



## **Bishop's Appeal 2013**

# **Campaign Manual**

*Catholic Foundation  
for the Diocese of Green Bay  
PO Box 22128  
Green Bay WI 54305-2128  
920-272-8184  
Toll Free 877-500-3580 ext. 8184  
BishopsAppeal@gbdioc.org  
www.CatholicFoundationgb.org*

**If at any time you have a question about the Bishop's Appeal campaign,  
please feel free to contact a member of the Catholic Foundation staff.**

**Cindi Brawner**

Executive Director ..... 877-500-3580, ext. 8173

**Josh Diedrich**

Assistant Director & Director of the Bishop's Appeal ..... 877-500-3580, ext. 8197

**Debbie DeGrave**

Database Administrator ..... 877-500-3580, ext. 8184

**Deacon Bob Precourt**

Marketing Specialist ..... 877-500-3580, ext. 8185

**Mary Jane Heim**

Data Entry ..... 877-500-3580, ext. 8243

**Jan Compton**

Executive Assistant ..... 877-500-3580, ext. 8199

**Tammy Danz**

Administrative Assistant ..... 877-500-3580, ext. 8123

**Claire Teitz**

Data Entry ..... 877-500-3580, ext. 8121

**Margie Sumnicht**

World Missions Coordinator ..... 877-500-3580, ext. 8192

**Lois Kitzman**

Data Entry ..... 877-500-3580, ext. 8193

**Tanya Wollenberg**

Administrative Assistant ..... 877-500-3580, ext. 8181

# Table of Contents

## **Introduction to the Bishop's Appeal**

Letter from the Director of the Bishop Appeal, Josh Diedrich .....	2
Stewardship Prayer .....	3
Campaign Timetable .....	4-5
Diocese and Appeal Background .....	6-7
How the Bishop's Appeal Impacts Lives .....	8
The Crozier Society .....	9

## **Campaign Guidelines**

Growing the Crozier Society .....	10
Sample Crozier Society Letter .....	11
Guidelines for Leaders .....	12
Keys for a Successful Bishop's Appeal .....	13
Publicity .....	14
Follow-Up Plan .....	15
Role of the Pastor/Parish Director .....	16
Five Ways to Enhance your Parish's Bishop's Appeal .....	17
Role of the Appeal Chairperson .....	18
Role of the Appeal/Parish Secretary .....	19
How to Forward Gifts Received at the Parish .....	20

## **Tools for the Campaign**

Ambo Announcements .....	21
Prayers of the Faithful .....	22
Sample Letters .....	23-24
Pledge Gifts .....	25
Bishop's Appeal Allocation Chart .....	26
Bishop's Appeal Contact Information .....	26
Thank You .....	27



January, 2013

Dear Pastor, Administrator, Parish Director,  
Bishop's Appeal Chairperson and Secretary:

Thank you for your support of the Bishop's Appeal. With your help, last year we were able to raise more than \$5,200,000. More importantly, we were able to reach out to more than 200,000 people throughout northeastern Wisconsin.

The theme for the 2013 Bishop's Appeal is *Alive in Faith*. The 2013 campaign will again be managed by the Catholic Foundation. Enclosed within this manual are some helpful hints and tools to guide you through the next few months of the 2013 Bishop's Appeal. One of the most important strategies for a successful Appeal is to share our stories about how the ministries and programs of the Diocese make an impact on thousands of people each year.

Thank you for all your support of the Bishop's Appeal.

Peace,

Josh Diedrich

Director of the Bishop's Appeal



## Catholic Diocese of Green Bay

### Stewardship Prayer

**Generous and loving God,**

**You call us to be disciples of your Son Jesus and good stewards of all your many gifts. Open our minds and hearts to a greater awareness and deeper appreciation of your countless blessings.**

**Transform us through the power of your Spirit to nurture a Stewardship way of life marked by faith-filled prayer, service to our neighbor and generous sharing.**

**Teach us to be faithful servants of your gifts. With Mary's help, may we return ten-fold the gifts entrusted to us.**

**We pray through Christ, our Lord. Amen**

## Bishop's Appeal 2013 Timetable

The items in bold are to be completed by the parish.

November 2012	Crozier and early solicitation letters mailed.
November 2012	Crozier Recruitment Events planned and completed in Nov. or Jan.
Early January 2013	Bishop's Appeal goal letters mailed to parishes.
Early January 2013	Bishop's Appeal letter and parishioner database are sent to the mailing company.
January 8, 10, 16	Bishop's Appeal Regional Meetings.
January 25	<b>Hang posters throughout the parish and begin promoting the upcoming Bishop's Appeal in the bulletin.</b>
January 26-27	<b>Announce upcoming Bishop's Appeal at weekend Masses.</b>
February 2-3	<b>Bishop's Appeal First Weekend. At all Masses, please have the pastor or parish director give a homily or reflection on how the Appeal impacts parish life through programs offered the Diocese. If not the pastor or parish director please use Bishop Ricken's Appeal homily tape for the weekend Masses.</b>
February 5-8	Bishop's Appeal first solicitation arrives in homes.
February 9-10	<b>Share the Bishop's Appeal Video at Mass and encourage parishioners to support the Appeal with a gift.</b>
February 12 & ongoing	Weekly Bishop's Appeal reports e-mailed to parishes each Tuesday so they will be received in time for the next week's bulletin. (Please let us know if we don't have an e-mail address)

