, please include your check in the envelope or write your credit card number in the areas provided. For credit cards, be sure to include the expiration date of the card and sign in the area provided. If you are including a cash payment, please indicate this as well and the Parish will deposit these funds and forward a check to the Diocese so that you will be properly thanked and credited. If you are writing a check, you can make it out to “Bishop’s Annual Appeal”.

4. If you choose to pledge an amount and pay it over the course of 2020, the Diocese will either email or mail you pledge reminders. Please indicate which method you would prefer. If choosing to receive reminders through email, please clearly write your email address. Pledge reminders will be sent at the beginning of each month. Please indicate how many months you would like to pay your remaining balance.
PRAYERS OF THE FAITHFUL

Please create your own Prayers of the Faithful during the weekend liturgies immediately preceding and following the Bishop’s Annual Appeal.

Below is a suggested prayer:

For [Bishop’s Annual Appeal ministry] ministry supported by funding through the Bishop’s Annual Appeal that they may continue the good work of [name significant work of that ministry] as faithful and generous followers of Christ ~ We pray to the Lord.
## APPENDIX B: SPEAKER RESOURCES

### SPEAKER REQUEST

Speaker requests may be made directly to the individuals below. Please also feel free to reach out to the Department of Parish Stewardship for assistance.

### MINISTRY SPEAKERS:

<table>
<thead>
<tr>
<th>MINISTRY SPEAKERS:</th>
<th>NAME</th>
<th>PHONE</th>
<th>EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Faith Formation and Evangelization Speakers</strong></td>
<td>Amy Daniels</td>
<td>919-821-9724</td>
<td><a href="mailto:Amy.Daniels@raldioc.org">Amy.Daniels@raldioc.org</a></td>
</tr>
<tr>
<td><strong>Catholic Charities, Executive Director</strong></td>
<td>Lisa Perkins</td>
<td>919-821-9761</td>
<td><a href="mailto:Lisa.Perkins@raldioc.org">Lisa.Perkins@raldioc.org</a></td>
</tr>
<tr>
<td><strong>Catholic Charities, Director of Development</strong></td>
<td>Katey Fithian</td>
<td>919-821-8142</td>
<td><a href="mailto:Katey.Fithian@raldioc.org">Katey.Fithian@raldioc.org</a></td>
</tr>
<tr>
<td><strong>Catholic Charities, Director of Operations</strong></td>
<td>Abram Flores</td>
<td>919-821-9715</td>
<td><a href="mailto:Abram.Flores@raldioc.org">Abram.Flores@raldioc.org</a></td>
</tr>
<tr>
<td><strong>Catholic Charities, Director of Disaster and Communications</strong></td>
<td>Daniel Altenau</td>
<td>919-821-9767</td>
<td><a href="mailto:Daniel.Altenau@raldioc.org">Daniel.Altenau@raldioc.org</a></td>
</tr>
<tr>
<td><strong>Catholic Formation &amp; Evangelization (Spanish) Hispanic Ministry (Spanish)</strong></td>
<td>Lettie Banda</td>
<td>919-821-9771</td>
<td><a href="mailto:Lettie.Banda@raldioc.org">Lettie.Banda@raldioc.org</a></td>
</tr>
<tr>
<td><strong>Adult Faith Formation</strong></td>
<td>Terrie Baldwin</td>
<td>919-645-4438</td>
<td><a href="mailto:Terrie.baldwin@raldioc.org">Terrie.baldwin@raldioc.org</a></td>
</tr>
<tr>
<td><strong>Office of Child and Youth Protection &amp; Catholic Schools</strong></td>
<td>Dr. John Pendergrass</td>
<td>919-821-8157</td>
<td><a href="mailto:John.Pendergrass@raldioc.org">John.Pendergrass@raldioc.org</a></td>
</tr>
<tr>
<td><strong>Office of Human Life and Dignity</strong></td>
<td>Josh Klickman</td>
<td>919-719-8267</td>
<td><a href="mailto:Joshua.klickman@raldioc.org">Joshua.klickman@raldioc.org</a></td>
</tr>
<tr>
<td><strong>Prison Ministry</strong></td>
<td>Deacon Mike Vandiver</td>
<td>919-821-9751</td>
<td><a href="mailto:DeaMike.vandiver@raldioc.org">DeaMike.vandiver@raldioc.org</a></td>
</tr>
<tr>
<td><strong>Vocations</strong></td>
<td>Rev. Philip Tighe</td>
<td>919-832-6279</td>
<td><a href="mailto:Fr.Philip.Tighe@raldioc.org">Fr.Philip.Tighe@raldioc.org</a></td>
</tr>
</tbody>
</table>
Example 1

Hello, my name is ___________. I’m a volunteer at ________ Parish. I’d like to talk to you for just a few minutes about the Bishop’s Annual Appeal.

