

# DIOCESE OF COVINGTON



**“Rise, and do not be afraid.”  
(Matthew 17:7)**

## **PARISH LEADERSHIP RESOURCE HANDBOOK DIOCESAN PARISH ANNUAL APPEAL 2023**

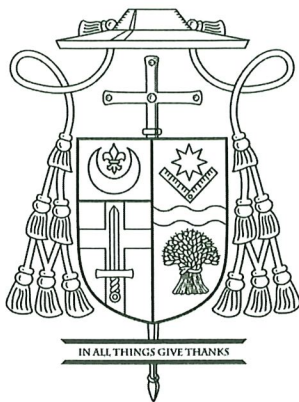
**Diocesan Stewardship and Mission Services Office  
Cathedral Square  
1125 Madison Ave.  
Covington, KY 41011-3115  
(859) 392-1500**

## **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**



## DIOCESE OF COVINGTON

Office of the Bishop  
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January, 2023

### ***“Rise, and do not be afraid” (Matthew 17:7)***

My Dear Brothers and Sisters in Christ,

Thank you for accepting an important leadership role for the 2023 Diocesan Parish Annual Appeal (DPAA). The Office of Stewardship & Mission Services has prepared this resource handbook to assist you as pastor, chairperson, parish staff, or volunteer. I ask you to please review the material provided, as the guidelines and suggestions within will prove to be a valuable tool to ensure the success of this Appeal.

Last year, we completed one of the most successful DPAA's in the history of our Diocese, generating over \$3.8 million dollars for diocesan ministries and services. This was the direct result of the hard work and commitment of our leadership team, for which I am deeply grateful. For the 2023 DPAA, we have established a diocesan goal of \$2.65 million dollars, which will be attainable with everyone's prayers and commitment.

The Diocesan Parish Annual Appeal challenges each of us to accept personal responsibility for carrying out the mission of our Church. By assisting with the Appeal, you are offering a personal testimony of support for others to follow; your service is very valuable. Should you have questions or need assistance, please contact Jennifer Cox, our DPAA Secretary in the Office of Stewardship and Mission Services, at (859) 392-1500.

Once again, please accept my heartfelt appreciation for your leadership and commitment to the 2023 DPAA. May God bless you and your endeavors as you support the many people touched by the effects of the Diocesan Parish Annual Appeal.

Devotedly yours in Christ,

A handwritten signature in black ink, reading "John C. Iffert".

Most Reverend John C. Iffert  
Bishop of Covington

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# Diocesan Parish Annual Appeal 2023









## 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*

***“Rise, and do not be afraid.” (Matthew 17:7)***

## 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' name
-  The opportunity 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 opportunity to help our own Parish and to reach beyond Parish boundaries to help others
-  The opportunity through our sacrifices and giving to bring ourselves into a more spiritual relationship with Christ
-  An opportunity to spread Christ's love and hope throughout our Diocese
-  The opportunity to change lives – ours and others
-  The opportunity to bring the love of Christ to men, women and children

# Diocese of Covington

## Diocesan Parish Annual Appeal

### Care for Priests

• Priest Retirement Fund	\$275,000.00
• Nursing and Health Care of Priests	<u>\$420,000.00</u>
	<b><u>\$695,000.00</u></b>

### Ministry Services

• Clergy Formation	\$675,000.00
○ Seminarians	
○ Vocations	
○ Graduate Education	
○ Deacon Ministry	
• Catholic Charities	\$250,000.00
○ Low-Income Housing	
○ Counseling	
○ School Counseling	
• Religious Education	\$ 80,000.00
• Catholic Schools	\$ 75,000.00
• Thomas More University Campaign	\$ 75,000.00 <sup>(1)</sup>
• Pro Life Office	\$ 50,000.00
• Hispanic Ministry	\$ 50,000.00
• St. Anne Retreat Center	\$ 80,000.00
• Family Life Ministry	\$ 30,000.00
• NKU Campus Ministry	\$ 30,000.00
• Contingency	<u>\$100,000.00</u>

<u>Total Ministry Services</u>	<b><u>\$1,495,000.00</u></b>
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### Service Grants

• Inner City Schools	\$ 265,000.00 <sup>(2)</sup>
• Inner City Parishes	10%
• Soup Kitchens	
• Food Pantries	
• Shelters	

### Appeal Expenses

<i>As a % of total</i>	\$195,000.00
	7.4%

**\$2,650,000.00**

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- (1) This is the second year of a ten year commitment to gift \$750K to TMC for the 2021 Capital Campaign.  
 (2) This amount continues our practice of funding service grants in the amount of 10% of the total DPAA goal.

## **DPAA MINISTRIES AT A GLANCE**

The 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

## **2023 GIFT CLUBS**

***“Rise, and do not be afraid.” (Matthew 17:7)***

### **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.*

### **2023 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 2023 DPAA**

### **STRESS PLEDGES**

-  PLEDGE over a ten month period from June 2023 – March 2024  
(Stewardship Office sends monthly pledge reminders beginning in June 2023)
-  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 for 2023.