February 16 -17	<b>Have a parishioner or staff person give a testimonial at Mass during the announcements.</b>
February 23-24 & Ongoing	<b>Update your parishioners at Mass on the performance of the Appeal.</b>
Late February	<b>Please forward all gifts received at the parish to the Catholic Foundation before the March follow-up letter is sent.</b>
In the middle of March	Bishop's Appeal first follow-up letter is mailed in March.
Early April	<b>Please forward all gifts received at the parish to the Catholic Foundation before the April follow-up letter is sent.</b>
In April	Bishop's Appeal second follow-up letter is mailed in April.
May	Follow-up letter will be sent if needed.
June	Bishop's Appeal telephone follow-up calls will begin for parishes. This work will be completed by Ruffalo Cody.
Late June	<b>Thank everyone for their support of the Bishop's Appeal.</b>
Early August	Donor report will be mailed to all parishes.
October	Invoices and refunds mailed from the Diocese.
Ongoing:	The Catholic Foundation will send a thank you letter to each donor within one week after the gift is recorded.
Ongoing:	A thank you letter will be sent by the Catholic Foundation to the parish when their goal is reached.

**The above are target dates. Actual dates may vary.**

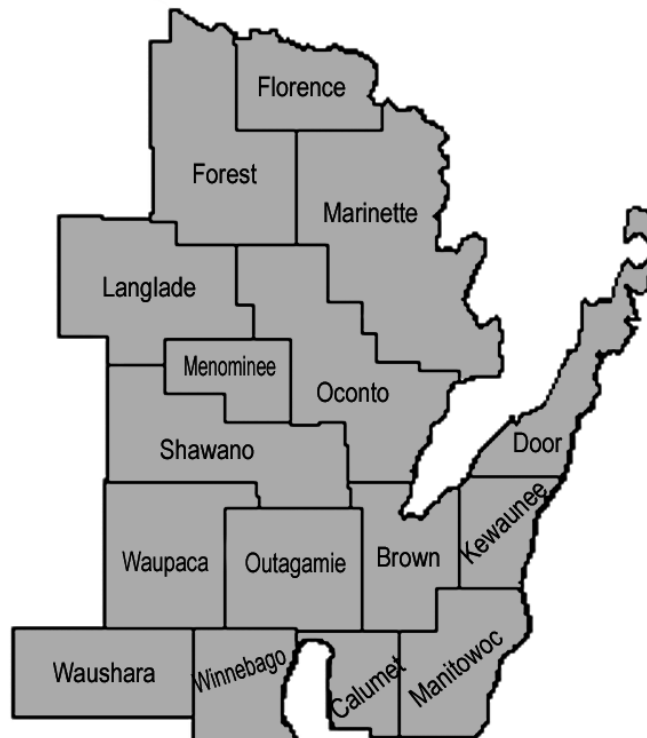
Please call the Catholic Foundation for lists and/or labels before you do the parish follow-up mailing in May. Requests will be handled on a first come, first served basis, so please give us a one-week notice. Thank you!

## The Catholic Diocese of Green Bay

Here are some interesting facts that show how the Diocese is alive and growing. Please consider using them in your materials.

### In 2012...

- 60 Catholic schools shared our faith
- 157 Parishes celebrated together
- 1,126 Couples were joined in marriage
- 3,050 Members of our Diocese died in 2012
- 2,917 Adults and young people were Confirmed in their faith
- 3,535 Adults and children received Jesus through First Communion
- 3,491 Infants and adults joined our community through Baptism
- 10,401 Students participated in Catholic Schools
- 19,051 Students attended Religious Education classes
- 323,790 Total Catholic population







## **Bishop's Appeal 2013**

### **How does the Bishop's Appeal work?**

The Bishop's Appeal is an annual fund-raising campaign conducted by the Catholic Foundation to benefit the Catholic Diocese of Green Bay. Its goal is to raise funds to support the Catholic mission. To ensure this goal is met, every Catholic family or individual in the Diocese is asked to make a gift to support the work of the Church. These gifts provide the necessary resources for programs and services to our parishes and schools, which shape the lives of individuals and communities throughout Northeastern Wisconsin.

### **Your help makes this campaign possible?**

Without the support of pastors, parish directors, staff and volunteers this campaign would not be as successful as it is every year.

### **How can you help?**

In addition to making a gift to the campaign, leaders in your parish community are needed to help promote the Appeal among parishioners. This can be accomplished through these roles:

- Pastor/Parish Director
- Appeal Chairperson
- Appeal/Parish Secretary

# How is the Bishop's Appeal impacting lives in my community?

## *Bishop's Appeal Reaching Out to Families*

Families are being challenged in ways never before imagined. More than ever it is critical that we offer support to families, especially those in need or those new to the area.

Your gift to the Bishop's Appeal offers a helping hand to families of all shapes and sizes. Through our New Life program, we lend a helping hand to new mothers who are struggling financially; our Marriage Encounter program helps couples stay connected long after they've said their wedding vows; and our parenting courses guide families through those tough "toddler, teen and everything-in-between" years.



By developing faith-filled leadership skills in our administrators and teachers of Catholic Education, your gift to the Bishop's Appeal offers a helping hand to impart our faith and values to our children.

