

# CSA Leadership Guidebook



## PARISH APPEAL KICKOFF WEEKEND FEBRUARY 4-5, 2023

[www.catholicappeal.org](http://www.catholicappeal.org)

**The Catholic Stewardship Appeal** is the annual fundraising campaign conducted by the Archdiocese of Milwaukee to support the ministries and services of the Archdiocese of Milwaukee to our parishes, schools, families, and individuals. Each family is asked to prayerfully consider a gift as the heart and hands of Jesus in service to others.

Jenny Mendenhall  
Catholic Stewardship Appeal Director  
(414) 769-3320  
[mendenhallj@archmil.org](mailto:mendenhallj@archmil.org)

## Development Office Staff

**Andy Gaertner**

*Development Director*

(414) 769-3322

[gaertnera@archmil.org](mailto:gaertnera@archmil.org)

### **Contact Jenny or Rebecca with questions regarding the Appeal process**

For goal setting, strategies, promotional materials, information on Appeal-funded ministries, and the Campanile Society.

**Jenny Mendenhall**

*Catholic Stewardship Appeal Director*

(414) 769-3320

[mendenhallj@archmil.org](mailto:mendenhallj@archmil.org)

**Rebecca Patton**

*Donor Relations Coordinator*

(414) 769-3493

[pattonr@archmil.org](mailto:pattonr@archmil.org)

### **Contact Michele, Trish, or Kathy regarding donors and donations**

For parish lists, list maintenance questions, parish goal information, report requests, and questions on Appeal gifts and pledges.

**Michele Nabih**

*Systems & Operations Director*

(414) 769-3323

[nabihm@archmil.org](mailto:nabihm@archmil.org)

**Trish Kiedrowksi**

*Administrative Assistant - Systems & Operations*

(414) 769-3321

[kiedrowskip@archmil.org](mailto:kiedrowskip@archmil.org)

**Kathy Nyman**

*Data Entry – Systems & Operations*

414) 769-3570

[nymank@archmi.org](mailto:nymank@archmi.org)

Dear Pastor, Administrator, Parish Director, and CSA Parish Advocate:

Thank you for your leadership of the **Catholic Stewardship Appeal**. This CSA Parish Manual is designed to assist and support you with valuable tools to conduct a successful parish Appeal. While these materials have been proven to be helpful, the most effective resource to a successful Appeal is the enthusiasm you exhibit when motivating and inspiring your parishioners to participate.



A few notes about this year's campaign:

- **This year's parish Catholic Stewardship Appeal Kickoff Weekend is February 4-5.** Parishioners can expect their Appeal mailing to arrive within a week of the scheduled January 30 mail date.
- **In-Pew Solicitation:** We encourage each parish to identify a weekend of Masses for an in-pew solicitation for the Catholic Stewardship Appeal. The in-pew solicitation is a highly effective way to engage parishioners, particularly new donors, in the Appeal. The donation envelopes were already mailed to your parish so you can conduct the in-pew solicitation at the beginning of the Appeal year. You might consider doing it the same weekend that you kick off the Appeal. Please identify **one of the following weekends to conduct the in-pew process during Mass: February 4-5, 11-12, 18-19.**
- To help you monitor your progress toward reaching your parish goal, our office will send **monthly CSA status reports** to Pastors, Administrators, Parish Directors, and CSA Parish Advocates.
- **Consider promoting monthly/recurring giving to your parishioners.** This option is included on the pledge cards and the Appeal website. Donors may choose to give on a recurring monthly basis with deductions made through pledge reminders, credit card payments or electronic funds transfer (EFT).
- Resources in both English and Spanish will be available on the Appeal website at [www.catholicappeal.org](http://www.catholicappeal.org). All materials and resources are downloadable and ready to use for print or to post on your parish website.

Thanks for your support of the Catholic Stewardship Appeal. Please know I am happy to help or answer any questions.

Gratefully,

Jenny Mendenhall  
Director, Catholic Stewardship Appeal

# Table of Contents

## Appeal Overview

Development Office Staff.....	2
Letter from the CSA Director .....	3
Appeal Timeline.....	5
Appeal-Funded Ministries .....	6
Promoting the Appeal .....	7

## Appeal Activities

Bulletin Announcement Options .....	8
Pulpit Announcement .....	9
Pulpit Announcement for parishes conducting LOA .....	10
Directions for Parish In-Pew Solicitation Weekend .....	11
In-Pew Solicitation Presentation Script.....	13
Intercessions/Prayers of the Faithful .....	15
Appeal Pledge Cards .....	16
Parish Appeal Goals.....	17
Monthly/Recurring Gifts .....	17
Monthly Appeal Reports .....	17
Campanile Society .....	18