First, I’d like to ask some questions and ask for a show of hands. Please keep your hands up.

How many here have ever taken part in an adult religious education program?

How many have ever attended, or had children in, Catholic schools or in faith formation classes?

How many have participated in a Diocesan Youth event, or benefited from campus ministry while in college?

How many have ever been in the hospital or at home and been visited by a minister of care?

How many of you were married in the Catholic Church and went through marriage preparation programs?

Look at those hands. Those are just a few of the people in this Parish who have been helped by the Bishop’s Annual Appeal.

Without the Bishop’s Annual Appeal, the Diocese may not have been able to afford 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 effects many others in the Diocese and how you can contribute to the future of our Catholic Church, not only here at __________ (name of Parish), but all over the eastern half of North Carolina.

I’m asking you, now, to think about how much God has given you and what can you now give back to help others and help the Church? Sometimes it is a physical need and folks are assisted with food, clothes and shelter. Even more often, it will be less dramatic or obvious, but equally as important such as having a person to talk to during trying times at college or in a marriage.

We have all been financially blessed differently. I ask you to consider participating in the Bishop’s Annual Appeal. Whether you can give a gift of $25 or $2,500, I ask that you join me in participating in the 2020 Bishop’s Annual Appeal.

Please remember that your support makes a big difference here in our own Parish and in the lives across Eastern North Carolina. Please join me and participate in the Bishop’s Annual Appeal. You can ask me or a member of the Parish Bishop’s Annual Appeal committee for more information on the ministries funded and you can also go online to GivetoBAA.org to make a pledge or payment.

Thank you, and may God bless you.
Example 2

Good morning (evening), my name is _____________. I am a member of [Parish]. I have been involved here with [list your Parish activities]. (Name [Pastor] [Pastoral Administrator]) has asked me to speak to you today regarding [Parish] involvement in the Bishop's Annual Appeal.

Having accepted (his/her) invitation to do this, I have had the opportunity to learn a lot about the Bishop’s Annual Appeal and our Parish. Two key questions came to mind as I was preparing my talk:

1. Why do we need the Bishop's Annual Appeal?
2. Can't we do the same things in our own Parish through our own ministries?

The answer to the second question comes easily: We cannot, as one Parish, or even several Parishes meet all the needs of those around us and throughout the Diocese. While we have hardworking, talented staff and volunteers in our Parish who give their time and talent unselfishly, we cannot duplicate the breadth or scope of the many services the Bishop’s Annual Appeal provides. Nor can we duplicate the efforts of the thousands of volunteers and full-time staffs of dedicated people who carry out these important ministries each day.

By joining together as people of one faith, our impact can be much more significant and focused. We can also eliminate duplication of expenses by working together across Parishes. The Bishop’s Annual Appeal provides stable, long-term programs for the entire Diocese -- both for large Parishes and for smaller Parishes and missions that otherwise could not possibly afford or support these services.

Our own responsibility to God and our Parish is to be good stewards, committed to pledge our treasure to help fund the Bishop’s Annual Appeal programs’ good works, and to volunteer our time and talent to Bishop’s Annual Appeal-funded activities wherever and whenever possible.

The First Question: Why do we need the Bishop’s Annual Appeal?

Let me share with you just a few of the ways the Bishop’s Annual Appeal serves us all:

- The teaching of our young people begins in the Catholic home and is supported by the ministries of our Diocesan Church. A significant percentage of every Bishop’s Annual Appeal dollar is used for the preparing for the religious education of our children as well as for our adults.

- Outreach programs available to thousands of students in the colleges and universities within our Diocese through Campus Ministry.

- The Catholic Schools office provides educational direction and professional formation for our 29 schools and early childhood centers.

