

Promoting the Bishop's Appeal in Hispanic Parishes

For most parishes to have a successful Appeal, it requires 4-6 weekends of active promotion of the campaign at Masses. Today, roughly 30% of Catholics attend Mass weekly in the Diocese of Green Bay. To come close to reaching each Catholic family at Mass, the Appeal would need a minimum of four weeks for promotion.

Two weeks before the campaign kick-off

- Display Spanish poster and Spanish newsletter in Church.

Month One:

Kick-off Weekend (Feb. 7-8, 2026):

- 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 play Bishop Ricken's Spanish Audio Homily. After the homily, Father should talk about giving a gift and ask for people to join him in giving.

Sample Ask: "Les invito a tomar un momento para orar sobre cómo Dios los llama a ayudar y apoyar a nuestra Iglesia a través de la Colecta Anual del Obispo.

Sabemos que Dios nos bendice a cada uno de maneras diferentes, y cada donativo, grande o pequeño, hace la diferencia. Algunos podrán ofrecer veinticinco (\$25) o cincuenta (\$50) dólares con un pequeño sacrificio. Otros podrían dar cien (\$100) o doscientos cincuenta (\$250) dólares, y algunos quizá quinientos (\$500) dólares o más, uniéndose así a la Sociedad Crozier.

Lo más importante es que cualquier aporte que puedan dar será recibido con gratitud y ayudará a que nuestra Iglesia continúe su misión de servir a tantas personas en nuestra comunidad. Gracias por su generosidad!"

- Father announces that the following week there will be a 2nd Collection for the Appeal, and there will be a 2nd Collection for the Appeal the first weekend of every month for the next three months or until the goal is reached. Father will also remind families who received the letter to support the Bishop's Appeal.

Week Two (Feb. 14-15, 2026):

- Father announces the Bishop's Appeal and plays the Spanish video at Mass.
- Father conducts the 2nd Collection for the Bishop's Appeal and shares that the first weekend of every month for the next three months or until the goal is reached there will be a 2nd Collection for the Bishop's Appeal.
- Share Spanish bulletin mini stories and bulletin articles.
- 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 their goal is to increase the number of members to "x."

Week Three (Feb. 21-22, 2026):

- Father gives Appeal progress update.
- In the announcements after Mass, Father should share some additional thoughts on the impact of the Appeal within the parish.
- Father announces there will be a 2nd Collection for the Bishop's Appeal the first weekend of every month for the next three months or until the goal is reached. Father will also remind families who received the letter to support the Bishop's Appeal.
- Share the Spanish video on social media.

Month Two:

- Father gives weekly Appeal progress update.
- Father shares information about the support and educational assistance the Diocese provides to the parish. Introduce a Religious Educator to give a short testimonial about how it benefits the parish children.
- Have a Witness Talk with a special speaker during Mass the week before the 2nd Collection for the Bishop's Appeal. See the new Witness Talk Resource Guide for ideas on who might make a good speaker and an outline for their talk. This Resource Guide is found on the parish resources page of the Catholic Foundation website.
- Father conducts the 2nd Collection for the Bishop's Appeal and shares that there will be a 2nd Collection for the Bishop's Appeal the first weekend of every month for the next two months or until the goal is reached.

Month Three:

- Father gives weekly Appeal progress update.
- 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 their goal is to increase the number of members to "x."
- Father conducts the 2nd Collection for the Bishop's Appeal and shares that there will be a 2nd Collection for the Bishop's Appeal the first weekend of every month until the goal is reached.

When Goal is Reached:

- Father shares the wonderful news and thanks all parishioners.
- Publish Bishop Ricken's Spanish thank you letter in bulletin.