

Table of Contents

2	BAA Prayer
3	Theme and Money Allocation
4	Rebates and Sustainer Info
5	Guaranteed Goals
6	Pastoral Leader Role
7	Volunteer Role
8	Important Dates
9-12	Gift Processing
13-15	Pulpit Announcements
16-17	Prayers of the Faithful
18-19	Bulletin Inserts
20	Speakers
21	Completion of the Appeal
22	Thank you

Bishop's Annual Appeal Team

appeals.support@raldioc.org
(919)364-8670

Rikki Graham, Chief Data and Analytics Officer
Dawn Stark, Chief Development Officer
Alicia Miller, Data Operations Manager
Carrie Adas, Lead Data Coordinator
Kevin Clough, Data and Gifts Specialist
Karenann Gabello, Support Specialist



Open YOUR HEART
OPEN A DOOR | 2025

BAA BISHOP'S
ANNUAL APPEAL
DIOCESE OF RALEIGH

BAA Prayer

Once again we stand before you to ask for the strength and power of your Holy Spirit as we begin the great work of the Bishop's Annual Appeal for 2025.

Fill our hearts, we pray, with peace and light
that our lives and the **doors of your light** may be opened in generosity
to the needs of the Diocese of Raleigh.

Let us become channels of your love and grace,
responding with boundless compassion.

Remind all of us who wish to serve
that we are stewards entrusted to each other's care
and challenged to bring hope to all
who are in need of believing and beholding
that you are the source of good in every situation.

We give you praise and glory and raise our prayer to you
through Jesus Christ our Lord. Amen.



What is the BAA?

The Bishop's Annual Appeal is a diocesan-wide fundraising campaign that invites Catholics to contribute financially to support essential ministries and services that strengthen the faith, education, and outreach efforts within the Diocese of Raleigh. Through this appeal, parishioners are called to open their hearts and share their blessings, ensuring that the Church can continue its mission of evangelization, charitable outreach, education, and pastoral care. The funds raised support initiatives such as seminarian formation, Catholic schools, religious education programs, assistance for the poor, and services to the elderly, sick, and marginalized. By participating in the Bishop's Annual Appeal, Catholics in the Diocese of Raleigh play a vital role in sustaining the mission of the Church and opening doors of opportunity, hope, and compassion to those in need.

What is the Theme for this year's BAA?

Open your heart | Open a door

Where does the money raised from the BAA go?

- 34 % Christian Formation and Education
- 26 % Catholic Charities
- 14 % Parish Support and Ministry Services
- 11 % Catholic Communications
- 8 % Seminarians & Vocations
- 6 % Marriage, Family & Respect Life

What is the mission of the Bishop's Annual Appeal?

The mission of the Bishop's Annual Appeal is to empower the faithful to live out the Gospel by supporting the Church's efforts to evangelize, serve, and educate. Through your generosity, we proclaim Christ's message of hope and love, strengthen communities in need, and form the next generation of disciples. By opening our hearts and sharing our blessings, we ensure that the light of faith shines brightly in our parishes, schools, and outreach ministries, transforming lives and bringing the healing presence of Christ to all.



Open YOUR HEART
OPEN A DOOR | 2025

BAA BISHOP'S
ANNUAL APPEAL
DIOCESE OF RALEIGH

What happens if my parish exceeds its BAA goal?

When your parish exceeds its BAA Goal, 40% will be rebated directly back to your parish (in the form of a check mailed to the parish) in February of the following year.

What is a Sustainer?

If a donor sets up a recurring monthly gift with no end date, the donor will be considered a “Sustainer.” The donor will receive a lapel pin for special recognition of their unwavering generosity. A sustainer’s recurring gift will continue to each campaign year unless a change or cancellation is requested by the donor. The donor can request a change or termination of their recurring gift by emailing DataOps.Support@raldioc.org or calling (919) 364-8670.



Local Parish Capital Campaigns and Guaranteed Goals

If a parish is conducting a capital campaign 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 plus 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 are willing to support both asks. 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 campaign 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.

In either option above, all parishes with a guaranteed appeal goal due to a capital campaign will be invoiced the amount of the parish goal at the conclusion of the active solicitation period of the Bishop's Annual Appeal. The invoice is payable upon receipt.

