

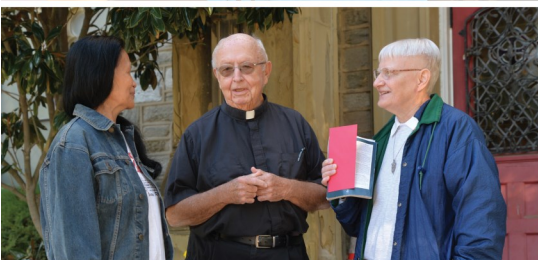


GIVING Hope TO ALL CATHOLIC CHARITIES APPEAL 2022



CATHOLICCHARITIESAPPEAL.ORG

Parish Manual



- @catholiccharitiesappeal
- @catholiccharitiesphila
- @catholicappeal



PRAYER FOR THE 2022 CATHOLIC CHARITIES APPEAL

God, our Father,
we thank you for all the gifts and blessings
that you give out of your love for us all.
You call us to open our hearts to share what we have been given.
Grant that through giving to the Catholic Charities Appeal,
we may bring joy, hope and strength to those most in need.
Our charity towards those in need is a real way in which
we show our gratitude and love for you.
Through this year's Catholic Charities Appeal,
may we help as many people as we can, including
a young person striving to learn and grow in Faith;
a deaf child receiving a quality Catholic Education;
a veteran who is struggling with homelessness;
a parish carrying out vital local missionary work;
a retired priest who has dedicated his life to the needs of the faithful.
Help us to do all we can to make sure
the "poor have their fill" of your blessings.
We ask this through our Lord, Jesus Christ, your Son,
who lives and reigns with you and the Holy Spirit,
one God for ever and ever. Amen.

OUR LADY OF CHARITY, PRAY FOR US.

SAINT KATHARINE DREXEL, PRAY FOR US.

SAINT JOHN NEUMANN, PRAY FOR US.

TABLE OF CONTENTS

TITLE	PAGE
Steps to Follow for a Successful Appeal	3
Case Statement	4
2022 Major Appeal Highlights	8
Giving Societies	10
Appeal Timeline	11
Resources.....	12
Kick-Off Weekend	13
In-Pew Weekend.....	16
In-Pew Pledge Form.....	19
Speaker Weekend.....	21
Follow-Up Procedures	23
Best Practices	24



STEPS TO FOLLOW FOR A SUCCESSFUL APPEAL

1. Show the video on Kick-Off Weekend: February 5 - 6

- Every family should be asked to participate in the Appeal.
- Don't worry about a perfect presentation of the video. It is more important to highlight the importance of the Appeal by pausing to reflect on it. Even if your worship space does not create the most optimal viewing or listening environment, the importance of the Appeal will not be lost.
- Ask for an increase in participation to help reach our goal of \$12.5 million.
- **If Mass is being held virtually, please post information about the CCA Kick-Off, including the 2022 video, on your website or social media platforms.**

2. Personalize the message for parishioners

- Reflect on the reasons why you, the pastor, support the Appeal, and publicly comment on making your own gift. Perhaps tell a personal anecdote about your experiences with a beneficiary of the appeal.
- Mention a few of the ministries supported by the Catholic Charities Appeal, focusing on how the Appeal gives hope to many in need, especially the poorest amongst us. Explain how the Archdiocese helps to provide resources to help thousands of people and that we need everyone to help **now more than ever**.
- Mention that the Appeal benefits numerous organizations and ministries in Education; Social Services; Evangelization, Parish and Spiritual Life; Clergy and Local Mission Activities.
- Mention the CCA's theme of "Giving Hope to All." Parishioners make the Appeal possible and their gifts are transformed into "vessels of hope" for millions in need.

3. Thank past contributors

- This is a general Appeal that should have broad support throughout the Archdiocese; invite every family to make a gift and thank them for their past support.
- Invite the parishioners to joyfully share in every ministry of the local Church by giving a gift to share in all we do.
- Stress the importance of giving a gift of substance and sacrifice according to their means.

4. Keep the Appeal in front of the parishioners

- Use the announcements, bulletin inserts and other information provided.
- Post your Appeal progress toward your parish target in your bulletin (bi-weekly for several months, starting in March).
- Mention the Parish's progress periodically during announcements throughout the Appeal (catholiccharitiesappeal.org/parishreports).
- **This site is updated weekly on Thursdays throughout the year.**
- Use the CCA social media toolkit and post updates, reminders and other important information on your parish's website, Facebook page, Twitter and Instagram.

5. Lead the Parish in prayer for the success of the Appeal

- Incorporate the Prayers of the Faithful into the liturgy.
- Offer to keep the parishioners in your prayers as they consider making their gifts.
- Always ask the parishioners to reflect on the blessings they have been given and their call to stewardship in their consideration of their donation.

