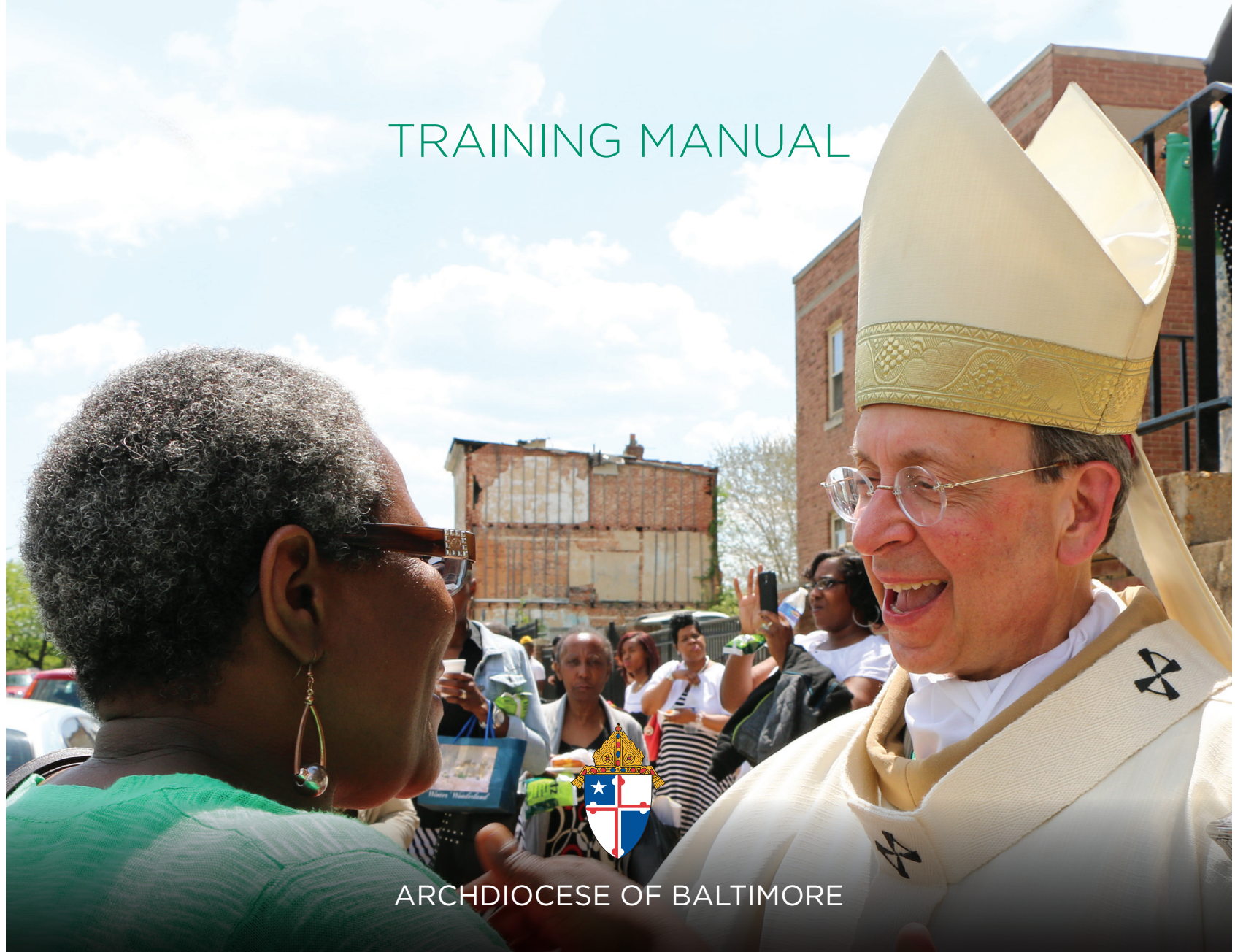




A LIGHT BRIGHTLY VISIBLE
ARCHBISHOP'S ANNUAL APPEAL
2016



TRAINING MANUAL



ARCHDIOCESE OF BALTIMORE



ARCHBISHOP'S ANNUAL APPEAL
ARCHDIOCESE OF BALTIMORE

Stewardship Prayer

Radiating Christ

Dear Jesus, help me to spread Your fragrance everywhere I go.
Flood my soul with Your spirit and life.
Penetrate and possess my whole being so utterly,
That my life may only be a radiance of Yours.

Shine through me, and be so in me
That every soul I come in contact with
May feel Your presence in my soul.
Let them look up and see no longer me, but only Jesus!

Stay with me and then I shall begin to shine as You shine,
So to shine as to be a light to others;
The light, O Jesus will be all from You; none of it will be mine;
It will be You, shining on others through me.

Let me thus praise You the way You love best, by shining on those around me.
Let me preach You without preaching, not by words but by my example,
By the catching force of the sympathetic influence of what I do,
The evident fullness of the love my heart bears to You.

Amen.

– Blessed John Henry Cardinal Newman

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Overview

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MISSION ■ ■ ■ ■ ■

The Archbishop's Annual Appeal helps sustain the essential ministries of the Archdiocese of Baltimore including those that provide direct ministry – African American ministry, Hispanic ministry, Prison ministry, Hospital ministry, and Respect Life ministry, to mention a few, and administrative areas which provide supportive services to parishes and schools, as well as our outreach agency partners, including Catholic Charities of Baltimore.

Once a year, Catholics throughout the Archdiocese of Baltimore are asked to support these ministries by giving to the Archbishop's Annual Appeal. Donor participation plays a key role in advancing the mission of the Church both within and beyond the boundaries of their parishes. The good news is that the 2015 Archbishop's Annual Appeals saw an increase in donor participation for the first time in several years. We attribute this increase to the winding down of the *Embracing Our Mission* capital campaign, which, while it ran concurrently with the Appeal, sometimes asked the same donors to support dual fundraising initiatives within the same calendar year. As we move beyond the capital campaign, our hope is to continue to grow Appeal participation.

GOALS ■ ■ ■ ■ ■

Parish Goals

Every parish in the Archdiocese of Baltimore is given a financial goal for the 2016 Archbishop's Annual Appeal.

Financial Goal

All parishes are asked to raise a minimum amount of the equivalent of 9% of offertory based on the FY14 parish financial reports. This calculation is used to set all parish goals.

Donor Goal

Although not formally stated, increased participation will help a parish reach its financial goal sooner and more efficiently. But more importantly, increased participation is an opportunity to invite parishioners to a deeper relationship with Christ by supporting the ministries that spread the Gospel in your parish and throughout the Archdiocese of Baltimore.

The suggested percentage of donor participation at a parish can vary, but the national average regarding donor participation averages between 20-26%. For 2015, the overall AOB Appeal participation rate was 17%, leaving opportunity for great improvement. It should be noted that many parishes in the AOB and other Catholic dioceses exceed this rate. We ask that pastors be mindful of their individual parish participation rate which is indicated on the AAA In-Progress Report found on the Appeal website at www.archbalt.org/appeal.

Archdiocesan Goals

The 2016 Archbishop's Annual Appeal has an overall goal of raising \$9 million in funds. All parish goals are public and are listed on the Archbishop's Annual Appeal In-Progress Report found on the website at www.archbalt.org/appeal under "NEWS" and "PROGRESS REPORTS".

THE APPEAL AT WORK ■ ■ ■ ■ ■

The vital programs and services provided by the Archdiocese of Baltimore serve 145 parishes in 66 cities and towns, 68 Catholic elementary and secondary schools, and thousands of Catholics throughout the Archdiocese. The Appeal is funded through the generosity and commitment of those who believe in these ministries and want to ensure that they remain strong.

Enriching Parish Life
Parish Share Grants
Parish Capital Needs
Clergy Care
Endowment
Providing Community Outreach
Catholic Charities of Baltimore
Interfaith Housing Alliance
St. Vincent de Paul of Baltimore
Evangelizing Future Generations
Tuition Assistance Grants
Pope Francis
Vocations
PRIDE (Pupils Receiving Inclusive Diversified Education)Program
Religious Education Program Funding
College Campus Ministry
Strengthening Families
AIDS Ministry
Respect Life Office
Youth Ministry
Harambee Program - African American Ministries
Hispanic Ministry
Hospital Ministry
Msgr. O'Dwyer Retreat House
Prison Ministry
Catholic Home Missions
Camp G.L.O.W.
Apostleship of the Sea

2016 HIGHLIGHTS ■ ■ ■ ■ ■

Theme

This year's Appeal theme is *A Light Brightly Visible*.

