

# DIOCESE OF COVINGTON



*“Hope does not disappoint ... the love of God has  
been poured out into our hearts.”  
(Romans 5:5)*

## PARISH LEADERSHIP RESOURCE HANDBOOK DIOCESAN PARISH ANNUAL APPEAL 2020

Diocesan Stewardship and Mission Services Office  
1125 Madison Ave.  
Covington, KY 41011-3115  
(859) 392-1500

## **Our Appeal Prayer**



**Loving and merciful Father,  
Giver of all gifts,  
We ask Your blessings on this year's  
Diocesan Parish Annual Appeal.  
We thank You for calling us together as Church.  
Strengthen and inspire us  
as we strive to encourage  
vocations and care for our retired priests,  
to expand our ministries of service to those in need  
and to educate and form the next generation  
of disciples through our schools and  
religious education programs.  
Bless our efforts, and help us remember  
that together we are called to  
foster a Kingdom of God here on earth  
through good works and sacrifice.  
Give us the grace to generously support  
our Annual Appeal so that we  
may live our faith, love our neighbors,  
and do Your work.  
We ask this, as we ask You everything,  
through Christ our Lord.**

**Amen**

January 2020

“Hope does not disappoint ... the love of God has been poured out into our hearts.”(Romans 5:5)

Dear Brothers and Sisters in Christ,

Our Church is one of God’s greatest gifts to His people. In return, God asks us to accept the responsibility of being good stewards. The 2020 Diocesan Parish Annual Appeal will provide annual operating support for many Diocesan ministries, programs, and services. Funds raised through the Appeal are as important to the Diocese as the weekly offertory collection is to any parish.

The responsibility of the DPAA Parish Team members is to share your gifts of time, talent and treasure to ensure that ministries funded by gifts to our DPAA will continue to serve our brothers and sisters throughout our Diocese. I need your assistance in bringing the message of the Appeal – **“Hope does not disappoint ... the love of God has been poured out into our hearts” (Romans 5:5)** to your parishioners.

There will be those who question whether or not they should contribute to the DPAA. Others may not understand the relationship between their parish and the Diocese. Some will not be familiar with the various ministries supported by the Appeal. You should be prepared to address these and other concerns.

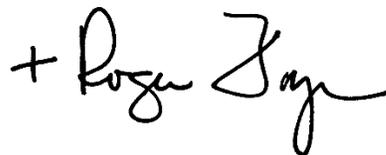
I ask you to study the strategies and information provided in this handbook and in other materials you will receive from the Diocesan Stewardship Office. These materials are designed to assist you in conducting a successful Appeal. If you need additional assistance, please call the Office of Stewardship and Mission Services at (859) 392-1500.

And last, but most importantly, please pray. Pray for those who are served by DPAA ministries and for those who serve in these ministries. Pray for guidance and inspiration. Pray for the success of our 2020 DPAA and for those who will be asked to give. Pray for each other.

We know that when we give of our time, talent, and treasure with a cheerful spirit, God will bless our gifts and return them to us a hundredfold. I thank you for the many ways in which you share your faith. Also, thank you for answering the Lord’s call to stewardship and for the commitment you will give to our Diocesan Parish Annual Appeal. Your gifts will help us to continue Christ’s ministry throughout our Diocese.

May God bless you as you do His work.

Gratefully yours in Christ,

A handwritten signature in black ink that reads "+ Roger J. Foy". The signature is written in a cursive, flowing style.

Most Reverend Roger J. Foy, D.D.  
Bishop of Covington

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## **Diocesan Parish Annual Appeal 2020**

### **Introduction**

*Because the individual members of our Church collectively make up the Body of Christ, that Body's health and well-being are the responsibility of all members – the personal responsibility of each one of us. We are all stewards of the Church.*  
U.S. Catholic Bishops' Pastoral Letter: *Stewardship a Disciples' Response*

*“Hope does not disappoint ... the love of God has been poured out into our hearts.” (Romans 5:5)*

### **WHAT IS THE DPAA**

- ✚ An opportunity for all Catholics throughout our Diocese to show their gratitude to God for His many blessings, by fulfilling our stewardship responsibility to share our gifts in service to our brothers and sisters in Christ
- ✚ A vital symbol of our unity in Christ as we reach out in faith to love one another in Jesus's name
- ✚ The chance for each of us to share in the responsibility of carrying out the mission of our local Church – to carry out Christ's work on earth
- ✚ The chance to help our own Parish and to reach beyond Parish boundaries to help others
- ✚ The chance through our sacrifices and giving to bring ourselves into a more spiritual relationship with Christ
- ✚ A chance to spread Christ's love and hope throughout our Diocese
- ✚ The opportunity to change lives – ours and others
- ✚ The chance to bring the love of Christ to men, women and children



## **DPAA MINISTRIES AT A GLANCE**

This year's DPAA is an invitation for each of us to respond with sacrificial love with a gift that will touch the lives of thousands of men, women, and children throughout our Diocese.

Adoptions and Foster Care  
Parenting Classes  
Family Counseling  
Unplanned Pregnancy Counseling  
Substance Abuse Treatment  
Support for Widowed and the Divorced  
Student Counseling  
Care for Retired Priests  
Nursing and Health Care for Priests  
Seminarian Education  
Deacon Formation  
Vocation Workshops  
Religious Education in Parishes and Schools  
Catholic Schools  
Retreat Programs  
Pro-Life Seminars  
Campus Ministry  
Thomas More University  
Hispanic Ministry  
Shelter for the Homeless  
Soup Kitchens and Pantries  
Clothing and Emergency Assistance  
Medications for the Needy  
Tuition Assistance and Books for Needy Students  
Residential Care for At-Risk Youth

## **2020 GIFT CLUBS**

*“Hope does not disappoint ... the love of God has been poured out into our hearts.” (Romans 5:5)*

### **THE BISHOP’S PARTNERSHIP IN CHARITY SOCIETY**

*The Bishop’s Partnership in Charity Society is a special alliance of Catholic men and women, religious communities, organizations and businesses who have committed to playing a unique leadership role in the work of the Church. Their willingness to share their God-given gifts with the Diocesan Parish Annual Appeal helps the Bishop spread God’s love and hope throughout our Diocese through a multitude of spiritual, educational and charitable ministries, programs, and services.*

### **2020 LEADERSHIP GIFT CLUBS**

**\$10,000 OR ABOVE ----- LUX CHRISTI GUILD**

**\$5,000 - \$9,999 ----- BISHOP’S SOCIETY**

**\$2,500 - \$4,999----- MITRE SOCIETY**

**\$1,500 - \$2,499 ----- MONSIGNORS’ SOCIETY**

**\$1,000 - \$1,499 ----- CROSIER SOCIETY**

## **WAYS TO MAKE A PLEDGE TO THE 2020 DPAA**

### **STRESS PLEDGES**

- ✚ PLEDGE over a ten month period from June 2020 – March 2021  
(Stewardship Office sends monthly pledge reminders beginning in June 2020)
  
- ✚ GIFTS OF STOCK  
Call Stewardship Office (859) 392-1500 for instructions
  
- ✚ ONE TIME GIFTS:  
Check  
Securities
  
- ✚ ONLINE GIVING: Make a secure gift (via credit card, direct debit or electronic funds transfer) online at [www.covdio.org](http://www.covdio.org).

## **PARISH GOAL FORMULA**

### **HOW ARE PARISH GOALS DETERMINED?**

In 2004 Bishop Foys appointed a Committee of Priests to choose an objective method of calculating Parish goals. The Committee discussed several options, and chose a formula to recommend to the Bishop. Each year, the Committee meets to discuss and review the formula. The Priests Committee has not changed its recommendation regarding the use of the formula since its implementation in 2004. The same formula was used to calculate Parish goals in 2020.

### **FORMULA**

Each Parish is calculated as a percentage of all Parishes using the following statistics taken from the Parish annual financial report:

- Parish Sunday and Holy Day Collections
- Plus all fundraising
- Minus the net cost of schools

*Note: Each amount is averaged over the last three years in order to level off year-to-year variances.*

Net costs of schools include:

- Gross Parish school costs
- Plus Parish plant costs for schools
- Less tuition, fees, school fundraising and other sources of support for schools, such as special collections, grants, gifts, adopt-a-student programs, restricted gifts and scholarships.

- Step one: Using the above formula, St. Sample Parish results in an amount of \$1,000,000.
- Step two: Using the formula to calculate a figure for all Parishes, a total number of \$12,000,000 is calculated.
- Step three: St. Sample's share (Parish Goal) is 1/12<sup>th</sup> of the total Diocesan Goal for the DPAA 2020.

<b>INDIVIDUAL PARISH FINANCIAL GOALS</b>	
<b>PARISH</b>	<b>2020 Goal</b>
All Saints	\$68,500
Blessed Sacrament	\$166,700
Cathedral	\$34,600
Cristo Rey	\$26,300
Divine Mercy	\$27,300
Holy Cross	\$37,600
Holy Redeemer	\$3,300
Holy Spirit	\$34,500
Immaculate Heart of Mary	\$181,400
Mary Queen of Heaven	\$88,300
Mother of God	\$48,400
Our Lady of Lourdes	\$19,300
Our Savior	\$2,700
St. Agnes	\$158,700
St. Ann	\$7,800
St. Anthony	\$28,200
St. Augustine Augusta	\$2,300
St. Augustine Covington	\$24,100
St. Barbara	\$121,200
St. Benedict	\$20,100
St. Bernard	\$12,800
Sts. Boniface & James	\$13,900
St. Catherine	\$71,100
St. Cecilia	\$71,200
St. Charles	\$9,300
St. Edward Cynthiana	\$11,900
St. Edward Owenton	\$800
St. Francis Xavier	\$17,900
St. Henry	\$94,200
St. James Brooksville	\$14,200
St. James Minerva	\$4,400
St. John Carrollton	\$25,800
St. John Covington	\$24,600
St. John Dividing Ridge	\$2,700
St. John Wilder	\$4,100
St. Joseph Camp Springs	\$32,500
St. Joseph Cold Spring	\$102,400
St. Joseph Crescent Springs	\$144,400
St. Joseph Warsaw	\$3,700
St. Mary	\$128,100
St. Matthew	\$10,700
St. Patrick Maysville	\$46,400
St. Patrick Taylor Mill	\$62,600
St. Paul	\$83,600
Sts. Peter & Paul	\$26,300
St. Philip	\$5,000
St. Pius X	\$172,900
St. Rose	\$9,500
St. Therese	\$44,700
St. Thomas	\$55,700
St. Timothy	\$164,600
St. William	\$24,200
Transfiguration	\$2,500
<b>REMEMBER - 100% OF ALL FUNDS COLLECTED OVER YOUR PARISH GOAL WILL BE RETURNED TO YOUR PARISH FOR USE IN PARISH MINISTRIES, PROGRAMS, SERVICES OR PROJECTS.</b>	