CASE STATEMENT

The Catholic Charities Appeal is the Archdiocese of Philadelphia's single most important annual fundraising initiative and brings hope where hope is needed most. From Center City, to the suburbs, from the suburban communities to our most distressed communities, almost a million people each year receive hope through the Catholic Charities Appeal.

In order to maintain adequate funding to the traditional ministries which received Catholic Charities funding in the past, up to \$10 million will be reserved for their needs.

The Appeal's beneficiaries are grouped into five key areas of focus:

SOCIAL SERVICES

EDUCATION

EVANGELIZATION, PARISH AND SPIRITUAL LIFE

CLERGY

LOCAL MISSION ACTIVITIES

All of the 2022 CCA case elements are below and on the following pages.

SOCIAL SERVICES

Family Service Centers

*Bucks County Family Service Center (Levittown) - Mary's Cupboard
Fatima Catholic Outreach Center (Bensalem)
Martha's Choice Marketplace (Norristown)
Delaware County Family Service Center (Chester City)
Casa del Carmen Family Service Center (North Philadelphia) - Casa Academy Preschool
Northeast Philadelphia Family Service Center
Southwest Philadelphia Family Service Center*

EDUCATION

Catholic Special Education

*Saint Lucy School for Children with Visual Impairments
Our Lady of Confidence School
Saint Katherine School*

Out of School Time (OST) Programs

8 sites offering 7 elementary, 1 middle and 1 high school after school and summer programs

CASE STATEMENT

SOCIAL SERVICES (CONTINUED)

Immigration Legal Services

Project Rachel (Post-abortion Counseling and Support)

Foster Care & Adoption Services

Housing & Homeless Services

Mercy Hospice

McAuley House

Saint John's Hospice

Good Shepherd Program

Visitation Homes

2 Women of Hope - Lombard St & Vine St

St. Francis & St. Vincent Homes

4 campus-based cottages & 2 community group homes

St. Katharine Drexel School

Catholic Community Services

(CUA of Northeast Philadelphia)

St. Edmond's Home for Children

Communities of Don Guanella & Divine Providence Village

9 Campus-based Cottages and 12 Community Group Homes

12 Community Living Arrangements and 70 Life Sharing Partners

3 Day Programs, in-home services and respite care

Catholic Housing & Community Services

5 Senior Housing Facilities, 4 Senior Community Centers

Parish Eldercare Programs, In-home Support, and Senior Clubs

St. Mary's Residence

Nutritional Development Services

Community Food Program

Over 50 sites

CASE STATEMENT

EVANGELIZATION, PARISH AND SPIRITUAL LIFE

Newman Clusters

Bryn Mawr College Newman Center
Swarthmore College Newman Center
Haverford College Newman Center

Penn/Drexel University Newman Center,

Temple University Newman Center,

West Chester University Newman Center

CatholicPhilly / Communications

Metropolitan Tribunal

Office for Life and Family

Office for Persons with Disabilities & The Deaf Apostolate

Office for the New Evangelization

Office of Worship

Office of Faith Formation with Youth and Young Adults

Office for Consecrated Life/Vicar for Religious

Office of Cultural Ministries

Migrants and Refugees

Hispanic Ministry

Institute for Evangelization

Office for Black Catholics

CLERGY

Office for Vicar for Clergy

Care for Retired and Sick Priests

Villa Saint Joseph

Regina Coeli Residence for Priests

Seminarian Tuition

Redemptoris Mater Seminary

Vocation Office for Diocesan Priesthood

CASE STATEMENT

LOCAL MISSION ACTIVITIES

Foundation and Archdiocesan Activities

Mission Parishes

St. Rocco, Avondale
St. Martin of Tours, Philadelphia
St. Barnabas, Philadelphia
St. Veronica, Philadelphia
Sacred Heart, Oxford
St. Gabriel, Philadelphia
St. Laurence, Upper Darby
St. Katharine Drexel, Chester
Our Lady of Hope, Philadelphia
St. Anne, Philadelphia
St. Ignatius of Loyola, Philadelphia
St. Barbara, Philadelphia
St. Cyprian, Philadelphia
Divine Mercy, Philadelphia
St. Martin de Porres, Philadelphia
St. John the Evangelist, Philadelphia
St. Charles Borromeo, Philadelphia
St. Thomas Aquinas, Philadelphia

2022 MAJOR APPEAL HIGHLIGHTS

PARTICIPATION AND FINANCIAL TARGET

The financial goal of the 2022 Catholic Charities Appeal has been valued at \$12,500,000. In order to maintain adequate funding to the “traditional” ministries which received Catholic Charities funding in the past, up to \$10 million will be reserved for their needs.

PARISH GOALS

Careful consideration has been given to each parish when assigning goals. An appeal goal process will remain in place to ensure each parish has a maximum chance for success.

