



ARCHBISHOP'S ANNUAL APPEAL
ARCHDIOCESE OF BALTIMORE

Stewardship Prayer

O Lord, giver of life and source of freedom,

I know that all I have received is from Your hand.

Gracious and Loving Father, You call us to be stewards of Your abundance,

The caretakers of all You have entrusted to us.

Help us to always use Your gifts wisely
and teach us to share them generously.

Send the Holy Spirit to work through us,

Bringing Your message to those we serve.

May our faithful stewardship bear witness

to the love of Jesus Christ in our lives.

We pray with grateful hearts, In Jesus's name.

Amen.

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Overview

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MISSION ■ ■ ■ ■ ■

The Archbishop's Annual Appeal helps sustain the 25 central ministries of the Archdiocese of Baltimore including those that provide direct ministry – African American ministry, Hispanic ministry, Prison ministry, Hospital ministry, Respect Life ministry, and Disabilities ministry to mention a few, and those administrative areas which provide supportive services to parishes and schools, as well as our outreach agency partner, 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. Their support plays a key role in advancing the mission of the Church both within and beyond the boundaries of their parishes.

Over the years the Appeal has seen an increase in the average gift amount, but a decrease in the number of participants. Donors to the Appeal have decreased by 38% over the past 5 years, due in part to the same group of donors participating in the Embracing Our Mission Capital Campaign.

In 2010, Over 42,000 families supported the Appeal. In 2014, just over 26,000 donors made a gift to the Appeal. As we move beyond the capital campaign, our hope is grow back to that higher level of support and beyond.

Through collaboration among Pastors, volunteers, and staff, new strategies have been developed for the 2015 Archbishop's Annual Appeal that will:

- Respond to Pastors' requests to improve training methods.
- Increase parishioner participation.
- Establish Appeal teams in parishes to assist Pastors in implementing the Appeal plan.

GOALS ■ ■ ■ ■ ■

Parish Goals

Every parish in the Archdiocese of Baltimore is given a personalized financial goal for the 2015 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 FY13 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 2014, the overall AOB Appeal participation rate was 14%, leaving lots of opportunity for improvement. It should be noted that many parishes in the AOB and other Catholic dioceses supersede 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.

Please note that parishes that are part of a collaborative will still receive individual parish goals.

Archdiocesan Goals

The 2015 Archbishop's Annual Appeal has an overall goal of raising \$7.6 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 offered through the Catholic Center at the Archdiocese of Baltimore serve 144 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 |
| Providing Community Outreach |
| Catholic Charities of Baltimore |
| Interfaith Housing Alliance (Frederick, MD) |
| Improving Future Generations |
| Archdiocesan Collaborative School (ACS) Grants |
| Handicapped Accessibility |
| High School Capital Projects |
| PRIDE Program* <i>*Pupils receiving inclusive, diversified education in our Catholic schools</i> |
| Religious Education Program Funding |
| Tuition Assistance Grants |
| 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 |
| Evangelization |
| International Outreach to Haiti |
| Pope Francis |
| Special Projects |
| Catholic Home Missions |
| Camp G.L.O.W. |
| Apostleship of the Sea |
| College Campus Ministry |