## Appeal Leadership Roles

Role of CSA Parish Advocate .....	19
Role of Parish Secretaries and Business Managers.....	20

## Appeal Resources

Gift Processing Procedures .....	21
Frequently Asked Questions .....	2

## 2023 Catholic Stewardship Appeal Timeline

Week of January 1	Posters mailed to parishes
Week of January 8	In pew envelopes mailed to parishes
Week of January 30	<b>First CSA Mailing Sent</b>
February 4-5	<b>Parish Appeal Kickoff Weekend</b> <i>2023 Appeal videos shown in parishes at all Masses</i>
February 4-5, 11-12, 18-19	<b>In Pew Solicitation Weekend Options</b>
February 22	Ash Wednesday
Week of March 23	<b>Second CSA Mailing Sent</b>
April 17	Easter Sunday
Week of May 8	<b>Third CSA Mailing Sent</b>
Week of September 6	<b>Fourth CSA Mailing Sent</b>
Week of November 9	<b>Fifth CSA Mailing Sent</b>

## 2023 Catholic Stewardship Appeal-Funded Ministries

Contributions are restricted to the annual **\$8.1 million Catholic Stewardship Appeal** for use in four key areas of ministry as outlined below. Each area includes distinct and essential services that form an important part of the Church's efforts to help people and parishes in in southeastern Wisconsin.

For more information, visit [www.catholicappeal.org](http://www.catholicappeal.org) under the Appeal-funded ministries link.

### **Serving Those In Need 21.0%**

Catholic Charities and other ministries funded by the Appeal help individuals and families who are facing tough times through counseling and outreach services.

### **Supporting Catholic Schools and Parish Religious Education 11.0%**

Your contribution funds leadership and services that enable our Catholic schools and parish religious education programs to transform our communities into centers of faith through quality Catholic formation.

### **Forming Priests and Deacons and Fostering Parish Leadership 45.7%**

The Appeal supports those discerning a vocation to ordained ministry through St. Frances de Sales Seminary and the Office for Diaconate Formation, as well as providing professional development for ordained and lay leaders.

### **Strengthening Parish Ministries and Promoting Evangelization 22.3%**

Among others, your gift supports evangelization efforts, resources for Mass and music ministry, and planning, finance, and HR services for our parishes.

*Percentages are based on the spend of funds in 2021, the most recent data available, and is an approximation of how gifts will be used in 2023.*

## Promoting the Appeal

**Show the Video:** We encourage you to share the video with your parishioners. This year's video challenges us all to share God's love here on earth as we "light this world to heaven." It is available in English and Spanish. In addition to showing it during kickoff weekend, we suggest sharing it on your social media channels, posting it on your parish website, and emailing it to your parishioners. If you need assistance, please contact the Development office.

**Text to Donate:** Parishioners can contribute via their cell phone by using a special text-to-donate number. To make a contribution to the CSA, parishioners can text APPEAL2023 to 414-348-8380. This is an easy giving option to promote at Mass, in bulletins and other communications.

**In-Pew Solicitation:** We encourage each parish to schedule an opportunity for an in-pew solicitation. **This solicitation allows people who put off giving to make a gift quickly and easily. It is a very important part of the Appeal.** Please take advantage of this highly successful approach to increase giving in your parish. We recommend each parish identify one of the following weekends to conduct the in-pew process during your masses: February 4-5, 11-12, or 18-19. However, your parish should select whatever weekend in the year works best for your parish.

**A gift of any size is important, be it \$1 or \$1,000. Participation is paramount!** Dollars are important to sustain ministry, but emphasis should be placed on increasing participation in your parish. Ultimately, participation drives dollars. Let parishioners know gifts of all sizes are welcome and needed.

**Show Parish Impact:** The Appeal funds ministries and programs that many parishes and schools cannot provide on their own due to limited financial resources. For example, providing support to enable our schools and religious education programs to guide young people in faith, offering training to help parish ministries grow, and preparing seminarians and deacon candidates so they can work in our parishes and help our families. Let parishioners know these services are provided at no charge to parishes and the benefit derived from them.

**Lead by Example.** As a pastor or parish lay leader, you set the tone and expectation for participation and giving. Your personal example of stewardship and financial support to the Appeal speaks volumes. How well you make the case for support and share your reasons for giving are strong motivators for your parishioners to reflect on their own call to stewardship and generosity. The degree to which you talk about the Appeal and encourage support at Mass is measured by the level of response demonstrated by your parishioners.

**Online Giving.** Electronic giving continues to grow in popularity as a giving preference because of ease and convenience. Encourage your parishioners to use the online giving options available to them at [www.catholicappeal.org](http://www.catholicappeal.org).

**Employer Matching Gifts.** An interactive database on the Appeal website allows visitors to enter the name of their employer to see if it offers such a program. If so, additional information such as gift guidelines, submission dates, dollar match ratios, matching gift forms, and processing procedures can often be found on the company's website.