Advance Planning Phase

During the Planning phase, parishes should select a lay volunteer to be Archbishop's Annual Appeal Co-Chair. All Pastors, Appeal Co-Chairs, and Appeal team members should plan on attending a training session in January.

Before the 2016 Archbishop's Annual Appeal is publicly announced on Announcement Weekend, the Appeal Office sends solicitation letters signed by Archbishop Lori to all previous Appeal donors. These donors are invited to make a generous pledge in advance of Commitment Weekend to encourage a strong public launch. Many parishes see great success due to advance phase efforts. One such effort, new for 2016, is the addition of Regional Leadership Receptions. These receptions will offer our leading donors a chance to meet and speak with Archbishop Lori in a more intimate setting while providing the Archbishop with an opportunity to express again his gratitude for their past support and to more fully flesh out his vision for our Archdiocese with those donors most likely able to bring it to fruition.

Launch Process

Three-Weekend Launch Strategy

- **Announcement Weekend**

The goal of Announcement Weekend is to educate parishioners on the importance of the Archbishop's Annual Appeal and to ask them to prayerfully discern how they will support this year's Appeal.

- **Commitment Weekend**

During Commitment Weekend, parishes should play the Archbishop's brief audio or video homily (depending on parish AV capabilities). Pastors or a designated volunteer will also carry out the In-Pew pledge presentation at every Mass. Through this presentation, more parishioners will be given the opportunity to participate in your 2016 parish appeal.

- **Follow-up Weekend**

During Follow-up Weekend at every Mass, lay ministers/guest speakers will give a presentation (including a testimonial on the Appeal and a run-through of the In-Pew process). Parishioners will again be given the opportunity to participate in the In-Pew process.

The Archbishop's Annual Appeal launch strategy will help parishes:

- **Secure pledges earlier** – many parish leaders have expressed a strong desire to close their parish Appeal and reach goal by June 30, 2016. A strong and enthusiastic In-Pew Solicitation process will go a long way forward meeting this goal.
- **Grow participation rates** – In 2015 the In Pew participation rates have increased for the first time since 2010. In Pew amounts have increased by \$1 million as compared to 2014. If parishioners understand the importance of the Appeal, more will participate.
- **Increase pledge or gift amounts** – by inviting all parishioners to make a pledge (payable in installments), families often choose to give a higher amount than if giving through a one-time donation. During the In-Pew period, parishioners are given the option to commit to installments over a 8-month timeframe. Pastors are asked to encourage everyone to make a gift according to their means. It's important to have as many people participate in the Appeal as possible. Therefore, if families are unable to make pledges over a 8 month timeframe, one time gifts for new donors or lower level donations are encouraged.

Post Launch

Parishes will complete the donation summary sheets and send all In-Pew envelopes to the Archdiocese of Baltimore utilizing the pre-paid Fed Ex envelopes and labels. **Please do not hold envelopes.** Mailing them as close to the completion of the Commitment and Follow-up Weekends will ensure more timely processing and follow up with donors.

2016 ARCHBISHOP'S ANNUAL APPEAL TIMELINE

Date	Activity
October/November 15, 2015	<p>Regional Directors of Development to meet with Pastors and Parish Staff to discuss 2016 Appeal Strategy.</p> <p>Complete Appeal Forms and select Appeal Team (co-chairs, secretary/editors). Select speaker preferences, training options, 2016 In-Pew materials and Parish Share rebate uses.</p>
December 31, 2015	<p>1st Direct Mail will drop previous donor households.</p> <p>Any special circumstances should be coordinated between the parish and your Regional Director of Development.</p>
January 5, 2016	<p>2016 Archbishop's Annual Appeal website is launched; online gifts can be made for parish credit.</p> <p>Parishes to launch 2016 Appeal advance phase to parish leadership and volunteers, review your 2015 Appeal Results, and finalize plans for 2016.</p>
Week of January 11, 2016	<p>Appeal materials are sent to all parishes. Boxes will be marked with brightly colored signage to avoid misplacement.</p>
Two weeks prior to your Announcement Weekend (specific dates vary)	<p>Begin using Appeal Prayer of the Faithful at all masses</p>
January 12, 2016*	<p>First Appeal e-blast sent</p>
Announcement Weekend (specific dates vary)	<p>Distribute 2016 Opening Tabloid/Brochure to all households attending mass. If parish utilizes FATA, brochures will be inserted for you.</p> <p>All non Fata parishes please insert brochures in bulletin and formally announce the Appeal through bulletin and pulpit announcements. See page 48 in this Training Manual or your Regional Director of Development for sample announcements</p> <p>Encourage families and adults to prayerfully discern how they are called to contribute on Commitment Weekend</p>
Commitment Weekend (specific dates vary)	<p>After Gospel, play Archbishop's homily (audio or video versions). Immediately after homily, Pastor leads parishioners through In-Pew pledge presentation.</p>
Parish Office Note	<p>Please do not open pledge cards. Send all In-Pew envelopes to the Archdiocesan Offices by the following Wednesday after commitment weekend via Fed Ex mail. If rec'd by Wednesday, the AOB will provide you with a preliminary Appeal pledge count and total dollars raised in time to provide an update to parishioners during Follow-Up weekend.</p>

Follow-Up Weekend (specific dates vary)	Pastor prepares his normal homily. Immediately after, lay witness or assigned speakers leads parishioners through the In-Pew pledge presentation.
February 10	Ash Wednesday
March 27	Easter Sunday
April 4, 2016*	Second Direct Mailing Sent
April 26, 2016*	Second Appeal e-blast
May 30, 2016*	Third Direct Mailing Sent
June 14, 2016*	Third Appeal e-blast
July 15 – September 1, 2016	Ruffolo Noel Levitz telephone solicitation begins
October 17, 2016*	Fourth Direct Mailing Sent as necessary
December, 2016	Thank-you letters and gifts to all Appeal donors sent Christmas Celebration for Leadership Donors hosted by Archbishop Lori (date tbd) Closing Appeal Brochure to be inserted into Parish Bulletins mid-month

****All direct mail and e-blast dates are tentative, depending on specific In-Pew options chosen by each parish.***

During Holy Week and Easter Sunday, please refrain from promoting the Archbishop's Annual Appeal.



ARCHBISHOP'S ANNUAL APPEAL ROLES AND RESPONSIBILITIES

	Pastor/PLD/Administrator <i>Leader of the Parish Appeal</i>	Appeal Co-Chairperson <i>Volunteer leader who assists Pastor throughout Appeal</i>	Appeal Secretary/Editor <i>Assists with mechanics of the Appeal</i>
Advance Phase	<ul style="list-style-type: none"> ▪ Select Appeal Chairperson, Secretary ▪ Attend Appeal training session in January or meet with your Regional Director 	<ul style="list-style-type: none"> ▪ Attend Appeal training session in January or meet with your Regional Director ▪ Ensure Annual Appeal team is familiar with roles and responsibilities 	<ul style="list-style-type: none"> ▪ Attend Appeal training session in January or meet with your Regional Director ▪ Ensure all announcements and Prayers of the Faithful are used on a timely basis ▪ Ensure parish has sufficient materials
Announcement Weekend	<ul style="list-style-type: none"> ▪ Include Appeal insert in bulletin and pulpit announcements 	<ul style="list-style-type: none"> ▪ Oversees implementation 	<ul style="list-style-type: none"> ▪ Coordinate bulletin insert and pulpit announcements
Commitment Weekend	<ul style="list-style-type: none"> ▪ Play Archbishop's' homily at all Masses ▪ Lead In-Pew presentation immediately after homily 	<ul style="list-style-type: none"> ▪ Oversees implementation ▪ Ensure In-Pew process is completed in a thorough and efficient manner ▪ If requested, conduct In-Pew presentation 	<ul style="list-style-type: none"> ▪ Confirm sufficient supply of In-Pew forms ▪ Assist with In-Pew presentation as needed
Follow-Up	<ul style="list-style-type: none"> ▪ Have lay volunteer or guest speaker provide brief witness talk and refer to In-Pew pledge form with Appeal address 	<ul style="list-style-type: none"> ▪ If no Priest, guest speaker oversees implementation ▪ Provide brief witness talk and refer to In-Pew pledge form with Appeal address 	<ul style="list-style-type: none"> ▪ Confirm sufficient supply of In-Pew pledge form with Appeal address
Ongoing	<ul style="list-style-type: none"> ▪ Update parishioners on progress of appeal ▪ Thank donors through letters and personal outreach 	<ul style="list-style-type: none"> ▪ Update parishioners on progress of appeal ▪ Thank donors through letters and personal outreach 	<ul style="list-style-type: none"> ▪ Update AOB Office on changes to parish mailing list ▪ Collect and send all pledge forms on a weekly basis

Your Successful Parish Appeal



ADVANCE PHASE ■ ■ ■ ■ ■

Complete Materials Request Forms and Meets with Regional Directors

All parishes are asked to complete a parish spending plan, Appeal team contact sheet and Appeal training registration. Completing these forms are the most effective way to communicate your parish's needs for your 2016 appeal to the Archbishop's Annual Appeal office.