| Archbishop's Annual Appeal Spending Allocations 2012-2014 | 2014 (as of 11/10/14) | 2013 final | 2012 final | Total Net Distributions over last 3 years | % |
|---|--------------------------|---------------------|---------------------|---|-------------|
| Total of Gifts Received | \$ 6,650,321 | \$ 7,934,602 | \$ 7,357,700 | | |
| Enriching Parish Life | | | | | |
| Parish Share Grants | \$ 2,029,939 | \$ 2,491,161 | \$ 2,491,161 | | |
| Parish Capital Needs | \$ 100,000 | \$ 100,000 | \$ 100,000 | | |
| | \$ 2,129,939 | \$ 2,591,161 | \$ 2,591,161 | \$ 7,312,261 | 44% |
| Providing Community Outreach | | | | | |
| Catholic Charities of Baltimore | \$ 1,249,340 | \$ 1,318,846 | \$ 1,288,366 | | |
| St. Vincent de Paul Society | \$ 19,000 | \$ 38,000 | \$ 57,000 | | |
| Interfaith Housing Alliance (Frederick, MD) | \$ 20,000 | \$ 20,000 | \$ 20,000 | | |
| | \$ 1,288,340 | \$ 1,376,846 | \$ 1,365,366 | \$ 4,030,552 | 25% |
| Evangelizing Future Generations | | | | | |
| Archdiocesan Collaborative School Grants | \$ 215,000 | \$ 215,000 | \$ 215,000 | | |
| Handicapped Accessibility | \$ 40,000 | \$ 40,000 | \$ 40,000 | | |
| High School Capital Projects | \$ - | \$ 100,000 | \$ 10,000 | | |
| PRIDE (Pupils Receiving Inclusive, Diversified Education) Program | \$ 25,000 | \$ 25,000 | \$ 25,000 | | |
| Religious Education Program Funding | \$ 175,000 | \$ 175,000 | \$ 175,000 | | |
| Tuition Assistance Grants | \$ 280,000 | \$ 280,000 | \$ 285,000 | | |
| | \$ 735,000 | \$ 835,000 | \$ 750,000 | \$ 2,320,000 | 14% |
| Strengthening Families | | | | | |
| AIDS Ministry | \$ 15,000 | \$ 15,000 | \$ 15,000 | | |
| Pro-Life Ministers | \$ 100,000 | \$ 100,000 | \$ 100,000 | | |
| Youth Ministry | \$ 50,000 | \$ 59,000 | \$ 50,000 | | |
| Harambee Program - African American Ministries | \$ 25,000 | \$ 25,000 | \$ 25,000 | | |
| Hispanic Ministry | \$ 80,000 | \$ 80,000 | \$ 80,000 | | |
| Hospital Ministry | \$ 49,775 | \$ 18,000 | \$ 18,000 | | |
| Msgr. O'Dwyer Retreat House | \$ 25,000 | \$ 25,000 | \$ 25,000 | | |
| Prison Ministry | \$ 18,000 | \$ 18,000 | \$ 18,000 | | |
| Evangelization | \$ 100,000 | \$ 100,000 | \$ 100,000 | | |
| International Outreach to Haiti | \$ 15,000 | \$ 15,000 | \$ 15,000 | | |
| Pope Francis | \$ 120,000 | \$ 120,000 | \$ 120,000 | | |
| Special Projects | \$ 170,000 | \$ 145,000 | \$ - | | |
| Catholic Home Missions | \$ 50,000 | \$ 50,000 | \$ 50,000 | | |
| Camp Glow | \$ 20,000 | \$ 20,000 | \$ 20,000 | | |
| Apostleship of the Sea Ministry | \$ 30,000 | \$ 30,000 | \$ 24,000 | | |
| College Campus Ministry | \$ 152,000 | \$ 152,000 | \$ 152,000 | | |
| | \$ 1,019,775 | \$ 972,000 | \$ 812,000 | \$ 2,803,775 | 17% |
| Net Appeal Distributions | \$ 5,173,054 | \$ 5,775,007 | \$ 5,518,527 | \$ 16,466,588 | 100% |
| Additional Allocations | | | | | |
| Archdiocesan Essential Services | \$ 700,000 | \$ 700,000 | \$ 700,000 | | |
| Bad Debt Reserve | \$ 478,000 | \$ 581,121 | \$ 530,800 | | |
| Fundraising Expenses | \$ 350,000 | \$ 642,679 | \$ 601,000 | | |
| | \$ 1,528,000 | \$ 1,923,800 | \$ 1,831,800 | | |
| Additional Allocations | \$ 1,528,000 | \$ 1,923,800 | \$ 1,831,800 | | |
| Gross Distributions | \$ 6,701,054 | \$ 7,698,807 | \$ 7,350,327 | | |
| (Loss)/Gain | \$ (50,733) | \$ 235,795 | \$ 7,373 | | |

2015 HIGHLIGHTS ■ ■ ■ ■ ■

Theme

This year's Appeal theme is *Go Make Disciples*.

