

# Prayer for the Support of the Catholic Services Appeal for the Diocese of Saginaw

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 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.



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# Overview

Introduction – **Mary Beth Curtiss**

Strategy, Timeline and Tools – **Geri Rudolf**

Tips for a Successful Campaign – **Mark Morrow**

Thanking Donors and Keeping Data Updated – **Mary Beth**

Pledge and Gift Administration – **Diocesan finance team**

Questions

Who to Contact



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# Purpose of Today's Meeting

- To serve and assist you in leading a successful CSA campaign
- Provide information and answer questions
- Acknowledge that some participants are CSA pros
- Thank you for your CSA leadership



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# CSA Trifecta

- Strengthen parishes
- Evangelization
- Support the most vulnerable in our communities



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# CSA 2019-2020

- Overall target \$3,693,000 – has not increased in 10 years\*
- Funds approximately 50% of the Diocesan budget
- Parish receives all contributions exceeding the parish target



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# Key Elements of Parish Assessment

- Envelope holders
- Median family income (2010 Census)
- Parish income
- Educational expenses
- Share of min/max cap
- Prior year CSA assessment



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# New Outreach Made Possible by CSA

- Welcome Grants for new families/students to attend Catholic schools
- Increased funding to Catholic Family Service
- Increased issues of FAITH Saginaw Magazine
- Live streaming of Sunday Mass from St. Mary's Cathedral



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# New Items This Year

- Online Giving
- Social media campaign
- Bishop AND pastor/PA letter
- Meeting today
- Prayer
- Campaign Postcards
  - Pre-campaign
  - Reminder
  - Thank you



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# New Items This Year – *cont.*

- Brochure – streamlined and focused
- Video – in addition to audio
- Banners
- Spanish materials
- FAITH magazine – article and annual report in the Fall
- Speakers' Bureau



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# Thanking 'Our' Donor Family

- Essential component of CSA
- Diocese improving year-round accountability and gratitude
- Bishop Hurley to thank all donors



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# Considerations for Thanking Donor Family

- Many parish leaders are excellent models: good stewards of relationships and resources
- Thank you at-large: published letter, bulletin, pulpit, parish party
- Leverage website and social media
- Share personal stories re: appeal mission and difference/impact experienced



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# Considerations for Thanking Donor Family

- Be thoughtful in acknowledging donors – need both new and existing donors to continue
  - Campaign volunteers
  - Parish staff
  - Key donors
  - Increased giving donors
  - Young donors
  - New donors
- 
- Just engage – “I know who you are!”



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# Updating and Protecting Your Vital Parish Data

- Continuous process, not just CSA driven
- Enhance or erode relationships
- Honor parish directives for parishioner listing for CSA
- Distinguish between lists and inherent purposes
  - Our Sunday Visitor envelope holders
  - Global File; coding can be useful
- Parish data – Jesus Christ lifeline to real people



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# Pledge and Gift Administration

- Pledge cards – make corrections on them
- Payment reminders
- Track parishioner pledges and giving
- Review pledge file lists
- Keep batches small – 50 maximum



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# Pledge and Gift Administration – *cont.*

- Do not mail cash
- Transmittal report
  - Online/Faith Direct section
  - Credit card and cash combination
- Faith Direct recurring gift
- Questions



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# Who To Contact

**Geri Rudolf – Development Department**

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**Mary Beth Curtiss – Bishop’s office**

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**Lynn Baerwolf – Finance Department**

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**Thank you!!!**

**We are all stronger when we work together!**



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