Select a Parish Appeal Co-Chair

The Appeal invites parishioners to a deeper experience of the work of the Church within their parish community and the greater Catholic family in the Archdiocese. Although the Pastor's participation is essential to a successful parish Appeal, so is the participation of an Appeal Co-Chair. We strongly encourage you to recruit an Archbishop's Annual Appeal Co-Chair. Prior Appeal cycles show that parishes with an Appeal Co-Chair are more likely to reach goal.

The ideal Appeal Co-Chair is a volunteer, donor to the Appeal, insightful, and well-respected in the parish community. The most effective Co-Chairs lead Appeal efforts in the following ways:

- Witnessing from the pulpit at all Masses on a specified weekend (whatever fits best with your parish Appeal schedule) by explaining why he/she supports the Appeal and encouraging fellow parishioners to participate in the Church's universal call to help those in need.
- Joining and assisting the Pastor in any personal outreach to individual parishioners or families, requesting their support of the Appeal.
- Giving generous support to the Appeal, preferably prior to the launch of the parish Appeal.
- Participating in Archdiocesan regional trainings or on-site trainings in January.

Members of the Appeal Office can help you identify and recruit an Appeal Co-Chair. **For assistance or questions regarding Appeal Co-Chairs, please contact your Regional Director.**

Review Last Year's Results and Plan for a Successful 2016 Appeal

Review both financial and donor results from the 2015 Archbishop's Annual Appeal. What worked well? What could be improved upon? Renew activities that were successful and consider adding new strategies including:

- Invite a Lay witness from the parish to talk about the Appeal during Mass or arrange with the Archdiocese for guest speaker if preferred
- Highlight a ministry funded by the Appeal in your weekly bulletin
- Participate in sending thank you letters once gifts are made
- Hold a monthly, quarterly Mass to thank donors
- Mail a final letter to LYBUNTs (Last Year but Unfortunately Not This). *All prior direct mail requests have come from the Archbishop. This is an opportunity for Pastors to ask those yet to give to support the Appeal. The Appeal Office will provide you with these names.*
- Try other ideas that would work well in your parish. *Please share successful ideas with the Archbishop's Annual Appeal team.*

In the event parishioners have questions, Pastors and Appeal Co-Chairs are encouraged to become familiar with all of the Appeal materials.

Send Email Solicitation to Leadership and Close Friends of the Parish

Pastors are encouraged to email (we will provide you with the email to forward) those closest to the parish and ask for their early support of the Archbishop’s Annual Appeal. The e-mail should be sent to members of the Pastoral team, parish council, finance council, and parish volunteers and will ask them to pledge their early support to help build momentum for a successful parish launch. Beginning February 2, parish donor reports will be available on the Archbishop’s Annual Appeal website so that progress toward goal can be announced on Commitment Weekend.

Advance Phase Checklist

Task	COMPLETE?
Meet with Regional Development Director	
Appoint an Archbishop’s Annual Appeal Co-Chair. <i>Notify the Appeal office</i>	
Attend a 2016 Appeal Training Session, January 5th-12th <i>Appeal Co-Chairs, Appeal team members, and Parish Administrators are asked to attend.</i> <i>Or</i> Arrange for Regional Director to train Appeal team at parish.	
Send email solicitation to parish leaders and friends. <i>The Appeal Office will send you an email to forward.</i>	
Confirm receipt of parish goals, 2016 posters and In-Pew pledge forms.	
Arrange with Archdiocese for guest speaker if needed.	

KICKING OFF YOUR APPEAL ■ ■ ■ ■ ■

Announcement Weekend

The goal of Announcement Weekend is to educate parishioners on the Archbishop's Annual Appeal and give them an opportunity to learn how the Appeal directly supports their parish.

For a successful Announcement Weekend, please be sure the following occurs:

Make an announcement about the Archbishop's Annual Appeal during Mass. The announcement should encourage parishioners to prayerfully discern how they are being called to support the Archbishop's Annual Appeal. If possible, the Archbishop's Annual Appeal Co-Chair or other lay volunteer may offer a personal witness during Mass.

A sample announcement appears below:

*Next weekend, **PARISH NAME** will launch our 2016 Archbishop's Annual Appeal parish campaign. With the support of the Archbishop's Annual Appeal, the Archdiocese of Baltimore provides pastoral, educational, and charitable ministries to parishes and families throughout the Archdiocese.*

*The Archbishop's Annual Appeal is the most effective way we support the mission of the Archdiocese of Baltimore and strengthen our own parish family. The ministries supported by the Archbishop's Annual Appeal directly impact what we do here, at **PARISH NAME**. We also rely on the Parish Share Rebates which provide **PARISH NAME** the additional funds to support...*

Swap ministry offices out as appropriate and relevant to your parish:

Parish operating needs, capital improvement projects, tuition assistance which helps our parishioners pay for a Catholic School education. The Appeal also helps strengthen our parish partners (name partners), and allows us continue to grow our Youth Ministry Programs. Your support of the Archbishop's Annual Appeal allows our Director of Religious Education and catechist team the training and

support they need. Through the assistance of Youth and Young Adult ministries, we have a vibrant youth group that has attended World Youth Day and the annual Walk for Life in Washington, DC. We also count on the use of the Msgr. O'Dwyer Retreat House to host our young adult enrichment retreats. These are just a few ways our parish is impacted by the Archbishop's Annual Appeal.

- **Include the Archbishop's Annual Appeal Insert in your bulletin.** If your parish has FATA the bulletin will already be inserted; if not the bulletin insert will be mailed to you. This is the primary educational piece regarding the Appeal.
- **Prominently display posters.** To create awareness of the Archbishop's Annual Appeal, please hang Appeal posters in high-traffic, high-visibility locations in your Church.

Announcement Weekend Checklist:

WHAT?	COMPLETE?
Include the Prayer of the Faithful at masses	
Include Archbishop's Annual Appeal Insert in bulletin.	
Display Appeal Posters	

Commitment Weekend

The ability to reach your parish goal and increase donor participation relies heavily on how effectively you execute Commitment Weekend, and in particular, the In-Pew presentation. Here are some helpful tips on how to successfully perform the In-Pew Presentation:

- **Supply the church with plenty of In-Pew pledge forms ahead of Commitment Weekend.**
- **Play the Archbishop's audio/video homily.** The text of the homily appears in the back of this training manual and will eventually appear on the Appeal website. There is no need for an additional homily.
- **After the Archbishop's homily, have volunteers distribute In-Pew pledge forms and golf pencils.** One form should be distributed to each household present. While the ushers are distributing the forms, the Pastor can begin the script (next page).
- **Perform the In-Pew presentation during Mass.** The In-Pew Appeal works best when parishioners are asked to make a commitment while at Mass. In cases where scheduling prevents the Pastor from being present at every Mass, the Celebrant or Appeal Co-Chairs may lead the In-Pew presentation. Every household present is asked to complete a pledge form regardless of how they plan to give (online, through letter #1...etc. or if they have already given).
- **Remember to present the Archbishop's Annual Appeal as an invitation and not an apology.** The Archbishop's Annual Appeal is a wonderful opportunity for parishioners to support their faith, parish, and Archdiocese. Let parishioners make their own decisions about their ability to support the Appeal this year.
- **Collect completed In-Pew pledge forms during Mass.** Have ushers, religious education students, or other volunteers assist in collecting completed forms during Mass.
- **Pastor and volunteers should remain after Mass to answer Appeal questions.**

In-Pew Presentation Script

Immediately following Archbishop Lori's recorded homily, the Pastor or volunteer should begin the In-Pew presentation. If you have already provided envelopes and pencils in the pews, the Pastor need only be sure that one member of each household has them.

We suggest that the Pastor personalize the following script, print it in 16-point type, and have it available in the pulpit before Mass.