PARISH LEADERSHIP

PASTOR: The Pastor provides leadership, expertise, direction, and oversight to the Appeal and is essential to the success of the Catholic Charities Appeal at the Parish.

The Pastor:

- Introduces and endorses the video message during Kick-Off Weekend and instructs other celebrants to do the same;
- Instructs and assures that the methods to conduct the Appeal are fully implemented.

CCA PARISH COORDINATOR: Each Pastor should also appoint a CCA Parish Coordinator who can enthusiastically represent the Pastor and the Parish during the Catholic Charities Appeal and coordinate the activities of the Appeal. You can subscribe to the CCA’s newsletter by emailing CCA@thecfcp.org.

The CCA Parish Coordinator:

- Places the In-Pew pledge forms in the pews before Mass on In-Pew Weekend;
- Oversees audio-visual equipment for Kick-Off Weekend;
- Works with parish staff on the Prayers of the Faithful, for timely bulletin announcements showing parish Appeal progress, and publishing bulletin inserts throughout the year;
- Helps with follow-up: letter writing if needed, calling past and potential donors, and getting updates on parish progress toward goal;
- Shares Appeal information with parishioners via website, email or social media;
- Stays in touch with the CCA Project Coordinator from The Catholic Foundation of Greater Philadelphia to help promotion of the Appeal.

2022 MAJOR APPEAL HIGHLIGHTS

CATHOLIC CHARITIES APPEAL LOCKBOX

Every parishioner in the Archdiocese who receives a request in the mail will also receive a return envelope, which will have the lockbox address printed on it.

Due to the high volume, In-Pew pledge forms should be mailed to The Catholic Foundation of Greater Philadelphia using the supplied USPS Priority Mail pac envelopes. If a parishioner provides the Parish with a Catholic Charities Appeal donation at another date, or if they ask where they can send their donation, please utilize the Catholic Charities Appeal lockbox:

**Archdiocese of Philadelphia
Catholic Charities Appeal
CL # 4710
PO Box 95000
Philadelphia, PA 19195-0001**

DO NOT SEND CASH TO THE LOCKBOX!

If you receive a gift in cash, please deposit the cash into your bank account, issue a parish check in that amount, and send that check to the lockbox. Please include a list of contributing parishioners and their gift amounts, so that we may properly credit these donors and your parish.

GIVING SOCIETIES

ARCHBISHOP'S CIRCLE – Annual Gift of \$50,000+

“Actions that demonstrate tremendous heart and deep compassion bring hope into the lives of our many brothers and sisters in Christ in need of light.” - Archbishop Nelson J. Pérez

SAINT KATHARINE DREXEL CIRCLE – Annual Gift of \$25,000 - \$49,999

“Charity means to live by the Spirit. If we love one another, God lives in us.” - Saint Katharine Drexel

SAINT JOHN NEUMANN CIRCLE – Annual Gift of \$10,000 - \$24,999

“Children, let us love not in word or speech but in deed and truth.”
(1 John 3:18)

SAINTS PETER AND PAUL CIRCLE – Annual Gift of \$5,000 - \$9,999

“And now there remain faith, hope, and charity, these three: but the greatest of these is charity.”
(First Letter of Paul to the Corinthians 13:13)

STEWARDS CIRCLE – Annual Gift of \$2,500 - \$4,999

“As each one has received a gift, use it to serve one another as good stewards of God’s varied grace.”
(1 Peter 4:10)

All Giving Society members will be listed as a member on CatholicPhilly.com, the Catholic Charities Appeal website and in the Catholic Charities Appeal Annual Report. Donors will also receive a hand-signed letter thanking you for your generous support

PARTNERS IN HOPE

\$1 A DAY - \$30.42 PER MONTH - \$365 A YEAR...

In our collective efforts to share our blessings with those most in need, the Catholic Charities Appeal asks parishioners and donors to prayerfully consider donating \$1 a day to become a **Partner in Hope**, making an impact all year round.

For \$1 a day, a **Partner in Hope** will help support virtually every aspect of Catholic life for enrichment and improvement, sustaining joy, hope and strength to so many who depend on it.



2022 CCA Timeline



January

- Letter 1 mails - Week of January 20
- CCA Workshop - January 18
- 2022 CCA Press Conference - January 24

February

- Appeal Kick-Off Weekend - February 5 & 6
- Letter 2 mails - Week of February 21
- Speaker Weekend - February 26 & 27

March

- Speaker Weekend - March 5 & 6
- CCA Mass - March 21
- CCA Giving Society Reception - March 24

April

- Schools for Special Education Mailing - Week of April 18
- Letter 3 mails - Week of April 18

May

- In-Pew Weekend - May 14 & 15
- Speaker Weekend - May 14 & 15
- CCA Youth and Young Adult Volunteer Day - May 14

June

- Letter 4 mails - Week of May 30
- Catholic Housing and Community Services Mailing - Week of May 30
- CCA Night with the Phillies - June 30

July/August

- Summer Scoop mailing - July 29

September

- Letter 5 mails - Week of September 5

October/November

- Project Magis Reception - October 6
- Nutritional Development Services Mailing - Week of November 7
- #iGiveCatholic - November 29

December

- Letter 6 Final Mailing - Week of November 28

Note: ongoing social media and email outreach continue each month.