**DIOCESAN PARISH ANNUAL APPEAL  
2020  
IMPORTANT DATES**



<b>Wednesday, August 14</b>	<b>DPAA Secretaries' Meeting</b>
<b>Friday, October 4</b>	<b>Inventory Form due in the Stewardship Office</b>
<b>Friday, October 4</b>	<b>Parish Team Roster Form due in Stewardship Office</b>
<b>Friday, October 18</b>	<b>Kick-off dinner invitation lists due in the Stewardship Office</b>
<b>Monday, January 6</b>	<b>Parish Goal Letters mailed w/Parish Team Form</b>
<b>Tuesday, January 14</b>	<b>Video Taping of Bishop</b>
<b>Friday, January 31</b>	<b>Kick-off Dinners Invitations Mailed</b>
<b>Thursday, January 23</b>	<b>Parish Team Orientation Workshops (make-up date January 28) – Bishop Howard Memorial Auditorium – Curia Office</b>
<b>Monday, February 3</b>	<b>Solicitors' Reception Leadership Gifts Phase – The Metropolitan Club 12:00 p.m.</b>
<b>Week of February 10</b>	<b>DPAA materials delivered to all parishes</b>
<b>Tuesday, March 3</b>	<b>Kick-off Dinner, Cynthiana (The Prizing House)</b>
<b>Thursday, March 5</b>	<b>Kick-off Dinner, Erlanger (Receptions, Inc.)</b>
<b>Weekend, March 7/8</b>	<b>Pre-Announcement Weekend</b>
<b>Monday, March 9</b>	<b>Solicitation Letters mailed</b>
<b>Weekend, March 14/15</b>	<b>Announcement Weekend – Show DVD - Newsletters in Bulletins</b>
<b>Weekend, March 28/29</b>	<b>Commitment Weekend</b>
<b>Sunday, April 12</b>	<b>Easter</b>
<b>Weekend, April 18/19</b>	<b>Follow-up Weekend</b>
<b>Friday, May 22</b>	<b>Bishop's/Pastors' Follow-up Letter Mailed</b>
<b>Thursday, August 20</b>	<b>DPAA Recognition/Celebration Event – Location: Bishop Howard Memorial Auditorium</b>

# DPAA STRATEGIES TO REACH GOAL

## Steps to Success

Careful planning and adherence to the Appeal plan

Enthusiastic presentation of the publicity materials

Maximum amount of personal follow-up

1. **PARTICIPATE IN THE LEADERSHIP GIFTS' PHASE:** All donors of \$250 or more to the 2019 DPAA have been invited to the DPAA Kick-off Dinners.
  - ✦ Review your Parish invitation list and submit additional names to the Stewardship Office immediately. Personally contact – either by mail or phone – all invitees – **Strong, active leadership and involvement of the Pastor.**
  - ✦ Please invite and encourage your major donors to attend the dinners and sit with their Pastor/PA/PLC and other Parish members.
  
2. **PROMOTE THE DPAA IN THE PARISH:**
  - ✦ Serve as the voice of the DPAA in your Parish.
  - ✦ Utilize bulletin inserts, pulpit announcements, prayers of the faithful and ministry statistics.
  - ✦ Display posters.
  - ✦ **Promote your Rebate Program.**
  - ✦ Send endorsement letters and thank you letters.
  - ✦ Follow the DPAA plan and calendar.
  - ✦ **ASK FOR THE GIFT.**
  - ✦ Stress pledges vs. one-time gifts, credit card gifts and electronic fund transfers.
  - ✦ Report regularly on the Campaign and on rebates.
  
3. **IMPLEMENT THE IN-PEW SOLICITATION PROCESS ON COMMITMENT AND FOLLOW-UP WEEKENDS:** When In-Pew and mail solicitation results are combined, many Parishes are close to goal on the first weekend of the In-Pew process.
  - ✦ Recruit and train volunteers to assist with the process on both weekends.
  - ✦ Ensure that ushers are aware of the process and participate in it.
  - ✦ Insert pencils in the pew during the week before Commitment Weekend and Follow-up Weekend.
  - ✦ Secure a safe location to “store” In-Pew Solicitation gifts/envelopes.
  - ✦ Follow the script – have it printed in a readable font and placed at the pulpit on both weekends.
  - ✦ **PLAY THE BISHOP’S DVD ON ANNOUNCEMENT WEEKEND.**
  - ✦ Adhere to the DPAA Auditing Process.
  
4. **CONDUCT A COMPREHENSIVE FOLLOW-UP EFFORT:**

The Diocese will conduct a follow-up mailing in May. However, if a Parish is short of its goal or would like to increase its Rebate Plan, one or more of the following strategies should be implemented:

  - ✦ Send a follow-up letter in June to all Parishioners who have not responded – especially to 2019 DPAA donors who have not yet responded for 2020.
  - ✦ Conduct a Phonathon in June or the first week of July. Call 2019 donors who have not responded for 2020.

**5. ENCOURAGE PLEDGE PAYMENTS AND MONITOR RESULTS:**

- ✚ Monitor the DPAA website for up-to-date results.
- ✚ Utilize bulletin and pulpit announcements to encourage pledge payments and to report on the fulfillment process.
- ✚ Call the Stewardship Office for a report on Parishioners who have fallen behind on their pledge payments if pledge fulfillment seems to be slow.
- ✚ Send a “gentle reminder” to those who have fallen behind on their pledge payments (Sample in Handbook).

**AND DON'T FORGET .....**

**✚ TO CELEBRATE SUCCESS**

**✚ TO THANK ALL DONORS AND VOLUNTEERS  
IN A VARIETY OF WAYS: PHONE, LETTER, PULPIT  
ANNOUNCEMENT,  
BULLETIN INSERT, LUNCH OR DINNER**

**BE CREATIVE - BE APPRECIATIVE!**

*Note: All Parishes should take advantage of the support offered by the Stewardship Office. Please call (859) 392-1500 if you are experiencing any challenges during the solicitation or collection phases of the Appeal.*

# DPAA REBATE PROGRAM

## PURPOSE:

Rationale Reasons for the DPAA Rebate Program include:

- ✚ Stewardship of the Church – both the Diocese and the Parishes share in the gifts of treasure given to the DPAA to continue the work of the Lord at both the Diocesan and Parish levels.
- ✚ An excellent vehicle for Parishes to secure financial support that is not subject to the Diocesan cathedraticum tax

## HOW DOES THE REBATE PROGRAM WORK?

- ✚ Each Parish has a DPAA dollar goal.
- ✚ All Parish goals are mandatory.
- ✚ When collection of cash received exceeds the Parish's goal, the Diocesan Stewardship Office processes monthly rebate checks for the Parish.
- ✚ Rebates begin in July 2020 and continue through April 2021.

## HOW DOES A PARISH TAKE ADVANTAGE OF THE REBATE PROGRAM?

- ✚ Choose a rebate project or program – something specific – choose carefully – something visible, needed, requested by Parishioners, etc.
- ✚ Do not “meld” DPAA rebate monies into the Parish budget to cover ongoing expenses such as utilities - unless absolutely necessary.
- ✚ Announce and publicize your Rebate Project or Program:
  1. Include in pulpit announcements, bulletin inserts and Parish newsletters.
  2. Add to the script of the Pre-Appeal Thank-You Phonathon.
  3. Design a display – place in a visible location.
  4. Include in the DPAA Parish Chair's remarks.
  5. Place display on the Parish bulletin board.
  6. Mention in the Parish's DPAA endorsement letter.
  7. Promote the fact that rebate monies are not subject to the Diocesan “tax”.
  8. Remember the project does not have to be a one-year project – use rebate monies obtained over a period of years to fund a special program.
  9. Report regularly on the receipt of rebate monies.
  10. Report regularly on the progress of the rebate project.
  11. Be creative.

## CALL OTHER PARISHES FOR SUGGESTIONS

# **PLANNING AND CONDUCTING PRE-ANNOUNCEMENT WEEKEND MARCH 7 and 8, 2020**

## **CHECK LIST OF DO'S**

- ✚ Test Bishop's video and equipment

## **MATERIALS YOU WILL NEED:**

- ✚ Pulpit Announcement
- ✚ Bulletin Insert
- ✚ Prayer of the Faithful

## **PULPIT ANNOUNCEMENT:**

The 2020 Diocesan Parish Annual Appeal begins the weekend of March 7 and 8. This year's theme is "***Hope does not disappoint ... the love of God has been poured out into our hearts.***" (***Romans 5:5***) This theme reminds us that hope not rationally founded will have its expectation fail. Our hope is of a different kind. It is founded on the goodness and truth of God. By pouring His love into our hearts ... that love remains there. It is His eternal gift. Therefore, hold onto the Hope and Love that God so freely gives. Let it refresh you and keep you strong. Commit your time, talent and treasure to Him and allow Him to change your world.

## **BULLETIN INSERT:**

### **DIOCESAN PARISH ANNUAL APPEAL 2020 BEGINS**

**"Hope does not disappoint ... the love of God has been poured out into our hearts." (*Romans 5:5*)**

The 2020 Diocesan Parish Annual Appeal will begin the weekend of March 7 and 8. This year's theme is "Hope does not disappoint ... the love of God has been poured out into our hearts." As blessed people who have been the recipients of God's love and mercy, we can share what we've been given. Christ's teachings point out that we, His followers need to share our material blessings with others. Through a pledge to the DPAA, you have the opportunity to fulfill Christ's instructions.

Ninety-two cents or more of every dollar given to the DPAA translates into ministries of service. Retired priests have a place to live and the healthcare they need. Mothers and fathers gain the skills required to be good parents. Homeless men, women, and children find shelter and a hot meal. Catholic values are instilled through our schools and Parish Religious Education Programs. Seminarians receive education and training. Mothers

choose life for their babies and Parishes obtain funds to serve their members with enhanced and new ministries and programs.

Sometimes it is difficult to envision how one pledge can make any real difference. But one sacrifice combined with thousands of others can reach out in service and love. Individually we can do many things, but working together and with the Lord's help, we can do so much more.

Please prayerfully reflect upon God's love for you, review all the materials you receive, and listen to the DPAA messages presented at Mass. Then, come to Mass on March 28 and March 29 ready to make your pledge. We will complete our pledge forms together. God bless you for your generosity!

#### **PRAYERS OF THE FAITHFUL:**

That we live out our baptismal call to serve one another through the sharing of our time talent and treasure through the Diocesan Parish Annual Appeal ... *We pray to the Lord.*

That God will bless our participation in the Diocesan Parish Annual Appeal as we continue to offer the love of our Heavenly Father ... *We pray to the Lord.*

# **SAMPLE PARISH ENDORSEMENT LETTER**

Date

Name  
Address  
CSZ

Dear (Personalized):

Our Appeal challenges us to look beyond our own parish boundaries and consider the broader mission of the Church.

Through the years, together with God's grace and through DPAA ministries, we have made the presence of Christ known to hundreds of thousands of people across our fourteen counties.