When you give to the Bishop's Appeal you strengthen our families, our children and our communities.

## *Impacting Youth*

In the midst of raves and rock concerts, teens across the Diocese are experiencing something a little more spiritual. Youth Jam is a rally that invites young people to come and meet kids with similar interests in a fun, energetic and faith-driven environment. This rally is organized by the Diocese and coordinators of youth ministry every year.



"I was able to connect with other young people that shared my same values through a night of food, fun, faith, comedy, stories and good music," said a youngster.

Gifts to the Bishop's Appeal make all this happen for a young person.

## The Crozier Society

### A Call to Leadership

The Crozier Society offers us a special way to join the Bishop, supporting him as he guides us on our faith journey. As special partners with the Bishop, Crozier Society members will have opportunities for closer involvement in the mission of the Catholic Church in northeastern Wisconsin. Please remember to ask your parishioners to prayerfully consider making a gift of \$500 or more to the Bishop's Appeal.

Crozier Society members are honored by:

- An invitation to the annual Bishop's Appreciation Mass and Luncheon in the Fall, sponsored by Aon, Catholic Mutual Group and Nicolet National Bank.
- An invitation to an annual Spring Mass and reception with members of the Crozier Society, hosted by the Bishop
- A subscription to *The Compass*, the diocesan newspaper
- Invitations to special diocesan events



### **Crozier Society Giving Levels**

***Saint Francis Xavier Leadership Circle***

***\$25,000***

***Father Claude Allouez Leadership Circle***

***\$10,000***

***Saint Kateri Tekakwitha Circle***

***\$5,000***

***Saint Katherine Drexel Circle***

***\$2,500***

***Bishop John B. Grellinger Circle***

***\$1,000***

***Partner***

***\$500***

More information can be obtained from the Catholic Foundation. See page 26 for contact details.

## Growing the Crozier Society to Reach Your Parish's Goal

Many parishes over the last five years have reached their Bishop's Appeal goal by focusing on growing the Crozier Society at their parish. Below you will find three ways to promote the Crozier Society in your parish.

- A. **Personal witness and request to consider joining the Crozier Society.** This can happen from the pastor or parish director or with a current Crozier Society member from the parish. Please share with the individual why you feel being a member in the society is so important.
- B. **Send a personal letter to Crozier prospects within your parish.** This method has been very successful. If you would like the Catholic Foundation to suggest some parishioners who may be able to give at the Crozier levels, please contact us. A sample Crozier Society Recruitment Letter is on page 11. It is important to share how the Bishop's Appeal has impacted your parish's members in the letter. Maybe mention a deacon or director of religious education that has received support through the Appeal. Putting a local face to the campaign helps every see the impact of the Appeal.
- C. **Host a Crozier Society event.** Steps for a successful event.
  1. Invite two Crozier Society couples or if your parish does not have any Crozier members, invite 2 couples that are leaders in your parish to help with the event.
  2. Visit with the Catholic Foundation about what date you would like to have the Crozier Recruitment Event and what parishioners should be invited. The Foundation can provide you a mailing list.
  3. Prepare invites for the event. (please include a RSVP)
  4. Other materials to prepare:  
(contact the Catholic Foundation if you have questions)
    - agenda
    - materials (pledge cards, envelopes and brochures)
    - atmosphere and refreshments
    - sample talking points for Father or event leader
  5. Consider a bulletin ad to promote the event.
  6. Follow up with a phone call to each family about the event.
  7. At the event have a parish leader present their story of how the Bishop's Appeal has helped them. The Catholic Foundation would like to have a representative at your meeting to answer questions and if needed make the ask.
  8. After the event, send a thank you letter for attending the event.
  9. Follow-up with those who did not fill out a card.
  10. Ask the Foundation for the results of the event a few weeks later.

## Crozier Society Sample Recruitment Letter

{Date}

{Addressee}  
{Street}  
{City} {State} {Zip}

Dear {Salutation};

We live in challenging times. Fortunately, the challenges we face are bringing out the best in all of us, so it is with great hope that I ask you this year to take a step in faith by supporting the Bishop's Appeal even more generously than before.

It is our faith in Jesus Christ that motivates us to be generous in helping the poor and in supporting the work of the Church. It is that same faith that dares us to give even more than we have before. And since God is never outdone in generosity, God graciously deepens and strengthens our faith when we give generously.

Faith tells us that the work of the Church is Jesus' work. A large part of the work of the Church is sharing our faith with others. With your help we can continue educating our children, comforting the sick and reaching out to families in need. Your gift in faith will prepare parish youth ministers to help thousands of children and young adults open their hearts to Jesus through prayer and community service.

Your gift this year is more important than ever. Thousands of people are searching for Jesus and finding His love through the ministries and services of the Diocese of Green Bay.

Because there are so many people in need of our services, I encourage you to join me in by joining the Crozier Society. To join, please make a \$500 gift or more to the Bishop's Appeal. Please know that whatever gift you are able to make is greatly appreciated.

You have been a great help to me, but more importantly, to the Lord, in carrying out His mission. Thank you again for your past support of the Appeal and for your continuing support of the Diocese of Green Bay. Please remember to pray for the ministries of our Diocese, as I shall remember you and your loved ones in my prayers.