Role of Pastoral Leader

The key to the success of the Bishop's Annual Appeal is strongly dependent upon the enthusiastic and active leadership of the Pastor, Pastoral Administrator and/or Chaplain. No appeal program can succeed without the leader's clear support and active involvement. Parishioners rise to the level of sacrifice and generosity needed when inspired by their Pastoral leaders.

Responsibilities:

- Elect BAA leadership and volunteers. These appointments should be made in the Fall each year and communicated to: appeals.support@raldioc.org.
- Instruct, assist and monitor all volunteers in the use of BAA materials.
- Provide positive leadership throughout the appeal, instilling confidence, and enthusiasm.
- Assist in determining appropriate follow-up actions to ensure that all have been given the opportunity to participate in the Bishop's Annual Appeal.
- Support the BAA by making an early "pacesetter" gift to set an example.
- Convey how the BAA ministries benefit the parish and community.
- Contact the Appeals Support Team with any questions: appeals.support@raldioc.org

Role of BAA Volunteers

Active and enthusiastic lay leaders are critical in conducting a successful appeal. Volunteers require dedication and a strong willingness to work on behalf of the Bishop's Annual Appeal.

Responsibilities:

- Assist the Pastor or Pastoral Administrators in identifying, planning and carrying out the most effective methods of requesting support from the parish community.
- Provide positive leadership throughout the Appeal, instilling confidence and enthusiasm.
- Oversee the completion of BAA Parish Tracking Form. All BAA Parish Tracking Forms should be reviewed and remain with the parish.
- Compile weekly updates on gift totals.
- Check Blackbaud Raiser's Edge NXT for your parish's BAA overview.
- Understand how the Bishop's Annual Appeal ministries benefit the parish and community.



Open YOUR HEART
OPEN A DOOR | 2025

BAA BISHOP'S
ANNUAL APPEAL
DIOCESE OF RALEIGH

Important Dates Annual Appeal

January 7,8,9,13,14,15,16	BAA One-on-One Parish Consultations
January 13	Materials arrive at parishes
January 20	1st BAA letter with brochure arrives at homes
February (TBD by parish)	Commitment Weekend 1 & 2
March 17	2nd BAA letter arrives at homes
May 19	3rd BAA letter arrives at homes

BAA Commitment Weekend

Prepare your BAA Gift Stations:

Bishop's Annual Appeal Gift Stations should be set up in the Vestibule/Narthex where donations can be dropped in designated baskets.

In the two weeks prior, the Pastor/Pastoral Administrator announces there will be Bishop's Annual Appeal Gift Station set up for giving 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 utilized. Then print a follow-up message in the bulletin during your Bishop's Annual Appeal weekends to notify your parishioners of the ongoing campaign and encourage them to participate.

We recommend your parish host two commitment weekends to invite a larger population to participate in the BAA.

This year we are leaving it up to the parishes to determine those dates in February based on your individual preference.

****Make use of the Gift Stations for at least two consecutive weeks.***

Donation Process

Once you have conducted the in-pew solicitation process at your parish, processing those financial donations in a specific way is paramount. **To keep donations secure you must keep all transactions and cash counting in the parish office.** Please read carefully and follow the procedures below. If at any time you have questions or are uncertain about how to process a donation, please contact:

DataOps.Support@raldioc.org
(919)364-8670

Basic Processing Steps

1. Open every envelope (even if sealed).
2. Look up the donor in your parish data management software.
3. Write the donor's diocesan constituent ID number (CID#) in the designated area on the commitment card.
4. **Please DO NOT do the following in the CID field on the commitment card:**
 - a. **Write your parish number and/or name in this area.** Your parish number and the donor's CID number are not the same.
 - b. **Use CID# s that are prefaced with an asterisk* in your parish data management system.** They are invalid and cause gifts to be credited to the wrong donor.
 - c. **Write the parishioner's envelope number in the Diocesan CID# field.**
5. **If a CID# is not found, submit without a number.** Data Operations will assign a CID# when processing the donation if full name and address information are provided.
6. Enter the donation information on your BAA Parish Tracking Form. **This tracking form remains at the parish. Do not send it to the lockbox.** This is for parish use only to keep track of their donations.
7. Follow the instructions in the section below depending on the gift type.

8. Return the commitment card to the original envelope before moving on to the next gift and place the envelope in the provided **USPS PRIORITY MAIL ENVELOPE**. **USPS Priority mail comes with tracking capabilities. Please be sure to save and document your tracking number.*

Gift Types

Personal Check - CID# should also be written on the personal check and returned to the original envelope with the commitment card.