As Catholics, we believe that all we have is a gift from God. Our lives, as Disciples of Christ, involve sharing these gifts. I am asking you to participate in our 2020 DPAA. Your generosity will provide education and faith formation for adults and children. It will encourage men and women to answer God's call to serve the Church as priests, deacons and members of the consecrated life. It will care for our retired priests. It will serve the poorest of our brothers and sisters through Catholic Charities, our inner city agencies and other social service programs. Finally, through the rebate program, your gift will support our Parish and allow us to become a more vibrant spiritual home for all believers. Once gifts to our Parish exceed our goal, 100% of the collected monies will be returned to \_\_\_\_\_ (name of Parish) and will be used to \_\_\_\_\_.

You will have an opportunity to make your gift in Church on March 28 and March 29, or you may give by completing the pledge form you received in the mail. Please carefully read all DPAA materials you receive, and prayerfully consider a gift in proportion to the blessings you have received from our Lord. Through your sacrificial and loving gift you will be living your faith, loving your neighbor and doing the work of our Lord.

Asking God the Father, the Son and the Holy Spirit to continue to bless you for your generosity and love, I am

Yours in the Lord,

Pastor/PLC/PA

# **PLANNING AND CONDUCTING ANNOUNCEMENT WEEKEND MARCH 14 AND MARCH 15, 2020**

## **MATERIALS YOU WILL NEED:**

- ✚ Pastor's/Celebrant's homily based upon the readings of the day should also serve as a prelude to the Bishop's recorded message.
- ✚ Equipment to play the DVD
- ✚ **Bishop's recorded DVD message**
- ✚ DPAA Chair's remarks
- ✚ Rebate Display
- ✚ DPAA Newsletters placed in Parish Bulletin
- ✚ DPAA Posters – placed in visible locations
- ✚ DPAA Pulpit Announcement
- ✚ DPAA Bulletin Insert
- ✚ Prayers of the Faithful

## **PULPIT ANNOUNCEMENT:**

This year our Parish Goal is \$\_\_\_\_\_. 100% of all monies collected over this goal will be returned to our Parish to \_\_\_\_\_. Please read the DPAA Newsletter included into today's bulletin and the letter you will receive at home. Then, come to Mass the weekend of March 28 and 29 prepared to make a loving and sacrificial gift to praise God and to serve others.

## **BULLETIN INSERT:**

### **2020 DIOCESAN PARISH ANNUAL APPEAL**

“Hope does not disappoint ... the love of God has been poured out into our hearts.”  
(*Romans 5:5*)

### **A TIME FOR REFLECTION**

In preparation for Commitment Weekend, please take the time to read the DPAA newsletter that is enclosed in today's bulletin.

As you learn more about DPAA ministries, reflect upon all the good that has been accomplished throughout the history of the Appeal because of the sacrifices and generosity of our Diocesan family. A sacrificial gift to the Appeal assures the ministries and services that no Parish could provide on its own, will continue to reach out to everyone in our Diocese. Some of these ministries benefit you and your fellow Parishioners. Some of them serve those you may never meet. A pledge to the Appeal makes you an ambassador for Christ in love, sacrifice and service.

On March 28 and 29, during Mass, we will complete our DPAA pledge forms together. Everything we do as members of the faith community reminds us that we know when we serve others, we serve the Lord, performing good works in His name. When asked to help advance God's Kingdom on earth by sharing your material blessings through the 2020 DPAA, please be as generous as you can.

### **PRAYERS OF THE FAITHFUL:**

That each of us will give generously to serve others through DPAA ministries and to thank the Lord for all He has given us ... *We pray to the Lord.*

That we may have the grace to recognize charitable giving as a joyful act of homage to God ... *We pray to the Lord.*

That we may recognize our call to support the ministries of our Church through the DPAA and resolve to practice our faith in the very meaningful and practical way ... *We Pray to the Lord.*

## **DPAA PARISH CHAIR'S PRESENTATION (SAMPLE #1) ANNOUNCEMENT WEEKEND**

The DPAA Chair's presentation, as a lay person, will offer a different perspective to many of your Parishioners. Unfortunately, sometimes there is a perception that "Father doesn't understand." Having someone other than a priest talk about the Appeal may open some hearts and minds that otherwise may remain closed.

### **SAMPLE REMARKS:**

Good morning – good afternoon – good evening. We are all being asked, day after day, to help some worthy cause...and there are so many of them...aren't there?

However, I agreed to speak today about the Diocesan Parish Annual Appeal because I believe that the DPAA is something special. It is really OUR Appeal. It allows all of us - each of us - to join together in support of ministries and services that are too large for a single individual or even a single Parish to provide alone – and at the same time to help our own Parish.

During this 2020 Appeal, Father/Deacon/Sister and I are urging all Parishioners of (name of Parish) to make a pledge so that we, the Catholic Church of the Diocese of Covington, can make a difference in the lives of people throughout our Diocese – even right here in our own Parish. That's right –DPAA sponsored programs touch each one of us.

**(MENTION ONE OR TWO PROGRAMS SUPPORTED BY THE DPAA THAT HELP YOUR PARISH – ASK PARISH STAFF FOR SUGGESTIONS)**

We can and do make a difference. Our Parish goal this year is \$\_\_\_\_\_.

I know that we can meet it. It may be a bit harder than last year due to the economic climate, but by giving together we can do it. Don't forget that 100% of pledges collected over our Parish goal, will be returned to our Parish to \_\_\_\_\_. Remember also that rebate funds are not "taxed" by the Diocese.

When you are asked to make a pledge during our In-Pew Solicitation Process next week - please ask yourself – how can I thank God for all the gifts I have been given and how can I use these gifts to serve others? Then make a grateful pledge to the DPAA. You might wish to divide your pledge into ten payments if that makes it easier for you. The pledge payment period is from June 2020 through March of 2021. You may also give a gift through your checking account or credit card. Your pledge form explains all of these options.

It is important for all of us to participate and make a difference to the least among us. Some of us will be able to give more than others. I encourage you to be as generous as you can. When you feel good about your pledge – then it is the right one. Thank you and God bless you!

## **DPAA PARISH CHAIR'S PRESENTATION (SAMPLE #2) ANNOUNCEMENT WEEKEND**

Good morning (Good evening). My name is \_\_\_\_\_. My family and I have been a member of (Name of Parish) since \_\_\_\_\_. This year I volunteered to serve as part of our Parish's Diocesan Parish Annual Appeal Team.

God calls each of us to share our gifts with others for the building up of His kingdom. The DPAA is a once-a-year campaign that benefits the spiritual, educational and charitable ministries of our local Church. (For example: Utilize a number of ministry statistics found in this handbook and share a quote or two from people who are served through DPAA programs.)

The Appeal helps to provide the financial lifeblood for a broad range of ministries. As Christian stewards, we are called to share the blessings we have received.

In addition, the DPAA Parish Rebate Program will return 100% of pledges collected over our goal of \$\_\_\_\_\_ to our Parish to enable us to (describe the Parish Rebate Program).

Christ set the example of stewardship for all of us to follow. "For the Son of man also came not to be served but to serve, and to give His life as a ransom for many."

Our Appeal theme is "Hope does not disappoint ... the love of God has been

poured out into our hearts." (*Romans 5:5*). Christ loved us so much that He gave His life for our salvation. When we love as unconditionally as our Savior, everything we share is a gift of our love. How much we share is a sign of our love.

The DPAA is an opportunity to show our love for the Lord by sharing our treasure to help our neighbors throughout the 14 counties of our Diocese.

Every registered household should have received a special letter from Bishop Foy and (Father/Sister/Deacon) inviting you to give to help others. Next week we will complete our pledge forms together. Pledge forms will be available for those who did not receive them or forgot to bring them from home.

Please take a careful look at the DPAA newsletter enclosed in your bulletin this weekend. Reflect upon your many blessings this week, discuss your pledge with the family, and then come to Mass on March 28/29 ready to make a pledge that will touch the lives of thousands of men, women and children throughout our Diocese. I guarantee it will also touch your life. Thank you and may God bless you.

## **PLANNING FOR COMMITMENT WEEKEND AND THE IN-PEW SOLICITATION PROCESS**

The in-pew solicitation can be an extremely effective way to garner financial support for the DPAA and ensure that each family is given an opportunity to make a sacrificial commitment to the appeal.

### **STEPS TO A SUCCESSFUL IN-PEW SOLICITATION DO NOT SKIP ANY STEP**

- ✚ DPAA posters should be prominently displayed in the vestibule of the Church.
- ✚ Give advance notice that you will be conducting this process – from the pulpit and in the bulletin.
- ✚ Prepare In-Pew pledge envelopes.
- ✚ Ushers and/or Parish volunteers should be briefed beforehand on when to pass out and collect the In-pew envelopes.
- ✚ Print the COMMITMENT WEEKEND IN-PEW SCRIPT in a bold, large readable font and double space it. Place in folder for Pastor/Celebrant.
- ✚ Prepare Pastor/ Parish Life Collaborator to lead the process at each Mass on Commitment Weekend.

## **THE DPAA IN-PEW SOLICITATION PROCESS HINTS FOR SUCCESS ON COMMITMENT AND FOLLOW-UP WEEKENDS.**

- ✦ Make your own gift before asking other to make theirs.
- ✦ Remember that \$1.5 million was raised using this method in past years.
- ✦ Stress monthly pledges rather than one-time gifts.
- ✦ Remind donors that pledges can be paid June 2020 – March 2021.
- ✦ Stress EFT, credit card gifts and on-line giving ([www.covdio.org](http://www.covdio.org)) for one-time gifts and pledges – these options result in higher gifts and also reduce DPAA expenses for postage, material, and labor.
- ✦ **Talk about your Parish Rebate Program in the introductory remarks – how dollars are going to be used; how were the 2019 dollars used.**
- ✦ Remind parishioners that rebate dollars are not subject to the Diocesan assessment.
- ✦ Stress that 92 cents or more of every dollar raised is translated into ministry – ministries right here at home.
- ✦ Encourage people to complete their pledge form in Church. Don't say, "It's alright to take the envelope home."
- ✦ Publicize the In-Pew Solicitation effort the week before Commitment Weekend so parishioners are "ready".
- ✦ Don't forget to say "thank you" – to those who gave in 2019 and to those who are giving in 2020.
- ✦ Remember what you say and how you say it will have a direct impact on response.
- ✦ Review the In-Pew Script. Edit the introductory remarks.
- ✦ Do not dwell on the state of the economy.

### **ON COMMITMENT WEEKEND**

- ✦ Begin the In-Pew Process.

### **ON FOLLOW-UP WEEKEND**

- ✦ Report on results from Commitment Weekend.
- ✦ Thank participants.