Sincerely,

Pastor

# Guidelines for the Pastor, Parish Director, Administrator, Bishop's Appeal Secretary or Chairperson

## **Before You Start**

**RESEARCH:** Think about how the Diocese helps your parish or Catholic school. Read through your role guidelines and look at the success tips in this manual for learning new ways to focus your Appeal campaign.

## **During the Campaign**

**OFFER ENCOURAGEMENT:** People are more likely to donate when they feel the cause is “up close and personal” and when they sense a connective link between their parish and the Diocese. Think about how our faith is being shared in your parish and how the Diocese has helped train parish leaders so they can share their faith with others. We suggest each pastor illustrate how the Bishop's Appeal provides services to the parish such as providing training for religious education, youth ministers and lay ministry leaders. Perhaps a parishioner with special needs was helped through disability ministry.

**USE CAMPAIGN MATERIALS:** Instruction guides, posters, video, audio tape and other supplies will be delivered at the Regional meetings. Please display the posters and have extra brochures throughout the parish.

## **Ways to Make a Gift**

**PLEDGE GIFT:** One of the keys to the success of the Bishop's Appeal is to encourage pledging (see pledge chart on page 25). Pledges may be paid in monthly installments from March through December. Parishioners should indicate on the pledge card the number of reminders they would like to have sent. We will send reminders beginning in March 2013 through December 2013.

**ONE-TIME GIFT:** Another option for parishioners is making a one-time gift. Please caution against giving “cash” - cash gets lost.

**CREDIT CARD GIFT:** Use of credit cards for payment of Bishop's Appeal gifts and pledges has increased substantially in recent years. We can arrange periodic charges to the donor's credit card to pay pledge commitments. We accept Discover, MasterCard and VISA and American Express.

**STOCK GIFT:** By making a gift of stock a donor has an opportunity to easily give stock to make a gift from other assets. Please contact Debbie Krumpos at 920-272-8223 to make a stock transfer.

**ELECTRONIC FUND TRANSFER (EFT):** Is an easy method for donors to pledge a gift over 10 months. After the donor fill out the registration form, the Catholic Foundation will automatically deduct from their checking or saving account the monthly amount of their pledge.

## **After a Gift is Made**

**FORWARD THE GIFT TO THE FOUNDATION:** Follow the instructions on page 20 to ensure that all gifts are recorded properly.

**THANK THE DONOR:** The Catholic Foundation will send out a thank you letter and receipt but it is always good to thank a donor more than once. Every gift is essential to our ministry and mission in the Catholic Diocese of Green Bay.

## Five Keys for a Successful Bishop's Appeal Campaign

1. Present personal testimonies on how the Bishop's Appeal opens hearts, changes minds and transforms lives. Share stories from the Pastor/Parish Director and from members of your parish who have received training in part because of the Bishop's Appeal.
2. Offer strong encouragement during Mass. The passion and commitment of parish leadership is vital to the success of the Bishop's Appeal.
3. Show the Bishop's Appeal video to as many people as possible.
4. Encourage parishioners to consider making a Crozier Society gift. Set up an introductory meeting to ask parishioners to help their parish and Diocese by joining the society.
5. Encourage pledging as a way of making gifts last all year.

And most importantly...

**Thank all donors and volunteers.**



# Publicity

## *Informing your parishioners about the Bishop's Appeal*

- POSTERS:** The posters provided to you by the Diocese should be hung in prominent places throughout your Church and other parish buildings.
- AUDIO AND VIDEOTAPE:** You will receive the Bishop's Appeal video and an audio tape of Bishop Ricken's homily. The Bishop's homily on CD and a copy of the video in DVD format are available by request. Please return the tapes during the year so they can be reused. Below is some information that should help you show the Bishop's Appeal videos before, during or after Mass this year. Most parishes find that with adequate preparation, they can iron out any technical problems that may occur the first time they use the video. For the deaf and hearing impaired please, share with them the transcript of the video. If you would like to have the Diocese arrange for a sign language interpreter, please let us know three weeks in advance.
- CLIP ART:** Bulletin clip art is included on a CD and on the Diocesan website. There are two formats to choose from -- PDF and JPG. Choose a format and insert the file into your document as you would any other graphic file. These graphics are also on our web page at [www.gbdioc.org](http://www.gbdioc.org) under the category titled Resources.
- REMEMBER:** The more often parishioners are reminded about the impact of the Bishop's Appeal, the more likely they are to make a gift.

## Notes Regarding Video Equipment

- Video projectors may not be adequate in parishes that have too much light.
- Putting the microphone next to the television speaker may garble the sound - it is necessary to hook up the sound system directly.
- Test the tape, DVD or CD and system well before the showing or listening.
- It is a very good idea to preview the tapes to check quality. Also check sound and visibility and view the tapes in Church BEFORE they are used.
- The video will appear on screen between 30 and 90 seconds after pressing play. This is normal.
- Have the tape cued before Mass (set at the beginning of the program and ready to start when you press "play"). This is easy to forget, especially if the tape is shown multiple times in one weekend.