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 2015 Archbishop's Annual Appeal is publicly announced on Announcement Weekend (January 31 and February 1, 2015), 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 (February 7-8, 2015) to encourage a strong public launch. Many parishes saw great success due to advance phase efforts.

Launch Process –Three Weekend Launch

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, 2015. A strong and enthusiastic In-Pew Solicitation process goes a long way.
- **Grow participation rates** – the In Pew participation rates and average gift amount have declined over the years. 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 make installments over a 10-month timeframe. Pastors are asked to encourage everyone to make a gift according to their means. It's important to get as many people involved in the Appeal. Therefore, if families are unable to make pledges over a 10 month timeframe, one time gifts for new donors or lower level donors are encouraged.
- **Announcement Weekend: January 31 and February 1, 2015**
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. New for 2015, an Appeal video will be shown at all Masses this weekend. Also, the 2015 Appeal brochure will be included in all parish bulletins.

- **Commitment Weekend: February 7-8, 2015**

During Commitment Weekend, parishes should play the Archbishop's brief audio or video homily (depending on your 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 2015 parish appeal.

- **Follow Up Weekend: February 14-15, 2015**

During Follow Up Weekend, lay ministers will carry out the In-Pew pledge presentation at every Mass.

Post Launch: February 16, 2015 and Beyond

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. Mail them upon receipt

2015 TIMELINE ■ ■ ■ ■ ■

| | |
|--|--|
| December/January | Complete Appeal Forms and select Appeal Co-Chair. Pastors, Appeal Co-Chairs, Appeal team members, and Administrative staff attend Appeal training session in January. |
| January 5 | 2015 Archbishop's Annual Appeal website is launched; online gifts can be made for parish credit. Launch advance phase to parish leadership and volunteers, review your 2014 Appeal Results, and finalize plans for 2015. |
| January 5 | 1 st Request letter from Archbishop is sent to previous donors. |
| Week of January 15 | Appeal materials are sent to parishes. |
| January 17-18, 2014 | Begin using Appeal Prayer of the Faithful at all masses |
| January 24-25, 2014 | Continue using Appeal Prayer of the Faithful at all masses |
| January 31 – February 1 <i>Announcement Weekend</i> | Educate parishioners on the Appeal by including Appeal insert in Bulletin, playing Appeal video (not a homily) at Mass, and announcing the Appeal from the pulpit. Encourage families and adults to prayerfully discern how they are called to contribute on Commitment Weekend, February 7-8. |
| February 7 – 8 <i>Commitment Weekend</i> | Play Archbishop's audio/video homily. Immediately after, Pastor leads parishioners in completing In-Pew pledge presentation. |
| February 14 – 15 <i>Follow Up Weekend</i> | Pastor prepare his normal homily. Immediately after, lay minister leads parishioners in completing In-Pew pledge presentation. |
| February 18 | Ash Wednesday |
| March 27 | Second Direct Mailing sent out |
| April 16 | DM2 Appeal e-blast |
| May 29 | Third Direct Mailing sent out |
| June 18 | DM3 Appeal e-blast |
| July 15 | Ruffolo Cody telephone solicitation begin |
| October 15 | Fourth Direct Mailing sent out |
| December | Thank you letters and gifts to all Appeal donors sent out Christmas reception hosted by Archbishop Lori (date t-b-d) Closing Appeal Brochure to be inserted into Parish Bulletins 12/12-12/13 |

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 | <ul style="list-style-type: none"> ▪ Attend Appeal training session in January ▪ Ensure Annual Appeal team is familiar with roles and responsibilities ▪ Oversee implementation of Announcement, Commitment and Follow-Up weekend activities | <ul style="list-style-type: none"> ▪ Attend Appeal training session in January ▪ 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"> ▪ 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"> ▪ 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 provide brief witness talk and refer to In-Pew pledge form with Appeal address | <ul style="list-style-type: none"> ▪ 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