## CSA 2023 Bulletin Announcement Options

Make a difference in your community with a gift to the Catholic Stewardship Appeal. Your gift of any size will impact countless lives. To donate, text APPEAL2023 to 414-348-8380, give online at [www.catholicappeal.org](http://www.catholicappeal.org) or mail your contribution to the Catholic Stewardship Appeal, 3501 S. Lake Drive, St. Francis, WI 53235. Thank you!

---

YOU can help build Catholic life in your own community and beyond with a gift to the Catholic Stewardship Appeal. Your gift or pledge of any size is needed today. To donate, text APPEAL2023 to 414-348-8380, give online at [www.catholicappeal.org](http://www.catholicappeal.org) or mail your contribution to the Catholic Stewardship Appeal, 3501 S. Lake Drive, St. Francis, WI 53235. Thank you!

---

Have you seen the **2023 Catholic Stewardship Appeal video** yet? It is powerful! Navigate to [www.catholicappeal.org](http://www.catholicappeal.org) to watch the video and see how your gift of any size helps so many people and ministries. To donate, text APPEAL2023 to 414-348-8380, give online at [www.catholicappeal.org](http://www.catholicappeal.org) or mail your contribution to the Catholic Stewardship Appeal, 3501 S. Lake Drive, St. Francis, WI 53235.

---

Your gift to the **Catholic Stewardship Appeal** supports the many ministries of the Archdiocese. Every gift is needed and welcomed no matter the size. To donate, text APPEAL2023 to 414-348-8380, give online at [www.catholicappeal.org](http://www.catholicappeal.org) or mail your contribution to the Catholic Stewardship Appeal, 3501 S. Lake Drive, St. Francis, WI 53235. Thank you!

---

Your support of the **Catholic Stewardship Appeal** supports our youth as they draw closer to Christ through education on the beauty of our Catholic faith. To donate, text APPEAL2023 to 414-348-8380, give online at [www.catholicappeal.org](http://www.catholicappeal.org) or mail your contribution to the Catholic Stewardship Appeal, 3501 S. Lake Drive, St. Francis, WI 53235.

---

Now is a great time to strengthen our Catholic presence and bring the joy of knowing Christ to all. Support the Catholic Stewardship Appeal and make your gift or pledge today! Every gift no matter the size helps. Text APPEAL2023 to 414-348-8380, give online at [www.catholicappeal.org](http://www.catholicappeal.org) or mail your contribution to the Catholic Stewardship Appeal, 3501 S. Lake Drive, St. Francis, WI 53235. Thank you!

---

Join us as we work toward our parish goal of \$\_\_\_\_\_. To date, we've raised \_\_\_\_\_% of the goal from \_\_\_\_\_ parishioners. Every gift is needed no matter the size. To help us reach our goal, **text APPEAL2023 to 414-348-8380**, give online at **[www.catholicappeal.org](http://www.catholicappeal.org)**.



## **Pulpit Announcement 2023**

*for Kick-Off Weekend, preceding the video*

We want the Church to be strong and vital through the sacraments, ministries, and our service to those in need. One of the best ways this is accomplished is through the annual Catholic Stewardship Appeal.

The Catholic Stewardship Appeal proves that if we come together as people of God, we can accomplish far more than any one of us could on our own.

Every gift to the appeal helps thousands of people in our church, in our community and in Southeast Wisconsin.

The Appeal funds four key areas:

- Serving Those in Need
- Supporting Catholic Schools and Parish Religious Education
- Forming Priests, Deacons, and Fostering Parish Leadership
- Strengthening Parish Ministries & Promoting Evangelization

Father and I would like to challenge all of you in 2023 to increase the number of households who support the Catholic Stewardship Appeal. Last year, we had a total of XX households. Let's shoot for (XX+10)! No matter the size of the gift, it is needed.

A request for the Catholic Stewardship Appeal has or will arrive in your mailboxes very soon. Please prayerfully consider the request and decide how you can respond to the needs of others by sharing God's love and blessings.

Thank you to those who have been faithful contributors to the Appeal. I hope you will consider renewing your support this year -- with an increase if possible. And, for those of you who have not made a gift before, you hold the key to us reaching or exceeding our goal of (XX) households!

As you will hear in the video soon, we are all created to thirst for Him in this world. We join together to help our world be lighter. It is your helping hands that makes the world brighter. So, let's Light this World to Heaven.

And now, the video.

## **Pulpit Announcement 2023**

### **For parishes in Wave 3 of the Love One Another Capital Campaign *for Kick-Off Weekend, preceding the video***

This weekend kicks off the annual Catholic Stewardship Appeal. The Catholic Stewardship Appeal supports the many ministries and services offered to <<Parish Name>> by the Archdiocese of Milwaukee.