**WHETHER OR NOT YOU ARE ABLE TO SHOW THE VIDEOTAPE DURING MASS, PLEASE CONSIDER SHOWING IT TO THE PARISH PASTORAL COUNCIL, FINANCE COUNCIL, MEN'S AND WOMEN'S ORGANIZATIONS AND AT MEETINGS OF OTHER ACTIVE MINISTRIES IN THE PARISH.**



## Follow-Up Plan

We will try to follow the timetable as closely as possible. Follow-up letters will be mailed to parishioners who have not yet made a gift to the 2013 Appeal.

- 1) The first follow-up letter will be mailed by the Catholic Foundation in March.  
Everyone whose gift has not been recorded will receive a follow-up letter. There will be overlaps (letters and donations crossing in the mail). **If your parishioners return the card with \$0 indicated for a gift, they will not receive a follow-up letter.**
- 2) The second follow-up letter will be mailed by the Catholic Foundation in April.  
Again, there may be overlaps.
- 3) **Each parish has the option to send a personal follow-up from the pastor in May.**  
**We advise sending a follow-up letter from the pastor or parish director in May. This year the Catholic Foundation is willing to help you with your follow-up mailing. The Foundation will print your letter and take care of mailing your letter. There are sample letters in back of the book. Please contact the Catholic Foundation three weeks in advance if you would like the Foundation to handle your mailing.** If your parish would like to do their own mailing, you can request non-donor mailing labels from the Catholic Foundation. Cards and return envelopes are also available from the Foundation. A list of recorded gifts is also available. If you send a follow-up, please send a copy of the letter to us.
- 4) A final follow-up mailing and/or telephone calls may be done by the Catholic Foundation in June to donors who have not responded to follow-up efforts.
- 5) The Catholic Foundation may also send out reminder postcards.

## Role of the Pastor or Parish Director

As the pastor/parish director and leader of the parish, you have the most important role in the Bishop's Appeal campaign. Your **active participation** will result in a successful Bishop's Appeal for your parish. *Please use specific examples of how your parish benefits from services and programs provided by the Diocese.* They are the most personal and persuasive reasons to give.

Additional materials including brochures, pledge cards, posters, ambo and bulletin announcements, audio tape of Bishop Ricken's homily and a Bishop's Appeal video are provided to help you promote the Bishop's Appeal. While these are important ingredients to communicate needs effectively, **the most important factor in the success of the Bishop's Appeal is you! As a person of faith and a leader of the parish, your witness to this need and your personal request to the people of your parish to generously support the Bishop's Appeal 2013 cannot be matched.**

**Your enthusiasm for the Appeal, both in and out of Church, is crucial!**

In addition to your verbal support, leadership and encouragement...

### **1) Incorporate the Appeal into Mass**

- Please announce the Bishop's Appeal a week or two in advance.
- Use of the video, Bishop's homily audio tape or your own homily promoting the Bishop's Appeal at all Masses over Bishop's Appeal weekend is very important for a successful Appeal.
- For use with the homily this year each pastor will have a chance to talk about the Appeal after Bishop Ricken's homily.
- Use the Prayers of the Faithful included on page 22 or create your own.

### **2) Monitor the Progress**

- **Please monitor the progress of your parish drive. Plan a follow-up letter to be sent to anyone who has not responded to the Appeal by May.** (See the follow-up plan on page 15 and the sample letters provided on pages 23 and 24 in this guide.)
- Make sure gifts are forwarded to the Catholic Foundation in a timely manner.

**“The better informed a donor is, the more likely they will make a gift!”**

## Top 5 Ways To Enhance The Bishop's Appeal In Your Parish

- 1) Be enthusiastic about how the Bishop's Appeal impacts people in your parish and throughout the Diocese.
- 2) Write a letter in the parish bulletin summarizing how the Bishop's Appeal has helped your parish in specific ways.
- 3) Encourage Stewardship as A Way of Life.
- 4) Ask parishioners to join you in improving our Diocese and focus your efforts on the people impacted by the Bishop's Appeal.
- 5) Make use of promotional materials, including the video and bulletin ads.

# Role of the Appeal Chairperson

As a parish leader, your main responsibility is to work with the pastor or parish director and Bishop's Appeal secretary to make sure the Appeal is conducted and progresses according to the timetable. Your enthusiasm with other parish leadership and parishioners is critical to the success of the Bishop's Appeal.

Specifically, your responsibilities include:

## 1) **Communicate**

- Make sure promotional materials are well utilized in the parish, i.e. posters put up two weeks prior to Appeal, bulletin and ambo announcements used in a timely manner.
- Help determine how the video can be effectively utilized in your parish setting (parishioners have been known to donate the use or cost of renting the necessary equipment for such a project).

## 2) **Coordinate**

- Notify the Catholic Foundation who will serve as your parish's Bishop's Appeal chairperson and secretary.
- Coordinate with the pastor/parish director to let the Catholic Foundation know how the parish would like a potential refund used– returned to parish, applied to Cathedraticum or remain with the Bishop's Appeal. If we do not hear from you, we will use the same method that was used for the 2013 Appeal. (If you have a current debt with the Diocese, the refund will be applied to that debt.)
- Help the Pastor or Parish Director recruit volunteers to assist with the follow-up. Monitor the progress of the campaign and help the parish with a follow-up letter in April.
- Coordinate Appeal activities with the Appeal secretary. Although the secretary will do most of the "book work," the chairperson should be familiar with the system.