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 2015 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 too 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 Paula Lombardo at paula.lombardo@archbalt.org or 443-263-1951 or contact your AOB Regional Director.**

Review Last Year's Results and Plan for a Successful 2015 Appeal

Review both financial and donor results from the 2014 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
- 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

The week of January 19, Pastors are asked 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 encourage 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

| WHAT? | DATE | COMPLETE? |
|---|---|-----------|
| Complete 2015 Appeal Forms. | December 2014 | |
| Appoint an Archbishop's Annual Appeal Co-Chair. <i>Notify the Appeal office by providing contact information on the 2015 Appeal Team Form.</i> | November - December 2014 | |
| Attend a 2015 Appeal Training Session. <i>Appeal Co-Chairs, Appeal team members, and Parish Administrators are asked to attend.</i> Pastors may opt for any of the three options listed. | <ol style="list-style-type: none"> 1. Offsite Training week of January 5th 2. View Pastor Webinar 3. AOB staff comes to you | |
| Send email solicitation to parish leaders and friends. <i>The Appeal Office will send you an email to forward.</i> | Week of January 19 | |
| Confirm receipt of parish goals, 2015 posters, DVD of 2015 video, and In-Pew pledge forms. | Week of January 19 | |

KICKING OFF YOUR APPEAL ■ ■ ■ ■ ■

Announcement Weekend – January 31 – February 1, 2015

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:

- **Play the Appeal video.** Please note this is a recommended change from years past. If you have AV capabilities, please play the video during the bulletin announcements. If you do not have AV equipment, please email the video link to your parishioners via your electronic parish bulletin or weekly parishioner email correspondence. Please use the following announcement to introduce the video:

*Next weekend, **PARISH NAME** will launch our 2015 Archbishop's Annual Appeal parish campaign. With the support of the Archbishop's Annual Appeal, the Archdiocese of Baltimore provides 25 pastoral, educational, and charitable ministries that directly impact all 144 parishes in the Archdiocese including at **PARISH NAME**. Please be sure to take home a bulletin this week, which contains a special insert on the Archbishop's Annual Appeal.*

The Archdiocese has put together a short video on the Archbishop's Annual Appeal, which I am pleased to share with you now.

- **IF NOT PLAYING THE VIDEO, 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. Announcement below:

*Next weekend, **PARISH NAME** will launch our 2015 Archbishop's Annual Appeal parish campaign. With the support of the Archbishop's Annual Appeal, the Archdiocese of Baltimore provides 25 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 enable **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.** The bulletin insert will be mailed to you the week of January 26. 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? | DATE | COMPLETE? |
|---|---|-----------|
| Include the Prayer of the Faithful at all masses | January 17 – 18 January 24 – 25 January 31 – February 1 | |
| Play the Appeal Video at all Masses over Announcement Weekend. <i>If unable to play the video, please make an announcement using the script available.</i> | January 31 – February 1 | |
| Include Archbishop’s Annual Appeal Insert in bulletin. | January 31 – February 1 | |

Commitment Weekend – February 7-8, 2015

The ability to reach your parish goal and increase donor participation relies heavily on how 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 is included on the website and in the back of this training manual. 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 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 parishes, schools, and people served by the Archdiocese. To date, we have raised \$X toward our goal of \$X. Your support is 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 ministry 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 telephone number and your primary 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 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 boxes on the right side of the form and check the amount that you wish to give. Your pledge will be billed over ten 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 check the “Other” Box 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 in the next box.”

(Pause 5 seconds.)

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

(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 Annual Appeal at this time.’”

(Pause 5 seconds)

“I will give you another moment to complete 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 ten monthly installments or to process the full amount in one payment.”

(Pause 25 seconds)

“Please remove the pledge form, 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 and myself, I thank you for your contribution to the Archbishop’s Annual Appeal. May God bless you.”

LAY MINISTER IN PEW PRESENTATION (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 2014, **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 the 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.

“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.”

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(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 telephone number and your primary 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 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 boxes on the right side of the form and check the amount that you wish to give. Your pledge will be billed over ten months or longer if necessary. 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 check the “Other” Box and indicate the full amount of your pledge on the blank line to its right.”