RESOURCES

RESOURCES AND MATERIALS

The 2022 CCA logo and poster will be available via the CCA website under the **'Resources'** tab (www.catholiccharitiesappeal.com/resources).

In the **'Resources'** section you will also find:

- CCA 2022 Video Link (to copy the link, hover over the video. When the "Share" button appears in the top right, click and highlight the YouTube link.)
 - Bulletin Inserts
 - Parish & Speaker Manuals
 - CCA Poster
 - CCA Logo
 - CCA Brochure
 - Social Media Kit

A USB of the 2022 CCA video and posters can be made available upon request.

As always, CFGP's staff will be in regular communication with your CCA Parish Coordinator to help promote the Appeal and fulfill any requests you might have.

For any immediate assistance please contact

William Rickards
Senior Project Coordinator
445-544-8542
wrickards@thecfgp.org

KICK-OFF WEEKEND

February 5 – 6

MATERIALS

To arrive before February

The Catholic Foundation of Greater Philadelphia will provide the following materials prior to the Appeal Kick-Off Weekend:

- **Video** to be shown during Kick-Off Weekend
- **Poster** can be prominently displayed for parishioners to see

OBJECTIVES

- Play video at Masses, before/during/after livestream Mass, or on website and social media accounts.
- Celebrant reads suggested script for Appeal Kick-Off Weekend and issues brief homily of support
- Publish bulletin inserts for case components
- Use Prayers of the Faithful provided

SUGGESTED PRAYERS OF THE FAITHFUL

- For the thousands of people who need assistance from the ministries supported by the Catholic Charities Appeal, that their needs will be met. We pray to the Lord.
- We pray that each of us will give generously to the Archbishop's request for our financial support of the Catholic Charities Appeal. We pray to the Lord.
- That as we are called to support the ministries of our Church through the Catholic Charities Appeal, we resolve to practice our faith in this very meaningful and practical way. We pray to the Lord.
- We pray for the success of the Catholic Charities Appeal so that we may continue to build on the wonderful heritage of the Catholic faith, and prepare the way of the future. We pray to the Lord.

KICK-OFF WEEKEND

SUGGESTED SCRIPT

Celebrant: Today we launch the 2022 Catholic Charities Appeal: **GIVING HOPE TO ALL**. Please direct your attention to the screen as Archbishop Pérez invites us to share in the work of Christ, here in the Archdiocese of Philadelphia.

PLAY THE VIDEO

Celebrant: As you have just heard, gifts made to the Catholic Charities Appeal will provide support needed to tens of thousands of people through countless organizations, programs and ministries throughout the Archdiocese of Philadelphia. The Appeal's theme "Giving Hope to All," would truly not be possible without your support.

And when you return this year's red envelope, it becomes that vessel of hope for so many in need. Your gift serves as a positive source for good in all facets of the Church of Philadelphia. This year our parish goal is *[state parish goal]* and I am confident that, through your charity and generosity, we will get there. It is important that every parishioner and every parish do their part to help raise this \$12.5 million, because we are one family in Christ.

Taking care of those who need help the most is one of the most important things we can do as Catholics, for as it is said in the Book of Galatians, "Bear one another's burdens, and in this way you will fulfill the law of Christ" (*Galatians 6:2*). I would also like to assure you that any gift you make to the Catholic Charities Appeal will be appropriately stewarded and spent only in accordance with the case statement you just heard. The Catholic Charities Appeal Board is there to ensure your funds are spent according to the purpose you donated towards. Thank you for your sacrifice, and may God bless you and those who we vow to help in need.

KICK-OFF WEEKEND

PULPIT ANNOUNCEMENT SAMPLE

The Catholic Charities Appeal is a time for our Parish to come together to extend our love, generosity, and concern to those who need it most. When you give the Appeal, your gift is transformed into a vessel of hope, providing education, food, shelter, and medical assistance to our brothers and sisters and neighbors right here in the Greater Philadelphia Area. For those who have not yet contributed to the Appeal, I ask that you prayerfully consider showing your support to this great call for action. Taking care of those in need is one of the most important things we can do as Catholics, and it is important that together, we, as a community, reach the needed \$12.5 million goal.