Perhaps some of you are thinking about the coming Love One Another Capital Campaign and asking yourself “Just how much money is the church asking for?”

Admittedly, there are many requests for money at this time and the funds all support amazing ministries needed in our community and our world.

One way to think about the financial support of the parish and the church is to liken it to a family budget, the funds you donate to support the Offertory here at our parish are similar to the basic needs of a family: food, clothes, and utilities. These funds help our parish keep the heat on in the winter and cover the basic necessities of operating a church.

The funds you give to the Catholic Stewardship Appeal are similar to the extra treats like a family: dinner out instead of cooking at home. These funds help the Archdiocese fund ministries and programs throughout the ten counties of the Archdiocese serving those in need, supporting Catholic education & vocations as well as serving all 189 parishes.

The funds earmarked for the Love One Another Capital campaign are similar to those funds set aside for the future: a family vacation or a college fund. The Love One Another campaign is in place to provide for the future of our own parish.

So, just like family finances have layers and tiers, so do the funds requested at our parish.

A request for the Catholic Stewardship Appeal has or will arrive in your mailboxes very soon. Please prayerfully consider that request and decide how you can respond to the needs of others by sharing God’s love and blessings.

Thank you to those who have been faithful contributors to the Appeal. I hope you will consider renewing your support this year -- with an increase if possible. And, for those of you who have not made a gift before, please think about doing so this year.

As you will hear in the video soon, we are all created to thirst for Him in this world. We join together to help our world be lighter. It is your helping hands that makes the world brighter. So, let’s Light this World to Heaven.

And now, the video.

## Directions for the Parish In-Pew Program 2023

We invite your parish to conduct the in-pew process at the start of the 2023 Catholic Stewardship Appeal. We know from experience that parishes that conduct an in-pew solicitation weekend are more successful in reaching their CSA goal and increasing the number of donors. Our goal is to have as many people understand and support the Appeal as possible. We ask each parish to identify one of the following weekends to conduct the in-pew process during your masses:

- February 4-5 (official 2023 CSA Kickoff weekend)
- February 11-12
- February 18-19

### Why conduct an In-Pew Solicitation?

The in-pew process is powerful. By presenting the case of support for the Catholic Stewardship Appeal at Mass, our pastors are able to reach the faithful present in church. It can re-engage former donors, providing them with a convenient way to respond at that moment. This method is the best – and perhaps the only – way to reach unregistered parishioners to the CSA. It is critical to attract new donors to support the CSA for the long-term well-being of the Appeal. The process as outlined is based on successful models used by many dioceses across the country.

### Supplies

The Development Office provides each parish with a supply kit to conduct the in-pew process during Mass including:

- Directions/script for in-pew solicitation weekend
- In-pew CSA envelopes
- Large envelopes to return donations to the Archdiocese of Milwaukee

### Before In-Pew Solicitation Weekend

- Place an announcement in the bulletin the week prior to the in-pew solicitation weekend.
- Sample bulletin announcement: Next weekend we will kick-off the 2023 Catholic Stewardship Appeal. We will have envelopes available and ask you to consider making a pledge to support the ministries supported by the CSA.
- Pastors make an announcement the week prior to the in-pew solicitation weekend to reinforce the reminder in the bulletin.
- Hospitality ministers/ushers know what needs to be distributed and collected during Mass.
- Parish office staff/volunteers are prepared for the completed envelopes after they are collected and ensure they are mailed to the Archdiocese for processing.
- Music ministers are consulted and made aware that appropriate music may be needed during the in-pew solicitation process.

### Before Mass

Before Mass begins, the pastor or Appeal chairperson should consult with the hospitality ministers/ushers to ensure that the required supplies are prepared and available.

### **During Mass**

**Step 1 Distribution of supplies.** At the time of the in-pew process, invite the hospitality ministers/ushers to come forward and distribute the envelopes. By conducting the effort immediately after the homily, Appeal gifts can be included in the collection basket as the community's offering to God.

**Step 2 Appeal and invitation from priest/deacon/lay leader.** Make a personal appeal for support of the CSA. Using the script, the speaker walks parishioners through the completion of the envelope. The musician can be prepared to play appropriate offertory music while parishioners are completing the pledge portion of the envelope.

### **After Mass**

Once Mass has ended, hospitality ministers/ushers collect any remaining envelopes and pencils from the pews and ensure that supplies are sufficient for the next Mass. Your parish can keep all leftover supplies. They do not need to be returned to the Archdiocese.