# **CONDUCTING COMMITMENT WEEKEND MARCH 28 AND MARCH 29, 2020**

## **MATERIALS YOU WILL NEED:**

- ✚ In-Pew Coordinator for each Mass
- ✚ Pulpit Announcement
- ✚ Prayer of the Faithful
- ✚ Pledge envelopes and pencils
- ✚ Extra DPAA inserts – placed in pews
- ✚ Script – at pulpit – pastor to lead the process at each Mass

## **PULPIT ANNOUNCEMENT:**

Today, every Parish in our Diocese is celebrating Commitment Weekend for our 2020 Diocesan Parish Annual Appeal. We, as Disciples of Christ are moved by the Spirit to make a united effort to glorify the Lord by serving the least in the Diocese of Covington through the DPAA. Help us as a caring community of faith to follow Christ's instruction to assist the needy. The ministries supported by gifts to the Appeal have tirelessly ministered to thousands and thousands of our sisters and brothers - sheltering the homeless, feeding the hungry, counseling families and individuals in crisis, educating our children, caring for our retired priests and finding a family for a child through adoption and foster care programs. In a little while, we will complete our pledge forms together. Your generous gifts given in His name will give glory to our Heavenly Father. Each ministry is critical for the people we serve.

## **PRAYERS OF THE FAITHFUL:**

That in our journey to the Father, we may recognize Jesus in others and share our God given gifts with them in justice and love ... *We pray to the Lord.*

For all of us gathered here today, that we may find time to reflect on the gifts we have been given and make a conscious decision to share our material blessings with others ... *We pray to the Lord.*

For the success of our 2020 DPAA on this Commitment Weekend, that the people of our parish and throughout the Diocese will respond generously to the call to help support the many ministries and services made possible by the Appeal ... *We Pray to the Lord.*

## **IN-PEW SOLICITATION MEMO TO USHERS/VOLUNTEERS**

**On March 28 and March 29, our Parish will join with all Parishes throughout our Diocese in conducting the In-Pew-Solicitation Process for the Diocesan Parish Annual Appeal. During this process all households will be given the chance to complete their DPAA pledge forms during Mass. Please review the following steps so that our In-Pew Solicitation process runs smoothly.**

- ✚ When you arrive on Commitment Weekend, the head usher will give you a supply of In-Pew Pledge Envelopes, and assign an area of the Church for you to cover during the process.
- ✚ Father will begin his introductory remarks about the Appeal. When he has finished his remarks, Father will ask all ushers and other volunteers to take their places. Distribute a pledge envelope to each household representative within the area assigned to you. If a student wishes to participate, hand him/her an envelope.
- ✚ When you have completed distributing the envelopes, await further instructions.
- ✚ Father will then “walk” the congregation through the pledge form. When he has completed the instructions, Father will ask all ushers to collect the envelopes. Immediately begin collecting the envelopes in your area using the collection basket.
- ✚ When all envelopes are collected give them to the head usher.
- ✚ After Mass is over, you may wish to help the head usher sort the envelopes. Blank envelopes will be used for the next Mass.
- ✚ When the Church has emptied, please check all pews for envelopes. Do not leave any in the pews.
- ✚ Place the “extra” envelopes in the location identified by the head usher.

**THANK YOU!**

# **COMMITMENT WEEKEND**

## **IN-PEW SOLICITATION SCRIPT (Revised March 9, 2019)**

### **INTRODUCTION**

*Good morning. Today we are conducting the annual campaign that asks all parishioners to make a financial commitment to the Diocese of Covington's 2020 Diocesan Parish Annual Appeal.*

*As your Pastor, I want to thank all of you who have given to this campaign in past years. I can assure you that the funds you gave are deeply appreciated by the parishes, ministries and people served by the Diocese.*

*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 Diocese and the Church throughout the world. The DPAA is a very effective way to support ministry outside of our parish boundaries, as well as to support the services that the Diocese provides to our parish.*

*I ask our Appeal volunteers and ushers to come forward at this time to distribute the pledge envelopes.*

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

### **SCRIPT/PROCESS**

*Adult children living at home should complete their own pledge envelopes. Also, if one of our elementary or high school students wishes to participate, please see that he or she receives an envelope. Make sure there is a note on the pledge form that the enclosed is a gift from a student.*

*Please print legibly.*

*Please complete the pledge form with your name, spouse's name, address (if it is a new address, please write new in the margin), phone (indicate if it is home, business or cell), email and the parish to which you want your gift credited.*

*If you are visiting from another Parish, and wish your gift to be credited to that Parish, print your Parish name on the appropriate line. Also, note "visitor" in the margin so we are not searching our records for you and your household.*

*Now, look at the information provided in the middle of the pledge form. Indicate THE TOTAL AMOUNT of your pledge on the first line. PLEASE MAKE SURE YOU SIGN YOUR NAME.*

*If you are making a payment on this pledge today, write **THE AMOUNT OF YOUR PAYMENT** on the middle line. Make checks payable to the DPAA 2020.*

**IF YOU ARE NOT MAKING A PAYMENT ON YOUR PLEDGE TODAY, PUT A ZERO ON THE ENCLOSED PAYMENT LINE.** Your pledge will be billed over ten months beginning in June.

Now, we need to know how you wish to pay your pledge. Look in the box labeled Payment Options on the right.

If you have enclosed a check for the **total amount** of your pledge, please check the box - **CHECK ENCLOSED.**

If you intend to use stock to pay your pledge, please check the appropriate box. Call your broker or the Diocesan Stewardship Office for information on making gifts of stock.

If you choose to make a pledge by using your credit card or by an electronic funds transfer, this process has changed from years past. The Diocese has been told by their auditor to use a safe and secure third party site. To make a credit card or electronic funds transfer gift, simply visit the diocesan website [www.covdio.org](http://www.covdio.org), click on the Diocesan Parish Annual Appeal "Donate" icon and follow the directions from there. The first page will ask you for the frequency of your payments along with the dollar amount you wish to donate per payment. The second page will ask for your total donation amount and how you wish to pay. If you need further assistance, please call the Diocesan Stewardship office at 859-392-1500.

If you have remembered your Parish, school, or favorite Diocesan institution or organization in your will, trust, or other estate plan, please check the appropriate box under your personal information.

There is also a box you may check if you wish to receive information about including **the CHURCH** in your will. The Diocesan Legacy Society recognizes those who have made this last commitment to their Church and their faith.

If you cannot contribute at this time, please note that you will not be making a gift. Either enter a **ZERO** on the total pledge line or write "**no gift**" on the pledge form. This information should ensure that you will not be contacted again during this campaign.

Please tear off your Pledge Commitment Form, sign the form and place it in the envelope.

**LAST BUT NOT LEAST: THANK THEM.**

# **SAMPLE PARISH THANK YOU LETTER PRINT ON PARISH LETTERHEAD**

Date

Name  
Address  
CSZ

Dear Personalized:

Each year, the success of the Diocesan Parish Annual Appeal at \_\_\_\_\_ (Name of Parish) documents that we are truly One Body in our Lord Jesus Christ. Our sacrifices and generosity to the DPAA are part of our commitment to continuing His mission on earth.

Through the Appeal we respond to Jesus' commandment to love and serve one another through our own individual efforts and through the works and ministries of His Church.

Thank you for your gift of \$\_\_\_\_\_ to the 2020 DPAA. To date a total of \$\_\_\_\_\_ has been pledged by \_\_\_\_\_ Parishioners and friends. (OPTIONAL: Together we have exceeded our Parish goal of \$\_\_\_\_\_. Congratulations!) Remember 100% of monies pledged and collected over our goal, will be returned to our Parish to \_\_\_\_\_.

May God bless you for your generosity. On behalf of the thousands of men, women, and children who are served by DPAA ministries, thank you.

Yours gratefully,

PASTOR/PA/PLC

P.S. Add a hand written PS

# **PLANNING AND CONDUCTING FOLLOW-UP WEEKEND AND THE IN-PEW SOLICITATION PROCESS APRIL 18 AND APRIL 19, 2020**

## **WHY IS IN-PEW SO IMPORTANT ON FOLLOW-UP WEEKEND?**

Many Catholics do not attend Mass regularly or do not attend at their own Parish every weekend. If they miss Mass on Commitment Weekend, they are more likely to pledge during the In-Pew Process than they are to stop at a table after Mass. If the Parish nears or exceeds its goal on Commitment Weekend, the pledges from Follow-up Weekend become potential rebate monies. If the Parish has not made its goal by Commitment Weekend, the pledges from the Follow-up Weekend In-Pew process will go a long way toward reaching and exceeding goal.

## **STEPS TO A SUCCESSFUL IN-PEW SOLICITATION**

- ✚ Give advance notice that you will be conducting this process.
- ✚ Prepare in-pew pledge envelopes.
- ✚ Familiarize the individual leading the process at each Mass on Follow-up Weekend with the In-Pew script and program.
- ✚ Edit the introductory remarks of the script for the individual leading the In-Pew process.
- ✚ Print the In-Pew script in a bold, large readable font and double space it. Place in folder at the pulpit.

## **MATERIALS NEEDED FOR FOLLOW-UP WEEKEND**

- ✚ In-Pew Coordinator for each Mass
- ✚ Pulpit Announcement
- ✚ Bulletin Insert
- ✚ Prayer of the Faithful
- ✚ Extra DPAA brochures or newsletters – placed in pews
- ✚ Pledge envelopes and pencils
- ✚ Script – at pulpit – **USE COMMITMENT WEEKEND SCRIPT**

## **PULPIT ANNOUNCEMENT:**

Thank you to the Parish families who have made a gift or pledge commitment to the 2020 Diocesan Parish Annual Appeal. Our results are encouraging. \_\_\_\_\_ of our Parish households made a gift. Pledges given at this time total \$\_\_\_\_\_. Thank you for your generosity. If you have not yet made a gift or pledge, please prayerfully consider doing so. Every gift makes a difference. Once again, you will have a chance to do this today during Mass when we conduct the In-Pew process.

## **BULLETIN INSERT: FIRST 2020 DPAA PARISH REPORT**

“Hope does not disappoint ... the love of God has been poured out into our hearts.” (*Romans 5:5*)

Throughout history, the DPAA has been able to continue to support the services, ministries and programs that help so many throughout the Diocese. Your kindness and compassion to the Appeal is a vital symbol of our unity in Christ as we reach out in faith to love one another in Jesus’ name. Support of this special Appeal is also a meaningful way of expressing our gratitude to God for His many blessings. As Christian stewards, we are called to share the blessings we receive. Your loving response through both prayers and a financial gift has a great impact when done out of gratitude to the Lord. The DPAA is an eloquent expression of our love for God and our stewardship of His gifts. To date \_\_\_\_\_ households in our Parish have given pledges totaling \$\_\_\_\_\_. May God bless you for your generosity. If you haven’t made your gift, please do so today, or drop it in the offertory basket next weekend.

