



**MANY PARTS; ONE CHURCH**

**CSA** | Catholic Services Appeal  
Diocese of Saginaw

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# Parish Supplemental Manual

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**2019**

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

*We hope that this manual is useful for you as a resource for bulletin messages, universal prayers and pulpit announcements. You also will our campaign prayer and other useful tips.*

*You may print additional manuals as needed. You will find this manual online by going to the diocesan website, [www.saginaw.org](http://www.saginaw.org), under Forms & Resources or on the Stewardship page.*

*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,*

*Geri*

*Geri Rudolf  
Stewardship Coordinator  
Development Office*



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# **SECTION 1**

**Let Us Pray Together...**

## **PRAYER**

Lord Jesus Christ,  
Your goodness is without measure.  
The gifts you bestow on me are countless.  
You continuously pour out your grace on me and those in my life.  
I am forever grateful.

Strengthen your family of faith, Lord,  
so each person we encounter may feel your love  
through our actions.  
In all that we do, conform us always to do your holy will.

As we undertake our annual Catholic Services Appeal,  
“Many Parts, One Church,”  
we ask for your guidance  
as we strive to fulfill these promises that we offer up to you.

We ask this through the intercession of  
Mary, our Mother,  
assumed into Heaven and patroness of our beloved  
Diocese of Saginaw, and Christ our Lord.

AMEN.



## **UNIVERSAL PRAYERS**

### **For the Catholic Services Appeal**

*The following are samples of petitions for use in the Prayers of the Faithful. Please use at least one CSA petition each weekend during the active phase of the campaign.*

- That the Gospel message may be spread through our good deeds as we generously support the Catholic Services Appeal; we pray ...
- That the people of our parish prayerfully consider the many gifts they have received and respond generously to the Catholic Services Appeal; we pray ...
- May our parish respond to the opportunity to reach beyond the boundaries of our parish in love and service through the Catholic Services Appeal; we pray ...
- May our gifts to this year's Catholic Services Appeal enable our Church to continue Christ's work in our community; we pray ...
- That those in need may find guidance and assistance from the many programs and services supported by the Catholic Services Appeal; we pray ...
- 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 we may be filled with compassion and, in faith, serve our community through our gifts; 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 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...



## **SECTION 2**

# **Conducting the Appeal...**

# CONDUCTING THE CATHOLIC SERVICES APPEAL

Data shows that the Catholic Services Appeal is the most successful when three positions or categories of positions are established: 1) the pastor/pastoral administrator; 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/Pastoral Administrator

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

The pastor/PA sets the tone for the motivation and success of a project such as CSA. Parishioners respond to their priest/PA's enthusiasm, leadership, and confidence. The pastor/PA must be committed to and actively follow the Appeal plan and provide spiritual guidance and teaching.

The roles and responsibilities of pastors/PAs 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
- Provide leadership to lay volunteers who are part of the Appeal.
- A pastor/PA should make his/her own personal pledge commitment to the Appeal before asking others to give. Communication about this pledge is powerful as it reflects the parish leadership's belief in the Appeal.
- 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. Explanations of how CSA programs help individuals and parish activities also are key.
- 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 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. The chair's efforts at personal communication and follow-up with parishioners are critically important to the parish's success in meeting its assessment.

The responsibilities of the chairperson include:

- Building a strong, faith-filled parish CSA team is essential to a successful CSA effort. The CSA team should include dedicated parishioners who have histories of stewardship toward the parish, are involved in parish life, and are committed to seeing the parish succeed.
- Contributing the integrity of his/her name and position to the Appeal. He/she works closely with the pastor/PA to coordinate parish CSA efforts and serves as the motivator of the CSA team, chairing all CSA meetings. The chair sets the tone of high expectations and serves as a spokesperson for the Appeal.
- Ensuring that all parish leaders and staff are familiar with the Appeal plan and implementation dates.
- Speaking at Masses and to parish groups to promote the Appeal, if requested.
- Familiarizing himself/herself with printed CSA materials, especially the list of ministries funded by CSA.
- Working with the pastor/PA 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.
- Overseeing preparations for the implementation of Announcement, Education, Commitment and Follow-up Weekend activities.
- Making a pledge to the Appeal before asking anyone else to do so, thus, promoting support for CSA among parishioners.
- Staying in touch with the pastor/PA regularly about the parish's progress toward its Appeal goal. Preparing brief, regular reports for the bulletin to keep parishioners updated of progress towards meeting the parish assessment.
- Ensuring 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**