### **Mailing Completed In-Pew Envelopes to the Archdiocese of Milwaukee**

- Please do not open any sealed envelopes.
- All envelopes collected will be processed by the Archdiocese. Your parish kit contains two large, addressed mailing envelopes to send the completed in-pew envelopes to the Archdiocese. Affix a parish return-address label to the large mailing envelope.
- All contributions must be mailed to:

**Catholic Stewardship Appeal  
Archdiocese of Milwaukee  
3501 S Lake Drive  
St. Francis, WI 53235**

Parishes may also hand-deliver envelopes at the address above to the Development Office.

### **Processing Appeal Gifts Received at Other Times**

Appeal gifts often continue coming to parishes following the in-pew solicitation effort. Please collect and forward them to the Archdiocese as outlined above.

The Development Office is available to assist parishes with any questions regarding the in-pew solicitation process. Please let us know how we can help.

## Script for In-Pew Solicitation 2023

*Use this script to walk parishioners through completing the CSA donation envelope*

Today, I want to take a few moments to talk about the 2023 Catholic Stewardship Appeal.

*[If sharing on opening weekend, please show the CSA video at this time.]*

The Catholic Stewardship Appeal is our opportunity to help the important ministries of the Church in the 10 counties of our Archdiocese. This includes supporting:

- those in need through services provided by Catholic Charities
- the growing number of seminarians
- education for deacon candidates and lay leaders who serve our parishes
- young people who receive the sacraments and are taught the faith through parish religious education programs and Catholic schools.
- to name just a few of the ministries supported by the CSA

I ask you to join me by making a gift to this year's Catholic Stewardship Appeal.

Will one member of each household take a pledge envelope? Please take an envelope even if you have already given in the mail.

As the envelopes are distributed, I invite you to consider making a monthly pledge rather than a one-time gift. A monthly pledge will allow you to make a larger gift. You decide what is appropriate and affordable for you. Please remember that a gift of any size is needed and appreciated.

When you get the envelope, I want to point out some new ways to give as noted on the envelope flap. If you prefer to give online, you can pull out your cell phone and credit card at this time. Yes, for this moment it is okay to use your cell phone in Church!

- There is a text to give option: Text the phrase APPEAL2023 to the phone number 414-348-8380. Then follow the link to make your gift, it's as simple as that!
- Alternatively, you can use the QR code on the back of your pledge envelope which will take you directly to the donation page.

Now, we will take a few minutes so that those who will donate using the Appeal envelopes have the opportunity to write in their information.

Please print the name of our parish on the top line. If you are a visitor and are a member of another parish in the Archdiocese, please indicate that parish so it may receive credit for your gift.

Please print your first and last name on the next line.

On the third and fourth lines, please print your address.

Next, please print your preferred phone number and email address.

I ask everyone else to look at the gift options on the right side of the envelope and decide the amount you wish to pledge or gift. If you pledge, it is not necessary to make a payment today. You will receive reminders of your pledge from the Archdiocese.

When you have completed the form, please seal the envelope. We will now collect your envelopes.

We are most grateful for your support. On behalf of Archbishop ListECKI, I thank you for your generous contribution to the Catholic Stewardship Appeal. May God bless you.

## **Catholic Stewardship Appeal 2023 Intercessions**

*include throughout the year as part of your parish's special intentions  
to remind parishioners of the impact of their Appeal gifts*

- For our parish community to share our gift of service and financial support for the Catholic Stewardship Appeal, let us pray to the Lord.
- For all of us to give faithfully and graciously to support the Catholic Stewardship Appeal, let us pray to the Lord.
- For those in need who benefit from our support of the Catholic Stewardship Appeal, let us pray to the Lord.
- For a greater evangelization, bringing more souls to Christ and our Catholic faith because of the resources provided through the Catholic Stewardship Appeal, let us pray to the Lord.
- For our parish <<Parish Name>> to continue to grow and thrive because of the many resources offered through the Catholic Stewardship Appeal, let us pray to the Lord
- For the 80 seminarians studying at St. Francis de Sales Seminary. May they continue to grow in their service to Christ and the church through funding provided by the Catholic Stewardship Appeal, let us pray to the Lord.
- For the 24 men answering the call of Christ to become deacons in our church. May they receive the training and resources needed through support provided by the Catholic Stewardship Appeal, let us pray to the Lord.
- For the youth of our parish and our community to grow closer to Christ through the programs and educational opportunities funded by the Catholic Stewardship Appeal, let us pray to the Lord.
- For all of us to humbly accept the challenge to support the Catholic Stewardship Appeal from our substance rather than from our surplus, let us pray to the Lord.
- For the desire to share our gifts for the good of our Catholic community through the ministries and outreach of the Catholic Stewardship Appeal, let us pray to the Lord.
- For the success of the Catholic Stewardship Appeal and its work to further God's mission – our mission – in the Archdiocese of Milwaukee, let us pray to the Lord.
- For all of God's people who benefit from the Catholic Stewardship Appeal: the elderly, the poor, the sick, priests in formation, the young, new parents, families, the lost and the lonely, let us pray to the Lord.
- For an awareness of God's generosity to us as we in turn support the Catholic Stewardship Appeal in gratitude, let us pray to the Lord.
- For the members of our parish and our broader Catholic family to unite and fully support the Catholic Stewardship Appeal, let us pray to the Lord.