## **PRAYERS OF THE FAITHFUL:**

That through the Eucharist, Christ’s love may flow into us, and, through us and our practice of stewardship, to all people in our Parish, our community and our Diocese of Covington ... *We pray to the Lord.*

That as we make our commitment to the 2020 DPAA, we may remember God’s loving generosity to us... *We pray to the Lord.*

For all contributors to the DPAA, that their generosity will give them joy and peace... *We pray to the Lord.*

## **NOTE: USE THE SAME SCRIPT AS YOU USED LAST WEEKEND BUT PLEASE INCLUDE:**

*I want to thank all of you who’ve already made your commitment to the 2020 Diocesan Parish Annual Appeal. As of today, the generosity of our Parish family has resulted in \$\_\_\_\_\_ being pledged to the Appeal. \_\_\_\_\_ (Number of households or % of households) have participated in this year’s effort.*

## **WORK STATIONS**

### **APRIL 25 AND APRIL 26, 2020**

If after Commitment and Follow-up Weekend, your Parish needs to increase the participation of your Parishioners, it is advisable that the DPAA team utilize Work Stations.

#### **ADVANTAGES OF WORK STATIONS:**

- ✚ Reduces the number of follow-up calls
- ✚ Convenient – takes place at a central location
- ✚ Personal contact with potential donors

#### **MATERIAL YOU WILL NEED FOR WORK STATIONS:**

- ✚ Father/Sister/Deacon – stops by if possible
- ✚ In-Pew Pledge Envelopes – maroon envelopes
- ✚ Pencils
- ✚ Tables and chairs – set up enough to accommodate needed supplies and a place for Parishioners to sit down to complete their pledge forms
- ✚ Box or other item for completed pledge envelopes
- ✚ Extra DPAA flyers
- ✚ Volunteers to assist with the distribution of envelopes and to answer questions, to collect completed pledge envelopes, and to say “THANK YOU!”
- ✚ Pulpit Announcement made at Mass on day of Work Station utilization
- ✚ DPAA Poster – display near the work stations
- ✚ Display of Parish Rebate Project
- ✚ Refreshments
- ✚ Bishop’s video (play if possible)

#### **PULPIT ANNOUNCEMENT:**

If you have not had the opportunity to make your pledge to the 2020 Diocesan Parish Annual Appeal, please stop at one of the tables set up in (give location) after Mass. Volunteers will be available to answer your questions. Even if you cannot make a gift at this time, please stop by and fill out a pledge envelope. You will help to minimize the number of follow-up contacts our volunteers will have to make. Thank you!

# **SAMPLE PARISH FOLLOW-UP LETTER PRINT ON PARISH LETTERHEAD**

Date

NAME  
ADDRESS  
CSZ

Dear Personalized:

The Diocesan Parish Annual Appeal provides a way for all of us to take an active role in the mission of our Church.

While we cannot always be the one to comfort the grieving, bring hope to the socially oppressed, teach the young and reach out to those in need, we can – through our generosity, ensure that our Diocesan Church is strong and vibrant so that it is able to meet the needs of so many in the year ahead.

We show our commitment to those whose vocations are vital to our Church. We care for our retired priests and help educate those who are studying to become priests and deacons. Your gift is an investment in the future of our Church and our faith. In addition, 100% of monies collected over our Parish goal, will be returned to us to

\_\_\_\_\_.

A few weeks ago, at Mass and through the mail, you were invited to contribute to the 2020 DPAA. I was counting on our Parishioners then, and I continue to do so. To date (Parish Name) has received \$\_\_\_\_\_ in pledges. This letter is simply a cordial reminder of this invitation.

As you prayerfully reflect upon a gift in proportion to your financial blessings, please know that I am grateful to you for your sacrifice, regardless of the amount.

May you be abundantly blessed for your commitment to our Parish and to God's people throughout our Diocese.

You remain in my prayers always.

Sincerely in Christ,

Pastor/PA/PLC

## **SAMPLE PARISH FOLLOW-UP POSTCARD**

Print on a colored postcard. Add Parish name and return address to the front of the card. Don't forget to drop in the signature of your pastor, parochial administrator, or Parish life collaborator....it adds a personal touch.

**Dear Parishioner:**

**Whenever you share your gifts to help others, it is a sign of your love for your Father and your gratefulness for His many blessings. Diocesan Parish Annual Appeal Ministries bring the love and hope of Christ to thousands of your sisters and brothers.**

*We are waiting to hear from you!*

**If you've already made your pledge, THANK YOU! Sorry, but sometimes it can take up to two weeks for gifts to be processed.**

**But if you haven't made your pledge to the DPAA, please do so this weekend. It will make a difference in the lives of so many...including your own.**

**Thank You and God Bless You!**

**Pastor/PA/ PLC**

# PARISH FOLLOW-UP PHONATHON

## MATERIALS YOU WILL NEED:

- + Labels (from PDS) representing those you will be calling
- + DPAA In-Pew Envelopes – attach label to envelopes
- + Callers – calls can be made from home or from a central location
- + Sample script
- + Tips for Phonathon callers
- + DPAA Brochure, Newsletter, Q & A sheets
- + DPAA Phonathon information
- + Refreshments – if appropriate

## PURPOSE:

- + Final contact by Parish after the Direct Mail Follow-up
- + Benefit of telephone follow-up include:
  1. Personal contact vs. direct mail – better results
  2. Chance to upgrade or renew past contributors
  3. Opportunity to turn previous “no contacts” into first time contributors
  4. Immediate results – no waiting for the mail
  5. Chance to specifically record additional information such as new address, new Parish, etc.

## RESPONSIBILITY:

- + Communications Chair and DPAA Parish Team

## HOW TO:

- + Determine who will be called:
  1. All 2019 Donors who did not yet reply in 2020
  2. Targeted 2019 donors who did not yet reply in 2020
  3. All non-donors in 2020
- + Determine how many telephone calls need to be made.
- + Recruit enough volunteers – 15-25 phone calls per volunteer.
- + Print labels from PDS of those Parishioners you will be calling. Paste label on a DPAA Envelope in the proper place. Label should include name(s), address, Parish, telephone number, 2019 gift if appropriate.
- + Organize a location for the event to take place – Parish facilities (volunteers bring their own cell phones) or at the homes of individual volunteers.
- + Conduct a Worker Instruction Meeting before phone calls begin.
- + Provide volunteers with scripts, helpful hints, Q & A, and other DPAA materials.
- + Tell each volunteer how to complete the pledge envelope.

- ✚ Remember June billing begins June 15 so the pledge period for Phonathon pledges is 9 months – July 2020 - March 2021.
- ✚ After Phonathon, send all completed pledge envelopes to the Diocesan Stewardship Office.

## **HELPFUL HINTS FOR DPAA PHONATHON CALLERS**

- ✚ Always begin with a prayer to the Holy Spirit for inspiration, strength and love
- ✚ If you have not made your gift, now is the time to do so. One cannot ask others to commit before doing so themselves.
- ✚ Avoid calling at mealtime or at a late hour. The best times to call are Tuesday – Thursday evenings – 6:30-8:30 PM.
- ✚ Be informed.
- ✚ Smile when you speak and be enthusiastic.
- ✚ Use your prospect's name often. He/she is a fellow Parishioner.
- ✚ Be courteous – prospect will listen more attentively.
- ✚ Do not leave messages with children or babysitters.
- ✚ Voicemail messages should be brief stating your name and parish only and that you will call back later.
- ✚ Do not fear objections – they will tell you just how informed the prospect is about the DPAA.
- ✚ Allow prospects to air their feelings. People sometimes just need to be heard. Once they have aired their complaint, they may be more receptive to what you have to say.
- ✚ Above all, do not argue. You may potentially win the argument, but lose the prospect and maybe a Parishioner.
- ✚ Answer questions truthfully. If you do not know the answer to a question just say so. Offer to obtain the answer. Make sure someone gets back to the prospect.
- ✚ If a person tells you the reason for not making a gift – summarize the reason and write it on the pledge form. Place a ZERO on the *TOTAL PLEDGE* line for any “no gift” call. Also write “no gift” on the form.
- ✚ Do not force a commitment on someone.
- ✚ If the prospect declines to make a gift, ask prospect to pray for those served by DPAA ministries.
- ✚ If the telephone number has been disconnected, note this information on the pledge form.
- ✚ If an address, name, or Parish has changed make sure to note this information on the pledge form.
- ✚ If a prospect makes a gift, write the amount of the gift on the *TOTAL PLEDGE line*. Note the period of time over which the donor wants to pay his/her pledge – nine months or less. If donor wishes to use his/her credit card, debit card or electronic funds transfer, direct them to the diocesan webpage ([www.covdio.org](http://www.covdio.org)).
- ✚ Confirm all gift information before hanging up: name, address, Parish, amount of gift, pledge payment schedule, etc.
- ✚ Always say “thank you” – whether or not you obtained a gift.
- ✚ Let the prospect hang up first.

- ✚ Sort your pledge envelopes:
  1. Gifts/pledge
  2. No Contact
  3. No Gift
  4. Questions – needs to be re-contacted
- ✚ Turn in envelopes and materials to Parish or Phonathon Coordinator.
- ✚ Coordinator sends all pledges and “no gifts” to DPAA Office.

## **PARISH DPAA 2020 TELEPHONE FOLLOW-UP**

### **WHAT TO SAY**

#### **SAMPLE TEXT FOR TELEPHONE FOLLOW-UP PROGRAM**

##### **INTRODUCTION**

“Hello – (Prospect’s name), this is \_\_\_\_\_ (your name) a fellow-Parishioner from Parish \_\_\_\_\_. I am calling on behalf of Father (Pastor’s name) and Bishop Foy to invite you to make a commitment to our 2020 Diocesan Parish Annual Appeal.

Each of us needs to reflect on their blessings and prayerfully consider helping those that have much less. Have you had a chance to read the letter from the Bishop and Father/Sister/Deacon?

##### **IF YES ...**

Good, then you know about the ministries and services provided by the Appeal and the people they help. In addition, our Parish will receive 100% of the dollars collected over our Parish goal of \$\_\_\_\_\_ to be used to \_\_\_\_\_ (talk about project).

##### **PAST DONOR ...**

Our records show that last year you contributed to the ministries of the Appeal. On behalf of all those who were helped, thank you so much.

Would you consider making a pledge again this year?

##### **IF YES ...**

Some Parishioners are using the Extended Payment Plan and spreading their pledge payments over a 10 - month period from June 2020 through March 2021. The Stewardship office sends monthly reminders beginning on June 15. The payment plan makes it easier to budget your gift and, perhaps, to increase it. May I record your pledge now?

Thank the donor again. Confirm spelling of names, address, Parish, pledge amount, and payment schedule before hanging up. **Always let donor hang up first.**

##### **IF “NO” I DIDN’T GET A LETTER, OR NON-DONOR ...**

I'd like to take a couple of minutes to talk with you about the Appeal and the people it helps. Gifts to the Appeal are transformed into ministries that provide a Catholic education to our young people, counsel individuals and families in crisis, help young women with unplanned pregnancies choose life for their babies, feed the hungry and shelter the homeless, and protect children through domestic violence prevention and parenting programs. In addition, this year our Parish will receive 100% of the funds collected over our goal to \_\_\_\_\_ (describe project).

