



# Promoting the Bishop's Appeal

For most parishes to have a successful Bishop's Appeal, it requires 4-6 weekends of active promotion of the campaign at weekend Masses. Less than 30% of Catholics attend Mass weekly in the Diocese of Green Bay. To come close to reaching each Catholic family attending Mass in person or virtually, the Appeal requires a minimum of four weeks of promotion. Part of this strategy includes participation, which is a key metric for measuring the success of the Bishop's Appeal. This year, we are encouraging our parishes to increase their participation, so we can help even more people encounter the light of Christ through our diocesan ministries.

- Display posters and informational materials in the Church.
- Begin using bulletin articles about the Appeal.
- Request data from the Catholic Foundation for pre-campaign letter segments. The Foundation will provide you with a spreadsheet for a Word merge that contains the specific mailing segments needed.

### One week before kick-off:

- Prepare, print, and mail the pre-campaign letter from the priest or pastoral leader.

"Serving three small, rural, and northern parishes—St. Joseph in Crandon, St. Mary in Pickerel, and Holy Family in Elcho—can be challenging, especially when resources and time are limited. But having a clear promotion schedule gives us structure, keeps our communities engaged, and ultimately helps us meet our Bishop's Appeal goal not just as individual parishes, but also as one united faith family."



- Fr. Kennedy Gaspar,  
Pastor at St. Joseph  
Parish in Crandon,  
St. Mary Parish in  
Pickerel, and Holy  
Family Parish in Elcho



### Need help promoting the Bishop's Appeal?

Contact Tammy, our Bishop's Appeal Director, with any questions or if you'd like to walk through the steps one-on-one. She's available for scheduled calls Thursdays between 9–11 a.m. For other appointment times, please call or email Tammy using the contact information below.

[catholicfoundation@cfgbwi.org](mailto:catholicfoundation@cfgbwi.org) | (920) 272-8123

"Over my years as a parish pastor, I came to appreciate the importance of the full promotion plan for the Bishop's Appeal. I have seen parishes struggling to make their goal turn their situation around by following it to the letter. The number of Crozier members dramatically increased. A new outlook developed, one that took pride in the reputation that the parish was one which made its Bishop's Appeal. It's a testament to what happens when you trust the process and stay committed."

- Fr. Larry Seidl, Senior Priest



# YOUR GIFTS SHARE LIGHT.

How your support of the Bishop's Appeal changes lives:

13,000

clients served by  
Catholic Charities for  
mental health resources,  
financial health, and  
marriage counseling

500

Catholic school  
teachers &  
catechists  
trained to support  
22,500 children

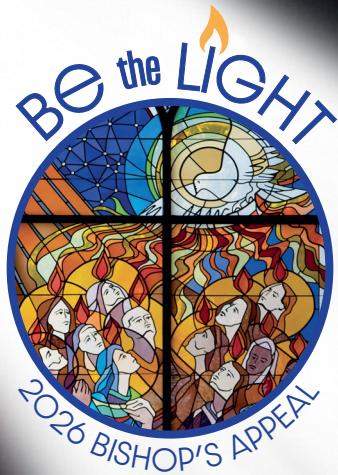
150

Deacons have  
been formed  
to walk with  
parishioners on  
their faith journey

1,400

Missionary disciples  
have been formed  
through diocesan  
Entrust Retreats  
and the Missionary  
Leadership Institute

Share stories of people impacted! Scan the QR code:



# 2026 Bishop's Appeal Promotion Schedule

  
**Catholic Foundation**  
*for the Diocese of Green Bay, Inc.*

[catholicfoundationgb.org](https://catholicfoundationgb.org)

(920) 272-8123





Week One: Kick-off weekend

- Father announces the Bishop’s Appeal and preaches a homily on the impact the Appeal makes on the parish and parishioners.
- If Father is not able to preach a homily on the Bishop’s Appeal, then the parish should use Bishop Ricken’s Audio Homily.
- During Father’s homily or after Bishop Ricken’s homily, Father should talk about making a gift and ask for people to join him in giving.