## Appeal Pledge Cards

We have updated the Appeal pledge cards this year to include a range of giving options. It is designed to be readable and user-friendly. Though one-time gifts are important and welcome, we are putting greater emphasis on promoting monthly or recurring giving. In addition to the option to give monthly, donors have the option to contribute on an annual, semi-annual, and quarterly basis.

YES, I WILL RENEW MY SUPPORT OF THE CATHOLIC STEWARDSHIP APPEAL	PAYMENT DETAILS
<p><b>With a gift of:</b></p> <p> <input type="checkbox"/> \$ 100                        <input type="checkbox"/> \$ 250                        <input type="checkbox"/> \$ 500                        <input type="checkbox"/> \$ 1,000                        <input type="checkbox"/> Other \$ _____                 </p> <p>Parish <input style="width: 150px;" type="text"/></p> <p>Name <input style="width: 150px;" type="text"/></p> <p>Address <input style="width: 150px;" type="text"/></p> <p>City, State Zip <input style="width: 150px;" type="text"/></p> <p><small>All contributions will be used solely for the restricted purposes of the Catholic Stewardship Appeal of the Archdiocese of Milwaukee. For a listing of Appeal-funded ministries or to contribute online, visit <a href="http://www.catholicappeal.org">www.catholicappeal.org</a>.</small></p> <p>Email <input style="width: 150px;" type="text"/></p> <p style="text-align: center; font-size: small;">Do not write below this line.</p>	<p>Paid now \$ _____</p> <p>Balance due \$ _____</p> <p><input type="checkbox"/> Payment enclosed.</p> <p style="font-size: x-small;">Checks payable to: <b>CATHOLIC STEWARDSHIP APPEAL</b></p> <p><b>I want to make payments:</b></p> <p><input type="checkbox"/> Monthly (March thru Jan.)</p> <p><input type="checkbox"/> Semi-Annually</p> <p><input type="checkbox"/> Quarterly</p> <p><input type="checkbox"/> Other _____</p> <p style="font-size: x-small;">Pledge reminders will be sent automatically. For credit card and EFT payment, see back of card.</p>

Mastercard   
  Visa   
  Discover   
  American Express

Account Number:

Expiration Date: \_\_\_\_ / \_\_\_\_    Signature: \_\_\_\_\_

**Electronic Funds Transfer (EFT) Authorization**

Electronically Transfer \$ \_\_\_\_\_ per month for \_\_\_\_\_ months.

Make Electronic Transfer on the \_\_\_\_ 5th or the \_\_\_\_ 20th of each month from:

\_\_\_\_ Checking account (enclose voided check)    \_\_\_\_ Savings account (enclose a savings deposit slip)

Name \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

- Easy Ways to Give**
- Mail this form to: Archdiocese of Milwaukee, Box 78090, Milwaukee, WI 53278-8090
  - Scan this code with your phone to give online 
  - Text APPEAL2023 to 414-348-8380
  - Visit website at [www.catholicappeal.org](http://www.catholicappeal.org)
  - Consider the CSA in your estate plans





## Parish Appeal Goals

**The goals for this year's Catholic Stewardship Appeal are the same as in 2022.** In general, goals are based on parish offertory. Specifically, we look at the percentage of a parish's annual offertory as a percentage of the total annual offertory for all parishes across the archdiocese.

As you know, **goals are not mandatory**, but we do ask that all parishes make a concerted effort to regularly promote the Appeal and offer as many giving opportunities as possible to support the Appeal within the parish.

## Monthly/Recurring Giving

### Why Monthly Giving?

We are encouraging donors to consider monthly or recurring gifts as a way to increase giving to the Appeal. Studies have shown that monthly givers tend to give more money and stay with a charity longer than non-monthly givers.

### Advantages of Monthly Giving

There are several advantages to people giving on a monthly basis. Most notably, monthly donors tend to give more and are more loyal. This option also provides opportunities to cultivate and build stronger donor relationships, which is incredibly valuable. In addition, monthly giving provides the Archdiocese with a predictable income stream, and it helps to lower fundraising costs with less frequent mailings. Please encourage your parishioners to consider this option as a meaningful way to support the Appeal.