Would you consider making a pledge this year to help thousands of men, women, and children throughout our Diocese?

### **IF YES ...**

Some Parishioners are using the Extended Payment Plan and spreading their pledge payments over a 9 month period (normal pledge period is 10 months June – March). The Stewardship office sends monthly reminders. May I record your pledge now?

Thank the donor again. Confirm spelling of name, address, Parish, pledge amount, and payment schedule as you are completing the form and before hanging up. **Always let the donor hang up first.**

### **IF “NO” I AM NOT INTERESTED IN MAKING A GIFT ...**

Thank the person for his/her time. Ask them to pray for those served by DPAA ministries, and say “Good-bye”. Complete pledge form with person’s name, address and write “no gift” on card. **Allow Parishioner to hang up first.**

## **OVERCOMING OBJECTIONS**

### **LOST CARD:**

I have a pledge envelope right here in front of me, and I can take your pledge right now. It will save the expense of another mailing, and will be very convenient for you.

### **FIXED INCOME/UNEMPLOYED/ILLNESS:**

Every gift is appreciated and important – small and large, so don’t worry about the size of your gift. Give if you think you can. **DO NOT PUSH FOR A GIFT.**

### **PERSON OBJECTS TO THE PLEDGE FORM:**

A pledge form is not a legal obligation. It is simply a statement of your intention to support DPAA ministries. Your decision is confidential.

### **LEGAL FEES AND SETTLEMENTS:**

DPAA gifts **have not** and **will not** be used to fund settlements or to pay legal fees.

### **CAN I RESTRICT MY GIFT?**

Yes, but only to the DPAA ministries such as: Priests' Retirement, Priests' Health Care, Catholic Charities, Pro Life Ministry, Religious Education, DPAA Service Grants, Catholic Schools, Campus Ministry at NKU, Thomas More University, Family Ministry, Vocations, the Seminarian Education, St. Anne Retreat Center, Deaconate Program, and Hispanic Ministry.

### **MAY I MAKE MY GIFT THROUGH APPRECIATED SECURITIES?**

Yes. I will have the Stewardship Office call you with directions on how to complete your gift. What would be the best time for them to call you? Write "Stock Gift" on the pledge form, and tell the coordinator to call the Stewardship Office with the information – (859)392-1500.

### **CAN I MAKE A CREDIT CARD/DEBIT CARD GIFT?**

Yes, you can make a secure gift online (via credit card, direct debit or electronic funds transfer) online at [www.covdio.org](http://www.covdio.org).

### **CAN I HAVE MY GIFT TAKEN DIRECTLY FROM MY CHECKING ACCOUNT?**

Yes, you can make a secure gift online (via credit card, direct debit or electronic funds transfer) online at [www.covdio.org](http://www.covdio.org).

### **WHAT HAPPENS IF I CAN'T PAY MY PLEDGE?**

A charitable pledge to the Appeal is not a legal obligation. If your circumstances change, and you find that you cannot fulfill your total pledge, just call the Parish Office or the Diocesan Stewardship Office at (859)392-1500 and someone will assist you.

### **QUESTIONS:**

If you are asked a question for which you do not know the answer. Tell the prospect that you will obtain the answer and get back to him/her, or you will have someone else call with the answer to the question. Make sure that follow-up call happens.

## **COMPLETING YOUR WORK:**

Make sure your pledge forms are filled out completely; first and last names, complete address, Parish, total pledge and pledge payment schedule. In the case of a “**no gift**”, write the words “**no gift**” or a **ZERO** on the total pledge line.

### **Sort all envelopes**

-  **Pledges/Gifts**
-  **Gifts of Securities**
-  **No Gifts**
-  **Questions – need to be re-contacted**
-  **Unable to contact**

Give pledge envelopes to the coordinator or mail to Parish. Envelopes will be mailed to the Diocesan Stewardship Office the next day.

Stewardship and Mission Services  
Diocese of Covington  
Diocesan Parish Annual Appeal  
1125 Madison Ave.  
Covington, KY 41011-3115

Roman Catholic Diocese of Covington  
Diocesan Parish Annual Appeal  
P. O. Box 643969  
Cincinnati, OH 45264-3969

## **SAMPLE PARISH PLEDGE REMINDER LETTER FOR PARISHONERS A MINIMUM OF THREE MONTHS BEHIND ON PLEDGE PAYMENTS**

### **PURPOSE:**

-  Reaffirm your appreciation for the gift;
-  Offer a chance to change or cancel a pledge if necessary;
-  Check to ensure Diocesan and Parish records are correct
-  Remind donors who are “falling behind” and give them the chance to catch up if possible.

**HOW:** Call the Diocesan Stewardship Office (859) 392-1500 for reports of donors who are 90+ days behind on their pledge payments. Personalize the following letter and print on Parish letterhead.

Dear Personalized:

Whenever we share our gifts with one another, we demonstrate our love for our heavenly Father and thank Him for His many blessings.

Diocesan Parish Annual Appeal funded ministries serve thousands of people each year in the name of our Lord: retired priests, seminarians, students in Catholic school and Parish religious education programs, mothers experiencing unplanned pregnancies, children without families, individuals and families in crisis, and the hungry and the homeless.

Thank you once again for sharing your love through your generous pledge of \$\_\_\_\_\_ to the DPAA. Because of your generosity, DPAA ministries can continue to bring the light and love of Jesus Christ to those who turn to the Church for assistance.

However, it appears that the payments on your pledge are not up to date. Although the DPAA pledge payment period does not end until March 2020, it can be very difficult to fulfill a pledge when payments fall behind.

If our records are incorrect, I sincerely apologize. Please call our office or the Diocesan Stewardship Office at (859)392-1500, and your records will be updated immediately. If your circumstances have changed, and you find you are unable to fulfill your pledge or need to adjust it, just let the Parish or the Diocese know. All it takes is a confidential phone call. However, if you are able, please bring your pledge payments up to date.

May God continue to bestow His abundant blessings on you and your family just as your sacrifice provides blessings for many others.

Gratefully yours in the Lord,

PASTOR/PA/PLC

**BEFORE RECEIPT OF REBATE MONIES  
MAY THROUGH JULY, 2020**

**DIOCESAN PARISH ANNUAL APPEAL 2020**

“Hope does not disappoint ... the love of God has been poured out into our hearts.” (*Romans 5:5*)

**UPDATES AS OF \_\_\_\_\_**

<b>Diocesan Goal</b>	<b>\$2,600,000</b>
<b>Diocesan Pledges</b>	<b>\$</b>
<b>Parish Goal</b>	<b>\$</b>
<b>Amount Pledged</b>	<b>\$</b>
<b>% of Participation</b>	<b>%</b>
<b>Pledge Amount Paid</b>	<b>\$</b>
<b>Remaining Pledge Balance</b>	<b>\$</b>

**REMEMBER ALL MONIES COLLECTED OVER OUR PARISH GOAL WILL  
BE RETURNED TO OUR PARISH TO \_\_\_\_\_**

Pledge reminders are mailed on the 15<sup>th</sup> of the month.  
Please make your payment promptly.

**THANK YOU!!!!**

**APPEAL UPDATE BULLETIN INSERT  
AFTER RECEIPT OF REBATE FUNDS – AUGUST 2020 – MARCH 2021**

**DIOCESAN PARISH ANNUAL APPEAL 2020**

**UPDATES AS OF \_\_\_\_\_**

<b>Parish Goal</b>	<b>\$</b>
<b>Amount Pledged</b>	<b>\$</b>
<b>% of Participation</b>	<b>%</b>
<b>Pledge Amount Paid</b>	<b>\$</b>
<b>Remaining Pledge Balance</b>	<b>\$</b>
<b>Parish Rebate to Date</b>	<b>\$</b>

**REMEMBER ALL FUNDS COLLECTED OVER OUR PARISH GOAL WILL BE  
RETURNED TO OUR PARISH TO BE USED TO \_\_\_\_\_**

Pledge reminders are mailed on the 15<sup>th</sup> of the month.  
Please make your payment promptly.

**THANK YOU!!!!**

## **ADDITIONAL PRAYERS OF THE FAITHFUL:**

- ✚ *That those who are served through DPAA sponsored ministries, may experience the love and hope of Jesus Christ ... Let us pray to the Lord.*
- ✚ *That sharing our gifts through the Diocesan Parish Annual Appeal will help to bring peace, compassion, and justice to God's people ... Let us pray to the Lord.*
- ✚ *That the ministries of our Diocese will continue to make a difference in the lives of all those they serve ... Let us pray to the Lord.*
- ✚ *That all members of our Diocesan family will heed the call to share their gifts in gratitude to God and with love for their sisters and brothers in Christ... Let us pray to the Lord.*
- ✚ *That all of us will come to realize that by sharing our gifts we express our joy and our gratitude for all that God has given us ... Let us pray to the Lord.*
- ✚ *That we may learn to put God first in all facets of our lives ... Let us pray to the Lord.*
- ✚ *That the ministries of our local Church will continue to meet the spiritual, charitable, and educational needs of God's children throughout our Diocese ... Let us pray to the Lord.*
- ✚ *That as faithful stewards of God's abundant gifts, we may live and share more generously with our Church and with God's poor ... Let us pray to the Lord.*
- ✚ *That God's love, freely given to all of us, will inspire us to share our many gifts with our brothers and sisters in Christ ... Let us pray to the Lord.*
- ✚ *That all those in need, find compassion, justice, and hope through the many ministries of our local Church ... Let us pray to the Lord.*
- ✚ *That we will continue to open our hearts to the loving presence of Christ in our lives ... Let us pray to the Lord.*
- ✚ *That we may hear the voice of Jesus and continue His works on earth through our acts of Christian stewardship and the sharing of our many gifts of time, talent, and treasure ... Let us pray to the Lord.*

# DPAA GIFT PLEDGE / AUDIT PROCEDURES

## MATERIALS YOU WILL NEED:

- + Multiple copies of Gift/Pledge Processing Procedures
- + DPAA Secretary and volunteers
- + Green, purple, white and maroon pledge forms
- + Tyvek (White) envelopes addressed to DPAA Lock Box
- + Manila envelopes addressed to Diocesan Stewardship Office
- + Quick Reference Chart
- + Parish Check and Deposit Slip
- + DPAA Labels (**Gray set used for In-Pew envelopes only**)
- + Labels (**White set used for Parish follow-up mailing**)
- + Parish envelopes
- + Instruction worksheet on DPAA Pledge Procedures for all volunteers and staff members will result in fewer errors. Please give this suggestion careful consideration.