- Youth and Young Adult Ministry provides spiritual guidance and leadership training for hundreds of teenagers and young adults in our Diocese.
Volunteers who support Catholic Charities helped over 68,500 people last year through its many programs. The mission of Catholic Charities is to provide tangible assistance to those in need, through the corporal works of mercy.

Your pledge to this year’s Bishop’s Annual Appeal helps to fund these and many other ministries and services. All donations are restricted for use only for those programs and services.

Our Parish Bishop’s Annual Appeal goal this year is [$. amount]. If we surpass our goal, we will receive a 100% rebate on what is collected over our goal. Not only can we help many throughout the Diocese but, with a successful showing of support, we can help our own Parish as well.

The people of our Parish have a history of great generosity. If you have been a regular supporter of the Bishop’s Annual Appeal in the past, I thank you and ask you to please continue your generosity. If possible, please increase your pledge this year. When considering what you will give this year, please remember that your gift can be paid over time (up to 5 monthly installments), allowing you to make a greater impact.

If you have not supported the Bishop’s Annual Appeal in the past, please consider making a pledge to this year’s Appeal. There are many who need your help.

On behalf of [Name Pastor/Pastoral Administrator] and the thousands of our fellow Catholics throughout the eastern half of North Carolina who will be served by your generosity please consider making a significant gift and being a Steward of God’s gifts to you. Thank you for giving me a few minutes of your time this (morning/evening).
APPENDIX C: IN-PEW WEEKEND FOLLOW-UP RESOURCES

FOLLOW-UP PULPIT ANNOUNCEMENT

Thank you to the [number] of households who made a pledge to the Bishop’s Annual Appeal! If you have not yet made your pledge, please prayerfully consider doing so. Your help is needed to continue the mission of the Catholic Church in eastern North Carolina.

SAMPLE THANK YOU LETTER FROM PASTOR/PASTORAL ADMINISTRATOR

Date

Name
Address
City, State, Zip Code

Dear Name,

Thank you for your support of the 2020 Bishop’s Annual Appeal. The Bishop’s Annual Appeal has a significant impact on our Parish, as well as those in need across Eastern North Carolina. I am most grateful for your participation, not only in helping us meet our Parish goal, but more importantly, in providing much needed support in the areas of charity, evangelization and worship.

We are all asked to imitate God’s mercy through love and support to our neighbors in need. That is why your support is critical. Your gift provides education and formation for our youth, college students, adults, Deacons and Seminarians, along with many other ministries that are much needed across Eastern North Carolina. I thank you for making this happen through your generosity.

Please keep our Parish family and our broader community in your prayers, as I keep you in mine. Thank you for your generosity of the gifts with which you have been blessed.

Yours in Christ,

Pastor/ Pastoral Administrator
PHONE CALL SUGGESTED SCRIPT

➢ For calls to prior donors:

Hello [prospect’s name], this is [your name] from [Parish]. I am a volunteer worker calling on behalf of the Bishop’s Annual Appeal and [Father] [Sister] [Deacon] + [name]. Thank you for your generous gift last year. [Pastor] is asking every Parishioner for a gift of time, talent and treasure for the Bishop’s Annual Appeal this year. I hope you will make a gift again this year.

I have your pledge card in front of me. Would you consider making a gift this year of $_____?

* For the suggested gift amount use the amount printed on the pledge card as this is the same pledge card that each registered Parishioner received in the January mailing.

➢ For new Parishioners or donors who have not given in the past:

Hello [prospect’s name], this is [your name] from [Parish]. I am a volunteer worker calling on behalf of the Bishop’s Annual Appeal and [Father] [Sister] [Deacon] + [name].

Are you familiar with the Bishop’s Annual Appeal and the ministries it supports?