PASTOR IN-PEW PRESENTATION (Commitment Wknd)

“Good morning. Today we are conducting the Archbishop’s Annual Appeal. The Appeal asks all parishioners to make a financial commitment to the Archdiocese of Baltimore.

“As your Pastor (PLD), I want to thank all of you who have given to this Appeal in past years. I can assure you that the funds you gave are deeply appreciated by the people served through the many ministries funded through the Appeal, including our parishioners here at **PARISH NAME.**

“Each of us is called to share his or her gifts in support of the Church. We must first support our parish and then our Archdiocese and the Church throughout the world. The Annual Appeal of the Archdiocese of Baltimore is a very effective way to support ministries outside of our parish boundaries, as well as to support the services that the Archdiocese provides to our parish.

“So, I ask one member of each household to take a pledge envelope and a pencil as it is passed down the pew even if you have already

given in the mail or cannot give at this time. You can indicate either of those choices on the envelope.”

(Pause and make sure that everyone has received a pledge envelope and pencil. Pay special attention to people who are standing and in the cry room or choir loft and don't forget the members of the choir. Once everyone has an envelope, continue with the script.)

“I am going to guide you through the process in order to minimize the time that it takes.

“Now, please open the flap and find the pledge form and the pencil.”

(Pause and wait until about half of those participating are looking back at you.)

“Please print your first name and your last name on the top line.”

(Pause and wait until about half of those participating are looking back at you.)

“On the second line, please print your spouse’s first name and last name if it is different from yours.”

(Pause as above.)

“On the third line, please print your address including any unit or apartment number. If you have recently changed addresses, please mark the new address box.”

(Pause as above.)

“On the fourth line, please print your city, state, and zip code.”

(Pause as above.)

“On the fifth line, please print your preferred telephone number and your preferred email address.”

(Pause as above.)

“On the next line, please indicate the name of our parish and city so that we will receive credit for your gift. If you are a visitor and are a member of another parish in the Archdiocese, you may indicate that parish.”

(Pause as above.)

“If you have already made a pledge or gift by mail, check the box that indicates ‘I have already given to the Annual Appeal through the mail’.
PLEASE DO NOT INDICATE ANY ADDITIONAL FINANCIAL INFORMATION ON THE ENVELOPE. WE DO NOT WANT TO DOUBLE COUNT YOUR PLEDGE.

“I ask everyone else to look at the gift box on the upper portion of the envelope and consider the amount that you wish to give. Your pledge will be billed over eight months. Also, there is no need to provide a down payment today unless you choose to do so.

“In the event that you wish to contribute an amount other than the ones indicated, please refer to the “Other” line and indicate the full amount of your pledge on the blank line to its right.”

(Pause as above.)

“Now, please look at the lines provided on the lower right-hand side of the pledge envelope. Indicate the total amount that you pledged on the first line.

In the event that you are making a down payment, write the amount of the down payment on the next line.”

(Pause 5 seconds.)

“Subtract the down payment from the full amount of your pledge and note the remaining pledge balance on the Pledge Balance line.”

(Pause 5 seconds.)

“If you do not wish to contribute, please check the box on the lower left side of the envelope, stating ‘I do not wish to make a gift to the 2016 Annual Appeal.’”

(Pause 5 seconds)

“I will give you another moment to select your payment option and include your credit card information, if you wish to use your card. Please note that you can check a box below the credit card information that will tell us to bill you in eight monthly installments or to process the full amount in one payment.”

(Pause 25 seconds)

“Please tear off the pledge card and place it inside the envelope, with any payment if applicable. Then seal the envelope and be sure to keep the pencil separate.

“The ushers will now collect your pledge envelopes and pencils.

**“On behalf of Archbishop Lori, the Archdiocese of Baltimore and
parish name, I thank you for your contribution to the Archbishop’s
Annual Appeal. May God bless you.”**

LAY MINISTER IN PEW PRESENTATION EXAMPLE

(Follow-up weekend)

“Good morning, my name is **NAME** and I’m grateful to **PRIEST NAME** for this opportunity to speak with you today about the Archbishop’s Annual Appeal.

On behalf of **PRIEST NAME** I’d like to begin with a special thank you to those of you who supported the Appeal last year. In 2015, **NUMBER** parishioners contributed **AMOUNT** to the Archbishop’s Annual Appeal. A wonderful result by any measure!

The Archbishop’s Annual Appeal is the Archdiocesan equivalent of our weekly offertory here at **PARISH NAME**. It provides the vital means that permit Archbishop Lori and the many ministries of the Archdiocese to carry out their work. It is the financial “oxygen” without which the work of the larger Church would be impossible.

These ministries have a profound influence on the lives of so many by helping to pass on our faith to young, new Catholics, by

supporting the priests, deacons, seminarians and other religious and all those who offer their lives to serve us. These ministries make our parishes, our schools and our many agencies more efficient and effective through the training and support services they provide to local parishes and Pastors.

On a personal level, my wife and I have been **PARISH NAME** parishioners for almost 50 years. To be sure, I took **PARISH NAME** for granted thinking there was always a Church and there were always priests—that the sacraments were there whenever we wanted or needed them. But we inherited our faith and our Church from those who, in faith, have gone before us. What we inherited came from the commitments and sacrifices that our forbearers made. If our children and grandchildren are to enjoy our inheritance, we must continue that tradition. The Archbishop's Annual Appeal is the best investment we can make toward this goal.

I ask those who have already pledged to bear with us for just a few minutes. Perhaps each of you might offer a prayer for the success of

this Annual Appeal.”

(Make sure that everyone has received pledge envelopes and pencils. Pay special attention to people who are standing and in the cry room or choir loft and don't forget the members of the choir. Once everyone that has indicated that they need an envelope has one, continue with the script.)

“I am going to guide you through the process in order to minimize the time that it takes.

“Now, please open the flap and find the pledge form and the pencil.”

(Pause and wait until about half of those participating are looking back at you.)

“Please print your first name and your last name on the top line.”

(Pause and wait until about half of those participating are looking back at you.)

“On the second line, please print your spouse’s first name and last name if it is different from yours.”

(Pause as above.)

“On the third line, please print your address including any unit or apartment number. If you have recently changed addresses, please mark the new address box.”

(Pause as above.)

“On the fourth line, please print your city, state, and zip code.”

(Pause as above.)

“On the fifth line, please print your preferred telephone number and your preferred email address.”

(Pause as above.)

“On the next line, please indicate the name of our parish and city so that we will receive credit for the gift. If you are a visitor and are a member of another parish in the Archdiocese, you may indicate that

parish.”

(Pause as above.)

“If you have already made a pledge or gift by mail, check the box that indicates ‘I have already given to the Annual Appeal through the mail’.

PLEASE DO NOT INDICATE ANY ADDITIONAL FINANCIAL INFORMATION ON THE FORM. WE DO NOT WANT TO DOUBLE COUNT YOUR PLEDGE.

“I ask everyone else to look at the gift box on the upper portion of the envelope and consider the amount that you wish to give. Your 2016 pledge made now can be billed over up to eight months. Also, there is no need to provide a down payment today unless you choose to do so.

“In the event that you wish to contribute an amount other than the ones indicated, please refer to the “Other” line and indicate the full amount of your pledge on the blank line to its right.”

(Pause as above.)

“Now, please look at the lines provided on the lower right-hand side of the pledge envelope. Indicate the total amount that you pledged on the first line.

In the event that you are making a down payment, write the amount of the down payment on the next line.”

(Pause 5 seconds.)

“Subtract the down payment from the full amount of your pledge and note the remaining pledge balance on the pledge balance line.”

(Pause 5 seconds.)

“If you do not wish to contribute, please check the box on the lower left side of the envelope, stating ‘I do not wish to make a gift to the 2016 Annual Appeal.’”

(Pause 5 seconds)

“I will give you another moment to select your payment option and to include information, if you wish to use your credit card. Please note that you can check a box that will tell us to bill you in eight monthly installments or to process the full amount in one payment.”

(Pause 25 seconds)

“Please tear off the pledge form, if applicable and place it in the envelope. Please seal the envelope and be sure to keep the pencil separate.”

“The ushers will now collect your pledge envelopes and pencils.”