BULLETIN & SOCIAL MEDIA ANNOUNCEMENT SAMPLE

This weekend marks the kick-off of the 2022 Catholic Charities Appeal. Please join us in supporting the Appeal as it continues to impact those in need all over the Greater Philadelphia Area. Visit catholiccharitiesappeal.org to make your donation today!

IN-PEW WEEKEND

May 14 – 15

MATERIALS

To arrive before May

The Catholic Foundation of Greater Philadelphia will provide the following materials prior to In-Pew Weekend:

- **In-Pew Pledge Forms** to be made available during each Mass
- **USPS Priority Pac Envelopes** to package and mail all In-Pew forms

OBJECTIVES

- Suggested Script
- Pledge forms are made available at all Masses. Parishioners are asked to fill out a pledge form and drop it in the collection basket during the offertory collection. Parishioners can also mail the In-Pew Card forms using the return envelopes on their own, but will need to provide postage
- Pulpit announcement
- Use Prayers of the Faithful provided

SUGGESTED PRAYERS OF THE FAITHFUL

- That as we share the benefits of our blessings through the Catholic Charities Appeal, we may better know Jesus by following His example of sharing and caring. We pray to the Lord.
- That we may see the work of the Catholic Charities Appeal as an opportunity to extend ourselves in love and service beyond the boundaries of our local parish. We pray to the Lord.
- That God's blessings be upon all those in our parish family and in every parish throughout the Archdiocese for their part in supporting the many ministries and services funded through the Catholic Charities Appeal. We pray to the Lord.
- That your participation in the Catholic Charities Appeal puts you in solidarity with those who suffer need of any kind...those to who the Lord has promised comfort, mercy, gentleness, purity of heart, freedom from persecution, and peace in the kingdom of heaven. We pray to the Lord.

IN-PEW WEEKEND

SUGGESTED SCRIPTS (FOR IN-PERSON MASS)

Distribute the pledge forms.

Celebrant: As we hand out our pledge forms, I ask you to take a moment to prayerfully consider your contribution to help reach our parish goal of [state parish goal] . For those of you who have given in the past, I sincerely thank you for your generosity and ask you to consider an increase in your gift in thanksgiving for graces received. For those of you who may have never contributed, I invite you to make the effort to do so this year. Know that as you return this red envelope, it is transformed into a vessel of hope, giving food to the hungry, shelter to the homeless, and shining a light in the darkness for millions of lives.

For us to reach our goal and impact the lives of so many in our area, we are going to need everyone to contribute. We strive to have a heart like Jesus, who has preferential love for the poor and less fortunate. We are called to be our brother and sister's keeper with whatever we have to give. We will wait a few moments to pray and fill in our information on the cards.

Pastor/Celebrant fills out his card at this time.

Celebrant: Please place your cards in the basket during the offertory, or take one home with you to prayerfully consider your gift. You can mail the cards, or bring them back next week and place them in the collection basket.

After the prayerful pause, the ushers will collect the pledge cards at the time of the offertory.

Celebrant: On behalf of Archbishop Pérez, I thank you for your donations and prayers. Your gift affirms all we do in Christ's name throughout the Archdiocese of Philadelphia. Thank you for teaching through your generosity. May God bless you, your families, and the lives of those we serve.

IN-PEW WEEKEND

PULPIT ANNOUNCEMENT SAMPLE

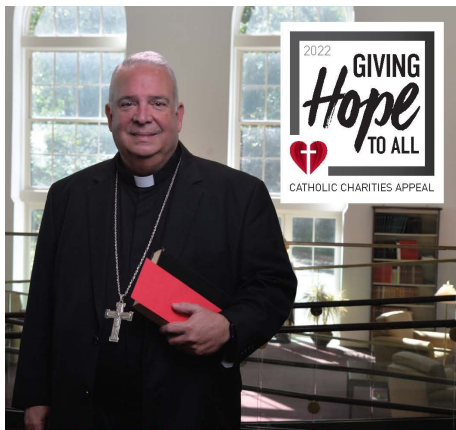
As we celebrate In-Pew Weekend for the 2022 Catholic Charities Appeal, I ask that you consider a donation to help those most in need in the Philadelphia area. The Catholic Charities Appeal's overall goal of \$12.5 million is vital to the efforts of the human service programs in the five-county Philadelphia area. The Appeal funds hundreds of beneficiary organizations that serve thousands. Contributing to our parish's individual goal of *[state parish goal]* allows you to be an active part of the success of this year's Appeal. I thank all those who have given and I ask those who have not yet to prayerfully consider how you can help by supporting the 2022 Catholic Charities Appeal.

BULLETIN & SOCIAL MEDIA ANNOUNCEMENT SAMPLE

As we celebrate In-Pew Weekend for the 2022 Catholic Charities Appeal, I ask that you consider helping those most in need in the Greater Philadelphia Area. I thank all of those who have given and I ask those who have not given yet to prayerfully consider helping those individuals in need by supporting the 2022 Catholic Charities Appeal.

