

ADVANCING THE MISSION OF CHRIST:

Here I am Lord

**Parish Supplemental
Manual**

CSA catholic
services
appeal

2017

Development Office
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From all of us at the diocese and the people we serve, we thank you for your continued support of the Catholic Service Appeal (CSA).

This manual is designed to be a resource to parishes, with materials to help with bulletin messages, Universal prayers and pulpit announcements. You will also find samples of letters and “how-to” pieces.

You may print additional manuals as needed. You will find this manual online by going to the diocesan website, www.saginaw.org, and then clicking on the CSA logo on the right side of the webpage. Prior year manuals are online using your parish login.

Please call if you have any questions or suggestions.

We wish you a successful appeal.

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Thank you and may God bless you abundantly through your ministry.

Sincerely,

Debra

Debra K. Gunn, CFRE
Director of Development

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SECTION 1

Let Us Pray Together...

PRAYER

God of abundance, giver of every good gift,
in you, *"we live and move and have our being."* *
Each day you pour out your gifts upon us.
We praise you for the gift of life and the gift of your love!
Guide us to acknowledge that all
we have and are comes from your creating hand.

Help us to know and see the universality of the Church
and the need to support
our parish, our diocese, and our Catholic Church
in the mission of proclaiming
the Kingdom of God in word and deed.

Stir in us, Lord, the flame of your love, so that
as you pour out your gifts upon us in such greatness,
we may, as good stewards,
use those gifts for the benefit of others and for your greater glory.

Bless the gifts that we give, Lord, that they
may bear fruit that will last.
We ask this through your greatest gift to us,
Your Son, our Lord, Jesus Christ,
who lives and reigns with you in the unity of the Holy Spirit,
One God, forever and ever. AMEN.

*Acts 17:28

APPEAL PRAYER

Lord, you know all things,
especially our love for you.
We humbly ask you to send the Holy Spirit
to dwell in our hearts
so that love will shine forth
as we strive to grow in our faith
and in serving one another.

Help us to be generous in sharing our gifts,
especially through the Catholic Services Appeal,
as we assist the Church of the Diocese of Saginaw
in making a difference in the lives of our brothers and sisters.

Graciously hear our prayer
in the name of Jesus Christ our Lord.

AMEN.

UNIVERSAL PRAYERS

For the Catholic Services Appeal

- For all people served by the Catholic Services Appeal, and for greater understanding in how our parish can share our time, talent, and treasure with one another and those in need, we pray...
- For the Catholic Services Appeal, that all people of faith give freely of the gifts they have received so they may be of service to people in need, we pray...
- For our parish family to lovingly share their riches with the larger church family by cultivating our faith and giving to the Catholic Services Appeal, we pray...
- For the Catholic Services Appeal, that we may be filled with compassion and, in faith, serve our community through our gifts, we pray...
- For all those who reach out to their neighbors so generously through contributions to the Catholic Services Appeal, we pray...
- That the world will recognize that we are disciples as we love one another through the Catholic Services Appeal, we pray...
- For an abundant outpouring of gifts in support of our seminarians, ministry formation, family resources, Catholic schools, and the many other ways our Catholic Services Appeal brings forth God's Kingdom today, we pray...
- That as we are called to support the ministries of our church through the Catholic Services Appeal, we resolve to practice our faith in this very practical, meaningful way, we pray...
- That God's blessings are upon all those in our parish family and in every parish throughout the diocese for their part in supporting the many ministries and services funded through the Catholic Services Appeal, we pray...
- That as we share the benefits of our blessings with the 2017 Catholic Services Appeal, we may better know Jesus by following His example of caring, sharing, and mercy, we pray...
- That each one of us will seriously consider how we can join in reaching out to the needs of others through our support of the Catholic Services Appeal, we pray...
- That those who have not taken the opportunity to support the 2017 Catholic Services Appeal will find it in their hearts to respond in gratitude to those who need our outreach and support, we pray...

You can find more on the Saginaw.org Website, Parish Login

SECTION 2
Offering the Appeal...

CONDUCTING THE CATHOLIC SERVICES APPEAL

Statistics show that the Catholic Services Appeal is the most successful when three positions or categories of positions are established: 1.) the pastor; 2.) the chairpersons and his/her/their group of volunteers; and 3.) the parish secretary and parish staff. The following is an explanation of each role:

Responsibilities of the Pastor

The pastor is the key leader in the parish. No program can hope to succeed without his support and positive leadership. No matter how capable the CSA chairperson may be, they take their cue from the pastor

As a leader of the parish, the pastor is the single, greatest motivator in a project such as CSA. Parishioners respond to their priest's enthusiasm, leadership, and confidence. The pastor must be committed to and actively following the Appeal plan. His primary role in the CSA is spiritual guidance and teaching.

The roles and responsibilities of pastors within each individual parish will vary, but will most likely include:

- Recruit a knowledgeable, organized, and responsible individual to accept the leadership role as the CSA Chairperson and the role of the Secretary for the Appeal (This may be a staff position or a volunteer opportunity).
- Provide leadership to lay volunteers who are part of the Appeal.
- A pastor should make his own personal pledge commitment to the Appeal before asking others to give. Having the pastor communicate to the parishioners that he has made a pledge to the Appeal is powerful because it reflects that he believes in the appeal and the difference each gift makes in the lives of the thousands of individuals served. This is the type of support and leadership parishioners understand and follow.
- Promote the Appeal positively from the pulpit and at parish meetings, using a stewardship orientation towards making a gift to the Catholic Services Appeal in gratitude for God's many gifts and blessings. Also explain how the parish and individuals are helped by gifts to CSA, using the ministry description materials provided within this manual OR, better yet, your own personal experience of ministries and services made possible by CSA.
- Discuss the needs, reasons, and expectations of the Appeal at all Masses.
- Serve as the overseer of the CSA chairperson, parish staff and volunteers as they implement all activities and prepare all supplies for the Announcement, Education, Commitment, and Follow-up Weekends.
- Work with the chairperson and parish bulletin editor to ensure that appeal messages are included in parish bulletins.
- Update parishioners about parish results and progress towards meeting the parish assessment.
- In the months when parishioners are receiving pledge reminder statements from the diocese (July through March), offer occasional encouragement on the importance of fulfilling their CSA pledge in a timely manner.

Responsibilities of the Parish Chairperson

The CSA chairperson, serves as the liaison between the diocese and the parish, ensuring the implementation of the recommended strategies and promotional activities. In addition, the parish chair is responsible for serving as the spokesperson for the Appeal. He/she is an important partner in communicating the message of the Appeal to the congregation.

If a parish stewardship commission exists, the CSA chairperson should be a member. A consistent message of stewardship will enhance not only the Appeal, but also gifts to the parish of time, talent, and financial resources.

The two primary responsibilities of the CSA chairperson are, (1) to build excitement and enthusiasm for the Appeal, and (2) to implement strategies designed to encourage gifts. You are our representative and partner in this most important effort for the Diocese of Saginaw. Your efforts at personal communication and follow-up with parishioners are critically important to your parish's success in meeting its assessment.

The responsibilities of the chairperson include the following:

- Building a strong, faith-filled parish CSA team is essential to a successful CSA effort. Your CSA team should include dedicated parishioners who have a history of stewardship toward the parish, are involved in parish life, and are committed to seeing your parish succeed in the CSA.
- The CSA chairperson contributes the integrity of their name and position to the Appeal. He/she works closely with the pastor to coordinate parish CSA efforts and serves as the motivator of the CSA team, chairing all CSA meetings. They set the tone of high expectations and serve as a spokesperson for the Appeal, publicly endorsing CSA and its case for support.
- The chairperson ensures that all parish leaders and staff are familiar with the Appeal plan and implementation dates. They also make certain that all who will work on the Appeal have the knowledge and skills needed to complete the job they have accepted.
- If requested, the chairperson will speak at Masses and to parish groups to promote the Appeal.
- The chairperson familiarizes himself/herself with printed CSA materials, especially the list of ministries funded by CSA. The chair keeps in contact with the CSA office and makes sure the parish has all the materials and support it needs (i.e. extra brochures, posters, pledge envelopes.)
- The chairperson works with the pastor and parish bulletin editor to review and edit all bulletin and pulpit announcements and Universal Prayers making sure that they are used on a regular, timely basis.
- Oversees preparations for the implementation of Announcement, Education, Commitment and Follow-up Weekend activities.
- Makes a pledge to the Appeal before asking anyone else to do so; promotes support for CSA among all parishioners.
- Be in touch with the Pastor, Parochial Administrator, or Pastoral Administrator regularly about the parish's progress toward its Appeal goal. Prepare brief, regular progress reports for the bulletin to keep the parish apprised of progress towards meeting the parish assessment.