“On behalf of Archbishop Lori, the Archdiocese of Baltimore, **parish name, and **Pastor/PLD name**, I thank you for your contribution to the Archbishop’s Annual Appeal. May God bless you.”**

Commitment and Follow-Up Weekend Checklist:

WHAT?	COMPLETE?
<p>Play Archbishop Lori’s audio/video homily at all Masses over Commitment Weekend.</p>	
<p>Pastor to lead the congregation in the In-Pew pledge presentation. <i>Each household present should complete a form. Ushers should collect all forms immediately after the presentation.</i></p>	
<p>Include Commitment Weekend Prayer of the Faithful during Mass and include the announcement in bulletin</p>	
<p>Priest to conduct his own homily at all Masses during Follow-up weekend.</p>	
<p>Lay witness/Guest speaker to lead the congregation in the In-Pew pledge presentation. <i>Each household present should complete a form. Ushers should collect all forms immediately after the presentation.</i></p>	
<p>Include Commitment Weekend Prayer of the Faithful during Mass and include the announcement in bulletin</p>	

COMPLETING YOUR PARISH APPEAL ■ ■ ■ ■ ■

After Follow-Up Weekend

The first weekend after Follow-Up Weekend, parishes should notify parishioners during Mass that if they missed the opportunity to pledge over Commitment Weekend, they can make a gift online at www.archbalt.org/appeal or by completing an In-Pew pledge form available in the back of the Church.

Please note that parishes should continue to send any pledge forms collected after Follow-up Weekend to the AOB Gift Processing Office.

Support from the Archbishop's Annual Appeal Office

The Archbishop's Annual Appeal Office has developed enhanced strategies to help your parish meet goal earlier including:

- **Monthly pledge reminders.** Parishioners who make pledge commitments will receive monthly reminders throughout the Appeal.
- **Administering an email campaign.** Donors and prospects will receive 3-4 emails throughout the Appeal from Archbishop Lori and ministry leaders requesting support. Emails will be spaced appropriately and allow recipients to opt out if requested.
- **Providing regular updates to parishioners through the bulletin announcements.** Individual parish updates will be posted on www.archbalt.org/appeal under "News" and "Progress Reports."
- **Follow up mailings and phone calls.** Parishioners who support the Appeal in the past, but have not yet made a gift or declined participation may receive follow-up solicitations or phone calls.

Stewardship

Thanking donors is one of the most important elements of your parish Archbishop's Annual Appeal. It will positively impact your parish's current and future Archbishop's Annual Appeal campaigns. Furthermore, thanking donors is another way you can strengthen your relationships with families and individuals in your parish.

Although the Archbishop's Annual Appeal donors are promptly thanked by Archbishop Lori, we recommend that your parish also send a thank you letter from the Pastor and/or Appeal Co-Chair. A suggested thank you letter template can be found in the Appendix in the back of this document.

Updating Parishioners on Results

Share the great news of Appeal success with parishioners. Use bulletin and Mass announcements to update the congregation on the progress of the Appeal. Invite the Parish Appeal Co-Chair or other Lay Witness to provide brief updates and to ask for support. Appeal talking points can be found in the Appendix in the back of this document.

Special Masses and Events

In addition to thanking donors, it's helpful to make donors feel connected to the ministries they are supporting and to help them feel appreciated. We recommend offering Mass for donors to your parish Archbishop's Annual Appeal campaign once a month. This is another wonderful way to thank your donors and express your profound appreciation for their sacrifice and support.

Appeal Recognition

Donors of \$2,500 and above, Appeal team members, and Pastors will be invited to attend an appreciation liturgy and reception with Archbishop Lori in December 2016.

Weekly Actions Checklist

WHAT?	DATE	COMPLETE?
Include announcements in the bulletin along with the Archbishop's Annual Appeal logo.	Ongoing after Commitment Weekend	
Update parishioners on your Appeal progress and invite those who have yet to participate to make a pledge.	Ongoing after Commitment Weekend	
Keep In-Pew Pledge forms on hand. <i>In-Pew Pledge forms should be sent to the AOB Gift Processing Office as soon as they are received.</i>	Ongoing after Commitment Weekend	
Process pledges/gifts made to your parish Appeal. <i>Follow instructions on page 43.</i>	Ongoing after Commitment Weekend	
Provide timely thank you letters to new donors.	Ongoing after Commitment Weekend	

Appendix

MATERIALS ■ ■ ■ ■ ■

WHAT	PURPOSE/USE
In-Pew Pledge Forms	Pledge form to be completed by each family/individual on Commitment Weekend and Follow-up Weekend.
Archbishop's Annual Appeal Insert	Insert to be included in parish bulletins on Announcement Weekend
Archbishop's Audio Homily <i>for Commitment Weekend</i>	Audio recordings of the Archbishop's Homily will be available in English and Spanish.
FED EX Labels/Envelopes	In advance of Commitment Weekend, the Appeal Office will send you several pre-paid FEDEX labels/envelopes to securely ship bank bags of donations and pledges
Logo	AOB logo to be used with bulletin announcements and posted on your parish website
Poster	Posters should be displayed prominently in Church.
www.archbalt.org/appeal	See "Resource Library" page. Contains Appeal information. Please note that parish results are posted publicly on the Appeal website.

REPORTING AND ARCHBISHOP'S ANNUAL APPEAL WEBSITE ■ ■ ■ ■ ■

The website, www.archbalt.org/appeal, is a valuable resource. In addition to enabling your parishioners to give online to your parish Appeal, the website provides:

- Overall parish results reports
- 2016 Appeal Materials including announcements and Prayers of the Faithful

Parish Results and Reporting

In an effort to maintain transparency, Archbishop's Annual Appeal results by parish are available publicly on the Archbishop's Annual Appeal website, www.archbalt.org/appeal, under News > Progress Reports.

The 2016 Archbishop's Annual Appeal

In-Pew Parish Donation Summary Report

Parish Name:	Parish ID #:
Address:	
Phone #:	Date:
Preparer's Name: (print)	
Preparer's Signature:	
1. TOTAL NUMBER OF IN PEW ENVELOPES ENCLOSED	
2. Loose Change Check: DO NOT send loose change/cash in the courier envelope	
Deposit all loose change into your parish account and write a check for the amount payable to: The Archbishop's Annual Appeal and place in a parish envelope marked " Loose Change. "	\$
3. Miscellaneous Checks (place in a separate parish envelope):	
Total number of checks	
Total dollar amount	\$

Place all In Pew Envelopes, the loose change check envelope, the miscellaneous checks envelope, and a copy of the In Pew Donation Summary Report in the large FedEx *Annual Appeal* (overnight) envelope. Use one form per mail drop.

If you have any questions or problems, please call 443-263-1989.
Please make a copy to keep for your records.

GIFT PROCESSING INSTRUCTIONS ■ ■ ■ ■ ■

Processing In-Pew Weekend Gifts

DO NOT OPEN OR SORT THE SUBMITTED IN-PEW ENVELOPES. PLEASE DO NOT SEPARATE THE CONTRIBUTION FROM THE ENVELOPE.

1. Place the unopened envelopes, donation summary report, and any loose checks (checks not in an envelope) into the overnight envelope(s) provided. Record the number of envelopes enclosed in the Fed-Ex bag on the summary report.
2. Loose bills and change (dollar bills and/or change not in an envelope) should be counted and deposited into your parish account.
3. Write a check for that amount to the *"Archbishop's Annual Appeal"* and place it in an envelope marked "Loose Change Check" and record it on the Donation Summary Report.
4. Contact Federal Express and request a pickup of the envelope(s) or place the envelope(s) in a FedEx Drop Box **NO LATER THAN THE WEDNESDAY** after each In-Pew Appeal Process.

All shipping charges will be billed to the Appeal directly. Please ship the envelope(s) and the documents by the WEDNESDAY after the In-pew process on Commitment Weekend and by the WEDNESDAY after the In-pew process on Follow-Up Weekend. Failure to return the documents timely may result in incorrect application of donor payments to pledges.

Donations/Pledges Received Subsequent:

Subsequent Archbishop's Annual Appeal Donations and/or pledges placed in the offertory basket should be sent directly to the Fiscal Development Office as soon as possible to avoid any incorrect application of donor payments.