Please visit catholiccharitiesappeal.org to make your donation.

IN-PEW PLEDGE FORM



“THIS YEAR, I’M ASKING YOU...

...to be an instrument of Hope. When you donate to the Catholic Charities Appeal, you transform this response envelope from a piece of paper into a vessel of hope. That vessel will find its way to the many deserving people who rely on you.

The CCA is our largest annual fundraiser in the Archdiocese of Philadelphia, and with good reason. Donations directly support over 180 beneficiary organizations, programs, and ministries, touching the lives of hundreds of thousands of people in need throughout the region, living in every county, town, and neighborhood.

When you place your gift in this envelope, it becomes hope for the most vulnerable among us. It becomes an opportunity for

those in critical need of a helping hand. It becomes a bridge for those in need of shelter and recovery programs.

This envelope brings us together as a community. I’m asking you to please support this year’s Catholic Charities Appeal. Your gift, no matter the amount, makes a tremendous impact. Compassion and love are at the heart of the Appeal. A donation to the CCA provides a second chance and an opportunity for a better life through hundreds of local ministries.”

– Most Reverend Nelson J. Pérez,
Archbishop of Philadelphia

OTHER WAYS TO MAKE AN IMPACT

Visit catholiccharitiesappeal.org to make a one-time gift or pledge online using your debit card, credit card or electronic check.

Take a look at the other ways that you can contribute to the Catholic Charities Appeal.

Gifts of Security – A gift of appreciated securities is one way to make a significant contribution at a reduced cost to you. Federal tax laws allow a charitable deduction for the full market value of securities on the date of your gift.

Matching Gifts – Would you like to double or even triple the impact of your gift? We are happy to help guide you through the steps to

secure a corporate match for your donation. Contact us at matching@thecfcp.org for more information.

Planned Gifts – By making a planned gift to the Catholic Charities Appeal you are ensuring that you leave a lasting legacy of faith and charity. Planned gifts include bequests, charitable gift annuities, trust instruments, and gifts of retirement or life insurance assets. These gifts offer many financial and tax benefits to you and your loved ones.

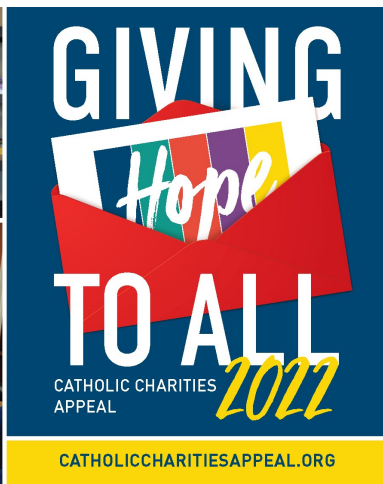
Please consult with your tax advisor on the tax treatment of all gifts, as they may vary from individual to individual.

BENEFICIARIES

The beneficiaries of the Catholic Charities Appeal are grouped into five key areas:

- Social Services
- Education
- Evangelization, Parish and Spiritual Life
- Local Mission Activities
- Clergy

To see a full listing of 2022 beneficiaries, please visit catholiccharitiesappeal.org.



IN-PEW PLEDGE FORM (CONT.)

DONOR'S SIGNATURE

Pledge	Six Monthly Payments
\$ 2,400	\$ 400 <input type="checkbox"/>
\$ 1,200	\$ 200 <input type="checkbox"/>
\$ 480	\$ 80 <input type="checkbox"/>
\$ 365	\$ 60.84 <input type="checkbox"/>
\$ 240	\$ 40 <input type="checkbox"/>
\$ 120	\$ 20 <input type="checkbox"/>

WWW.CATHOLICCHARITIESAPPEAL.ORG

Checks can be made payable to Catholic Charities Appeal. Please do not send cash in the mail.

Please send monthly reminders through the mail for my pledge of \$ _____ OR

Please charge my credit card for my pledge of \$ _____

Name: _____ Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Parish: _____ City of Parish: _____

Name on card: _____

Credit Card #: _____

Credit Card:  **VISA**   Exp. Date: _____ Security Code: _____

Amount to be deducted: in full _____ OR monthly installments of _____

In order to make a secure credit card gift online visit www.catholiccharitiesappeal.org.

If you would like information on how to make a planned gift, or about how to donate stock please contact us at 215.587.5650 or e-mail us at cca@thecfgp.org.

FIRMA DEL DONANTE

COMPROMISO DE DONACIÓN DE	SEIS PAGOS MENSUALES DE
\$ 2,400	\$ 400 <input type="checkbox"/>
\$ 1,200	\$ 200 <input type="checkbox"/>
\$ 480	\$ 80 <input type="checkbox"/>
\$ 365	\$ 60.84 <input type="checkbox"/>
\$ 240	\$ 40 <input type="checkbox"/>
\$ 120	\$ 20 <input type="checkbox"/>

WWW.CATHOLICCHARITIESAPPEAL.ORG

Cheques deben hacerse a la orden de Catholic Charities Appeal. Por favor no envíe dinero en efectivo.