**REMEMBER, ALL DONOR INFORMATION IS CONFIDENTIAL!**

# Role of the Appeal/Parish Secretary

You have a very important role in the success of the Bishop's Appeal, and one important responsibility you have is to maintain the parish list. An up-to-date member mailing list is very important to a successful Appeal. Please make sure lists are free of wrong addresses and remove the names of people who have died or moved. A complete member list is provided to parishes in August. Please send regular updates to the Catholic Foundation and feel free to call us if you have questions about updating your list.

In addition to maintaining the parish list, your responsibilities include:

## 1) Communication

- Place Appeal posters in the Church, parish hall and school.
- Insert announcements in the parish bulletin.
- Prepare announcements for Mass.
- Prepare Prayers of the Faithful for the Mass.

## 2) Gift Processing

- Record gifts to the Appeal at the parish on your computer system, ledger or on a list, which can be provided by the Catholic Foundation.
- Forward Bishop's Appeal gifts received at the parish to the Catholic Foundation on a timely basis (at least biweekly).
- To get an up-to-date donor list, call Debbie at 920-272-8184 or toll free 877-500-3580 ext. 8184 about a week before needed.
- **Please Do Not Mail Cash**
- Some parishes send sealed envelopes from donors to the Catholic Foundation. For security, please mail these gifts to the Lock Box address:

Bishop's Appeal  
Catholic Foundation for the Diocese of Green Bay  
PO Box 23001  
Green Bay WI 54305-3001

## 3) Follow-up

- Prepare a follow-up mailing according to instructions. (See follow-up plan on page 15 and the sample letters provided on pages 23 and 24).
- Publish and announce progress of the Appeal to your parishioners.

Essentially it is the Appeal/Parish Secretary who makes sure the entire Appeal is conducted according to the timetable. Thank you! Please call Debbie, Josh or Cindi at 920-272-8184 or toll free 877-500-3580 ext. 8184, with any questions, comments or suggestions.

**REMEMBER, ALL DONOR INFORMATION IS CONFIDENTIAL!**

## How to Forward Gifts Received at the Parish

**Parishioners often bring their Bishop's Appeal gifts to the parish. Please send new gifts promptly to the Catholic Foundation so parishioner accounts are credited in a timely manner and a thank you letter can be sent to them. If you hold them, parishioners may receive follow-up mailings, which can often create confusion for the donors.**

- 1) Please forward envelopes to the Catholic Foundation at this address:  
Bishop's Appeal  
Catholic Foundation  
PO Box 23001  
Green Bay, WI 54305-3001
- 2) If the envelope is open, please remove the contents and make sure the gift card and check is completely filled out. Return the contents to the envelope and forward to the Foundation Bishop's Appeal PO Box.
- 3) Please do not mail cash. If the envelope contains cash, please deposit it in the parish account and issue a check to the Bishop's Appeal in the amount of the cash. Make sure the cash amount is written on the gift card or envelope as well as all donor information from the envelope or check.
- 3) If your pastor or parish director would like a list of people who have made a gift, please contact the Catholic Foundation.

Call Debbie, Josh or Cindi at 920-272-8184 or  
toll free 877-500-3580 ext. 8184 with any questions or suggestions!

## Ambo Announcements

### Bishop's Appeal 2013

#### **Announcement A**

As a Catholic community each of us are faces of faith and called to go forth and share the Good News. This year the Bishop's Appeal is offering each of us the opportunity to reach out to those in need as well as continue the ministry and education programs within our own parish. Soon you will be receiving a letter in the mail asking you to give a gift to the Bishop's Appeal. I encourage you to prayerfully consider giving generously to this year's Appeal.

#### **Announcement B**

*Alive in Faith* is the theme for this year's Bishop's Appeal. Soon you will receive a letter from Bishop David Ricken asking for your support of the Appeal. By contributing, you help our parish and the Diocese share in the important work of reaching out to those in need. Your generous pledge or gift will help our parish meet its goal for the Appeal. Please read the materials that are enclosed with the letter and return your completed pledge card to the Office of the Bishop. If you did not receive a letter in the mail, please contact our parish office.

#### **Announcement C**

During the first week of February, parish members will receive a letter from Bishop David Ricken requesting a pledge or gift to the Bishop's Appeal 2013. With the letter, you will receive a pledge card and return envelope. Please mail your envelope to the Office of the Bishop. Last year, through your generosity, the Bishop's Appeal campaign received more than \$5 million in gifts that is being used to share our faith with hundreds of thousands of people throughout northeastern Wisconsin. We ask again for your generous response to help our parish meet its goal for this year. If you did not receive a letter in the mail, please contact our parish office.

#### **Announcement D**

Watch your mail during the first full week of February. It will contain an important letter from Bishop David Ricken asking for your participation in the Bishop's Appeal 2013. Also enclosed will be a brochure and pledge card to return your gift to the Office of the Bishop. To find out how the Appeal funds are used, please read the brochure or see me after Mass. Thank you!

## Prayers of the Faithful

Select one or more of the suggested intentions listed below for the Bishop's Appeal weekend as you feel appropriate.