- The chairperson will ensure that the Appeal Secretary follows all instructions for the processing of gifts that come directly to the parish, and oversees the transmittal of reports and payments to the Diocesan CSA Payments Office.

Responsibilities of the Secretary & Parish Staff

So often, parish receptionists and secretaries are the ones who receive the calls about the Catholic Services Appeal. They are important partners in all efforts to communicate the Appeal's message to parishioners. Parish receptionists, secretaries, pastors, and CSA chairpersons all need to work together to ensure that everyone has the information they need about the Appeal.

The Appeal Secretary plays a critical role in the Appeal since she/he has great working knowledge of the parish. The Appeal Secretary is expected to keep accurate, confidential records of gifts to the Appeal and needs access to an accurate parish roster in order to update any changes that occur during the Appeal.

The Catholic Services Appeal Secretary is asked to ensure that the following tasks are completed:

- Keep parish stats up to date. The best way to keep lists current is to send changes, as requested by the Diocese, on a regular basis so that the GlobaFile list is current. Regular updates will ensure that the contact information used by the diocese is current and reliable.
- Maintain parish records as gifts are received; audit pledge cards for accurate and complete information.
- Send all completed pledge cards and payments to the diocese following procedures as outline in the Calculations and Transmittal Manual.
- Update the parish roster as changes occur.
- Work with pastor and chairperson to ensure that the Appeal has been promoted in bulletins and pulpit announcements and that Appeal materials have been delivered and distributed.

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HOW DO I PROMOTE THE APPEAL?

Play the CD – The 2017 CD *Advancing the Mission of Christ “Here I Am Lord”*, features brief testimonials from people who have been impacted by the Catholic Services Appeal. In addition to Bishop Cistone’s Appeal, you will hear the words from a priest about having two permanent deacons committed to *Advancing the Mission of Christ*; you will hear words from a permanent deacon that CSA made his four years of education and formation possible; and a youth minister, with the support of the diocese, helps with the faith formation of youth; and, a testimonial of a young person who participates in the faith formation at her parish and how her love and relationship with Jesus has deepened. The CD is upbeat and informational that will help people get a better understanding for what CSA makes possible in our parishes and communities.

Make the Case for Support – Review the materials furnished in this manual as well as the brochure. You will find materials that can be used for bulletin messages, pulpit announcements or for letters to present the appeal of follow-up letters. From the pulpit and in your bulletins, share how any of these ministries have affected you personally or how your parishioners have benefited. The more you personalize the appeal through real life examples, the more informed parishioners are about the Appeal... and the more motivated they will be to give. Bringing stories or brief snippets of ministry to your parishioners makes the results tangible and authentic. The most valuable statistics to use are those that directly affect your parish membership and the services provided to you as a priest. In one way or another, through liturgy or other special programs, every parishioner is touched by an Appeal funded ministry. This is a great way to share what your parishes provides to parishioners with the support of CSA and may increase Sunday offertory as a result.

Demonstrate Values – CSA funds crucial ministries and programs that many parishes and schools cannot provide on their own due to limited financial resources or expertise. Some examples include forming seminarians who will one day be future priests, assessing schools to help them achieve academic excellence and accreditation, and training parish bookkeepers, catechists, and school staff to be effective in their work/ministry. Let your parishioners know that these services are provided at no charge to parishes and the benefit that’s derived from them. Though not every parish or school utilizes all of these services at once, it’s good to know they are available when needed. CSA makes these things possible.

Localize and Personalize – Compile information about your parish’s utilization of CSA-funded diocesan services and resources throughout the year – not just during the Appeal - such as: parish council, committee or trustee training resource materials and support; parish offertory or budgeting assistance; guidance regarding music and liturgical ministry to strengthen the parish’s worship experience; or the welcoming of a newly ordained deacon or priest that benefited from a seminary education. Continue to share these examples with parishioners to demonstrate how they are receiving a direct return on their CSA investments. People need to hear that message throughout the year.

Educate and Create Awareness – Carefully review the communication materials in this manual for ideas to help promote CSA in your parish all year round. The key message we want to convey throughout the appeal is how parishioners’ gifts to the Appeal are making a difference. As an Appeal leader, you play an important role in helping your parish achieve its assessment in the overall success of the Catholic Services Appeal. The increased contributions generated because of your efforts help to ensure the continuation of critical ministries and programs that benefit all Catholics and countless others in the

Diocese of Saginaw and beyond. The diocesan CSA staff is always ready to provide assistance or answer any questions or concerns you may have.

Lead by Example – As pastor or parish leader you set the tone and expectation for giving. Your personal example of stewardship and financial support to CSA speaks volumes. Pastors, like many people, are hesitant to talk about their giving history with CSA. People don't need to know the AMOUNT that is given, they need to know you give. It is significant for parishioners to know that you personally believe in the CSA and, as a result, make a regular gift. How well you make the case for support and share your motivations for giving invites your parishioners to reflect on their own situation and call to generosity. The degree to which you talk about CSA and encourage support at Mass will be reflected in the level of response demonstrated by your parishioners.

Use CSA Bulletin Inserts – Your parishioners will contribute to CSA when they have a better understanding of the ways it helps fellow Catholics throughout the diocese. The bulletin inserts/materials included in this manual are intended to provide more detailed information and personal testimonials on some of the ministries that touch the lives of people throughout the diocese. They can be used as a means of promoting the appeal, every other weekend, once a month, or for several consecutive weekends.

NEW THINKING ON “How Much Should I Give?”

Over the years, there has been much discussion and strategies regarding the best way to ask people to make a gift to the Appeal. The “Take-a-Step” model is used by many dioceses and parishes throughout the country. It teams with the request to make a gift of 1% of income to the appeal, recognizing that people who make a gift that is far short of 1% of income need the “Take-a-Step” program so that they can incrementally increase their gifts to CSA without financial difficulties for the donor. The ease of gradually increasing the pledge is the goal of this approach.

This year’s CSA brochure has a slightly different approach to asking people for a gift of 1% of income or of working towards that goal. Added is the ability for parishioners to think about giving 1 to 2 hours of pay per month which is equivalent to $\frac{1}{2}$ to 1% of income. Those who use this chart state that people find it much easier to use and that it is a very practical, concrete way for people to know what to give. That chart follows:

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Give to the Lord in proportion to what He has given to you.

Annual Income	Gift of $\frac{1}{2}$ % = 10 hours pay	Per month*	Gift of $\frac{3}{4}$ % = 15 hours pay	Per month*	Gift of 1% = 20 hours pay	Per month*
\$15,000.00	\$75.00	\$7.50	\$112.50	\$11.25	\$150.00	\$15.00
\$25,000.00	\$125.00	\$12.50	\$187.50	\$18.75	\$250.00	\$25.00
\$50,000.00	\$250.00	\$25.00	\$375.00	\$37.50	\$500.00	\$50.00
\$75,000.00	\$375.00	\$37.50	\$562.50	\$56.25	\$750.00	\$75.00
\$100,000.00	\$500.00	\$50.00	\$750.00	\$75.00	\$1,000.00	\$100.00
\$125,000.00	\$625.00	\$62.50	\$937.50	\$93.75	\$1,250.00	\$125.00
\$150,000.00	\$750.00	\$75.00	\$1,125.00	\$112.50	\$1,500.00	\$150.00
\$175,000.00	\$875.00	\$87.50	\$1,312.50	\$131.25	\$1,750.00	\$175.00
200,000.00	\$1,000.00	\$100.00	\$1,500.00	\$150.00	\$2,000.00	\$200.00

*Per month value reflects a 10% down payment and 9 monthly payments made July through March.

If you are making a pledge to CSA for the first time, please consider $\frac{1}{2}$ % of your annual income, which is about one hour’s pay per month, as a guide. If you are a regular donor, please consider moving up the chart to $\frac{3}{4}$ % or 1% which is 1.5 to 2 hours of pay per month.