Parish receptionists and secretaries often receive the calls about the Catholic Services Appeal and therefore, are important partners in all efforts to communicate the Appeal's message. Parish receptionists, secretaries, pastors/PAs, and CSA chairpersons all need to work together to ensure that everyone has Appeal information.

The Appeal Secretary plays a critical role in the Appeal since she/he has great working knowledge of the parish. The Appeal Secretary must 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 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 Transmittal Manual.
  - Update the parish roster as changes occur.
  - Work with pastor/PA and chairperson to ensure that the Appeal has been promoted in bulletins and pulpit announcements and that Appeal materials have been distributed.
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## HOW TO PROMOTE THE APPEAL?

**Play the CD and/or video** – The 2019 CD and video *Many Parts; One Church* features a message from Bishop Hurley and an overview of some of the many services and ministries supported by the Catholic Services Appeal.

**Make the Case for Support** – Review the manuals and brochure. You will find materials that can be used for bulletin messages, pulpit announcements and more. In writing and talking about CSA, 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.

**Demonstrate Values** – CSA funds ministries and programs that many parishes cannot provide on their own due to limited financial resources or expertise. Some examples include forming seminarians, assessing schools to help them achieve academic excellence and accreditation, and training parish bookkeepers and catechists 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.

**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. Continue these messages throughout the year.

**Educate and Create Awareness** – Review the materials for ideas to help promote CSA all year round. The key message to convey throughout the appeal is how parishioners' gifts to the Appeal make differences. Appeal leaders play important roles in helping parish and the diocese achieve success.

The diocesan CSA staff is always ready to provide assistance or answer any questions or concerns.

**Lead by Example** – Your personal example of stewardship and financial support to CSA speaks volumes. 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 that the parish leaders give. It is significant for parishioners to know that leaders personally believe in the CSA and, as a result, make regular gifts.

**Use CSA Bulletin Inserts** – Parishioners will contribute to CSA when they understand the ways it helps fellow Catholics throughout the diocese. The bulletin inserts/materials included are intended to provide more detailed information and personal testimonials on some of the ministries that touch the lives of people throughout the diocese.

## Thoughts about “How Much Should I Give?”

Often it is challenging to determine the best way to ask people to make a gift to the Appeal. The following are some ideas:

- Again this year’s brochure asks parishioners to consider 1% of income. Some parish leaders consider talking about the “Take-a-Step” model for giving. It teams with the request to make a gift of 1% of income to the Appeal, encouraging people who make a gift that is far short of 1% of income to “Take-a-Step” so that they can incrementally increase their gifts to CSA without financial difficulties. The ease of gradually increasing the pledge is the goal of this approach.
- Other parish leaders ask parishioners to think about giving one to two hours of pay per month, which is equivalent to ½% to 1% of income. Some people find this as an easy way to calculate their giving.
- Some recommend a specific dollar amount. Parishioners may be seeking specific suggestions. Pick a dollar amount that is logical based on your parish assessment and parishioner demographics.
- Suggest that parishioners give a specific amount per day. Some parish leaders break this down further to equate to something specific such as the cost of a few cups of coffee weekly or a monthly night out.