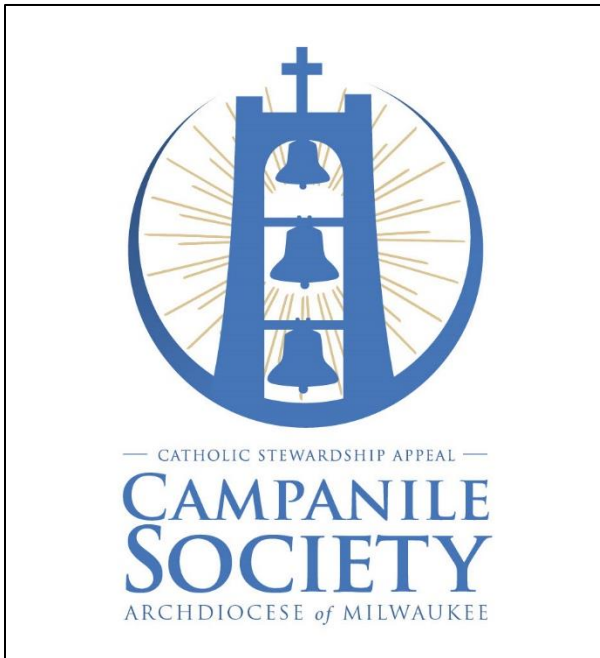
## Monthly Appeal Reports

**In 2023, parishes will receive status reports regarding their individual Appeal campaigns monthly.** Reports will be mailed to pastors, administrators, parish directors and CSA parish advocates.

The intent of this reporting is to keep the Appeal top-of-mind. Parishes can provide their congregations with updates in bulletins and other parish communications, keeping them apprised of the parish's progress toward its goal.

## Campanile Society

### Leadership Giving and the Catholic Stewardship Appeal



Members of the Campanile Society take a leadership role in helping the Archbishop carry out the mission of the Archdiocese of Milwaukee to proclaim the Gospel of Jesus, prayerfully worship in word and sacrament, and compassionately serve those in need.

#### Membership Benefits

In honor and recognition of their generosity, we invite Society members to special events throughout the year including an annual reception and dinner hosted by Archbishop Jerome ListECKI. All members receive a special membership pin in addition to the archbishop’s weekly inspirational *Love One Another* email messages.

More than 1,700 households choose to keep the needs of the Church in southeastern Wisconsin among their charitable giving priorities by being members of the

Campanile Society. These extraordinarily committed and generous donors contribute \$1,000 or more annually to the Catholic Stewardship Appeal.

Society members, along with other donors to the Appeal, help to ensure the continuation of vital ministries that bring help, hope and healing to more than 500,000 Catholics and countless others in 191 parish communities across the archdiocese.

#### Giving Levels

The Campanile Society is comprised of four levels of giving, and membership is automatic with a minimum annual gift of \$1,000. Contributors select a level that most closely reflects their call to stewardship and current financial position.

<b>Archbishop’s Circle .....</b>	<b>\$10,000 and above</b>
<b>Bishop’s Circle .....</b>	<b>\$5,000 - \$9,999</b>
<b>Sustainer .....</b>	<b>\$2,500 – \$4,999</b>
<b>Supporter.....</b>	<b>\$1,000 - \$2,499</b>

For more information on special benefits afforded to Archbishop’s Circle and Bishop’s Circle members, membership in the Campanile Society, or Appeal giving options, call Jenny Mendenhall, Appeal Director, at (414) 769-3320 or email her at [mendenhallj@archmil.org](mailto:mendenhallj@archmil.org).

# Role of CSA Parish Advocate

## Overview

As a Parish Appeal Advocate, you act as a liaison between the archdiocese and your parish:

- ensuring the implementation of the recommended Appeal strategies and promotional activities
- serving as a spokesperson for the Appeal in your parish

## Responsibilities

- Display the Catholic Stewardship Appeal posters in prominent places in the parish.
- On weekends leading up to the kickoff, place announcements in your bulletins to make parishioners aware it is coming.
- On launch weekend, perform the following activities:
  - Ensure that your parish bulletin contains an announcement about the Appeal on kickoff weekend as well as a special message from your pastor that speaks to the Appeal's importance and encourages financial support.
  - Play the Appeal video at all Masses. The video should be preceded by a few words about the importance of the Appeal from you, the presider, or other testimonial speaker.
  - Provide a brief talk emphasizing the impact the Appeal has and motivate those present to financially support the Appeal.
  - Beginning with kick-off weekend and extending through the year, arrange for placement of bulletin announcements, ensure that pulpit announcements are made, and that intercessions are included in the Prayers for the Faithful.
- Help implement in-pew solicitation.
- Ensure regular communications with the pastor, parish director or administrator about the parish's progress toward its Appeal goal.
- Follow instructions for the processing of gifts that may come to your parish office directly, rather than to the Archdiocese.