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OTHER IDEAS

- Give a specific recommendation on a dollar amount. This is a time when people are looking for concrete suggestions. A specific figure helps them know what is expected of them. However, don't randomly pick a dollar amount, or use what another parish has successfully used or use the same figure that you have been using year after year. Develop a logic for the dollar amount you will be asking for. People do much better when they know there is logic behind the decision and why this dollar amount was selected.
- In calculating the figure to suggest for the pledge, if you choose this option, be sure to add a bit of a "safety net." In the Diocese of Saginaw, on average, 3 to 5% of pledges are not fulfilled. (That figure is consistent with national fundraising averages.) Thus, it is important to factor in that 'safety net' in realistic anticipation of unfulfilled pledges. Establish a slightly higher recommendation to help insure that you will safely reach your parish assessment.
- Another successful technique mentioned earlier in this manual is asking people to give a specific amount per day. The most common amount is \$1.00 per day. (It is quickly becoming the 'gold-standard' for fundraisers!) When using this approach, some parishes explain that this is less than the cost of a soft drink or cup of coffee each day. They go on to point out the good that can be done with a gift to the CSA and the difference your gifts make in the lives of thousands of people throughout the Diocese of Saginaw. Questions always arises with such a request: – How long do I have to give \$1.00 or 50 cents, etc per day??? Is this something I have to do all year long for 365 days? (That's a \$365.00 gift versus our diocesan average gift of \$213.98!) or are we talking about doing this for only nine months – the equivalent of the pledge payment period? And then of course, people want to know if that means just giving Monday thru Friday.... This might be a concrete way to ask for a gift but anticipate some of these questions and address them at the same time you request the gift, if at all possible.

SECTION 3

Communication Materials

CSA BULLETIN MESSAGES

1. Throughout the year, there are numerous faith offerings and retreats available to the people of our parishes and community to help them grow as disciples of the Lord. In addition, the Diocesan Formation Offices support those leaders in parishes whose responsibility it is to provide youth ministry and adult faith formation. Your gifts to the Catholic Services Appeal make these ministries possible. Thank you for your generosity.
2. In May or June, migrant workers travel to our communities in search of work in the fields. They come with their families to work and live in migrant camps. Your support of the Catholic Services Appeal makes it possible to bring faith formation and the sacraments to our brothers and sisters in the Lord. This is just one of the many ways your contributions to CSA are making a difference through the Office of Hispanic Ministry. Thank you for your generosity.
3. Your support of the Catholic Services Appeal helps to bring healing to the divorced. The staff of the Tribunal of the Diocese of Saginaw trains volunteers known as "advocates" to work with people who have experienced a divorce and who want to obtain a declaration of nullity. CSA helps make this service possible. Thank you for your gift.
4. Central Michigan University and Saginaw Valley State University have strong campus ministry programs that are made possible through your gifts to CSA. The priests and volunteers ministering on college campuses are continually working to make the Catholic faith available to students in dynamic ways. Vibrant liturgies, involving students in ministerial leadership positions, lively discussions that focus on the teachings of the church, travel to conferences, Adoration of the Blessed Sacrament and spiritual retreats such as Kononia, (which means "community") offered twice per year. These are samples of the many ways students are called to prayer and a deepening of their faith through campus ministry programs. Thank you for making this important ministry possible.
5. Every two years, the priests of our diocese attend the Priests' Assembly which is an opportunity for them to gather, to be educated on a variety of topics, to pray, spend quality time with Bishop Cistone, and to enjoy some relaxing time with their brother priests. The Priests' Assembly is planned through the Office of Church Ministry and is made possible by your gifts to the Catholic Services Appeal.
6. The *Faith Saginaw* magazine is mailed several times per year to all parishioners of the Diocese of Saginaw. The magazine shares inspirational stories and educational articles and reports special events throughout the diocese. Your gifts to CSA help to make this publication possible. The magazine is created by the Office of Communication, which is funded in part by the Catholic Services Appeal. Thank you for your generosity.
7. Each year, before school resumes, the principals and teachers of our Catholic schools gather at the Center for Ministry for a day of prayer and reflection as they prepare for another school year. This special day is planned and coordinated by the Office of Catholic Schools which receives funds from CSA. Thank you for helping the diocese minister to our young people.

8. The Chrism Mass, held on Tuesday of Holy Week, is an opportunity for representatives of every parish of the diocese to gather. At the Mass, the oils of the sick and the oils of the catechumenate as well as the Holy Chrism are blessed and distributed to every parish, to be used throughout the year for sacraments and anointing of the sick. This beautiful celebration is planned by the Office of Liturgy which is partially funded by your gifts to CSA. Thank you for your support.
9. Once a year, a Rachel's Vineyard retreat is offered by a team trained team by the Office of Christian Service. The weekend is for those who have experienced an abortion sometime in the recent or distant past. Those who attend come to seek forgiveness and closure on this painful life choice. Scripture and prayer are integrated into the entire weekend process. Your gifts to CSA help make this healing process possible. Thank you.
10. Your gift to CSA makes it possible to form Lay Ministers for service and evangelization within our parishes and the diocese. The Lay Ministry program is a four-year period of study and formation to train lay leaders to minister within their parishes and communities. Educational opportunities and retreats are made available to lay ministers beyond their period of formal study and formation. Thank you for making this ministry possible through your gifts to the Catholic Services Appeal.
11. The 2017 Catholic Services Appeal (CSA) Target is \$3,693,000. The CSA provides about 51% of funding for the total diocesan budget. The remaining percentage is provided by a combination of fees from workshops and programs offered by diocesan offices, bequests and gifts, rebates, and investments. Your gifts to CSA provide a significant source of funding to make the many ministries and services provided by Bishop Cistone and the Diocese possible. Thank you for your generosity.
12. A significant number of people include their parish, a Catholic school or the Diocese of Saginaw in their will. The Office of Development is available to help people create an estate plan that includes gifts and bequests. When someone dies, the office works with professionals to settle the estate (which sometime includes selling assets such as houses, portfolios, etc.) and make distribution of the gifts to Parishes or Catholic Schools or the Diocese. Your gifts to the Catholic Services Appeal make this service available to our people and parishes. Thank you for your generosity to CSA.
13. Your gifts to CSA allow the Vicar General to serve the 56 parishes of the Diocese. He works closely with pastors and pastoral administrators to help ensure that parish reorganizations are proceeding according to plans. He also connects parishes with diocesan offices and services when a specific parish need is identified. The services of the Vicar General are one of the many ministries offered through the office of the Bishop made possible by your gift to CSA. Thank you for your generosity.

14. There are a growing variety of addictions that can lead to the deterioration of relationships and marriages. They include: gambling, working too many hours, over involvement with computers, texting and other technology, pornography, drug, alcohol and food addictions, just to name a few. These behaviors can be helped through counseling at Catholic Family Service. Your gifts to CSA result in a subsidy to Catholic Family Service to offer these services. Thank you for your gift to the Catholic Services Appeal.

15. The migrants who become a part of the Diocese of Saginaw each summer have a strong belief that God will take care of them and their families as they move from camp to camp. Their level of faith is impressive. Your gifts to the Catholic Services Appeal help the diocese coordinate this ministry that offers sacramental preparation and faith formation to our summer visitors. Thank you for your gift to CSA.

16. After the March for Life in Washington D.C., the young people of our diocese who attend take part in a night of formation where they learn more about the various aspects of abortion and the importance of developing a Respect Life culture. March for Life, which is coordinated by the Offices of the Bishop, Christian Service, and Youth Ministry, is a powerful experience for our young people. Your gifts to the Catholic Services Appeal help make this strong Respect Life experience possible. Thank you for your support of CSA.

BULLETIN AND PULPIT ANNOUNCEMENTS

The following are ideas you can use for communicating the message of the Catholic Services Appeal to your people:

GENERIC BULLETIN ANNOUNCEMENTS:

- By now, you should have received a letter from Bishop Cistone asking for your generous support of the CSA. Please give prayerful consideration to how you will respond by filling out the pledge card and returning it to Church on [DATE - this is the date of the Commitment Weekend you have chosen.]
- Please be generous to the Catholic Services Appeal by sharing your gifts and blessings. Your contribution to CSA is a way of serving our brothers and sisters throughout the diocese and continuing the saving work begun by Jesus.
- As we look at our lives and the many ways God has blessed us, let us give back a proportionate gift to the CSA as a way of saying thank you to God. God will never be outdone in generosity.
- Your gift to the Catholic Services Appeal is used for educational, vocational, and Christian Service outreach. Thousands of people depend on your generosity.
- We are now one month into the Catholic Services Appeal and as of today _____ # _____ of our parishioners have contributed. We need each of you to help us reach our parish assessment of \$_____.
- Some day you, or someone you love, will receive help from a CSA funded ministry.
- On behalf of those who benefit from the Catholic Services Appeal, thank you for your generosity. Remember the words of Jesus, "whatever you do for the least of my brothers and sisters, you do for me."
- Just a reminder: If you have not yet made your pledge to the Catholic Services Appeal please consider doing so this week. As good stewards, we are called to share our gifts. Please be generous in your sharing.