If you have any questions or need additional information, please contact:

Kenya Vanterpool-Randall
Manager, Gift Processing & Records
(410) 547-5388
kenya.vanterpool-randall@archbalt.org

Archdiocesan Gift Processing Procedures

All gifts to the Archbishop's Annual Appeal, whether they are received through the mail or through In-Pew Weekend collection baskets, will be processed as swiftly as possible. Once a gift is received, the following actions will occur:

1. Each pledge card will be processed, capturing the following information:
 - Donor's name, address, and parish
 - Pledge amount indicated
 - Total commitment and number of payments
 - Amount of gift enclosed, if any
 - Gift designation, if any
2. The gift will be deposited and the information added to the parish and individual giving record.
3. All donors who make a gift or pledge will receive an acknowledgement, a postcard for donations \$20 and under, and a letter from the Archbishop for all gifts or pledges over \$20.
4. Parishioners who make a pledge to the Archbishop's Annual Appeal and spread their gift out over a certain number of payments will be sent monthly reminders (except for credit card pledges, the fulfillment of which will be made by credit card deductions on or around the 15th of each month). In all follow-up mailings, individuals will be instructed to send their gift through the mail. **If, however, some individuals place their monthly payment envelopes in the parish collection basket, the parish should simply forward them to the Development Department.**
5. Parish checks to the Appeal, loose change or cash, will be credited to the particular parish.

ADDITIONAL INFORMATION

COPIES OF THE PARISH PROCEDURES MANUAL

Copies of this manual, including bulletin announcements, in-pew scripts, etc. can be found on the Archbishop's Annual Appeal web site from the Resource Library tab. These materials are provided in English and Spanish.

QUESTIONS, COMMENTS, AND REQUESTS FOR ASSISTANCE

If you have questions, comments, or need assistance with the implementation of the Archbishop's Annual Appeal, please call a Development Department staff member:

Department of Development
Main Telephone Line
410-547-5356 (phone)

SCRIPTS/TEMPLATES ■ ■ ■ ■ ■

Sample Mid-Appeal Update

You recently received a letter from Archbishop Lori asking for your support of the 2016 Archbishop's Annual Appeal. The Appeal extends our efforts to support the ministry of the Church beyond our parish boundaries. Through the Appeal, we are united with and helping 145 parishes throughout the Archdiocese of Baltimore. We are also being helped. The initial response to the Archbishop's Annual Appeal has been enthusiastic—thank you. To date, we have raised **AMOUNT, or PERCENTAGE of our GOAL**. If you have yet to respond, please make a pledge today and help us reach our goal by June 30. Your pledge can be paid in monthly installments through December 31, 2016.

Archbishop Lori reminds us that it is through acts of compassion that we each have a ministry to “love one another” as we are loved by Christ. As members of Christ's family, we can help radiate the light of our Lord's love to all we meet. Your gift to the 2016 Archbishop's Annual Appeal provides you with the personal opportunity to reflect this light.

Please give as generously as your means allow. Let us also rejoice in God's love for us, and in the grace of sharing that love with others, especially those in need. Thank you.

Thank You Letter Template

You can never thank a donor enough. It is critically important that anyone who makes a gift to your parish appeal is thanked. Though the Archbishop's Annual Appeal office always sends formal thank you letters from the Archbishop to anyone who makes a gift or pledge, we recommend that parishes also consider sending a thank you letter from the Pastor or from the Appeal Co-Chair. Please find a sample thank you letter below.

Dear **DONOR NAME**:

Thank you for your generosity to the 2016 Archbishop's Annual Appeal. Our parish and greater Catholic family is strengthened by your gift.

Supporting the Archbishop's Annual Appeal is an important way we live out our faith. The Archbishop's Annual Appeal enables the Archdiocese of Baltimore to provide essential ministries that strengthen families; inspire the next generation of Catholics; advance Church leadership, and enrich parishes, like our own. At **PARISH NAME**, we benefit from ministries supported by the Appeal including _____, _____, and _____. With your support, these ministries and more bring to life the parable of the Good Samaritan across our Archdiocese every day.

On behalf of Archbishop William E. Lori and all of my brother Pastors, thank you for your commitment to the 2016 Appeal. May the Lord continue to bless you and your loved ones.

Sincerely Yours in Christ,

SIGNATURE
PASTOR NAME, PARISH NAME

PRAYERS OF THE FAITHFUL ■ ■ ■ ■ ■

Fully supporting the Archbishop's Annual Appeal includes offering regular prayers for its success. Please remember to include a petition for the Archbishop's Annual Appeal during the Prayers of the Faithful. Sample prayers have been drafted below to assist you.

Announcement Weekend and 2 weekends prior

May the **PARISH NAME** community respond generously to the call to support the Archdiocese of Baltimore and our parish through the 2016 Archbishop's Annual Appeal and may every family and individual prayerfully discern how the Lord is calling them to serve the Church through gifts of time, talent, or treasure.

May our parish community find deeper unity as we go forward in hope in our support of the 2015 Archbishop's Annual Appeal.

Commitment and Follow-up weekends

For the success of the 2016 Archbishop's Annual Appeal at **PARISH NAME**, that our parish family will respond joyfully as a "light brightly visible" itself as we come together to support the ministries of the Archdiocese of Baltimore that strengthen our parish.

General

For the ministries supported by the Archbishop's Annual Appeal that directly benefit **PARISH NAME**, may these ministries be blessed by generous support from the **PARISH NAME** community.

In gratitude for all volunteers and donors to the 2016 Archbishop's Annual Appeal from **PARISH NAME**, may their service and generosity deepen their faith in Christ, and may they take comfort knowing that through their generosity and leadership, they have helped Archdiocese of Baltimore move forward in hope.

That our sacrificial gifts to the Archbishop's Annual Appeal will enable its many ministries to spread the Gospel message and give aid and comfort to those in need here at **PARISH NAME** and throughout the Archdiocese of Baltimore.

That through supporting the Archbishop's Annual Appeal, we may be strengthened in unity as we work together.

For the special intentions of all those who have supported **PARISH NAME's** 2016 Archbishop's Annual Appeal through prayers, volunteering, and financial support. May their sacrifice strengthen our parish community and draw us ever closer to the heart of Jesus.

ANNOUNCEMENTS ■ ■ ■ ■ ■

An integral part of running a successful Archbishop's Annual Appeal is effective communication with your parish community. As you know, the most effective way to reach parishioners is by making announcements during Mass and printing them in the bulletin.

To help your appeal, we have drafted sample announcements that can be printed in the bulletin and read at Mass by the Pastor, Appeal Co-Chair, or other Lay volunteer.

Announcement Weekend

In addition to printing the below announcement, please also include the Archbishop's Annual Appeal Insert inside your bulletin. An ample supply of Archbishop's Annual Appeal Inserts will be included in your FATA parish bulletin or sent to your parish.

Next weekend at parishes across the Archdiocese of Baltimore, parishioners will be asked to pledge support to the 2016 Archbishop's Annual Appeal, *A Light Brightly Visible*. Ministries supported by the Appeal include the Office of Religious Education, which provides oversight and assistance to our Religious Education program, and Catholic Charities, where funds collected are used to support programs like ***My Sisters Place, Our Daily Bread Employment Center*** as well as the ***Food Bank of Western Maryland***. In advance of next weekend, please prayerfully consider how you will support the 2016 Archbishop's Annual Appeal. Making a pledge, which can be paid in month installments through December 31, 2016, is a powerful way to maximize your contribution. For more information on the 2016 Archbishop's Annual Appeal or to pledge online, please visit www.archbalt.org/appeal. Thank you for your prayers and support.

In Pew Weekends (Commitment and Follow-Up)

This week, Catholics across the Archdiocese are being asked to make a commitment to support the 2016 Archbishop's Annual Appeal. Ministries supported by the Appeal have a direct impact on the administration and evangelization efforts at **PARISH NAME** as well as at the 145 other parishes in our Archdiocese. Your generous support and participation is critical to the success of the 2016 Archbishop's Annual Appeal at **PARISH NAME** and helps move us forward in hope as we seek to better embody the Gospel message in our lives. Please complete a pledge form or pledge online at www.archbalt.org/appeal. Thank you for your prayers and support for a successful Archbishop's Annual Appeal.

General Announcements after In Pew Weekends

Through your support of the 2016 Archbishop's Annual Appeal, our parish community follows Pope Francis' encouragement to become missionary disciples as we support the ministries that bring to life the Gospel message across the Archdiocese of Baltimore. Through the Archbishop's Annual Appeal, **PARISH NAME** receives support and assistance through offices such as the Office of Evangelization, which supports our Youth Ministry program, and the Respect Life Office, which promotes the dignity of all life. If you have yet to make a pledge to the 2016 Archbishop's Annual Appeal, please complete a pledge form available in the back of the Church or visit www.archbalt.org/appeal. Thank you for your prayers and support.