Envíeme por correo una factura por mi compromiso de donación de \$ _____ O

Cobre de mi tarjeta de crédito mi compromiso de donación de \$ _____

Nombre: _____ Dirección: _____

Ciudad, estado, código postal: _____

Teléfono: _____ Correo electrónico: _____

Parroquia: _____ Ciudad de la Parroquia: _____

Titular de la tarjeta: _____

N.º de tarjeta de crédito: _____

Tarjeta de crédito:  **VISA**   Fecha de venc.: _____ Cód. de seguridad: _____

Cantidad que será deducida: total _____ O cuotas mensuales de _____

Para hacer una donación segura por Internet con tarjeta de crédito, visite

www.catholiccharitiesappeal.org. Si desea información sobre cómo hacer una donación planificada, o sobre cómo donar acciones, comuníquese con nosotros al 215.587.5650 o envíenos un correo electrónico a cca@thecfgp.org.

YOUR GIFT
STARTS
HERE

CATHOLIC CHARITIES APPEAL
CL #4710
P.O. BOX 95000
PHILADELPHIA, PA 19195-0001

SPEAKER WEEKENDS

February 26-27, March 5-6, May 14-15

OBJECTIVES

- If requested, a speaker will showcase the impactful work being done as a result of the CCA.
 - Make an announcement at Mass and in the bulletin, thanking those who have made a gift, sharing the parish's progress towards goal (if available), and asking all those who have not made a gift to please consider doing so.
- *Reports listing Appeal progress for each parish will be published online, beginning in March 2022. These will include the total number of gifts received, the amount of donations collected, and current percentage of goal achieved. You can check your progress at catholiccharitiesappeal.org/parishreports.*
- Publish Bulletin Inserts for Case Components.
- Use Prayers of the Faithful provided for these weekends.
- Thank all donors at Masses.

SUGGESTED PRAYERS OF THE FAITHFUL

- That we may take time this week to reflect, pray, and decide how we will share our blessings with our Catholic family. We pray to the Lord.
- That we, as members of the Archdiocese of Philadelphia, may unite in service to the Lord to support the educational, spiritual, pastoral and charitable works of our diocese. We pray to the Lord.
- For the success of the 2022 Catholic Charities Appeal and for the success of the many services and programs it makes possible. We pray to the Lord.
- That as we are called to support the ministries of our Church through the Catholic Charities Appeal, we resolve to practice our faith in this very practical, meaningful way. We pray to the Lord.
- We seek to gather the entire Catholic community as one through the Catholic Charities Appeal, recognizing God's blessings in our lives, offering our gifts as followers of Jesus, and working together for the salvation of the world. Let us be united in prayer for those we serve, and united in Christ through the Eucharist. We pray to the Lord.

SPEAKER WEEKENDS

PULPIT ANNOUNCEMENT SAMPLE

This weekend, you heard a representative from our Catholic community speak on behalf of the 2022 Catholic Charities Appeal about the impact it has on the most needy in our Greater Philadelphia Area. I don't need to tell you how hard this year has been for everyone. As hard as it has been for us, it has been that much harder for the least among us. Because of your generosity, special education students are given the tools to succeed, the homeless are given a safe place to eat, sleep, and get back on their feet, students in rough neighborhoods are given a safe place to learn, and retired priests who have spent their lives caring for others, receive the medical attention they need in their final years. So I ask you today, to show your support of the 2022 Catholic Charities Appeal, and join in the mission of the Archdiocese.

BULLETIN & SOCIAL MEDIA ANNOUNCEMENT SAMPLE

This weekend, we are honored to hear from [Name of Speaker] speaking on behalf of the Catholic Charities Appeal and the impact it has on the most needy in the Greater Philadelphia Area. Please consider a donation to support the mission of the CCA.

Visit catholiccharitiesappeal.org to make your gift today.

FOLLOW-UP PROCEDURES

The Catholic Foundation of Greater Philadelphia (CFGP) will begin communicating parish donation results to the Pastors and Catholic Charities Appeal Coordinators in March. At that point, pledges made through the first mailing will be recorded.