Surely you or one of your family members or neighbors has been touched by the good works made possible by CSA.

Our parish is in the midst of conducting the annual Catholic Services Appeal. Our Commitment Weekend will be [DATE]. You will soon receive information about CSA in a mailing from Bishop Joseph Cistone. Bishop will also ask that you make a pledge to the Appeal. Please review the materials, pray about how you can help further the ministries funded by our CSA, and consider making the most generous gift possible.

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WEEKEND SPECIFIC MESSAGES

ANNOUNCEMENT WEEKEND – PARISH ASSESSMENT:

Our parish is beginning the annual Catholic Services Appeal. Our parish assessment this year is \$_____. We are hopeful that your gifts and payments will exceed our assessment because the excess will be returned to be used by our parish. In consultation with our parish leadership, we have decided that we will use any excess payments as follows: _____. Please help our parish support the many ministries of our diocese and support the ongoing work of our parish. Thank you!

EDUCATION WEEKEND – ANNOUNCE BISHOP'S MAILING:

You will be receiving a mailing from Bishop Cistone that contains information about the 2017 Catholic Services Appeal and a pledge card. After taking time to pray over the size of your commitment, please complete your pledge card and return it to the parish next weekend. All 56 parishes of the diocese conduct the appeal to meet the assessment set for their parish to help meet the total diocesan goal of \$3,693,000. The CSA message we are about to play will give you an idea of some of the ways your gifts to the Appeal are impacting the lives of individuals and parishes. The Catholic Services Appeal impacts thousands of lives every year. The many ministries and programs supported by the Appeal change lives every day thanks to your generous support. As always, in addition to your gift making an impact on our diocese, every dollar we raise over our goal will be returned to our parish to make an impact here at [NAME OF PARISH]. Please consider making a generous pledge to the Catholic Services Appeal.

COMMITMENT WEEKEND – PLEDGE CARDS RETURNED:

I thank all of you who have returned your completed CSA pledge cards on Commitment Weekend. If you forgot your pledge card, please bring it next weekend or mail it to the parish office. If you have misplaced your pledge card, you will find pledge envelopes in the back of church.

REMAINING WEEKENDS OF THE APPEAL

The Catholic Services Appeal will be ending soon, and one final mailing will be sent to those who have not yet made a gift to the Appeal. Your support of the Appeal would be greatly appreciated. To date our parish has received \$_____ in gifts and pledges toward our parish assessment of \$_____. Thank you for your support.

(If parish has not yet met assessment:)

Once again, thank you for your overwhelming response to the Catholic Services Appeal. We have currently received \$_____ towards our parish assessment of \$_____. This week we mailed letters to all parishioners who have not yet made a gift. We hope that we will exceed our assessment so that we can use any funds paid in excess of our assessment for use here at our parish. If you have not done so already, please consider a gift to this year's Catholic Services Appeal.

OR....

We are still in need of your help to reach our parish assessment. Please prayerfully consider making a pledge in support of the Catholic Services Appeal. A gift of any amount is sincerely appreciated. For your convenience, pledge envelopes are available in the back of Church [OR NAME THE LOCATION WHERE THEY CAN FIND ENVELOPES] Thank you for your generosity and support.

(If parish has exceeded assessment)

Thank you for helping our parish reach its Catholic Services Appeal assessment. Your gifts will impact the lives of thousands of people in our diocese and community and beyond. However, if you have not already made your gift, there is still time. Since we have already reached our goal, your gift will help support our parish since every dollar in excess of our assessment will be returned to us for use within our parish. We plan to use any rebated funds to [EXPLAIN HOW FUNDS WILL BE USED]. When you receive our letter please consider supporting this important diocesan effort.

PLEDGE FULFILLMENT:

Each year, 3 to 5% of pledges to the Catholic Services Appeal are not fulfilled. This figure varies from parish to parish but it is consistent with national fundraising statistics. It is important for you to be aware of your parish's pledge fulfillment rate and develop a plan to ensure that even if 3 to 5% of your pledges are not fulfilled, your assessment will be met.

The Diocese sends out monthly statements July through March. If your parish has difficulty with payment of pledges, it is important to offer regular, continuous education to your people regarding the importance of fulfilling the pledges that were made. The bulletin announcement that follows is an example of a way to inform people of pledge fulfillment progress and to reinforce the importance of payment of pledges.

Identifying a special use for the over-goal dollars pledged and announcing this to the parish is another way to improve pledge collections. If your parish has named a plan for the use of any rebates it receives, mention that in the Bulletin Announcement. In addition, please have a respected member of the community make a brief pulpit announcement each month on the weekend that the Bulletin Announcement is published.

DIOCESAN STATISTICS

Did you know that in our Diocese in 2015 there were ...?

- 2,462 Catholic elementary and high school students who received a solid education in the faith.
- 5,135 elementary and middle and high school students who attended faith formation sessions.
- Eight seminarians from our diocese that continue to grow closer to the Lord and the priesthood.
- 965 Baptized into the faith.
- 152 that were received into full Communion.
- 1,004 First Communions.
- 1,058 people that were confirmed in the Catholic faith.
- 287 couples that began a new life as husband and wife through the sacrament of Marriage.
- 1,343 deaths.

THE 10 COMMANDMENTS OF A SUCCESSFUL APPEAL

10. Use the CSA manual materials, posters, and the appeal CD. A variety of materials have been offered so that parishes can personalize them for use in their parish. These materials were created to help parishes educate and inform parishioners regarding CSA.
9. In as many ways as possible, provide verbal and written answers to the following question – Who do we help AND what kind of ministries do my gift make possible?
8. Be persistent. Keep asking until you get an answer from every parishioner. Remember – “NO” is an answer. Celebrate and report progress. THANK all who participate.
7. Make it easy – make it obvious – make it clear – show people how to fill out pledge cards.
6. Encourage Ways to GIVE – one time gifts versus pledges payable over 9 months, stocks, cash, credit cards, etc.
5. ASK – tell people what you are asking for. Give diocesan averages. Stop asking ONLY when you get an ANSWER...
4. PROMOTE YOUR PROJECT – explain to people that if the parish exceeds the assessment with payments, the REBATE that will be received will be used in the following way...
3. A GREAT ATTITUDE – Pastors need to EXCITE and ENERGIZE the parish by giving them convincing reasons to give. Address all concerns. Believe that you CAN and you WILL!!!
2. Have GREAT PEOPLE – the RIGHT people with the RIGHT talents in the RIGHT place at the RIGHT time.
1. REMIND YOUR PEOPLE that We are ALL the Body of Christ – Seek 100% participation - ask ALL to participate this year. Explain that every dollar makes a difference. If unable to give a dollar, give a prayer – and tell us about it. Recognize and THANK those who participate – from the pulpit and through the parish bulletin.

SECTION 4

Statistics

*(Additional statistics may be found on the Diocesan Website,
click on the CSA Logo and Parish Login)*

FACTS and FIGURES - 2017



Diocesan Information:

- The diocesan goal for the 2017 Catholic Services Appeal is \$3,693,000.
- The Catholic Services Appeal is the major fundraising effort conducted annually throughout the 11 counties of the diocese with ALL parishes participating.
- The most recent diocesan audit report – for the 2015-2016 fiscal year – indicates that CSA funds represent one half of the total diocesan budget.
- The many ministries and services of the diocese are funded through a combination of sources of revenue that include CSA as well as other contributions to the diocese, fundraising, income from investments, workshops and tuition, and several other sources.
- Parishes receive rebates of all pledges/gifts fulfilled by parishioners in excess of their assessment. If payments do not meet their assessment, the shortfall becomes a liability to be paid by the parish.
- The diocese invites all parishioners to consider a pledge to CSA which may be paid over nine months from July 2017 through March 2018. Parishioners are invited to consider a 10% initial payment with their pledge.
- Gifts to the Catholic Services Appeal are tax-deductible. Please make checks payable to the "Diocese of Saginaw – CSA."
- Please consider a gift of 1% of your income. (This figure is derived from the Biblical tithe of 10% with a contemporary recommendation that it be divided as 5% to the church; 4% to other charities; and 1% to the diocesan annual appeal – CSA).
- Another way to calculate a 1% gift is to give the equivalent of 20 hours of pay as your gift – TWO hours of pay with the pledge and TWO hours of pay per month – July through March – for the nine-month pledge period. (A chart that illustrates this method of calculating your gift may be found within this manual).