Cash Gifts- with Identifiable Donor Information

- Cash **MUST** be converted to a parish check. **DO NOT SEND CASH** to the lockbox.
- Convert cash to one parish check and put it in the provided **USPS PRIORITY MAIL ENVELOPE** with the commitment cards that are associated with that cash.
- Please leave the memo line of the parish check blank. **Limit 25 commitment cards per parish check**
- Commitment cards and associated parish check **MUST** be kept together.
***IMPORTANT: The total amount of the cash collected MUST equal the amount of the parish check.** If it does not balance, the transaction will be rerouted to the diocesan Data Operations department resulting in a delay in processing.

Loose/Anonymous Cash- (Cash with no commitment card or unidentifiable donor information)

- Combine all unaccompanied/unidentifiable cash together as if it were received with no commitment card. Convert cash to parish check.
- Complete a commitment card listing "Anonymous Cash Gift" in the name field.
- Include Parish Name and Parish City on the commitment card.
- ***IMPORTANT: Do not include unaccompanied anonymous cash in the same parish check with cash gifts that are received with identifiable donor commitment cards.** Separate parish checks should be written for each of these scenarios.

Credit Card- Parishioners must go online to make a credit card donation. givetobaa.org

Pledge- Parishioners must go online to make a pledge. givetobaa.org



***IMPORTANT:** 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. If this occurs, follow the steps above based on the applicable scenario.

Final Steps

1. Verify that all donations have been entered on the BAA Parish Tracking Form.
2. Please remember to save your document.
This is for parish auditing and donation tracking. The form remains at the parish. Do not send it to the lockbox.
3. Close the USPS Priority Envelope, seal it and mail it out. ***USPS Priority mail comes with tracking capabilities; please be sure to save and document your tracking number.**

Catholic Diocese of Raleigh

Bishop's Annual Appeal

PO Box 63061 CHARLOTTE NC 28263-3061

Helpful Tips for Donation Processing:

Please utilize only current diocesan BAA materials. If our bank receives anything else, they will not process it. Instead, the bank returns all the materials - greatly delaying the parish's campaign, data updates, and processing of payments.

Paper clips, staples, and tape cannot be used when processing donations because they obstruct the machines and removing them costs valuable processing time.

To keep donations secure you must keep all transactions and cash counting in the parish office.

Please remember to keep your donation tracking form at the parish (this is for your records and auditing purposes) and do not send it to the lockbox. This can cause confusion and delays in processing.

Online Giving

Please encourage online giving as the foremost way to give to the Bishop's Annual Appeal. Our main giving page is givetobaa.org. Your parish should link back to the Bishop's Annual Appeal main giving page on your parish website. This is the most efficient and organized way to manage BAA donations.

In order to mitigate errors and delays, please refrain from using your parish online giving (third-party online giving services) to collect BAA donations and link directly to the diocesan BAA online giving pages: givetobaa.org

Stock Transfer

Download stock form [here](#).

BAA Parish Reporting with Blackbaud Raiser's Edge NXT

It is strongly recommended that your parish obtain access to RE NXT for parish reporting; please contact Data Operations via email to the ticket system at DataOps.Support@raldioc.org requesting account setup and questions.

****Blackbaud has required MFA (multi-factor authentication) to access all database products for security.***



Pulpit Announcements

Pulpit Announcement #1

Opening Your Heart to the Call of Christ

As we journey together in faith, we are called to open our hearts to those in need and to the mission of the Church. The 2025 Bishop’s Annual Appeal is a unique opportunity for us to do just that. The theme for this year’s appeal is “Open Your Heart, Open a Door.” When we open our hearts to Christ, we also open a door for others to encounter His love, His mercy, and His grace. Through your generous donations, you help support essential ministries, outreach programs, and the formation of future leaders in our Church. Please prayerfully consider making a gift today, and together, let us open the door to a brighter future for our community and beyond. Thank you for your generosity!

Please visit givetobaa.org and help us open doors.

Pulpit Announcement #2

A Call to Build Bridges of Faith

Dear parish family, today we hear God’s call to open our hearts and open doors of opportunity to others. The 2025 Bishop’s Annual Appeal is not just about giving—it’s about building bridges of faith that connect us to those who are in need, those who seek guidance, and those who long for a relationship with Christ. Your donation to the Appeal helps us reach those on the margins of society, provides educational resources for our children and young adults, and supports the work of our priests and deacons as they continue their ministry. Let us be the hands and feet of Christ by opening our hearts and opening doors to those who need Him most. We are grateful for your support!