**SECTION 3**

**Communication Materials**

## CSA BULLETIN MESSAGES

You may wish to add a line to the end of any of these messages such as:

- CSA helps make this service possible. Thank you for your gift.
  - Your gifts to the Catholic Services Appeal make these ministries possible.
  - This ministry and others are made possible through your gifts to the Catholic Services Appeal. Thank you for your generosity.
1. Your support of the Catholic Services Appeal helps to support the training of lay ministers who serve in parishes throughout the Diocese of Saginaw. Education for this important ministry includes four years of theology and faith formation. Nearly 400 people, including <names of lay ministers> from our parish serve individual churches and communities as lay ministers.
  2. When months for harvesting crops in our region approach, migrant workers travel to our communities to work in the fields. CSA funds programs through the Office of Hispanic Ministries to help to bring faith formation and the sacraments to our Catholic brothers and sisters who labor on our farms.
  3. CSA helps fund many faith offerings and retreats available to the people of our parishes to help them grow as disciples. In addition, the diocesan Faith Formation Office supports leaders in parishes who provide youth ministry and adult faith formation.
  4. 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.
  5. 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”) are 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.
  6. The FAITH Saginaw magazine will be increasing to six issues a year -- mailed 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.

7. 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.
8. Once a year, a Rachel's Vineyard retreat is offered by a team trained 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.
9. The 2019 Catholic Services Appeal (CSA) Target is \$3,693,000. The CSA provides about 50% 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.
10. 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.
11. 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.
12. 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. Counseling at Catholic Family Service can help with these issues. Your gifts to CSA result in a subsidy to Catholic Family Service to offer these services.
13. 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.

## 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 Hurley and <<your pastor or pastoral administrator>> 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 Walter Hurley. 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 Hurley that contains information about the 2019 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 last year in our Diocese there were ...?**

- 2,079 Catholic elementary and high school students who received a solid education in the faith
- 4,400 elementary and middle and high school students who attended faith formation sessions
- Seven seminarians from our diocese that continue to grow closer to the Lord and the priesthood
- 814 Baptized into the faith
- 118 that were received into full Communion
- 786 First Communions
- 842 people that were confirmed in the Catholic faith
- 311 couples that began a new life as husband and wife through the sacrament of marriage
- 1,370 funerals

# 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**

## **Facts and Figures**

# FACTS and FIGURES - 2019

## Diocesan Information:

- The diocesan goal for the 2019 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 2018-2019 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 2019 through March 2020. 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).

## GOAL for CSA 2019

### 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 2019-2020 Diocesan Goal is: \$3,693,000

Our 2019-2020 Parish Assessment is: \$ \_\_\_\_\_

Our 2018-2019 Parish Assessment was \$ \_\_\_\_\_

Amount Pledged Last Year: \$ \_\_\_\_\_

% Pledged Last Year: \_\_\_\_\_

Number of Donors Last Year: \_\_\_\_\_



**SECTION 5**

**Sample Talking Points**

**And Letters**

## EXTRACTS OF CSA MESSAGES - FROM THE EXPERTS

The following are excerpts from CSA messages by pastors over the last few years that may be of help to you in 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 [NUMBER], 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.
- We have met challenges in CSA 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.
- We currently have [NUMBER] people enrolled in the Lay Ministry program, and, while the parish and they 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.
- We are called as Catholic Christians to be a “stewardship people” who give 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.

## 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.
- 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.

## **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.
- 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.
- 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.

## FOLLOW-UP LETTERS TO NON-GIVERS

### Sample 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 2019 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 or give online at [www.saginaw.org/csa](http://www.saginaw.org/csa)

Sincerely Yours,

<<Name of pastor or pastoral administrator>>

**FOLLOW-UP LETTERS TO NON\_GIVERS**  
**Sample 2**

Name  
Address  
City, State, Zip

Dear [NAME],

I am sending you this personal note to ask your help with our parish efforts for a successful 2018 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 2019 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 – or give online at [www.saginaw.org/csa](http://www.saginaw.org/csa)

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,

<<Name of pastor or pastoral administrator>>

**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 2019 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.

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 the 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 or pastoral administrator

**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 *Many Parts; One Church* throughout all 11 counties of the diocese.

May God bless you and your loved ones abundantly.

Sincerely Yours in Christ,

Name of pastor or pastoral administrator