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“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 Annual Appeal at this time.’”

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(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, _____, our Pastor/PLD and myself, I thank you for your contribution to the Archbishop’s Annual Appeal. May God bless you.”

Commitment and Follow Up Weekend Checklist:

| WHAT? | DATE | COMPLETE? |
|--|----------------------|-----------|
| Play the Archbishop Lori's audio/video homily at all Masses over Commitment Weekend. | February 7-8 | |
| 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> | February 7-8 | |
| Include Commitment Weekend Prayer of the Faithful during Mass and include the announcement in bulletin | February 7-8 | |
| Priest to conduct his own homily at all Masses during Follow Up Weekend. | February 14-15 | |
| Lay witness 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> | February 14-15 | |
| Include Commitment Weekend Prayer of the Faithful during Mass and include the announcement in bulletin | Feb. 7-8, Feb. 14-15 | |

COMPLETING YOUR PARISH APPEAL ■ ■ ■ ■ ■

After Follow Up Weekend

Beginning February 16, 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 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 developed enhanced strategies to help your parish meet goal earlier including:

- **Engaging in media outreach.** There will be a series articles in the Catholic Review and on the Catholic Radio Hour new for 2015.
- **Administering an email campaign.** Donors and prospects will receive a series of emails throughout the appeal from Archbishop Lori and ministry leaders requesting support. Emails will be spaced monthly and allow recipients to opt out if requested.
- **Providing regular updates to parishioners through the bulletin announcements.** The bulletin inserts/announcements will be distributed via the weekly email sent to pastors from the AOB office on Mondays. It will also be posted on www.archbalt.org/appeal under "Parish Resources" and "Appeal Materials."

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 on page 50.

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 on page 55.

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 Mass and reception with Archbishop Lori in December 2015.

Weekly Actions Checklist

| WHAT? | DATE | COMPLETE? |
|--|-------------------------------------|-----------|
| Include weekly announcement in the bulletin along with the Archbishop's Annual Appeal logo. | Ongoing after Commitment Weekend | |
| Read announcement printed in the bulletin at every Mass. <i>Update parishioners on your appeal progress and invite those who have yet to participate to make a pledge.</i> | Ongoing after Commitment Weekend | |
| Replenish In-Pew Pledge forms. <i>Please use In-Pew Pledge forms and send to the AOB Gift Processing Office 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 (February 7-8) and Follow Up Weekend (February 14-15). |
| Archbishop's Annual Appeal Insert | Insert to be included in parish bulletins on Announcement Weekend (January 31 – February 1) |
| Archbishop's Annual Appeal Video <i>Show on Announcement Weekend (January 31 – February 1)</i> | Appeal video with ministry highlights including introduction and closing by Archbishop Lori. Video will be available in English only. |
| Archbishop's Audio Homily for Commitment Weekend (February 7-8) | 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 that should be displayed prominently in Church. |
| "Your Guide to Running a Successful Parish Appeal" | A guidebook for running a successful Archbishop's Annual Appeal. The guide includes directions, tips, best practices, talking points, and much more. |
| www.archbalt.org/appeal | See "Resources" page. Contains Appeal information. Please note that parish results are posted publicly on this website. |

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

The website, www.archbalt.org/appeal, is a valuable resource to your parish. In addition to allowing your parishioners to give online to your parish appeal, the website has a section available for Parishes that provide:

- Overall parish results reports
- 2015 Appeal Materials including announcements and Prayers of the Faithful
- Helpful updates including the monthly newsletter and invitations/details about events and other opportunities

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."

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:

Terry Brashears
Director of Development for Stewardship and Administration
(410) 547-5557
Terry.brashears@archbalt.org

The 2015 Archbishop's Annual Appeal

Donation Summary Report

| | |
|---|---------------------|
| Parish Name: | Parish ID #: |
| Address: | |
| Phone #: | Date: |
| Preparer's Name: (print) | |
| Preparer's Signature: | |
| 1. 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. ") | \$ |
| 2. Miscellaneous Checks (place in a separate parish envelope): | |
| Total number of checks | |
| Total dollar amount | \$ |
| 3. TOTAL NUMBER OF ENVELOPES ENCLOSED | |
| | |

Place all batches, the loose change check envelope, the miscellaneous checks envelope, and a copy of the 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.