Please visit givetobaa.org and help us open doors.



Open YOUR HEART OPEN A DOOR | 2025

BATA
BISHOP'S
ANNUAL APPEAL
DIOCESE OF RALEIGH

Pulpit Announcements (continued)

Pulpit Announcement #3:

Opening the Door to Hope and Healing

As we reflect on the words, “Open Your Heart, Open a Door,” we are reminded of the power of generosity to bring hope and healing to our world. Your contributions to the 2025 Bishop’s Annual Appeal help provide essential support for our diocesan services, including counseling for those who need it and outreach to the poor and marginalized. By opening your heart to the needs of others, you are opening the door to transformation. Please consider making a gift today and help us continue to bring Christ’s love to all those in need. Thank you for your commitment to our shared mission!

Please visit givetobaa.org and help us open doors.

Pulpit Announcement #4

Opening Doors for the Future of the Church

The 2025 Bishop’s Annual Appeal offers us the chance to participate in the future of the Church—our Church. With the theme “Open Your Heart, Open a Door,” we are invited to consider how our gifts will shape the next generation of Catholics. Your support of this appeal helps fund Catholic education, seminarians, youth ministry programs, and much more. Every gift, no matter the size, helps us open a door for someone to grow in faith and to answer God’s call. Let’s open our hearts in generosity, so we can open doors to new opportunities for others to encounter the love of Christ. Thank you for your continued support!

Please visit givetobaa.org and help us open doors.



Pulpit Announcements (continued)

Pulpit Announcement #5:

A Door to the Heart of Christ

We know that Christ is always knocking on the door of our hearts, inviting us to live more fully in His love. The 2025 Bishop’s Annual Appeal theme—“Open Your Heart, Open a Door”—reminds us that when we open our hearts to Him, we also open doors for others to experience His mercy and grace. Your donations help provide for the spiritual and pastoral needs of our diocese, allowing us to reach out to the sick, the elderly, the poor, and the lost. This is our chance to make a lasting impact on the lives of many. Please prayerfully consider how you can contribute to this important cause. Together, let us open our hearts and open doors to a future filled with hope and love.

Please visit givetobaa.org and help us open doors.



Prayers of the Faithful

Prayer 1: For the Success of the Bishop's Annual Appeal

For the Church, that we may open our hearts and doors to those in need, supporting the mission of the Bishop's Annual Appeal, so that through our generosity, we may bring hope, healing, and the love of Christ to our community and beyond. We pray to the Lord.

Lord, hear our prayer.

Prayer 2: For Those in Need of Our Support

For all who are struggling—whether spiritually, emotionally, or materially—that through the generosity of our parish community and the work of the Bishop's Annual Appeal, they may experience the healing presence of Christ and find a welcoming door to the support they need. We pray to the Lord.

Lord, hear our prayer.

Prayer 3: For Our Diocese and Clergy

For our beloved Bishop and all clergy in our diocese, that they may continue to be instruments of God's love and mercy, faithfully guiding the people of our diocese as they open their hearts and doors to the needs of the faithful through the Bishop's Annual Appeal. We pray to the Lord.

Lord, hear our prayer.

Prayer 4: For a Spirit of Generosity

For all members of our parish, that we may open our hearts in generosity to support the 2025 Bishop's Annual Appeal, trusting that our gifts will help build a stronger, more vibrant Church and bring the light of Christ to those who are searching for hope. We pray to the Lord.

Lord, hear our prayer.

Prayers of the Faithful (continued)

Prayer 5: For Those Who Benefit from the Appeal

For all those whose lives are touched by the ministries supported by the Bishop's Annual Appeal, including the poor, the sick, the elderly, and those in need of spiritual guidance, that they may experience the love of Christ through our efforts to open doors of opportunity and care. We pray to the Lord.

Lord, hear our prayer.

Prayer 6: For a Deepened Faith in Our Parish Family

For our parish family, that through our participation in the Bishop's Annual Appeal, we may grow in faith and love, opening not only our wallets but also our hearts, as we respond to God's call to serve one another. We pray to the Lord.