2016 CATHOLIC SERVICE APPEAL FACTS AND FIGURES

Size of Gifts (AVG Gift) & Number of Gifts (% parishioners making a pledge)

GENERAL Gifts to 2016 CSA ranged from \$1.00 to \$12,000 with the AVG gift being \$221.34

- 16,225 gifts were made in 2016. Of those:
 - 14,004 or 86.31% of the gifts were one-time only gifts
 - 2,221 or 13.69% of the gifts were pledges, payable July thru March

Statistics for the 25 parishes that have MET their assessment:

- Average gift parishes - \$247.81
- AVG % of envelope holders making a pledge – 60.64%
- Range of gifts - from \$3.00 to \$11,000.00
- Average gift range from a high of \$474.84 to low of \$139.29
- % of envelope holders making a pledge range from a high of 86.9% to a low of 30.9%
- Here are four examples:
 - Parish 1 – 86.9% of parishioners made a pledge with AVG gift of \$179.07
 - Parish 2 – 70.4% of parishioners made a pledge with AVG gift of \$139.29
 - Parish 3 – 48.0% of parishioners made a pledge with AVG gift of \$474.84
 - Parish 4 – 30.9% of parishioners made a pledge with AVG gift of \$270.79

Statistics for the 31 parishes that did NOT meet their assessment with pledges:

- Average gift - \$198.31
- AVG % of envelope holders making a pledge – 51.49%
- Range of gifts – from \$1.00 to \$12,000.00
- Average gift range from \$274.91 to \$134.33
- % of envelope holders making a pledge range from a high of 66.2% to a low of 30.0%
- Here are three examples:
 - Parish #1 – 66.2% of parishioners made a pledge with AVG gift of \$191.22
 - Parish #2 – 45.9% of parishioners made a pledge with AVG gift of \$134.33
 - Parish #3 – 30.0% of parishioners made a pledge with AVG gift of \$274.91

FOLLOW-UP – as of 12-31-2016

- 66.8% of parishes continued to offer follow-up while 32.2% of parishes did NOT.

GOAL for CSA 2017

Best Practice: Select one goal to increase this year

To increase each parish's AVERAGE GIFT through:

- increasing the SIZE of GIFTS;
- increasing the NUMBER of DONORS;
- increasing the number of people making a PLEDGE rather than a ONE-TIME gift;
- offering effective communication materials and,
- follow-up techniques to assist parishes with the before mentioned points.

Catholic Services Appeal Parish Information for the CSA Chairperson

Please contact your pastor or parish administrator for the information below:

The 2016-2017 Diocesan Goal is: \$3,693,000

Our 2016-2017 Parish Assessment is: \$ _____

Our 2015-2016 Parish Assessment was \$ _____

Amount Pledged Last Year: \$ _____

% Pledged Last Year: _____

Number of Donors Last Year: _____

These statistics are offered so that they can be shared with parishioners as part of the 2017 Appeal.

PARISH CSA 2016 STATISTICS (as of 12-31-2016)

PARISH	CITY	Parish Assessment	% Assessment PLEDGED	% Making Gift	Average Gift
VICARIATE 1					
Annunciation of the Lord	Pt. Austin	\$43,805	84.0%	51.7%	\$183.92
Ave Maria	Lexington	\$67,897	86.5%	53.5%	\$212.07
Good Shepherd	Ubyly	\$60,402	81.7%	58.6%	\$176.98
Holy Apostles	Ruth	\$22,413	72.1%	45.7%	\$192.42
Holy Family	Sandusky	\$44,944	100.9%	53.5%	\$245.15
Holy Name of Mary	Harbor Beach	\$38,239	86.1%	45.3%	\$161.48
Our Lady Consolata	Cass City	\$45,077	86.7%	57.4%	\$206.86
Our Lady Of Perpetual Help	Caseville	\$45,846	117.8%	55.7%	\$281.24
St. Christopher	Caro	\$48,486	91.4%	51.8%	\$205.17
St. Hubert	Bad Axe	\$50,851	135.8%	84.5%	\$180.27
St. Isidore	Parisville	\$33,540	71.2%	53.6%	\$178.11
VICARIATE 2					
All Saints	Bay City	\$109,344	74.2%	37.3 %	\$218.19
Blessed Trinity	Frankenmuth	\$75,727	127.2%	63.0 %	\$323.26
Corpus Christi	Bay City	\$106,751	103.4%	69.8%	\$181.46
OL of Czestochowa	Bay City	\$170,254	59.4%	41.3 %	\$171.29
OL of Peace	Bay City	\$83,712	86.3%	48.5%	\$233.83
St. Catherine of Siena	Bay City	\$89,454	104%	59.9%	\$212.45
St. Elizabeth of Hungary	Reese	\$28,464	107%	48%	\$225.71
St. Francis Xavier Cabrini	Vassar	\$17,711	69.3%	47.7 %	\$227.4
SS Francis & Clare	Birch Run	\$66,957	114.3%	86.9 %	\$179.07
St. Jude Thaddeus	Essexville	\$168,726	78.7%	48.8 %	\$187.84
VICARIATE 3					
Cathedral of St Mary of Assumption	Saginaw	\$25,968	147.6%	54.8%	\$322.15
Christ the Good Shepherd	Saginaw	\$52,346	99.1%	51.4%	\$224.55
Holy Family	Saginaw	\$30,163	95.5%	49.8%	\$240.00
Holy Spirit	Shields	\$119,554	116.9%	50.4%	\$308.64
St. Agnes	Freeland	\$89,948	105.8%	71.0%	\$255.93
St. Dominic	Saginaw	\$149,161	92.2%	52.7%	\$193.12
St. Francis of Assisi	Saginaw	\$34,988	66.1%	48.6%	\$168.72
St. Francis de Sales	Bridgeport	\$36,590	114.8%	71.6%	\$183.45
St. John XXIII	Hemlock	\$102,274	77.4%	66.2%	\$191.22

PARISH	CITY	Parish Assessments	% Assessment PLEDGED	% Making Gift	Average Gift
St. John Paul II	Carrollton	\$54,960	92.4%	65.0%	\$189.46
St. John Vianney	Saginaw	\$55,414	105.0%	59.5%	\$252.00
St. Joseph	Saginaw	\$29,782	29.1%	59.0%	\$55.20
St. Thomas Aquinas	Saginaw	\$130,168	105.9%	65.1%	\$223.38
VICARIATE 4					
Assumption of the BVM	Midland	\$77,501	153.8%	48.0%	\$474.84
Blessed Sacrament	Midland	\$200,539	154.6%	59.3%	340.23\$
Holy Trinity	Pinconning	\$56,190	62.6%	45.9%	\$134.33
OL of Grace	Sanford	\$90,371	81.6%	48.4%	\$239.54
OL of Hope	Clare	\$57,220	114.0%	48.9%	\$231.31
Prince of Peace	Linwood	\$130,034	66.4%	60.5%	179.85\$
Resurrection of the Lord	Standish	\$53,216	110.8%	50.6%	\$229.38
Sacred Heart	Gladwin	\$41,228	114.9%	63.3%	\$207.77
St. Athanasius	Harrison	\$13,985	111.5%	70.4%	\$139.29
St. Brigid of Kildare	Midland	\$81,499	139.2%	42.0%	\$365.87
St. Gabriel	Auburn	\$75,620	101.3%	68.5%	\$195.34
St. Mark	AuGres	\$17,424	124.5%	85.2%	\$164.28
VICARIATE 5					
St. Mary Immaculate Conception	St. Charles	\$37,857	74.1%	60.7%	\$165.03
Most Sacred Heart of Jesus	Mt. Pleasant	\$72,256	122.2%	30.9%	\$270.79
Nativity of the Lord	Alma	\$51,727	90.7%	37.4%	\$216.14
St. Cyril	Bannister	\$23,045	70.4%	49.1%	\$208.01
St. Joseph the Worker	Beal City	\$43,433	143.8%	62.7%	\$200.79
St. Mary University	Mt. Pleasant	\$1,000	%	%	\$
St. Michael	Maple Grove	\$94,754	83.6%	59.9%	\$179.73
St. Paul	Ithaca	\$29,151	53.8%	30.0%	\$274.91
St. Peter	Chesaning	\$70,812	79.4%	62.0%	\$182.65
St. Vincent de Paul	Shepherd	\$44,221	94.1%	56.8%	\$208.12
DIOCESAN AVERAGE					
		\$3,692,999	97.7%	54.1%	\$222.31

SECTION 5
Sample Letters

EXTRACTS OF CSA LETTERS - FROM THE EXPERTS

The following are excerpts from CSA letters written by pastors over the last few years that may be of help to you in composing a letter OR to use as ideas for a homily or bulletin or pulpit announcement:

CSA EDUCATIONAL COMMENTS:

- "How Does CSA help at [NAME OF PARISH]? Here are at least a few ways: There are many direct services funded through CSA that come to us without cost: Virtus Training for all people working with young people; Church annulments are free; workshops that many from the parish attend on creating more welcoming communities; vocation education; faith formation and youth ministry, just to name a few.
- The gifts you give help support the many ministries and activities of the Diocese of Saginaw. These services include training lay ministers, parish leaders, priests, seminarians, and educators. They also support services that no one parish could afford to do on its own such as the work of the Marriage Tribunal, the Mission Office and the Office of Vocations.
- CSA supports the work of the diocese, which, in turn, offers many services and ministries which an individual parish could not afford. [NAME OF PARISH] regularly utilizes these services and we find them indispensable in running the parish.
- CSA helps provide assistance for our schools, faith formation programs, Lay Ministry Program, administration, Christian Service, liturgy, stewardship, and counseling through Catholic Family Service, among its many services. Also, it makes contributions to national and international church efforts without requiring a second collection on the parish level, at least eight times per year.
- Our goal for the CSA is [AMOUNT]. We are a parish family of [NUMBER] families and this target given to us is very doable if we all do our part. If we all give 1% of our income, we will have more than enough to reach our goal and much more. If we work together as a parish family, we can make a difference and arrive at our goal.
- The Diocese can provide things that we cannot do as individual parishes. But it is only with our support as individual parishes that the Diocese can do the work that only they can do, which will benefit all of us. So let us do our part and really make a difference together.
- I am grateful for the many ways our parishioners put their faith into action through their generous gifts of time, talent, and treasure within our parish. However, our stewardship reaches beyond parish involvement. I am asking you to share your resources to support diocesan ministries by a contribution to the Catholic Services Appeal.
- The theme for the Catholic Services reinforces the importance of each and every person in each of our 56 parishes throughout the Diocese joining in our mission to be messengers of Jesus Christ. We, as a Church, need to **make a difference** here in our own communities and in the world. This is only possible if we work **together**.
- We have met challenges in C.S.A. in past years. This is the highest assessment we have been assigned, so the challenge is great. I hope and pray that we can rise to this task. All I ask is that each of you do your best. It is our responsibility to support the diocese. In doing so, of course, we are also supporting our parish.
- Just as it is our responsibility to support the pastoral leadership, staff, and outreach programs of our parish, so, too, it is essential that we support our bishop and diocese to insure the continuation of the many good works and wonderful programs being offered, including:

educational opportunities, workshops, outreach ministry, lay ministry formation, catechist enrichment and education, Child Lures Prevention, campus ministry, seminarian formation, diocesan liturgies, and Catholic Family Service.

- Consider everything that CSA does: it keeps the Diocese running financially; annulments don't cost anything because CSA pays for them; CSA pays for seminarians to study for the priesthood, for men studying to be ordained as deacons, and for candidates in the lay ministry program; counseling services through Catholic Family Service depend on CSA, as does the maintenance of our Catholic cemeteries. All the programs, seminars, conferences, and retreats at the Center for Ministry rely on CSA; helping pregnant women through the Respect Life Office relies on CSA. And the list goes on and on. For us to meet our goal we need the help of everyone in the parish.
- Our diocese provides many services to local parishes. I am a direct beneficiary of these services. In my formation as [NAME POSITION] for the diocese, I was given [number] years of education and training at little cost to me personally. This was a direct result of your gifts to CSA.
- We currently have a person enrolled in the Lay Ministry program, and. While the parish and she are sharing the tuition, the overwhelming majority of the cost of the Lay Ministry program is borne by the diocese.
- As you can see in the enclosed brochure, CSA supports a multitude of ministries offered throughout the diocese. Thousands of people are touched by the ministries and services made possible by your gift to the Catholic Services Appeal. Our parish benefits directly from CSA through assistance with areas such as education, religious formation, youth ministry, administration, and priestly support. The many offices and programs of the diocese truly do serve us well. No one parish can offer all these ministries to its people. We need each other... and that is good. CSA is a fine example of how we work together for the common good.
- Each year our parish receives what I believe to be a fair target to reach. This year's target for CSA is [AMOUNT], which is very close to the target we had last year. If all of us participate in this year's appeal, we will reach this goal. If we participate generously, we will exceed our goal and anything in excess of our goal is retained by the parish.
- Because of CSA, parishes have been able to eliminate eight special "second" collections that were taken up annually. Before CSA, we had second collections taken at least once a month to cover needs such as the Catholic University of America, the Holy Land, and support of the Vatican. So, if for no other reason than making life easier by eliminating most of the second collections, CSA is a blessing as it becomes sort of our Catholic "United Way".
- We are called as Catholic Christians to be a Stewardship people who gives back to God a planned proportionate gift for all that God has given to each of us. Part of that gift is our support of the diocesan church. I hope that this year, ALL of our parishioners will give to the Catholic Services Appeal out of a conviction that we have a larger church to keep strong and healthy – that each of us has a part to play.
- The Catholic Services Appeal funds all of the diocesan offices; combines a number of separate collections that are no longer taken up individually and represents more than half of the diocesan budget, offering ministries such as the Office of the Bishop, the Tribunal, *Faith Magazine*, continuing education and retreat opportunities for parish ministers and personnel; and Ministry to Priests, which oversees the physical, spiritual, and emotional health of all of our priests, deacons, and seminarians.
- Masses are held, the sick are visited and anointed, sacraments are celebrated, seminarians are educated, faith formation is offered, and charitable works continue to be done by the Catholics of our Diocese. It is all possible because of good people, like you, who financially support the Diocese through the Catholic Services Appeal.

WAYS PARISHES "ASK" FOR A GIFT

- Our CSA goal is [AMOUNT]. This is a fair assessment based upon the size of our parish. In order to reach this year's goal, I am humbly requesting the support of every parishioner. Please give as generously as you can.
- I ask 100% participation of our [NAME OF PARISH] Family. That means all of us who call ourselves Catholic should be part of this campaign. Some ask "how much?" Many people offer \$20 a month for 10 months or a \$200 gift. Some go higher. Some do less. All I ask is that our people offer a gift that represents a sacrifice because we believe in what our Church is doing to bring Jesus to the world.
- If everyone would consider giving one percent of their income, we would make our goal and have some come back to the parish. We're not asking equal gifts, but equal sacrifice. The strength of any parish is shown by the willingness of people to do their fair share for the common good.
- If you can give the same as last year or increase it some, that would be a great help. Two other suggestions would be to give 1% of your income or a donation of \$200. Some can give more, like myself, and I hope that you will as well. Some can give less and we appreciate any amount you can give.
- Our hope is that every parishioner participates in the Catholic Services Appeal, regardless of the size of the pledge. Reflect upon the many blessings God has given you, and prayerfully consider your response. You may consider a gift of 1% of your total income. If you are unable to make a gift of this size, a gift of \$.50 a day would result in a generous total gift of nearly \$185.00.
- P.S. If it is helpful, know that the average gift given by the parishioners of [NAME OF PARISH] for the current appeal was [AMOUNT].
- This year, if we all work together, and consider our pledge from a monthly basis and commit to it, I believe we can reach and even exceed our target.
- As a parish family, we depend on Diocesan support and programs. We need each other, and it is our turn to step up again. I ask you to see the Face of Christ in all of this as you once again support this year's Appeal as generously as you can. With your support, we can work to bring Christ to all those in need both here in [NAME] County, in our diocese, and across the world.
- It's a beautiful and wonderful privilege to be able to witness the great spirit of our Diocese. Our parish is being invited to make a fair contribution. This year, we are asked to provide [AMOUNT] for the CSA campaign. We ask you to join us in supporting this year's campaign. 100% participation means we are truly working together. If you are not accustomed to contributing to the CSA, please consider doing so this year. No amount is too small. If you are a regular contributor to this appeal, please consider increasing your gift, even if only by a small amount. Rest assured that as in years past any amount donated by members of {NAME} Parish over our financial goal will be returned to the [NAME] general budget.
- My hope is that every parishioner will participate in CSA regardless of the size of their pledge. Please reflect upon the many blessings you have received from God and prayerfully consider your response to this appeal. You may wish to consider a gift of 1% of total income, but if you are unable to make a gift of this size, even a gift of \$.50 per day would result in a total gift of nearly \$185.00.
- Our target for the coming year is [AMOUNT]. On average, we need a contribution of \$175 to make our target. Some, of course, may not be able to reach that amount, others can afford more. Please talk it over with God and make your decision. God thanks you and so do I.