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 will receive a letter of thanks from the Archbishop.
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). 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 the manual, including bulletin announcements, in-pew scripts, etc. can be found on the Archbishop's Annual Appeal web site. These materials are provided in English and Spanish. In order to obtain these materials, follow these steps:

- 1) www.archbalt.org
- 2) Select "myArch" at the top of the screen. Insert username and password.
- 3) Select "Fundraising Resources" from the quick links located on the left side of the screen
- 4) Select "Parish Resources for the Archbishop's Annual Appeal"

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 ■ ■ ■ ■ ■

It is recommended to regularly update your parish community on the progress of your 2015 Archbishop's Annual Appeal. In addition to including updates in the bulletin, the Archbishop's Annual Appeal Co-Chair or other Lay volunteer should share why they support the Archbishop's Annual Appeal during Mass. To help you, here are several examples of talks that have been successful.

Sample Pastor Talk Commitment Weekend, February 7 - 8

“Good morning. Today we are conducting the Archbishop’s Annual Appeal, the appeal asks that 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 parishes, schools, and people served by the Archdiocese.

“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 ministry 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.)

How to Complete In-Pew Pledge Card 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 telephone number and your primary 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 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 boxes on the right side of the form and check the amount that you wish to give. Your pledge will be billed over ten 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 check the “Other” Box 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 in the next box.”

(Pause 5 seconds.)

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

(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 Annual Appeal at this time.’”

(Pause 5 seconds)

“I will give you another moment to complete 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 ten 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 and myself, I thank you for your contribution to the Archbishop’s Annual Appeal. May God bless you.”

Sample lay-witness talk #1 Follow Up Weekend (February 14 – 15)

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 2014, **NUMBER** parishioners contributed **AMOUNT** to the Archbishop’s Annual Appeal. A wonderful result by any measure!

The 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 our Archdiocese 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 the 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.

“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.”

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(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.”

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

(Pause as above.)

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

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“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 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.

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(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 in the next box.”

(Pause 5 seconds.)

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

(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 Annual Appeal at this time.’”

(Pause 5 seconds)

“I will give you another moment to complete 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 ten 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, _____, our Pastor/PLD and myself, I thank you for your contribution to the Archbishop’s Annual Appeal. May God bless you.”

Sample Lay-Witness Talk #2 Follow Up Weekend (February 14 – 15)

My name is **NAME**. My husband, **NAME**, and I have lived in **TOWN** for over 20 years. We have two children in their 20’s who attended **PARISH SCHOOL**, and we are pleased to be co-chairs of the 2015 Archbishop’s Annual Appeal for our parish.

Archbishop Lori and our Pastor, **PASTOR NAME**, want to thank all who have donated to the annual Archbishop’s Annual Appeal which truly benefits our Archdiocese and Parish communities, and they would appreciate you making a pledge this year.

#1: We as a parish are committed to passing our faith on to our children and grandchildren through parish programs, and your contributions help make this possible—while also supporting chaplaincy programs in local universities and the formation of our future priests at St. Mary’s Seminary in Baltimore and Mt. St. Mary’s University in Emmitsburg.

#2: So many individuals are benefitted both spiritually and materially as we build an even stronger community in our parish and across our Archdiocese, particularly at inner city parishes and schools, where today’s new immigrants need our help

#3: Our Archdiocese -- and Archbishop Lori in particular—provide leadership on so many important social issues affecting us all, including religious liberty and freedom that is an example for our Church nationally.

In **PARISH NAME** parish, we are blessed. We hope that you will share your blessings by making a gift that is as generous as possible. You may pledge now, and make payments for ten months until December 31, 2015. We also hope to have as many families as possible participate in the appeal. If you gave last year, we hope you will renew. If you were unable to give, we hope you will join us in supporting the mission of the Church throughout the region.