[Explain some of the ministries the Bishop’s Annual Appeal supports and answer questions]

[Pastor] is asking every Parishioner for a gift of time, talent and treasure to this year’s Appeal. I hope you can make a gift this year. I have a pledge card in front of me and I can fill it out for you, over the phone…. Would you please consider a gift of $XX?
Notes for Addressing Donor Concerns

➢ All gifts to the Bishop’s Appeal are restricted funds and may only be used to support Bishop’s Annual Appeal ministries and programs or be rebated back to the Parishes if a Parish collects more than its goal.
   
   o No funds are used for maintenance of the Catholic Center
   o No funds are used for settling lawsuits

➢ If a Parishioner has an objection to being asked for a specific amount or they indicate they cannot make a gift this year, ask if they would consider:
   
   o Making the same gift they made last year (for prior donors)
   o Making a gift of $120 (for non-prior donors and new Parishioners)
OPTIONAL PARISH PASTOR FOLLOW-UP LETTERS

Option 1

Date

«SAL1»
«ADD1»
«ADD2»
«CITY», «ST» «ZIP»

Dear «SAL1»,

Our Holy Father, Pope Francis, continually calls each of us to imitate Jesus' love and compassion to those in the most need. As members of a larger community of Catholics, we are given the opportunity to act on that call and accomplish this, beyond our own parish through the Bishop's Annual Appeal. Through this appeal, our combined generosity can have an incredible and long-lasting impact across Eastern North Carolina.

Today, I am asking for your participation in the 2020 Bishop's Annual Appeal "Instruments of God's Love", where we are reminded to imitate God's mercy through love and support to our neighbors. Hopefully, you have heard and read stories over the last few weeks that serve as examples for how your donation to the BAA will be used in the upcoming year. While the BAA attempts to meet the physical and spiritual needs of those across eastern North Carolina, I can assure you that each year our parish, parishioners and those in our immediate community benefit.

The extraordinary works of the BAA are witnessed at every parish and mission, providing support for all the weak and vulnerable throughout our diocese. Your BAA gift will support over 68,500 people who received direct emergency assistance by Catholic Charities, as well as grants to poor parishes, the needy in your parish communities, and those expecting mothers who have nowhere else to turn for support for their unborn child. In addition, the BAA provides nearly all the financial support for our 24 Seminarians currently in formation, as well as continued formation for the Priests and Deacons currently serving our Diocese.

I am most grateful for your consideration of a gift to the 2020 Bishop's Annual Appeal. If you have not recently responded to the appeal, I ask you to use the enclosed envelope to donate today so we can continue our outreach as Instruments of God's Love.

May God bless you and your family!

Name
Pastor/Pastoral Administrator
Dear (Name of donor, if possible),

I need your help. We have set a goal of 100% participation for the Bishop's Annual Appeal. My hope is that every household in this parish will complete and return a pledge card.

As you may know the Bishop's Annual Appeal supports more than 40 important ministries throughout the Diocese of Raleigh. These ministries include Catholic Charities, Seminarians, Catholic Schools, Faith Formation and various grants including direct assistance to the poor in our communities, missions and parishes in need. The BAA provides funding for expecting mothers who have nowhere else to turn to assist them in giving birth to a healthy newborn as well as Catholic adult and youth education. It also supplies food, clothing and housing to our neighbors in need. I hope that you will prayerfully consider making a gift to support the Bishop's Annual Appeal.

I am enclosing a pledge card for your convenience. If you have not recently responded to the appeal, I ask you to please return this card to the parish by [date].

Please help us reach our 100% participation goal. Thank you for everything you do for [Parish]. May God bless you and your loved ones.

Sincerely yours in Christ,

Pastor / Pastoral Administrator
APPENDIX D: STOCK DONATION INSTRUCTIONS

ROMAN CATHOLIC DIOCESE OF RALEIGH AND CATHOLIC CHARITIES

Gifts of stock may be made via electronic transfer. The Diocese of Raleigh maintains a brokerage account with Wells Fargo Advisors for the purpose of processing stock transfers to the Diocese for the benefit of the Diocese or any of its Parishes, schools or agencies. The Diocese cannot initiate stock transfers on your behalf. You must contact your broker directly. If the Diocese does not receive this form, we may be unable to identify electronically-transferred stock.

PLEASE PROVIDE ALL INFORMATION REQUESTED:

NOTICE OF STOCK DONATION:

Your Name: ________________________________  Parish: _________________________________

Your Address: _______________________________________________________________________

(Street)        (City)         (State)         (Zip)

Phone: _________________________________  Email: _____________________________________

Name of stock and number of shares donated: _____________________________________________

Please apply my gift towards: (Bishop’s Annual Appeal, Offertory, Capital Campaign, Catholic Charities, etc.)