- For several years, our parish has not reached its CSA target, and we needed to take funds from our parish savings to pay our fair share to the diocese. That is not acceptable and I hope we turn that trend around this year.
- Realizing that many parishioners desire a recommendation on the amount to give yearly, I ask you to consider at least \$250.00 as your CSA pledge this year. If you can pledge more, based upon how blessed you have been, we ask you to do so in the spirit of this year's theme [NAME THE THEME].
- I personally support Catholic Services Appeal and I urge your participation through prayers and financial support to help the diocese as it reaches out and cares for so many in need. Many thanks for your support for CSA as well as all aspects of parish life here at [NAME OF PARISH]. God bless you and your family.
- Through our CSA contributions we extend ourselves in care and concern. We are not singularly focused on our own needs as we support our CSA campaign.
- Your past support has been overwhelming in meeting our annual CSA targets. And, your continued financial support will ensure that [NAME] Parish will be able to meet its goal again this year.
- Continuing past participation in the Appeal, we will need to average about \$150.00 from each parishioner in order to reach our target. The general guideline for determining your pledge/gift is 1% of income after taxes. (Although not strictly "tithing", this kind of giving is a good habit to get into.) If we all do our fair share, we certainly can reach the goal that has been set for us.
- Our parish has a wonderful history of generous response to this Appeal. My hope and prayer is that we continue the giving tradition that has been established. All I ask is that you do the best you do for the diocese and, as a result, for the parish.
- In the quiet of our heart, where our loving God dwells, prayerfully we decide what we want to pledge this year. I am sure that the gratitude for the many blessings our Generous God has showered on us will prompt the gift that we want to share.

PERSONAL COMMENTS IN THE LETTER

- For several years we have fallen short of our assessment and as a result we have incurred an expense we had not planned for. I would like to see that trend end. This assessment is makeable, but only if everyone does their part. Please pray about your pledge and use the form provided to indicate your gift. I thank you ahead of time for your gift.
- I plan on making a pledge of [AMOUNT] which amounts to [AMOUNT] per month. If each family does this, we will easily make our assessment, with a substantial excess of funds. Of course, there are some who are unable to contribute that amount, and there are others who are able to do much more. Remember, it is not the size or amount, but the principle that we all contribute something. We can make a difference together. Any excess funds we receive this year will be put aside toward the cost of the [DEFINITION OF PROJECT] with which we have not yet been able to fund.
- You have been very welcoming and affirming to me in my first year at [NAME OF PARISH]. I love being your pastor. May God bless you for your generosity to [NAME OF PARISH]. You are the best.
- Bless you for the gift you are about to make! Remember to bring it to Church Sunday. I love you all so much!
- In a multitude of ways, CSA supports each of us, often behind the scenes.
- God will bless you for your generosity and your sacrifice. Thank you for whatever you are able to pledge.

- God bless you for your generosity to our parish and our diocese. May the God of all love bring to completion within you the good work that he has begun.

SAYING THANK YOU

- Many parishioners have been very generous to CSA in the past, and for that, I am deeply grateful.
- Thank you for your generosity, both in your prayers and in your financial support of the Catholic Services Appeal.
- In the past three years, you have shown great generosity to our annual Catholic Services Appeal (CSA), and I want to thank you. You know that no parish can sustain itself alone.
- On behalf of all of the people of the Diocese of Saginaw whose lives are enriched because of your generosity, I thank you. May God bless you and your loved ones.
- Please prayerfully discern how you might best support this year's appeal. In advance, I thank you for your generous response to this year's Catholic Services Appeal.
- I wanted to write this personal letter to you for a few important reasons. First, as we approach the anniversary of our second full year of being [NAME OF PARISH] parish, I thank God for all of you in my life and for the privilege of being your priest and spiritual father. I also wanted to take this opportunity to write to you about our CSA campaign this year...
- On behalf of myself and all the people of the Diocese of Saginaw whose lives have been enriched because of your generosity, I thank you and wish God's blessings on you and your loved ones now and always.
- THANK I wish to thank you for all you do to make [NAME] Parish a caring community. The time, talent, and treasure that you share with us really does make a positive difference in and around our parish community. We as a parish are called upon to reach out to brothers and sisters in need within our diocese and the wider church.
- I am happy to report to you that our parish has met and exceeded our CSA goal. The amount collected beyond our goal will be used to replace the savings that we had to use to cover the previous year's debt. I wholeheartedly thank you for your support of CSA which benefits all of us every day of the year.
- I offer sincere gratitude to you for supporting the work of the Church. Together we worship and serve, evangelize and sacrifice as we walk in the footsteps of Christ on the road to the eternal Kingdom. We are all in it together.
- In the past you have shown great generosity to our annual Catholic Services Appeal, and I thank you. You know that no parish can sustain itself alone. We rely heavily on the ministry of our Diocese and its structure. Each year we are asked to make a contribution toward the operations of the Diocese. The CSA is our opportunity to ensure that our parish is supported by a robust and well-staffed Diocese.
- I say "thank you" to all who have given so much in the past, and "thank you" for all who will respond in generous faith once again this year.

PASTOR'S ENDORSEMENT LETTER

Sample 1

Dear Parishioners,

The theme for the 2016 Catholic Services Appeal, "Serving With the Heart of Christ", is consistent with the Jubilee of Mercy proclaimed by Pope Francis and the Gospel reading from Matthew 25:35-46. Jesus reminds us that we are called to love our neighbor in a variety of ways with special attention to care for the poor and vulnerable. The Corporal Works of Mercy that Jesus explains through this passage are not just about the emotion of loving of our neighbors but more important, they are a call to action! I am always grateful for the many ways [NAME OF PARISH] parishioners put love and service into action through their generous stewardship of time and talent and treasure within our parish family.

Our stewardship must not stop at our parish boundaries! I am asking you to "Serve With the Heart of Christ" and share your resources through a contribution to the Catholic Services Appeal to help support the many ministries and services offered through the diocese. Your gifts to CSA provide the funds to help the diocese serve thousands of people throughout the eleven counties.

Our own parish has had opportunities to participate in [SOME EXAMPLES: Respect Life opportunity, Marriage preparation program, March for Life, Youth ministry opportunities, lay ministry program, assistance offered to pastors, parish bookkeepers, etc] programs offered to all parishes and parishioners in the diocese. Our catechists have opportunities to participate in diocesan in-service programs offered through the Office of Faith Formation. These and other services impact people here at [NAME OF PARISH]. Yet, our response to God's love and generosity call us to action beyond our parish. They call us to the education of our seminarians and permanent deacons; to provide hope to families in crisis; and so much more. A gift to the CSA is a way to "Serve With the Heart of Christ" here in the diocese by helping to fund a multitude of ministries and services.

Our 2017 parish assessment for the Catholic Services Appeal is [AMOUNT], and with your help, I am confident we can reach that goal. Once we reach our goal, payments over and above our assessment are returned to the parish. Likewise, any shortfall must be paid out of our operating budget.

Remember Jesus' words in Matthew 25: 40: "whatever you did for one of these least brothers of mine, you did for me." Jesus' words call for action! I urge you to please help us reach our goal by making a gift to the 2017 Catholic Services Appeal. You make a gift by completing the pledge card enclosed with this letter.

Thank you for your generosity. Be assured of my prayers for you and your loved ones.

Sincerely Yours in Christ,

[NAME OF PASTOR]

PASTOR'S ENDORSEMENT LETTER
Sample 2

Date

NAME

Address

City, State, Zip

Dear [NAME],

The 2017 Catholic Services Appeal is now underway! The CSA funds important ministries, programs, and services throughout or eleven counties of the Diocese of Saginaw. These blessings benefit thousands of people each day – that our parish could not do alone.

This year, our CSA parish assessment is [AMOUNT]. If we exceed our assessment, the excess will be returned directly to our parish and will go towards [BRIEFLY GIVE DESCRIPTION FOR USE OF THE CSA REFUND]. If we do not meet the target, the shortfall will be taken from our operation budget.

Our goal for this year's appeal is a commitment from every parishioner, even if their response is that they are unable to give this year. If each parish family does their part, it can make a big difference.

We are asking each family to pledge [SUGGESTED AMOUNT]. This would amount to [10% PLEDGE AMOUNT DOWN] and [PLEDGE MONTHLY AMOUNT] a month for nine months. You may also make quarterly payments, or a one-time cash gift. We realize some parishioners are able to give more while others are must give less. What is important is that each of us make a sacrifice relative to our means.