“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 telephone number and your primary 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 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 boxes on the right side of the form and check the amount that you wish to give. Your pledge will be billed over ten months or longer if

necessary. 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 check the “Other” Box 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 in the next box.”

(Pause 5 seconds.)

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

(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 Annual Appeal at this time.’”

(Pause 5 seconds)

“I will give you another moment to complete 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 ten 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, _____, our Pastor/PLD and myself, I thank you for your contribution to the Archbishop’s Annual Appeal. May God bless you.”

Sample Mid-Appeal Update

You recently received a letter from Archbishop Lori asking for your support of the 2015 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 144 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, 2015.

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 move the Church and become missionary disciples. Your gift to the 2015 Archbishop's Annual Appeal provides you with the personal opportunity to answer God's call.

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 2015 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 25 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 2015 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 (1/17-18, 1/24-25 and 1/31 and 2/1)

May the **PARISH NAME** community respond generously to the call to support the Archdiocese of Baltimore and our parish through the 2015 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 (2/7 - 2/8 and 2/14 - 2/15)

For the success of the 2015 Archbishop's Annual Appeal at **PARISH NAME**, that our parish family will respond joyfully to Archbishop Lori call to "Go Make Disciples," as we join 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 2015 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 to help **PARISH NAME** *Go Make Disciples*.

For the special intentions of all those who have supported **PARISH NAME's** 2015 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 – January 31 – February 1

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 the week of January 26.

Next weekend at parishes across the Archdiocese of Baltimore, parishioners will be asked to pledge support to the 2015 Archbishop's Annual Appeal, *Go Make Disciples*. 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 almost one quarter of all 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 2015 Archbishop's Annual Appeal. Making a pledge, which can be paid in month installments through December 31, 2015, is a powerful way to maximize your contribution. For more information on the 2015 Archbishop's Annual Appeal or to pledge online, please visit www.archbalt.org/appeal. Thank you for your prayers and support as we all help further Archbishop Lori's mission as we become missionary disciples.

In Pew Weekends (Commitment and Follow Up) – Feb. 7 – 8, Feb. 14 - 15

This week, Catholics across the Archdiocese are being asked to make a commitment to support the 2015 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 144 other parishes in our Archdiocese. Your generous support and participation is critical to the success of the 2015 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 2015 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 2015 Archbishop's Annual Appeal, please complete a pledge form available in the back of the Church or visit www.archbalt.org. Thank you for your prayers and support.

The **PARISH NAME** 2015 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 144 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. Thank you for your prayers and support.

Thank you to all who have participated in **PARISH NAME's** 2015 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 2015 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** 2015 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 and allow the Church to form new disciples. 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 2015 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 2015 Archbishop's Annual Appeal.

The 2015 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 2015 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, 2015. For more information, please contact **INSERT APPEAL CHAIR NAME AND CONTACT INFO**. Thank you.

Surpassed 2015 Archbishop's Annual Appeal Goal—Thank You!

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

Congratulations! **PARISH NAME** has surpassed its 2015 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 follow the messages of Archbishop Lori and the Holy Father to *Go Make Disciples*. 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 25 central ministries in the Archdiocese of Baltimore. This year, the Archbishop's Annual Appeal goal is to raise \$7.6 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 to carry out the work of the Church both within and beyond our parish boundaries. 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 2015 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 provide 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 parish programs and operation, and 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 funded through the Appeal would not be available without the Appeal. We are one Church, and the central ministries and programs serve the parishes and many others in need. All of the important ministries supported by the Archdiocesan Central Operating Fund are listed in the Ministries grid on page 10 of this guide.



On behalf of Archbishop Lori, thank you for all you do to support the Archbishop's Annual Appeal. Your leadership and generosity enables the Church to Go Make Disciples.

I am grateful for the opportunity to speak with you this morning.

It is almost three years since I began serving as Archbishop of Baltimore.

During that time, I have visited many parishes, schools, & Catholic Charities programs, and along the way I have met many of you.