*Sample Ask: I would like to invite you to pray about what God is calling you to give to help support the Church through the Bishop’s Appeal. Now I know God blesses each of us differently and some of us may be able to give a gift of \$25 or \$50 which might be a bit of a sacrifice. I also know some of us may be able to give \$100 or \$250 to the Appeal and still others might be able to give \$500 or more to the Appeal and become a member of the Crozier Society. Please know that whatever you are able to give – I am grateful to you! Thank you in advance for responding generously to Bishop Ricken’s letter about the ministries of the larger Church that help enhance our parish ministries. Please watch for Bishop’s letter in the mail this week inviting you to give.*
- Several bulletin resources are available including 1) Bulletin Articles, 2) Pastor’s Messages, 3) Mini-Stories, and 4) the Bishop’s Appeal Parish Newsletter. Pastor Email Messages are also availaible. The Pastor Messages in the bulletin and Pastor emails are ways to personally invite families to give to the Bishop’s Appeal for the first time and increase participation.
- Post the Bishop’s Appeal Facebook and Instagram posts to your parish page. A posting schedule with captions is available on the Parish Resources page of the Catholic Foundation website.
- Bishop Ricken’s letter arrives in homes following kick-off inviting people to give to the Appeal.

Week Two

- At all Masses, show the Bishop’s Appeal Video. The message focuses on stories of people impacted by the Bishop’s Appeal, how the money is used, and how the Appeal positively touches people in northeastern Wisconsin.
- Ask the school-age children to make thermometers that chart progress toward your goal. Display these visuals at all entrances and take a picture to post to your Facebook page or parish website.



- Include bulletin resources: 1) Bulletin Articles, 2) Pastor’s Messages, 3) Mini-Stories, and 4) the Bishop’s Appeal Parish Newsletter.
- Post the Bishop’s Appeal Facebook and Instagram posts to your parish page. The Bishop’s Appeal video shared at Mass will be available on the Catholic Foundation website to post online.



Week Three

- Father should mention the Appeal progress being made toward your goal.
- Consider having a Witness Talk with a special speaker during Mass. A Witness Talk is a great way to increase participation. Parishioners can hear personal testimonies on the Appeal’s impact, which can inspire them to give in their parish and support more essential work. See the Witness Talk Resource Guide for ideas on who might make a good speaker, and call the Catholic Foundation if you need help identifying someone who would be a strong witness speaker. The Resource Guide is found on the Parish Resources page of the Foundation website.
- Another option: Before Mass ends, a parish council member addresses the parish and reads a prepared text introducing the value and benefits of the Crozier Society. Part of their message should include that currently the parish has “x” Crozier Society members, and our goal is to increase the number of members to “x.” Having new Crozier Society members will help your parish increase your participation rate and will help you reach your goal faster.
- Another option: Have Father share information about the support and educational assistance the Diocese provides to your parish. Introduce a Religious Educator to give a short testimonial about the benefits they receive and how it benefits your children (A sample talk can be found at [www.catholicfoundationgb.org](http://www.catholicfoundationgb.org)). Include bulletin resources: 1) Bulletin Articles, 2) Pastor’s Messages, 3) Mini-Stories, and 4) the Bishop’s Appeal Parish Newsletter.
- Post the Bishop’s Appeal Facebook and Instagram posts to your parish page.



“When we follow the Bishop’s Appeal promotion schedule, we see real results. Our parish stays focused, our message stays consistent, and we move closer to our goal with every step.”

- Dcn. Jeff Prickette, Pastoral Leader at Prince of Peace Catholic Community, Green Bay

Week Four

- For the second consecutive Sunday, include a Witness Talk as part of Mass. Great speaker ideas include Parish or Finance Council members, Catechists, Lay Ministers, or Deacons. All these people are impacted by the Bishop’s Appeal. Use the Witness Talk Resource Guide, found on the Parish Resources page of the Catholic Foundation website, to develop the presentation. Ask parishioners to give online at [catholicfoundationgb.org/give](http://catholicfoundationgb.org/give) or to respond through the mail.
- Include a bulletin insert that explains how important the success of the Bishop’s Appeal is to your parish. The Parish Newsletter is a great resource.
- Update the thermometer showing increasing contributions, and post a picture of the progress to your parish website or Facebook page.
- In Mid-March, the Catholic Foundation sends a second letter to parishioners
- Post the Bishop’s Appeal Facebook and Instagram posts to your parish page. The Bishop’s Appeal video shared at Mass will be available on the Parish Resources webpage, so you can share the video on your website, email, and social media pages..

Week Five

- Father shares an update on the progress of the Appeal.
- Continue with weekly bulletin resources.
- Share the Bishop’s Appeal Facebook and Instagram posts to your parish page.

Week Six

- Parish leader shares an update on the progress of the Appeal.
- Continue with the weekly bulletin resources.

When Goal is Reached

- Father shares the wonderful news and thanks all parishioners.
- The parish can also publish Bishop Ricken’s thank you letter to the parish in the bulletin.