The **PARISH NAME** 2016 Archbishop's Annual Appeal is off to a wonderful start. With **\$X** already pledged, we are **\$X** away from goal. The early outpouring of generosity from so many families sustains the important ministries that help **PARISH NAME** and the 145 parishes in the Archdiocese of Baltimore. Through the support

of spiritual and administrative services funded by the Appeal, our parish is better able to serve the needs of our community and spread the Gospel message. Thank you to all who have already made their pledge. If you have yet to give, please complete a pledge form available in the back of the Church or visit www.archbalt.org/appeal. Thank you for your prayers and support.

Thank you to all who have participated in **PARISH NAME's** 2016 Archbishop's Annual Appeal. Your support of the Archbishop's Annual Appeal is the most effective way our parish community joins together in the Church's universal work to care for our neighbors and make disciples in our Archdiocese. The Archbishop's Annual Appeal makes possible ministries such as the Office of Religious Education, the Disabilities Apostolate, and the Office of Evangelization that collectively impact tens of thousands in the Archdiocese, including in our own parish. If you have yet to participate in the 2016 Archbishop's Annual Appeal, please visit www.archbalt.org/appeal or complete a pledge form available in the back of the Church. Thank you for your prayers and support.

Thank you to all who have participated in **PARISH NAME's** 2016 Archbishop's Annual Appeal. When you give to the Archbishop's Annual Appeal, you support Archdiocesan ministries that directly impact our parish's administration and evangelization efforts. Through the generosity of Catholics like you, the Archbishop's Annual Appeal strengthens the ministries that serve our Archdiocese. Please take a moment to reflect upon how the Lord is calling you to support the mission and ministries of the Archdiocese of Baltimore. To make a pledge to our parish Archbishop's Annual Appeal, please visit www.archbalt.org/appeal or complete a pledge form available in the back of the Church. Thank you for your prayers and support.

Help us Close our Appeal by a Certain Date

Please use the following announcement to help your parish close its Appeal by a certain date.

I am pleased to share that **PARISH NAME** has raised **\$X** toward our 2016 Archbishop's Annual Appeal goal of **\$X**. Thank you to all who have helped make our Appeal a success to date. If you have yet to give, we need your help! Please give today to help us reach goal by **XX/XX/XX**. Gifts can be made online at www.archbalt.org/appeal or by completing a pledge form available in the back of the Church. On behalf of Archbishop Lori and all who will benefit from your generosity, thank you for your support.

Reporting Progress Toward Archbishop's Annual Appeal Goal

Please use the following announcement to provide an update to your parishioners on the progress of your parish's 2016 Archbishop's Annual Appeal.

The 2016 Archbishop's Annual Appeal is well underway at **PARISH NAME**. So far, **X** parishioners have participated, and together, we have raised **\$X** toward our parish appeal goal of **\$X**. Thank you to all who participated up to this point. Your generosity will benefit hundreds of Pastoral, charitable, and educational programs at work within the Archdiocese of Baltimore, and at **PARISH NAME**. With **\$X** left to raise, we need the participation of every parishioner. Your gift to the Archbishop's Annual Appeal moves us forward in hope as we work in unity to strengthen the ministries and mission of the Archdiocese of Baltimore.

If you have yet to participate in the 2016 Archbishop's Annual Appeal, please pledge online at www.archbalt.org/appeal or complete a pledge form available in the back of the Church. Please note that you may make a pledge payable in monthly installments up until January 31, 2017. For more information, please contact **INSERT APPEAL CHAIR NAME AND CONTACT INFO**. Thank you.

Surpassed 2016 Archbishop's Annual Appeal Goal—Thank You!

Please use the following announcement if your parish has reached goal.

Congratulations! **PARISH NAME** has surpassed its 2016 Archbishop's Annual Appeal goal of **\$X**. I am truly grateful to the **X** parishioners and families that helped us reach our goal. The Archbishop's Annual Appeal provides critical funding to hundreds of Pastoral, charitable, and educational programs that impact tens of thousands within the Archdiocese of Baltimore. Our parish's support of the Archbishop's Annual Appeal is a sign of our shared desire to heed the calls of Archbishop Lori and our Holy Father to become *A Light Brightly Visible* to all peoples everywhere. On behalf of all who will benefit from your generosity, thank you for your support.

GENERAL TALKING POINTS ■ ■ ■ ■ ■

When discussing the Appeal, it is important to mention specific ministries and actual stories of how the Appeal, or a ministry supported by the Appeal has made a difference in the lives both within and beyond your parish boundaries.

What is the Archbishop's Annual Appeal?

The Archbishop's Annual Appeal is an annual effort to raise the critical funds needed to continue operation of the essential ministries in the Archdiocese of Baltimore. This year, the Archbishop's Annual Appeal goal is to raise \$9 million. Our parish goal is to raise **\$X** and have at least **X** donors and **X%** parishioner participation.

Who and what does the Archbishop's Annual Appeal support?

The life of the parish is centered on the Eucharist and on the sacraments, and it is strengthened by countless pastoral, charitable, and educational activities. We do so much, but we do not do it alone. There are some ministries funded by the Appeal that are more visible to us at **PARISH NAME**, like Religious Education ministries, which oversees programs that teach more than 25,000 children the fundamentals of our Catholic faith. But there are other ministries and agencies that are less visible but have a tremendous impact. Some of these ministries include College Campus Ministry, which serves Catholic students at 6 area secular colleges and universities in our Archdiocese, or Pro-Life ministries, which just last year, counseled more than 3,800 women who were experiencing crisis pregnancies.

Why should parishioners help?

The Archbishop's Annual Appeal helps us join hands with tens of thousands whose generosity brings the love of Christ to so many in our Archdiocese. Supporting the Archbishop's Annual Appeal is the most effective way we have to carry out the work of the Church. Our parish's support of the Appeal is not only crucial to continuing these ministries, but it is a testament to how we live our Catholic faith.

How can parishioners help?

Parishioners can support the Appeal through gifts of prayers and pledging support. Each household should prayerfully determine how they are being called to serve their fellow Catholics in our greater region through their support of the Archbishop's Annual Appeal. Pledges can be made by submitting a completed pledge form to the parish or by making a gift online at www.archbalt.org/appeal.

FREQUENTLY ASKED QUESTIONS ■ ■ ■ ■ ■

1. How much should a parish family contribute to the 2016 Archbishop's Annual Appeal?

While this is a private decision, it is appropriate to ask a person to consider a particular gift level. Many households contribute 2% or 1% of their income; some are able to do more, and some less. Each family must make its own decision. Asking parishioners to trust in the Lord and to do what God asks of them is always appropriate. Above all, we ask for prayers in support of the work of the Archdiocese of Baltimore.

2. Why give to the Archbishop's Annual Appeal when my parish needs money, too?

We hope parishioners will support both. Parish support helps to sustain the direct expenses incurred by the parish. Through the Appeal, Catholics support additional programs and services that are essential to parishes and that also help carry out the work of the Church beyond parish boundaries. Both need our support.

3. What should I do if parishioners do not understand the benefits of the Appeal?

As Pastor, your personal witness is the most compelling message. Therefore, it is best that you speak to the support that you and your parish receive of which your parishioners may not be aware. Many parish based programs and services would not be available without the Appeal. We are one Church, and our ministries and programs serve our parishes and many others in need.



On behalf of Archbishop Lori and the Archdiocese of Baltimore, thank you for all you do to support the Archbishop's Annual Appeal.

2016 Archbishop’s Annual Appeal Homily
(English version first followed by Spanish)

Archbishop’s Annual Appeal Homily 2016
“A Light Brightly Visible”

I. Introduction

My dear friends, I take this opportunity today to appeal, once again, to your generosity in support of the Archbishop’s Annual Appeal.

The theme for this year’s campaign is “A Light Brightly Visible”.

This theme is taken from my recently-issued pastoral letter of the same title, which I wrote to highlight what our local Church needs to do in order to thrive and serve all people who live in its boundaries.

The mantra that we need to continually reflect on is:

“It is not *whether* we will be present, but *how* we will be present.”

One of the ways that we, as members of the Church of Baltimore, are able to be present and serve countless people is through the Archbishop’s Annual Appeal.

II. A Light Brightly Visible

A. In the Second Vatican Council’s document on the Church, *Lumen Gentium*, the Synod Fathers proclaimed that the Church reflects the light of Christ by “proclaiming the Gospel to every creature”.

Jesus came for all people and His mandate to the Apostles, “Go, therefore, and make disciples of all the nations”, is a mandate for all of us as well. Every situation in which we find ourselves, whether it is among our family members or friends, at work, or in society in general, presents us with an opportunity to preach, by word and by action, the Gospel message.

It is a chance for us to share the light of Christ that is within every one of us as a baptized Catholic Christian.