_______________________________________________________________________________________

_______________________________________________________________________________________

_______________________________________________________________________________________

_______________________________________________________________________________________

If securities are electronically transferred, the gift date is the date the securities enter our account at Wells Fargo Advisors. For hand-delivered securities to the Diocese or Wells Fargo Advisors, the gift date is the date received. If the securities are mailed to the Diocese, the gift date is the date of the mailing (recommend sending by registered mail). Stock market fluctuations after the date of delivery (as defined above) will not affect the charitable deduction for tax purposes.

Wells Fargo Advisors has instructions to sell stock as soon as possible (usually by the business day following their receipt of the stock). The charitable deduction amount will be applied as you requested above and will be calculated based on the average price per share on the date the securities entered our Wells Fargo account (or the date received for hand-delivered securities, or the mailing date for securities mailed).

Please email, fax, or mail copies of pages 1 and 2 to:

Roman Catholic Diocese of Raleigh
Attn: Sally Cortina
7200 Stonehenge Drive
Raleigh, NC 27613
Fax 866-522-1682
sally.cortina@raldioc.org
A. ELECTRONIC TRANSFER BY BROKER

Please communicate the following information to your broker:

To: _______________________________________
    (Broker’s Name & Company)

Please transfer _________shares of ______________stock from my
Account ____________________________ to:

    Wells Fargo Advisors
    3105 Glenwood Avenue, Suite 201
    Raleigh, NC  27612
    David Wiley, Managing Director-Investments
    919-571-2806

    ROMAN CATHOLIC DIOCESE OF RALEIGH
    ACCOUNT # 8288-0036
    DTC # 0141

I / we hereby authorize the above stock transfer:

_______________________  ________    ______________________  _______
    (Signature)                              (Date)                           (Signature)                             (Date)

B. DIRECT DONATION OF CERTIFICATE

1. If the certificate is titled in the name of the donor:
   a. Your signature(s) on the certificate MUST be medallion guaranteed. Please do not
      fill-in any other information on the certificate. The medallion guarantee of your
      signature can be done at our Wells Fargo Advisors office or at another financial
      institution (bank branches, brokerages, etc).
   b. Include a “letter of intent” with your name, address, stock, number of shares and
      donation instructions, i.e., “donation to Diocese of Raleigh for the benefit of…….
      (Bishop’s Annual Appeal, offertory, etc.)”.
   c. Send by registered mail (or deliver) to the Diocese of Raleigh or deliver to a Wells
      Fargo Advisors office (do not deliver stock to a Wells Fargo Bank location).
   d. Send copy of this two-page completed form to the Diocese of Raleigh (address
      below).

2. If the certificate is titled in the name of the Diocese of Raleigh:
   Send by registered mail (or deliver) to the Diocese, along with this two-page completed
   form.

Please email, fax, or mail copies of pages 1 and 2 to:

Roman Catholic Diocese of Raleigh
    Attn: Sally Cortina
    7200 Stonehenge Drive
    Raleigh, NC  27613
    Fax 866-522-1682
    sally.cortina@raldioc.org
APPENDIX E: ATTESTATION LETTER FROM AUDITORS

TO: Pastors
FROM: Russell C. Elmayan
SUBJECT: Audited Financial Statements for Fiscal Year End June 2019 and Attestation Letter from the Auditors
DATE: January 14, 2020

From time to time, there are questions that arise from parishioners about whether funds from the Bishop’s Annual Appeal, or from parish deposits in the Catholic Community Deposit and Loan Fund, or from pledge payments to the Cathedral capital campaign, are used for expenses related to sexual misconduct allegations.

This year, as in prior years, the Diocese had its finances audited by the independent accounting firm of Cherry Bekaret, LLP. The audited financial statements for the year ended June 2019 are posted on the Diocesan website. In addition, the auditors have issued an attestation statement, indicating that their testing concluded that no funds from the Bishop’s Annual Appeal, parish deposits in the Catholic Community Deposit and Loan Fund, or pledge payments to the Cathedral capital campaign, have been used for expenses related to sexual misconduct allegations.

The audited financial statements can be found on the Diocesan website at the following link: https://dioceseofraleigh.org/sites/default/files/inline-files/2019-Diocesan-Audited-Financial-Statements.pdf. Those statements can also be accessed by typing in “audited financial statements” in the search box on the Diocesan website.