It’s my intention to continue travelling the breadth and length of this Archdiocese as long as God gives me strength, so I look forward to seeing you soon, if I haven’t already done so.

In my travels I’ve met many wonderful priests, religious, deacons, lay leaders, and Parishioners who sustain the essential ministries of the Church:

Preaching and teaching the Word of God as it comes to us through the Church;

Worshipping in spirit and truth through the celebration of the Mass & Sacraments;

and reaching out in love to all those in need, and as you know, the needs are many.

And during these past months, we’ve all gotten to know our new Holy Father who has called the whole Church, including our beloved Archdiocese of Baltimore, to encounter the Lord Jesus, to be formed in the joy of the Gospel, and then to accompany those around us, leading them to discipleship.

In a word, Pope Francis has called us to missionary discipleship.

He is challenging us to ensure that all the ministries of the Church will serve the cause of forming Catholics capable of bearing witness to Christ and capable of bringing the Gospel to those who no longer practice the faith and to those who are searching for truth and love in their lives.

That is why the theme of this year's Archbishop's Appeal is: Go, Make Disciples.

As it turns out, that same theme is reflected in today's Scripture readings.

Both the first reading from the Book of Job and the Gospel reading from St. Mark illustrate the need all of us have for God's merciful and healing love.

But more than that, they proclaim the Good News that in Jesus

God's redemptive love is near at hand and readily available to us.

Let's focus for a moment on our first reading, from the Book of Job.

Job seemed to have it all together – a wonderful family, health, prosperity, security.

But then, God allowed him to be tried to the very limits of his strength.

Job ends up becoming a symbol of human fragilities and vulnerabilities of all kinds:

illness, poverty, estrangement from God and one another,

or just the drudgery and meaninglessness of daily life.

Job asks our questions and embodies our sufferings.

**In the Gospel, Jesus cures Simon's mother-in-law of a fever
but then the scene moves from inside Simon's house to the outside.
St. Mark tells us that "after sunset the whole crowd was gathered at the door."
Glints of God's glory shone on Jesus' face as he cured the sick and drove out demons.
At last the people found someone who showed them
that sickness, death, and drudgery do not have the last word.
At the door of Simon's house, Job meets Jesus!**

**Once we have encountered Jesus in a deep and personal way,
once the joy of the Gospel has overtaken our hearts, then everything changes.
We become like St. Paul in today's second reading who loved the Lord so much
he could not keep from bearing witness to the Gospel, even if he had wanted to.
This is what Pope Francis wants us to be like: joyful, missionary disciples
who bear witness to Christ by our words, deeds, and manner of life,
especially our love for the poor and the needy in whom we see the face of Jesus.**

**Not everyone can travel the length and breadth of this Archdiocese
visiting parishes, schools, and Catholic charities programs;
but you can leverage your love for the Lord and for your brothers and sisters,
by helping the Church to sustain programs of service
which bear eloquent witness to Christ and to the Gospel.**

**As you consider your gift for the 2015 Archbishop's Annual Appeal,
think of the help you'll be giving to young people
who are being educated and formed in our excellent Catholic schools.
Or imagine how you can help your parish and the whole Archdiocese serve
more effectively the young people in religious education programs & youth groups.
Consider the support you'll be providing to still more young people
who feel called to the priesthood and consecrated life.
I'd invite you to reflect on couples in need of marriage preparation
and on renewed efforts to strengthen family life throughout the Archdiocese.
Think about the poverty we see all around us and consider how you might help
Catholic Charities and all of our parish and diocesan charities continue reaching over
400,000 people a year in programs of service.
Remember as well the priests who serve you now and who served you in the past;
through the Annual Appeal you can support them in their ongoing formation
and in the needs that come with advancing years.

So let me thank you with all my heart for your goodness and generosity.
Together, let us be both disciples and missionaries
who proclaim in word and deed the greatness of the Lord
by touching the lives of those around us with Lord's loving-kindness.
May God bless us and keep us always in His love.**



ARCHBISHOP'S ANNUAL APPEAL
ARCHDIOCESE OF BALTIMORE

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