**NOTE: THE PROCEDURE FOR PROCESSING ALL DIRECT MAIL PLEDGE FORMS (GREEN FORMS, PURPLE FORMS, OR BLACK AND WHITE FORMS) AND IN-PEW ENVELOPES (MAROON PLEDGE FORMS AND ENVELOPES) IS THE SAME. THE ONLY EXCEPTION IS THE IN-PEW PLEDGE FORM IS THE ONLY ONE TO HAVE A LABEL PLACED ON IT EVEN IF THE GREEN OR PURPLE FORMS ARE RETURNED TO THE PARISH.**

## PROCEDURES:

### STEP ONE: OPEN AND SORT

- + Separate envelopes into the following categories:
  1. Cash
  2. Checks
  3. Pledge Only (no payment enclosed)
    - Includes:
      - a. Pledges no payments
      - b. Pledge forms indicating gifts of stock
  4. Other
    - a. No Gifts
    - b. Already Pledged
    - c. Matching Gifts
    - d. Gifts with notes to Bishop

## STEP TWO: PROCESSING “CASH” ENVELOPES

### (Envelopes containing pledge form and cash)

- ✚ Remove cash. Make sure that the amount of the cash in the envelope is the same amount written on the pledge form. ***IF NOT, CORRECT IN RED INK. INITIAL THE CHANGE IN RED INK.***
- ✚ Check each pledge form to make sure that it is filled out correctly and clearly. If any information is missing, please fill it in. ***IF SOMETHING NEEDS TO BE CORRECTED – SUCH AS AN ADDRESS – PLEASE DO SO IN RED.***
- ✚ Affix the corresponding **Gray** Diocesan ID label to the pledge form (IN-PEW ONLY). **This step is critical in ensuring that each gift is properly credited to the donor and to the Parish. This label has the constituent’s ID number on it. Make sure that the label is placed on the side of the form where indicated.**
- ✚ Pull corresponding white Diocesan label from the second set of labels, and place on a Parish envelope which can be used to send a Parish “thank you” letter.
- ✚ **MARK “NEW PARISHIONER” IN RED** on the pledge form of any new Parishioners who do not have a label. Make sure donor really is a Parishioner before making such a notation.
- ✚ Fill out one pledge form for all anonymous donors (those who indicate anonymous on the form or do not fill in name) and for loose cash gifts.
  - a. On Parish line, print the name of your Parish.
  - b. On the name line, print anonymous gifts.
  - c. Calculate the number of anonymous gifts and note the number on the next line.
  - d. Calculate dollar amount of anonymous gifts and note on total pledge line of anonymous pledge form.
- ✚ Run a tape of all cash gifts from all cash pledge envelopes and loose cash.
- ✚ Count cash on hand.
- ✚ Make sure the amount on the tape and the amount of cash equal – if not – recheck your work.
- ✚ Deposit all cash in your Parish checking account.
- ✚ Prepare a Parish check for the total amount of cash received. Make check payable to the DPAA 2020.
- ✚ Make a copy of the check and a list of donors, with addresses, that it represents prior to mailing materials to the Stewardship Office.
- ✚ Band together all cash pledge forms, including the “anonymous” form.
- ✚ Place Parish check under rubber band and mail to the Diocesan Stewardship Office.

**Manila envelopes are provided.**

Stewardship and Mission Services  
Diocese of Covington  
Diocesan Parish Annual Appeal  
1125 Madison Ave.  
Covington, KY 41011-3115
- ✚ Mail immediately.

## STEP THREE: PROCESSING “CHECK” ENVELOPES

(Envelopes containing a completed pledge form and a check)

- ✚ Carefully check each pledge form to make sure that it is filled out correctly and legible. ***IF INFORMATION IS MISSING, PLEASE FILL IT IN USING RED PEN. IF INFORMATION IS INCORRECT – SUCH AS AN ADDRESS – MAKE CORRECTION IN RED INK.***
- ✚ Check that the amount of the check is the same amount indicated on the pledge form. ***IF NOT, CORRECT IN RED INK AND INITIAL THE CHANGE.***
- ✚ Affix the corresponding **Gray** Diocesan ID Label to the pledge form (**IN-PEW ONLY**). **This step is critical to ensuring that the gift is credited to the proper donor and to your Parish. Also, this label has the constituent’s ID number on it. Make sure that the label is placed on the side of the form where indicated.**
- ✚ Pull corresponding white label from second set of Diocesan Labels and affix to Parish envelope that will be used to mail a Parish “thank you” letter.
- ✚ **MARK “NEW PARISHIONER” IN RED ON THE PLEDGE FORM OF ANY NEW PARISHIONER WHO DOES NOT HAVE A LABEL** - but make sure donor really is a Parishioner and not a Parishioner visiting from another Parish or Diocese.
- ✚ Return check to the pledge envelope with pledge form.
- ✚ Band together all Check envelopes.
- ✚ Place in the **white** no tear envelope addressed to the DPAA Lock Box. The address of the bank processing center is the address pre-printed on the envelope.
  - Roman Catholic Diocese of Covington
  - Diocesan Parish Annual Appeal
  - PO Box 643969
  - Cincinnati, OH 45264-3969
- ✚ Mail immediately.

## STEP FOUR: PROCESSING PLEDGE ONLY ENVELOPES

(Includes pledges with no payment or stock pledges)

- ✚ Check each pledge form to make sure that it is filled out correctly and clearly.
- ✚ ***IF INFORMATION IS MISSING, PLEASE FILL IT IN USING RED PEN. IF INFORMATION IS INCORRECT – SUCH AS AN ADDRESS – MAKE CORRECTION IN RED INK.***
- ✚ Affix the corresponding **Gray** Diocesan ID Label to pledge form (**IN-PEW ONLY**). **This step is crucial in ensuring that the gift is credited to the correct donor and Parish. Also, the gray label has the constituent’s ID number on it. Make sure that the label is placed on the side of the form where indicated.**
- ✚ Pull corresponding white label from second set of Diocesan Labels and affix to envelope to be used to send a Parish thank you letter.
- ✚ Band together pledge forms indicating gifts of securities.

- ✚ Place in **manila/white** envelope pre-addressed to the Diocesan Stewardship Office  
Diocese of Covington  
Stewardship and Mission Services  
Diocesan Parish Annual Appeal  
1125 Madison Ave.  
Covington, KY 41011-3115
- ✚ Mail immediately.
- ✚ **Do not send to Lock Box.**

## STEP FIVE: PROCESSING “OTHER” PLEDGE ENVELOPES

- ✚ Place **Gray** colored Diocesan ID Label on **all ZERO or no gift envelopes**. Band together and mail to Stewardship Office.
- ✚ Pull corresponding label from white set of Diocesan Labels and affix to a **piece of paper with the heading “No Gift”** to help Parish to keep track of non-donors.
- ✚ Place colored Diocesan ID Label on all **matching gift pledge forms**. Band together and mail with matching gift forms and **checks** to Diocesan Stewardship Office. **Affix corresponding white label from second set of labels to an envelope that will be used to mail a Parish “thank you” letter.**
- ✚ Band together **ALL “already given” pledge forms**, and mail to the Diocesan Stewardship Office. You have already probably used a Diocesan Label for these gifts. If you haven’t, there is a good chance the donor mailed the gift, or is mistaken.
- ✚ Band together any envelope containing a note to Bishop Foys. Mail pledge form, note and check (if enclosed) to Diocesan Stewardship Office (same address as above). Remember all notes to Bishop Foys are confidential in nature.

***NOTE: MAKE ADDRESS CHANGES IN RED ON DIOCESAN LABELS, OR YOU CAN MAKE THE CHANGE IN RED ON PLEDGE FORM AND COPY THE CORRECT DIOCESAN ID NUMBER FROM THE LABEL ONTO THE FORM IN RED. DO THIS ONLY WHEN ADDRESSES ARE INCORRECT ON LABELS! IF THE INCORRECT DIOCESAN ID NUMBER IS COPIED, THE GIFT COULD BE CREDITED TO THE WRONG DONOR!***

## STEP SIX: PROCESSING LIST OF DONORS FROM DIOCESE

- ✚ Check Diocesan reports for accuracy.
- ✚ If the Parish has a label for a name that appears on a DPAA Diocesan Donor list, the Diocese probably received the donor’s gift through the mail, through the leadership gift’s effort, or at the DPAA Kick-off Dinners. Pull the **Gray** Diocesan ID label and discard. **Use the white label, and affix to an envelope for the Parish “thank you”.**
- ✚ If the Parish has a label for a name that appears on a DPAA Diocesan “No Donor” list – pull the Diocesan ID label and discard. Affix the other label to your record sheets for Parish non-donors.

**LABELS:** Each Parish is provided with two sets of labels. The Gray set contains the Diocesan ID number for the constituent listed on the label. The Stewardship Office uses the Diocesan ID Number for recording purposes. Make sure that these labels are affixed to the proper pledge forms (in-pew pledge forms only). The white set of labels should be used to send thank you cards.

**THANK YOU!**

**Questions: Call the Stewardship Office at (859) 392-1500.**

**QUICK REFERENCE CHART  
DPAA PLEDGE PROCESSING**

GROUP	MAIL TO
<p><b>CHECKS WITH PLEDGE FORMS</b></p>	<p><b>Mail envelopes, checks, and pledge forms to the <u>DPAA Lock Box</u> in <u>white</u> envelope provided.</b>  <b>Roman Catholic Diocese of Covington</b>  <b>Diocesan Parish Annual Appeal</b>  <b>PO Box 643969</b>  <b>Cincinnati, OH 45264-3969</b></p>
<p><b>CASH WITH PLEDGE FORMS (ANONYMOUS GIFTS AND LOOSE CASH)</b></p>	<p><b>Mail to Diocesan <u>Stewardship Office</u> with pledge forms and <u>Parish check</u>. DO NOT MAIL TO LOCK BOX AS WE ARE CHARGED FOR EACH PIECE MAILED TO THEM. <u>Manila</u> envelope provided.</b>  <b>Stewardship and Mission Services</b>  <b>Diocese of Covington</b>  <b>Diocesan Parish Annual Appeal</b>  <b>1125 Madison Ave.</b>  <b>Covington, KY 41011-3115</b></p>
<p><b>PLEDGE ONLY (NO CHECK OR CASH) NO GIFTS OR ALREADY PLEDGED GIFT FORMS</b></p>	<p><b>Mail gift forms to the <u>Stewardship Office</u> in the <u>manila</u> envelope provided.</b></p>
<p><b>MATCHING GIFTS</b></p>	<p><b>Mail pledge form, check and application to the <u>Stewardship Office</u> in the <u>manila</u> envelope provided.</b></p>
<p><b>GIFTS OF SECURITIES</b></p>	<p><b>Mail pledge form to the <u>Stewardship Office</u> in the <u>manila</u> envelope provided.</b></p>
<p><b>NOTE TO BISHOP FOYS</b></p>	<p><b>Place back in pledge envelope with the pledge form and check (if applicable) mail to the <u>Stewardship Office</u> in the provided <u>manila</u> envelope.</b></p>

**DIOCESAN STEWARDSHIP OFFICE  
CALL: 859-392-1500 FOR ASSISTANCE**

## QUESTIONS AND ANSWERS

### HOW ARE DPAA MONIES ALLOCATED?

- ✚ Ninety-two cents or more of every dollar is allocated to spiritual, educational, and charitable ministries. (Budget is outlined in the DPAA brochure and other materials).
- ✚ Eight cents of every dollar is allocated for administration and other expenses. This figure is based upon our 2020 goal of \$2,600,000.
- ✚ Monies/Pledges/Gifts are not used for lawsuits or settlements.
- ✚ Parish rebates – 100% of funds pledged and collected over a Parish's goal is returned to the Parish.
- ✚ Donations may be restricted to any ministry listed in the DPAA budget.