- B. In Matthew's Gospel Jesus told those gathered around Him, "You are the light of the world...your light must shine before others, that they may see your good deeds and glorify your heavenly Father."
In the Sermon on the Mount, Jesus was speaking to ordinary people.
Today, we are the light of the world and God wants to accomplish His work through each one of us.
We are called to look outward - away from ourselves and out toward the poor and helpless and to those who live on the margins.

III. Pope Francis' Challenge

- A. Months later, we are still fondly remembering the historic visit of Pope Francis to our country.
We remember the joy and excitement we felt seeing the Holy Father celebrate Mass, embracing children with disabilities, visiting the sick, the homeless, and the imprisoned, and greeting cheering crowds of thousands. But we cannot let our memories linger only on the feel-good aspects of the Holy Father's visit.
Do we remember his challenging words to us about accompanying those who suffer, the poor, and the needy in our midst?
Do we remember the Pope's call to look outwardly and to love outwardly?
During his homily in Philadelphia at the concluding Mass for the World Meeting of Families, Pope Francis said, "Would that all of us could be open to miracles of love to benefit our own families and all the families of the world, and thus overcome the scandal of a narrow, petty love, closed in on itself, impatient of others!"
How are we answering the Pope's challenge to us?
- B. The Archbishop's Annual Appeal affords us the opportunity to look and to love beyond ourselves.
The Appeal supports numerous programs and ministries in the Archdiocese of Baltimore such as: Catholic Charities, Evangelization, Prison Ministry, Catholic Education, and Vocations, to name but a few.

As you consider your gift to the 2016 Archbishop's Annual Appeal, I ask you to ponder how your contribution will benefit vital ministries in parishes, or the thousands of men and women who seek a hot meal from Catholic Charities, or the families who struggle to keep their children in Catholic schools.

These are all ways that we as a Church demonstrate our love and solidarity with the needy and suffering in our midst.

- C. Pope Francis once said, "The contribution of the Church in today's world is enormous...[Christians]...devote themselves to the education of children and young people. They take care of the elderly who have been forgotten by everyone else. They look for ways to communicate values in hostile environments. They are dedicated in many other ways to showing an immense love for humanity inspired by the God who became man." May we be this kind of Church in the Archdiocese of Baltimore.

IV. Conclusion

- A. Pope Francis continually invites us to show our love for Jesus in our love for our neighbor, especially those who are poor and needy.

I ask you to please join me in participating in the 2016 Archbishop's Annual Appeal.

Through our generosity to our neighbors, we demonstrate our love for God and express our gratitude for the blessings we have received.

Together, let us be a light brightly visible, illuminating the way to heaven.

- B. May God bless you and keep you always in His love.

Homilía del Arzobispo para la Llamada Anual Para el Año 2016 “Una Luz Brillante y Resplandeciente”

V. Introducción

Mis queridos amigos, aprovecho esta oportunidad hoy para hacer, una vez más, una llamada a su generosidad en apoyo de la Llamada Anual del Arzobispo. El lema para la campaña de este año es “Una Luz Visible y Resplandeciente”. Este lema está tomado de la carta pastoral con el mismo título que escribí recientemente para destacar las necesidades de nuestra Iglesia local para prosperar y servir a todos los que viven dentro de los límites de la Arquidiócesis.

La frase que debemos repetir para reflexionar continuamente es: “No es *que estaremos* presentes, sino *de qué manera* estaremos presentes”. Una de las maneras en la que nosotros, como miembros de la Iglesia de Baltimore, podemos estar presentes y servir a una cantidad innumerable de personas es a través de la Llamada Anual del Arzobispo.

VI. Una Luz Visible y Resplandeciente

- A. En el documento sobre la Iglesia del Segundo Concilio Vaticano, *Lumen Gentium*, los Padres del Sínodo proclamaron que la Iglesia refleja la luz de Cristo “proclamando el Evangelio a toda criatura”. Jesús vino para todas las personas y Su mandato a los Apóstoles, “Vayan, por tanto, y hagan discípulos de todas las naciones”, es también un mandato para todos nosotros. Cada situación en la que nos encontramos, ya sea con miembros de nuestras familias o con amigos, en el trabajo, o en la sociedad en general, nos presenta con una oportunidad para predicar el mensaje del Evangelio, por medio de la palabra y acción.

Es una oportunidad para que nosotros compartamos la luz de Cristo que está dentro de cada uno de nosotros como cristiano católico bautizado.

- B. En el Evangelio de San Mateo,
Jesús les dijo a los estaban reunidos con Él,
“Ustedes son la luz del mundo... Hagan brillar su luz
delante de todos, para que ellos puedan ver las buenas obras de ustedes y
alaben al Padre que está en el cielo”.
- En las Bienaventuranzas,
Jesús estaba hablando a gente común y corriente.
Ahora, **nosotros** somos la luz del mundo y Dios quiere que llevemos a cabo
Su trabajo por medio de cada uno de nosotros.
Estamos llamados a mirar hacia el exterior – afuera de nosotros mismos, y
mirar hacia los pobres y los indefensos,
así como aquellos que viven en los márgenes de la sociedad.

III. El Desafío del Papa Francisco

- D. Ya han pasado varios meses, y todavía recordamos con afecto
la histórica visita del Papa Francisco a nuestro país.
Recordamos la alegría y la emoción que sentimos
viendo al Santo Padre celebrar Misa,
abrazando a niños con discapacidades,
visitando a los enfermos, a los desamparados
y a los presos, y saludando a multitudes que lo aclamaban con entusiasmo.
Pero no podemos dejar que nuestros recuerdos
se queden solamente en los aspectos que nos hacen sentir bien
sobre la visita del Santo Padre.
¿Recordamos las palabras de desafío
que nos dirigió sobre como tenemos que acompañar
a aquellos que sufren,
a los pobres y a los necesitados que hay entre nosotros?
¿Recordamos la llamada del Papa para mirar hacia el exterior y
y expresar nuestro amor hacia el exterior de nosotros?
Durante su homilía en Filadelfia

en la Misa que cerró el Encuentro Mundial de las Familias,
el papa Francisco dijo:

“¡Ojalá cada uno de nosotros
se abriera a los milagros del amor
para el bien de su propia familia y de todas las familias del mundo,
y poder así superar el escándalo
de un amor mezquino y desconfiado,
encerrado en sí mismo e impaciente con los demás!”.

¿Cómo estamos respondiendo al desafío que nos ha hecho el Papa?

E. La Llamada Anual del Arzobispo nos da la oportunidad de mirar
y amar más allá de nosotros mismos.

La Llamada apoya numerosos programas y ministerios
en la Arquidiócesis de Baltimore,
tales como Caridades Católicas, Evangelización,
Pastoral de Prisiones, Educación Católica
y las Vocaciones, para nombrar algunos.

Al considerar su donación

a la Llamada Anual del Arzobispo para el Año 2016,
le pido que reflexione

como su contribución beneficiará a ministerios vitales
en las parroquias, o a los miles de hombres y mujeres
que buscan una comida caliente de Caridades Católicas,
o a las familias que luchan para mantener a sus hijos en escuelas católicas.

Estas son todas las maneras con las que nosotros,
como Iglesia,

demostramos nuestro amor y solidaridad

con los necesitados y con los que sufren en medio de nosotros.

C. El Papa Francisco dijo una vez:

“La contribución de la Iglesia en el mundo actual es enorme...

[los cristianos]...se dedican a la educación de niños y jóvenes.

Cuidan de los ancianos que han sido olvidados

por todos los demás.

Buscan la forma de comunicar valores en medios hostiles.

Son dedicados de muchas otras maneras
a demostrar un amor inmenso por la humanidad
inspirados por el Dios que se hizo hombre.

VII. Conclusión

- C. El Papa Francisco nos invita continuamente
a demostrar nuestro amor por Jesús
en el amor por nuestro prójimo,
especialmente a los pobres y a los necesitados.
Le pido que por favor se una a mí participando
en la Llamada Anual del Arzobispo Para el Año 2016.
Por medio de su generosidad para nuestro prójimo,
demostramos nuestro amor por Dios,
y expresamos nuestra gratitud
por las bendiciones que hemos recibido.
Todos unidos, seamos una luz visible y resplandeciente,
iluminando el camino al cielo.

- D. Que Dios le bendiga y le mantenga siempre en Su amor.



A LIGHT BRIGHTLY VISIBLE
ARCHBISHOP'S ANNUAL APPEAL
2016



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