Please review the enclosed CSA brochure, and prayerfully consider your gift to the 2017 Catholic Services Appeal. On Commitment Weekend [DATE], please bring your completed pledge card with you to Mass. If you are away that weekend, please mail it or drop it off at the parish office.

I sincerely appreciate your stewardship. God bless your generosity.

Sincerely Yours in Christ,

PASTOR

PASTOR'S ENDORSEMENT LETTER

Sample 3

Dear Friends in Christ,

The 2017 Catholic Services Appeal has begun. As Catholics, we share an experience of Church not only in the local parish but also in the larger Diocese of Saginaw. Both of these experiences of Church are essential to participating as a Catholic Church in the mission and ministry of Jesus Christ. The CSA is our yearly experience on the very particular, financial level of helping our diocese (and ourselves!) live up to the wider responsibilities to serve youth, young adults, college campus ministry, marriage and family ministry, faith formation, and so much more.

The CSA assessment that is assigned to our parish is mandatory and needs to be reached by our parish via the Appeal or else we will have to make up any shortfall through our parish operating budget. OUR mandatory assessment for this year is [amount].

To make your participation in the 2017 CSA as convenient as possible, we have included a pre-printed pledge card at the bottom of this letter along with a return envelope. List your total pledge, any amount you are paying immediately, and any balance due. Please indicate how you want to pay the balance – over nine months or quarterly. You will notice there is also the option of paying by credit card. We ask that you return the enclosed pledge form along with any check/money in the collection on Commitment Weekend which will be held [DATES].

If you prefer to drop your pledge off in person, you may do so at the parish office at any time or mail it to the parish. Please do not hesitate to ask questions or share concerns.

People often ask: "How much should I give?" I ask that every household try to give [SUGGEST AMOUNT], if at all possible. Some are able to give significantly more, some less. I know that financial situations vary greatly and simply ask that you do the best you can. But if most of us – including myself – make some type of pledge/donation, we will meet and exceed our mandatory assessment. Each dollar you contribute is used 100% to help the parish, either by helping us to reach our mandatory assessment or by coming back to us for our own use when payments exceed the pledge. Please consider making a significant gift to CSA this year, if you find yourself in a position to do so.

Even if you are financially unable to contribute this year, we would still like to hear from you. Just mark the pledge card with "\$0" and send it in. In that way, you have participated in the CSA and we know that we do not need to contact you or send you a follow-up letter. Thank you.

Sincerely,

[NAME OF PASTOR]

PASTOR'S ENDORSEMENT LETTER

Sample 4

DATE

NAME

Address

City, State, Zip

My Dear Parishioners, <<<<OR>>>> [Personalize the Letter]

I write to you today with sincere gratitude for the many ways you put your love into action by sharing your time, talent, and treasure with our parish family. It is through the stewardship efforts of our parishioners that we are able to make a difference in the lives of so many in our parish and community.

I am asking you to consider responding to another very important need, the Catholic Services Appeal. While we are enjoying family gatherings, there are families facing crises who are seeking counseling from Catholic Family Service.

Many of our seminarians will be home for the summer, sharing their time and talents in their home parishes. Our permanent diaconate candidates are also giving their time to serve those in need.

Children in our faith formation programs and youth participating in retreats or special programs and youth ministry opportunities all benefit from the catechetical assistance provided by the offices of faith formation and youth ministry.

These are just a few of the many ways that CSA-funded ministries help make a difference in the lives of thousands throughout the diocese.

Our parish CSA assessment is [NAME] and to date we have received [NAME] from [GIVE NUMBER] households. I am asking everyone to put CSA on your giving list this year.

I am confident that Christ has touched the lives of every parishioner here at [NAME OF PARISH] in some way. Please complete the form included in this mailing and return in the enclosed envelope.

Thank you for your generosity. Be assured of my constant prayers.

Sincerely Yours in Christ,

NAME OF PASTOR

**FOLLOW-UP LETTERS TO NON_GIVERS
SAMPLE LETTER 1**

Date

Name

Address

City, State, Zip

Dear [NAME],

The Catholic Services Appeal is your annual opportunity to join with other members of our diocesan family to support the religious, educational, and spiritual programs and services of the Diocese of Saginaw.

To ensure the success of the 2017 Catholic Services Appeal, our goal is to contact EVERY member of our parish family and invite them to participate. If you have already made a contribution to the Appeal, please accept our thanks for your generosity and kindly disregard this letter. At this time, however, our parish records indicate that we have not yet received a response from you for the Appeal.

We ask that you consider a pledge of \$_____. This pledge may be paid in monthly or quarterly payments. You may also make a one-time gift payment or you can pay by credit card. Please give what you can because no gift is considered too small.

Thank you for your consideration of this request. Please fill out the enclosed pledge card and drop it into the collection basket next week, bring it to the parish office, or mail it to the office.

Sincerely Yours,

NAME OF PASTOR

SAMPLE PASTOR FOLLOW-UP LETTER – Sample 2

Name

Address

City, State, Zip

Dear Mary & John,

I am sending you this personal note to ask your help with our parish efforts for a successful 2017 Catholic Services Appeal. Your gift to CSA supports programs and services which benefit you, your neighbors, and your parish.

Each year, one of our goals is to offer all members of our parish the opportunity to participate. We hope that every family will make a gift to this worthwhile cause. It is only when we combine our gifts of talent and treasure that we can accomplish more to help each other.

I ask that you consider a pledge to the 2017 Catholic Services Appeal. We have no way of knowing how much you can afford to give. Only you can answer that question. All we ask is that you reflect for a moment and prayerfully consider what your response will be. For your convenience, we have enclosed a pledge envelope for your use. Please return it by mail or simply drop it in the collection basket next weekend.

On behalf of all of the people of the Diocese of Saginaw whose lives are made better because of your generosity, I thank you. May God bless you and your loved ones for your generosity.

Sincerely Yours in Christ,

(Pastor's Signature)

FOLLOW-UP LETTER – Sample 3

Date

Name

Address

City, State, Zip

Dear [NAME],

As you know, our parish is now conducting the 2017 Catholic Services Appeal. The CSA funds many valuable ministries, programs and services that our parish could not provide on its own, but that are essential to meeting the needs of Catholics throughout the Diocese of Saginaw.

According to our records, we have not received your decision to support the Catholic Services Appeal. I ask you to prayerfully reflect on how you can best help our parish in this effort. Please consider making the most generous gift possible as your personal circumstances allow to help our parish meet its assessment. You can bring your gift to Mass next weekend, drop it by the parish office, or return it by mail.

I am truly grateful for whatever you can do to support our parish as we strive to reach our CSA assessment. Please do not hesitate to call me to discuss questions you may have about the Catholic Services Appeal.

Sincerely Yours in Christ,

[NAME OF PASTOR]

THANK YOU LETTER TO GIVERS Sample 1

Date

Name

Address

City, State, Zip

Dear [NAME],

Thank you for all you do to help [NAME OF PARISH] and the Diocese of Saginaw.

Your gift to the 2017 Catholic Services Appeal helps to reflect Christ's love to many people whose lives are touched by the ministries and services of this diocese. We are called to share ourselves and our resources. We are called together to "*Serve with the Heart of Christ.*" We are called to join together to make a difference.

Thank you for your support of this year's Appeal. As you probably saw in this year's brochure, the Appeal helps to provide services and ministries to people in our communities and throughout all 11 counties of diocese and beyond. Many people in our parish, such as you, have come together to make a difference.

I am proud to be your pastor! The enthusiastic response of so many parishioners is a wonderful testament to how we reach out to others. Your response gives me confidence that we will continue to journey in faith and grow in our understanding of what it means to "*reflect Christ's love.*"
(John 15:12-15)

Please keep our parish family and our diocese in your prayers, as I keep you in mine. Thank you for your generosity.

Yours in Christ,

[NAME OF PASTOR]

THANK YOU LETTER
Sample 2

DATE

Name
Address
City, State, Zip

Dear [NAME],

Thank you for your generous support of this year's Catholic Services Appeal. Your gift helped our parish raise [PARISH PLEDGE AMOUNT] to date on an assessment of [AMOUNT OF ASSESSMENT].

Because of your generosity, the Diocese of Saginaw will continue to provide a multitude of ministries, services, and programs that touch the lives of thousands of people throughout the Diocese of Saginaw. Together, we truly are "*Serving With the Heart of Christ*" throughout all 11 counties of the diocese.

May God bless you and your loved ones abundantly?

Sincerely Yours in Christ,

[NAME OF PASTOR]