### **Week One—**

*As we begin the 2013 Bishop's Appeal, let us pray for our many brothers and sisters who need our help through the Appeal. We pray to the Lord...*

### **Week Two—**

*For the success of our Bishop's Appeal, that the people of our parish will see the Appeal as an opportunity to extend love and service beyond parish and local-community boundaries and experience what it means to be—alive in faith. We pray to the Lord...*

### **Week Three—**

*As we consider our gifts to the 2013 Bishop's Appeal, may we remember God's generosity to us, and happily commit to becoming...Alive in Faith. We pray to the Lord...*

### **Week Four—**

*For all of our people, that God will truly bless us for our support of our parish and our Bishop's Appeal, and unite us in this endeavor. We pray to the Lord...*

### **Week Five—**

*As we have received many blessings from the Lord, no matter how large or small, may we find it in our hearts to be charitable and to help those in need by supporting the Bishop's Appeal. We pray to the Lord...*

### **Week Six—**

*That the members of our parish and our broader Diocesan family may unite in service to the Lord and participate in the 2013 Bishop's Appeal entitled Alive in Faith. We pray to the Lord...*

### **Week Seven—**

*For all those who have responded to the Bishop's Appeal, that their generosity may be rewarded with the growth, love, and joy that Stewardship brings. We pray to the Lord...*

### **Week Eight—**

*In consideration of the many gifts that God has given each of us, may our parish community respond generously to the 2013 Bishop's Appeal. We pray to the Lord...*

### **Week Nine—**

*That we may share our gifts with those in need through the 2013 Bishop's Appeal. We pray to the Lord.*

### **Week Ten—**

*We acknowledge God's call to us to share what we have as a way to honor God and help others. We pray to the Lord.*

### **Week Eleven—**

*For those in need, that they may find the guidance and assistance from the many ministries and services made possible by the Bishop's Appeal. We pray to the Lord...*

### **Week Twelve—**

*For the success of our 2013 Bishop's Appeal, that the people of our parish and throughout the Diocese will respond generously to the call to help support the many ministries and services made possible by the Appeal. We pray to the Lord...*



# Sample #1 of Follow-up Letter for Parish May Mailing

Given to parishioners who have not yet committed  
to the Bishop's Appeal 2013

(Use parish letterhead)

Dear \_\_\_\_\_:

On February 2-3 the annual Bishop's Appeal began in the Green Bay Diocese. (Parish name) is making good progress on our goal of \$\_\_\_\_\_ for this year's campaign. We have received \$\_\_\_\_\_ in gifts and pledges so far, with \_\_\_\_ percent of our parish families already making gifts.

Since we have not received your gift yet, I ask that you please consider making a pledge to the Bishop's Appeal at this time. The theme of this year's Appeal is *Alive in Faith*. Bishop Ricken asks all of us to share Christ's love by participating in this Appeal and continuing the important work of our Diocese.

As members of (Parish), we have a responsibility to share Christ's saving love with others. Your commitment to the Bishop's Appeal 2013 helps bring Christ in Word and Sacrament to young and old.

I ask for your sacrificial support of the Bishop's Appeal 2013. Please prayerfully consider the question, "What can I return to the Lord for all He has given me?" Thousands of people throughout northeastern Wisconsin are counting on your generosity.

Please complete the enclosed card and return it to me either through the collection basket or by mailing it to the parish. Your support is vital. Thank you for your support of the Bishop's Appeal and (Parish).

Sincerely yours in Christ,

Pastor

## Sample #2 of Follow-up Letter for Parish April/June Mailing

Given to parishioners who have not yet committed  
to the Bishop's Appeal 2013

**(Use parish letterhead)**

Dear \_\_\_\_\_:

(Parish name) is making steady progress toward our Bishop's Appeal 2013 goal of \$\_\_\_\_\_. The Appeal began February 2-3 as Bishop David Ricken asked us to support the important work of our diocesan departments and programs.

Currently our parish has not received information from you indicating your level of commitment. I hope that you will prayerfully consider contributing generously towards the needs of our Church. Your pledge will be gratefully received and deeply appreciated.

Your help is needed if we are to continue living out our baptismal call to be faces of faith to those in need. Your gift will help us provide for the needs of Catholics in our Diocese. Among these needs are religious education classes for children with disabilities, training for youth ministers to help teens grow in faith, Catholic Charities helping people deal with tragic events in their lives and training for men and women serving as parish leaders in a variety of ways.

Please consider how you might share your gifts with others. Then complete the enclosed card and return it to me either through the collection basket or by mailing it to the parish.

Sincerely yours in Christ,

Pastor

# Pledge Gifts

## Pledge gifts are vital!

Encourage parishioners to make a pledge gift. Bishop's Appeal pledge gifts are almost double the size of cash gifts. Review the chart below for suggested amounts.