Lord, hear our prayer.

Bulletin Announcements

Announcement 1: Embracing the Call to Serve

The 2025 Bishop's Annual Appeal is now underway, and we invite you to join us in this important effort. With the theme "**Open Your Heart, Open a Door,**" the appeal calls us to respond to Christ's love by opening our hearts and extending a welcoming door to those in need. Your generous contributions will support vital ministries across the Diocese of Raleigh, including education, outreach, and support for the sick and marginalized. Please prayerfully consider your gift and help us bring hope, healing, and the love of Christ to those who need it most. Together, we can make a difference!

Announcement 2: A Door to New Opportunities

The 2025 Bishop's Annual Appeal is about more than just giving—it's about opening doors to new possibilities for individuals and families in our diocese. Through your generosity, we can continue to support programs that educate and form the next generation of Catholics, assist those struggling financially, and support the work of our priests and deacons. With the theme "**Open Your Heart, Open a Door,**" this year's appeal encourages us to share the blessings we've received, so others can experience the love of Christ. Please consider making a gift today.

Announcement 3: Opening Hearts, Transforming Lives

The theme for the 2025 Bishop's Annual Appeal, "**Open Your Heart, Open a Door,**" invites us to reflect on how our generosity can open doors to hope and transformation. This year's appeal supports critical diocesan ministries, including religious education, pastoral care, and outreach to those in need. Your gift will help ensure that the Church can continue to serve and uplift all members of our community. As we open our hearts in faith, let us also open doors to new opportunities for those who rely on the Church's support. Thank you for your continued commitment to the mission of the Church!



Announcement 4: Your Gift Can Open a Door to Christ’s Love

This year, as we participate in the 2025 Bishop’s Annual Appeal, we are called to “**Open Your Heart, Open a Door.**” Your donation will make a tangible difference in the lives of countless people throughout the Diocese of Raleigh—whether it’s through educational programs, outreach to the needy, or formation for our seminarians. Together, we can open doors to a brighter future for our Church and bring Christ’s love to all. Please take a moment to prayerfully consider your support for the Appeal and make a gift today. Thank you for helping to open the door to a future full of hope!

Announcement 5: A Door to Hope for All

The 2025 Bishop’s Annual Appeal is a reminder that, as disciples of Christ, we are called to “**Open Your Heart, Open a Door.**” Through your generous gifts, you help the Diocese of Raleigh provide essential programs and services that touch the lives of so many—whether through assistance to the poor, support for seminarians, or faith formation for all ages. As we continue to respond to God’s call to serve, let us open our hearts and our doors to those in need. Please consider making a gift today. Together, we can be the hands and feet of Christ in our community.

Speaker Requests

Catholic Charities Director of Communications and Disaster Services	Daniel Altenau	(984) 900-3115	Daniel.Aldenau@ccharitiesdor.org
Evangelization, Discipleship and Hispanic Ministry	Lettie Banda	(984) 900-3182	Lettie.Banda@raldioc.org
Office of Child and Youth Protection, Catholic Schools	Dr. John Pendergrass	(984) 900-3112	John.Pendergrass@raldioc.org
Seminarians	Brenda Elizalde	(984) 900-3104	Brenda.Elizalde@raldioc.org

Completion of the Appeal

The Bishop's Annual Appeal is a year-round campaign and runs through December 31, 2025. Gifts postmarked after December 31, 2025, will automatically be credited to the 2026 Bishop's Annual Appeal.

Website Info Hub

Please remember givetobaa.org has a plethora of information for you under Parish Resources. Including this leadership manual and the BAA videos. As always should you have any additional questions, feel free to reach out:

Appeals.support@raldioc.org

Thank you

Thank You for Your Dedication and Service

Thank you so much for your time, effort, and commitment to the success of the Bishop's Annual Appeal. Your leadership and dedication help make a real and lasting difference in the lives of those in need throughout our diocese. By guiding our parishioners and encouraging their generosity, you are playing a vital role in proclaiming the Gospel, serving our communities, and educating the next generation of Catholics.

Your willingness to share your talents and faith with others embodies the very spirit of Christian stewardship. We are truly blessed by your partnership in this important mission. May God continue to bless you and your family for your selfless service, and may the fruits of your labor bring hope and healing to those who need it most.

Thank you for opening doors to new possibilities and for being an integral part of the work God is doing through the Bishop's Annual Appeal!