Possible steps could include:

- A more targeted In-Pew Weekend (for parishes with a significant transient or seasonal population)
- Pastor's letter or call to parishioners
- Bulletin inserts with pledge envelopes
- Pulpit announcements
- Personal follow up with past donors

The CFGP staff are committed to providing any support necessary to assist each and every parish in reaching its goal. The following measures should be taken to ensure the most updated and convenient parish donation totals and other news:

- Visit the Catholic Charities Appeal website, catholiccharitiesappeal.org for weekly updates on your parish's progress to goal:
 - These updates can be found under the "Parish Reports" tab: catholiccharitiesappeal.org/parishreports.
 - Under the "Resources" tab, you can find helpful information to assist your parish in promoting the Appeal throughout the year: catholiccharitiesappeal.org/resources.
 - The website's homepage hosts the annual CCA video and is updated frequently with other important news and events.
- Please follow the CCA on Facebook, Twitter and Instagram to learn more about upcoming events and milestones throughout the Appeal. (Instagram: @CatholicCharitiesPhila, Facebook: Facebook.com/CatholicCharitiesAppeal, Twitter: @CatholicAppeal)

BEST PRACTICES

THE MOST IMPORTANT INDIVIDUAL PROMOTING THE CATHOLIC CHARITIES APPEAL IS THE PASTOR.

Parishioners look to their Pastor for leadership and guidance. When the Pastor is supportive, the Appeal is successful. Each parish would benefit from an enthusiastic and well-organized Appeal Coordinator to assist the Pastor with logistics, follow up and administrative duties.

THE CATHOLIC FOUNDATION OF GREATER PHILADELPHIA IS RESPONSIBLE FOR:

- Mailings to parishioners in January, February, April, June, September, November, and December;
- Production and distribution of this year's video, poster, brochures, pledge forms, bulletin announcements, and Prayers of the Faithful;
- Providing ongoing reporting of parish totals on social media, and support services to the parishes through outreach, events, etc.

INDIVIDUAL PARISH TECHNIQUES THAT WORK:

- Participate in a Speaker Weekend. Having someone speak at your parish with first-hand knowledge and experience of how the Catholic Charities Appeal has changed their reality is extremely effective;
- Use bulletin announcements, Prayers of the Faithful, posters, and pulpit announcements;
- Make a personal presentation in conjunction with the Appeal video;
- Show the Appeal video, use the celebrant's script to endorse the Appeal and encourage full participation;
- Have two In-Pew weekends for parishes with multiple worship sites;
- Thank parishioners often for their generosity and support, from the pulpit, in person, through written notes, etc.;
- Continue to keep the Appeal in front of parishioners through bulletin updates, etc.;
- Consult with The Catholic Foundation of Greater Philadelphia about appropriate follow-up activities based on reporting and results.

BEST PRACTICES

PARISH APPEAL COORDINATORS

In order to ensure the success and sustainability of the 2022 Catholic Charities Appeal, we encourage all parishes to designate an **Appeal Coordinator**. This person should be passionate and responsible in answering the call to help us communicate the CCA to the rest of your parish and your parishioners. The Appeal Coordinator should:

- * Have access to a parish or personal email that they will check **often**, as email updates and information are sent out bi-weekly;
- * Visit the CCA website regularly to check the updates regarding your parish goals— catholiccharitiesappeal.org/parishreports;
- * Attend the CCA workshop and be responsible for the CCA materials;
- * Request Parish Donor Reports when appropriate to check the status of CCA donations among your parishioners;
- * Keep in contact with the CCA via email (cca@thecfgrp.org) with any questions or updates regarding the Appeal within your parish.

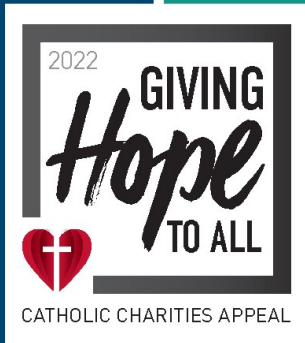
If your parish does not currently have an Appeal Coordinator, or if you would like to change the information on file (new coordinator, email address, etc.), please email cca@thecfgrp.org at your earliest convenience.

PARISH GOAL PROGRESS TRACKING

Beginning in March, Weekly Parish Reports will be published on the Catholic Charities Appeal website. Pastors and Appeal Coordinators are encouraged to check here weekly to view the parish goal, amount raised, and share the information within your parish bulletins, announcements and social media accounts:

- Go to catholiccharitiesappeal.org;
 - Click on “Menu” in the top left corner;
 - Click on the “Parish Reports” tab— catholiccharitiesappeal.org/parishreports;
 - The Weekly Parish Report will be listed here, and can be downloaded as a PDF file; parishes are listed alphabetically.

Any inquiries regarding your CCA Parish Goal, please contact The Catholic Foundation of Greater Philadelphia. Be sure to follow the CCA on Twitter (@catholicappeal), Instagram (@catholiccharitiesphila) and like us on Facebook (facebook.com/catholiccharitiesappeal) for updates throughout the 2022 Appeal.



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The Catholic Charities Appeal is powered by The Catholic Foundation of Greater Philadelphia, an independent, nonprofit community foundation. To learn more, visit www.TheCFGP.org.