## How much should I give?

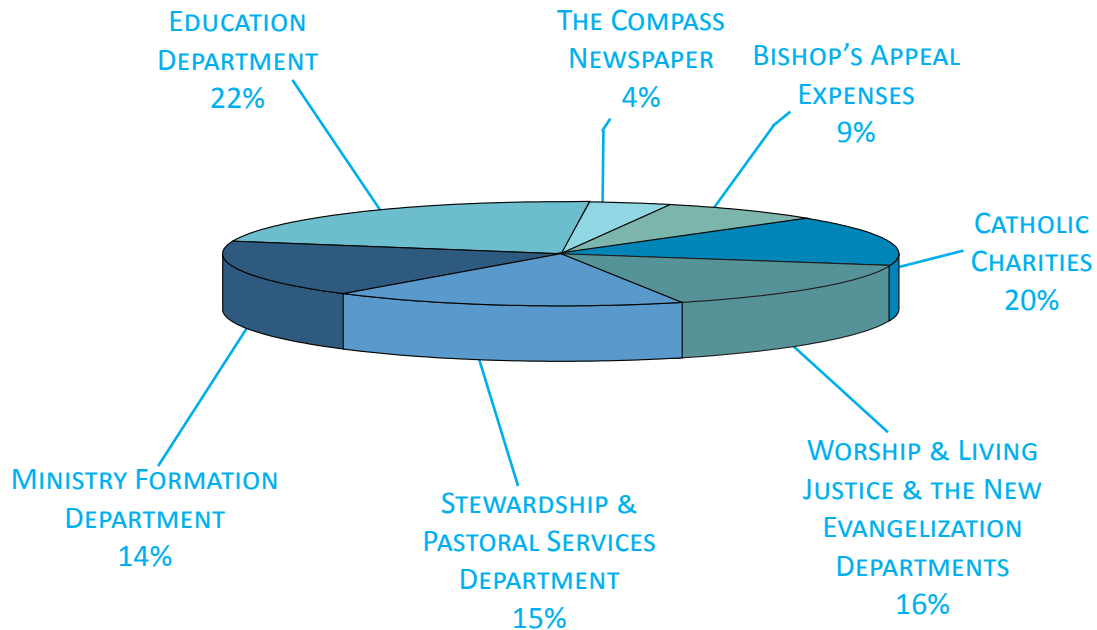
Parish leaders are often asked for guidelines to answer the question, "How much should I give?" There is no simple answer to that question. An understanding of stewardship leads us to approach giving from a positive stance, that making a gift to the Church is a personal matter between God and the giver. This is a personal decision that each of us makes after prayerfully considering all that God has given to us. Currently the Diocese recommends a gift of one percent of income to the Bishop's Appeal. This comes from scriptural references of God's request to His people to tithe 10% of their income. It has been suggested that the tithe be divided in this manner: 5% to our parish, 4% to other worthy causes, 1% to the Bishop's Appeal.

**Remember, all gifts are appreciated.**

SUGGESTED GIVING GUIDELINES				
HOURLY PAY	ANNUAL EARNINGS	A 1% PLEDGE GIFT	10 MONTHLY PAYMENTS OF	TOTAL GIFT
\$ 75	\$156,000	\$1,560	\$156.00	\$1,560
50	104,000	1,040	140.00	1,400
40	83,200	832	83.20	832
30	62,400	624	62.40	624
25	52,000	520	52.00	520
20	41,600	416	41.60	416
15	31,200	312	31.20	312
12	24,960	249	24.90	249
10	20,800	208	20.80	208
5	10,400	104	10.40	104

# How is my gift used?

## Bishop's Appeal 2012 Distributions



**If at any time you have a question about the Bishop's Appeal campaign, please feel free to contact a member of the Catholic Foundation staff.**

**Cindi Brawner**

Executive Director ..... 877-500-3580, ext. 8173

**Josh Diedrich**

Assistant Director & Director of the Bishop's Appeal ..... 877-500-3580, ext. 8197

**Debbie DeGrave**

Database Administrator ..... 877-500-3580, ext. 8184

**Tammy Danz**

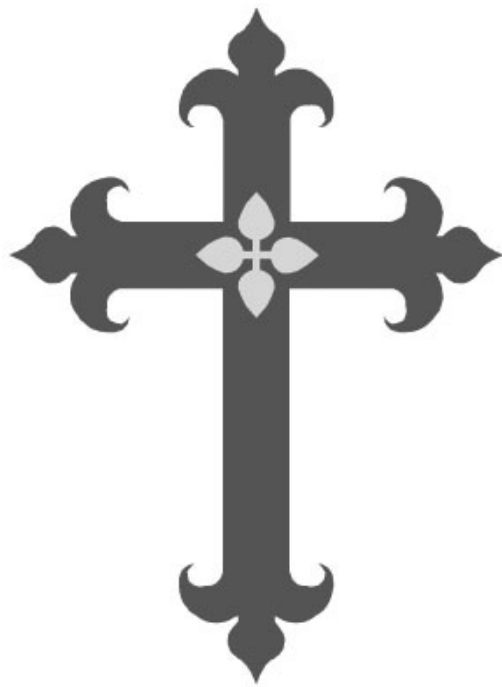
Administrative Assistant ..... 877-500-3580, ext. 8123

**Claire Teitz**

Data Entry Specialist ..... 877-500-3580, ext. 8121

# *THANK YOU!*

On behalf of Bishop David Ricken, the Catholic Foundation and the thousands of people across Northeastern Wisconsin who are impacted by the Bishop's Appeal, thank you for your hard work, dedication to the Diocese and your parish. It is truly appreciated!







## **Bishop's Appeal 2013**

*Catholic Foundation for the Diocese of Green Bay*

*PO Box 22128*

*Green Bay WI 54305-2128*

*920-272-8184*

*Toll Free 877-500-3580 ext. 8184*

*BishopsAppeal@gbdioc.org*

*www.CatholicFoundationgb.org*