*You are a partner with the Archdiocese in this important effort for the Church in southeastern Wisconsin. Your efforts at personal communication and follow-up with parishioners are critically important to your parish's success in meeting goal. We are so grateful and happy to help answer any questions you may have.*

## Role of Parish Secretaries and Business Managers

### Overview

Oftentimes, parish secretaries and business managers are the ones who receive calls and questions about the Catholic Stewardship Appeal. They are important partners in our efforts to communicate the Appeal's message to parishioners. Parish secretaries, business managers, pastors/parish directors/administrators and Appeal chairpersons should all work together to ensure that everyone has the necessary information about the Appeal.

### Responsibilities

**Keep parish member lists** up to date. We do not want to upset your parishioners by sending mail to those who have died, moved from your parish or who have had changes of name or circumstance. The best way to keep our list current, especially for large parishes, is for the parish to send monthly updates to the archdiocesan Development Office.

If you have a smaller parish or are short on staff help, quarterly updates are appreciated. Remember, our list of your parishioners is also available for your use. We can send you an updated listing or labels whenever you need them.

**Send Appeal checks** that are given to your parish office to the bank's address promptly. Many donors become concerned if their checks have not cleared the bank in a timely manner. Again, we want to keep your parishioners satisfied with their participation in the Appeal.

**Please do not send cash to us through the mail.** If you do receive cash gifts, make out a parish check to cover the amount. If you know who the donors of the cash gifts are, please fill out a blank pledge card with the donor's name and amount of gift. We want to be able to thank and credit the donors who made the gift to the Appeal.

**If you do receive checks to the Appeal, do not make out a parish check for all of them.** Simply send the checks to our bank's address. The bank will process Catholic Stewardship Appeal contributions

## **Gift Processing Procedures**

**If you receive** Catholic Stewardship Appeal contributions at the parish, please send them to:

**Catholic Stewardship Appeal  
Archdiocese of Milwaukee  
3501 S Lake Drive  
St. Francis, WI 53235**

**Questions about gift processing procedures:** If you have any questions about gift processing procedures, please contact Michele Nabih at (414) 769-3323 or [nabihm@archmil.org](mailto:nabihm@archmil.org).

### **Credit Card and Electronic Fund Transfer Information**

Contributions are accepted using **Visa, MasterCard, Discover, and American Express** cards. Please contact Michele Nabih at (414) 769-3323 or [nabihm@archmil.org](mailto:nabihm@archmil.org) if you have any questions about credit card transactions.

For convenience, donors can choose to make a one-time gift, monthly, quarterly, semi-annual, or annual gifts/payments. Payments can be paid by responding to mailed pledge reminders or automated by selecting credit card or electronic fund transfer options.

## Frequently Asked Questions

### **What is the Catholic Stewardship Appeal and where does my donation go?**

The Catholic Stewardship Appeal is a direct appeal to people of the Archdiocese, to ask them to make a gift to support the mission and ministries of the Archdiocese of Milwaukee. The Catholic Stewardship Appeal kicks off in February.

### **What impact does my gift have?**

Your gift brings faith formation to people of all ages and supports ministries to help many people in need. Right now, your support of the Catholic Stewardship Appeal:

- Offers a helping hand to more than **50,000 people, the most vulnerable among us, through quality social services from Catholic Charities.**
- Provides for the **recent ordination of five new priests and the education of 80 seminarians, a record number**, studying at Saint Francis de Sales Seminary.
- Enables our **101 Catholic schools and our parish religious education programs** to grow and to guide young people in faith.
- **Prepares 24 deacon candidates** so they can work in our parishes and help our families.
- **Strengthens many other important ministries** of the Church.

### **What is the average gift? How much should I give?**

The average gift in 2022 was \$322. Through prayerful consideration, we encourage everyone to consider what they can share with those who have less. Even small donations add up when everyone participates.

### **Does my gift make a difference, even if it is small?**

Yes! Each of us must discern what we can give in response to God's generosity to us. If our gift is intentional, even though small, it is a gift of good stewardship and an act of faith. Together, everyone in the Archdiocese makes a tremendous difference – accomplishing far more than any one of us could on our own. Your participation and the joy and love that you share by supporting your brothers and sisters in Christ is what's most important.

### **How can I make a gift?**

There are several easy ways to make a gift. In early February, every family will receive a letter from Archbishop ListECKI inviting them to make a gift. **Simply fill out the pledge card and mail it in the enclosed envelope.** Gifts may be made in monthly installments or gifts may be a one-time donation. The pledge card will include options that range from making your gift via check, credit card, electronic withdrawal directly from your checking or savings account or online. **You can also donate with your cell phone by texting APPEAL2023 to 414-348-8380 or visit our website at [www.catholicappeal.org](http://www.catholicappeal.org) to make a contribution.**