### WHAT MAKES THE DPAA DIFFERENT FROM OTHER SPECIAL COLLECTIONS WE HAVE?

The DPAA is a campaign that supports ministries, services, and programs right here in our own Diocese. Many second collections provide assistance for the Church throughout the United States and throughout the world. DPAA donors are able to make a one-time gift or to make a pledge over ten months. Gifts may also be made through credit cards, online giving and Electronic Fund Transfers. These options are not available for other special collections.

### WHAT IS THE DPAA GOAL THIS YEAR?

**The 2020 Goal is \$2,600,000.**

### IS THERE A MINIMUM I NEED TO DONATE?

There is no minimum gift. The decision to contribute is a personal one reached after reflecting upon the many gifts God has given you and your need to give back to Him in love, thanksgiving, and service. When you feel good about your gift, you will know you have made the right decision. The Appeal asks for equal sacrifice not equal gifts.

### HOW SHOULD CHECKS OR MONEY ORDERS BE MADE OUT?

**Make checks or money orders payable to the DPAA 2020.**

### HOW DOES A DONOR ARRANGE FOR AN ELECTRONIC FUNDS TRANSFER/CREDIT CARD/DEBIT CARD GIFT?

The donor can make a secure gift (via credit card, direct debit or electronic funds transfer) online at [www.covdio.org](http://www.covdio.org).

## **CAN A DONOR MAKE A STOCK GIFT?**

Gift of appreciated stock is a very convenient way of giving to the DPAA and receiving the additional benefit of tax savings. The **new instructions** for stock/equity donations intended for the Diocese and/or its parishes are as follows:

Effective immediately, all stock donations (including Procter & Gamble) should be electronically delivered as follows:

- Shares delivered to: **US Bank, NA via The Depository Trust Company**
- Participant account number: **2803**
- Secondary account number: **001050981220**
- For credit to: **Diocese of Covington Gift Account**

**Call the Stewardship Office for additional information (859) 392-1500.**

**IMPORTANT: In order to ensure that all donations are credited to their intended recipient as quickly as possible, donors (or their brokers/agents) are asked to send written notification to the Diocese at the address or email shown below. The notice should include the name, address, phone number of the donor; the stock name and number of shares being transferred and the intent of the donation (DPAA, particular parish or school, etc.). The mailing/email address is as follows:**

Mr. Dale Henson, Chief Financial Officer  
Diocese of Covington  
1125 Madison Ave.  
Covington, KY 41011-3115  
dhenson@covdio.org

## **MAY A DONOR CONTRIBUTE ONLINE THROUGH A SECURE WEBSITE?**

Yes – Go to [www.covdio.org](http://www.covdio.org) and follow the links to online giving.

## **WHY SHOULD PARISHES ENCOURAGE PLEDGING vs. ONE-TIME GIFTS?**

- ✚ A pledge allows the donor to spread pledge payments over ten months from June 2020 - March 2021. Makes it easier to make a larger gift and to manage it within a giving budget.

## **WHAT IS THE DPAA PLEDGE REDEMPTION PERIOD?**

- ✚ Pledges can be fulfilled over a ten month period from June 2020 – March 2021.
- ✚ Pledges can also be fulfilled quarterly, semi-annually, or annually.
- ✚ CC and EFT gifts may also be fulfilled over ten months, quarterly, semi-annually, or annually.
- ✚ The Stewardship Office sends monthly pledge reminders to pledge donors that are not donating online.
- ✚ Credit Card, Debit Card and EFT donors do not receive pledge reminders.

### **IS A PLEDGE LEGALLY BINDING?**

Pledges represent a good-faith commitment by the donor, and although the expectation is that all pledges will be fulfilled, a pledge in no way suggests a legal obligation on the part of the donor. If for any reason a donor is unable to complete a pledge, he/she should notify the Stewardship Office as soon as possible so that the pledge record can be revised and the donor will no longer receive pledge reminders.

### **WHAT HAPPENS WHEN A PARISH EXCEEDS ITS GOAL?**

Once the amount of pledge payments exceed a Parish's goal, 100% of the excess will be returned to the Parish as a rebate. **Parishes do not pay a Diocesan assessment on DPAA rebates.**

### **WHAT IF I DECIDE LATER ON THAT I WANT TO INCREASE MY GIFT TO THE DIOCESAN PARISH ANNUAL APPEAL?**

Just call the Diocesan Stewardship Office at (859) 392-1500 and notify us that you wish to increase your pledge or you can send your gift directly to the Stewardship Office. Your records will be updated to reflect your additional gift.

## **TWO SAMPLE MATCHING GIFT BULLETIN INSERTS**

**Place in Parish Bulletin to encourage Matching Gifts**

### **YOU MAY BE ABLE TO DOUBLE YOUR GIFT TO SUPPORT DPAA FUNDED MINISTRIES**

**Many companies offer a “Matching Gift” Program that matches contributions to employees’ favorite charity**

- 1. Ask if your employer has this program.**
- 2. Pick up a matching gift form and guidelines – usually from the Human Resources Department.**
- 3. Complete the employee’s section of the form.**
- 4. Send the form and check to:**

**Diocesan Stewardship Office – DPAA 2020  
1125 Madison Ave.  
Covington, Kentucky 41011-3115**

### **DIOCESAN PARISH ANNUAL APPEAL – DOUBLE YOUR GIFT**

**Does your employer have Matching Gift Program? If so, you may be able to double your gift to the Appeal just by filling out a simple form.**

- 1. Ask if your company has a Matching Gifts Program.**
- 2. Review Program Guidelines to see if a gift to the DPAA qualifies.**
- 3. Complete the donor’s sections of the Matching Gift Form, and return it with your check in your Pledge Envelope.**

**NOTE: Many companies will match your gift if you restrict it to the DPAA Service Grant Program or to Education. For more information about Matching Gifts, please call the Diocesan Stewardship Office at (859) 392-1500.**

**BEYOND THE DIOCESAN PARISH ANNUAL APPEAL  
PURPOSE: ENCOURAGING BEQUESTS FOR GOD’S WORK**

**KEEP IN PARISH OFFICE FOR REFERENCE; GIVE TO PARISH  
PROFESSIONALS FOR THEIR USE AND REFERENCE**

**FOR THE PARISH**

“I hereby give, devise, and bequeath to the Bishop or Ordinary of the Diocese of Covington, his successors in office, title, and trust for the use and benefit of the Congregation of (name of Parish), Roman Catholic Church (city), KY, all (or state fraction or percentage) of the rest, residue and remainder of my estate, whether real or personal.”

**OR**

“I hereby give, devise, and bequeath to the Bishop of the Diocese of Covington, his successors in office, title, and trust for the use and benefit of the Congregation of (name of Parish), Roman Catholic Church, (city), KY, the sum of \$\_\_\_\_\_ for \_\_\_\_\_ (i.e. for the maintenance and upkeep of Parish/school).”

**FOR INSTITUTIONS OF THE DIOCESE**

“I hereby give, devise, and bequeath to the Bishop of the Diocese of Covington, his successors in office, title, and trust, as such Bishop, as trustee for the use and benefit of (name and address of incorporated institution), the sum of \$\_\_\_\_\_, the same to be expended for the following purposes and objectives.”

**OR**

“I hereby give, devise, and bequeath to (name and address of incorporated institution), the sum of \$\_\_\_\_\_, the same to be expended for the purposes and objectives for which said institution was founded. This gift is unrestricted and the board of trustees or other governing body may use and expend the same for the benefit of (name of institution) in any manner it deems appropriate.”

**FOR THE DIOCESE OF COVINGTON**

“I hereby give, devise, and bequeath to the Bishop of the Diocese of Covington, his successors in office, title, and trust, as such Bishop, as trustee of the Roman Catholic Church of the Diocese of Covington, the sum of \$\_\_\_\_\_ for \_\_\_\_\_  
*(general Diocesan purposes; restricted purposes such as to care for sick or aged priests, for Catholic education, for education of Diocesan Seminarians, for Diocesan endowments, for the public charities to which the Diocese may contribute, for the DPAA or for the mission work of the Diocese).”*

## CONTACT INFORMATION – WHOM TO CALL FOR WHAT

QUESTION/INFORMATION		WHOM TO CONTACT	
DPAA REPORTS		Elizabeth (Liz) Champ	
LOCK BOX		Elizabeth (Liz) Champ	
PLEDGE PROCESSING PROCEDURES		Elizabeth (Liz) Champ Joan Lecoy Jennifer Cox	
REBATE INFORMATION/STATUS		Elizabeth (Liz) Champ and website	
PARISH GOAL STATUS		Elizabeth (Liz) Champ and website	
PLEDGE/GIFT INFORMATION			
<ul style="list-style-type: none"> <li>✚ Pledge/Gift Amount</li> <li>✚ Payment Info</li> <li>✚ Write off Info</li> <li>✚ Parish Credit</li> <li>✚ Status – Received/Not received</li> </ul>		Elizabeth (Liz) Champ Jennifer Cox Joan Lecoy	
DONOR INFORMATION			
<ul style="list-style-type: none"> <li>✚ Name change</li> <li>✚ Address change</li> <li>✚ Parish change</li> <li>✚ Phone Number change</li> <li>✚ Remove from mailing list</li> </ul>		Elizabeth (Liz) Champ Jennifer Cox Joan Lecoy	
DPAA SUPPLIES/INVENTORY		Jennifer Cox	
EVENT INFORMATION		Jennifer Cox or Joan Lecoy	
WEBSITE INFORMATION www.covdio.org		Elizabeth (Liz) Champ	
STRATEGIES/IDEAS/CAMPAIGN ISSUES/QUESTIONS/COMPLAINTS		Mike Murray	
NAME	TITLE	PHONE NUMBER	E-MAIL ADDRESS
Mike Murray	Director	859-392-1500 859-630-4228 (cell)	mmurray@covdio.org
Elizabeth (Liz) Champ	Pledge Coordinator	859-392-1500	lchamp@covdio.org
Jennifer Cox	DPAA Secretary	859-392-1500	jcox@covdio.org
Joan Lecoy	Secretary	859-392-1500	jlecoy@covdio.org

**STEWARDSHIP OFFICE, 1125 Madison Ave., Covington, KY 41011-3115**  
**General Phone Number: 859-392-1500      Fax Number 859-392-1589**

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