### 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  $1/12^{\text{th}}$  of the total Diocesan Goal for the DPAA 2023.

<b>INDIVIDUAL PARISH FINANCIAL GOALS</b>	
<b>PARISH</b>	<b>2023 Goal</b>
Cathedral Basilica of the Assumption	42,100
All Saints Parish	62,400
Blessed Sacrament Parish	165,800
Cristo Rey Parish	44,600
Divine Mercy Parish	29,700
Holy Cross Parish	25,600
Holy Redeemer Parish	2,900
Holy Spirit Parish	31,000
Immaculate Heart of Mary Parish	125,300
Mary, Queen of Heaven Parish	82,700
Mother of God Parish	57,300
Our Lady of Lourdes Parish	38,100
Our Savior Parish	2,700
St. Agnes Parish	150,100
St. Ann Mission	8,200
St. Anthony Parish, Taylor Mill	17,000
St. Augustine Parish, Augusta	16,500
St. Augustine Parish, Covington	22,200
St. Barbara Parish	105,400
St. Benedict Parish	25,400
St. Bernard Parish	17,400
Sts. Boniface and James Parish	14,400
St. Catherine of Siena Parish	79,100
St. Cecilia Parish	83,300
St. Charles Borromeo Parish	10,700
St. Edward Parish, Cynthiana	9,000
St. Edward Mission, Owenton	2,100
St. Francis Xavier Parish	18,200
St. Henry Parish	67,000
St. James Parish, Brooksville	12,300
St. James Mission, Minerva	4,500
St. John the Evangelist Parish, Carrollton	27,300
St. John the Evangelist Parish, Covington	24,800
St. John Mission, Dividing Ridge	3,900
St. John the Baptist Parish, Wilder	3,000
St. Joseph Parish, Camp Springs	43,500
St. Joseph Parish, Cold Spring	94,900
St. Joseph Parish, Crescent Springs	162,200
St. Joseph Parish, Warsaw	6,900
St. Mary of the Assumption Parish	121,800
St. Matthew Parish	12,100
St. Patrick Parish, Maysville	49,300
St. Patrick Parish, Taylor Mill	60,300
St. Paul Parish	104,400
Sts. Peter and Paul Parish	28,200
St. Philip Parish	9,500
St. Pius X Parish	216,900
St. Rose of Lima Parish	10,100
St. Therese Parish	28,500
St. Thomas Parish	81,500
St. Timothy Parish	163,200
St. William Parish	22,500
Transfiguration Mission	2,200
<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  
2023  
IMPORTANT DATES**



<b>Friday, August 19</b>	<b>DPAA Secretary's Email Sent to Parish Staff</b>
<b>Friday, October 7</b>	<b>Inventory Form and Kick-off dinner invitation lists due in the Stewardship Office</b>
<b>Friday, October 7</b>	<b>Parish Team Rosters due in Stewardship Office</b>
<b>Friday, January 6</b>	<b>Parish Goal Letters mailed</b>
<b>Tuesday, January 10</b>	<b>Kick-off Dinners Invitations Mailed</b>
<b>Wednesday, January 25</b>	<b>Videotaping of Bishop Iffert</b>
<b>Thursday, January 26</b>	<b>Parish Team Orientation Workshops (make-up date January 30) – Bishop Howard Memorial Auditorium – Curia Offices</b>
<b>Tuesday, January 31</b>	<b>Solicitors' Reception Leadership Gifts Phase – The Metropolitan Club 12:00 p.m.</b>
<b>Week of February 6</b>	<b>DPAA materials delivered to all parishes</b>
<b>Tuesday, February 28</b>	<b>Kick-off Dinner, The Prizing House, Cynthiana</b>
<b>Thursday, March 2</b>	<b>Kick-off Dinner, Marriott Airport, Hebron</b>
<b>Friday, March 3</b>	<b>Solicitation Letters mailed</b>
<b>February 25-26</b>	<b>Pre-Announcement Weekend</b>
<b>March 4-5</b>	<b>Announcement Weekend – Show DVD - Newsletters in Bulletins</b>
<b>March 11-12</b>	<b>Commitment Weekend</b>
<b>March 25-26</b>	<b>Follow-up Weekend</b>
<b>Sunday, April 9</b>	<b>Easter</b>
<b>Friday, May 26</b>	<b>Bishop's/Pastors' Follow-up Letter Mailed</b>
<b>Thursday, August 24</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 2022 DPAA will be 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 2022 DPAA donors who have not yet responded for 2023
    - ✚ Conduct a Phonathon in June or the first week of July. Call 2022 donors who have not responded for 2023

## **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 cathedralicum 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 2023 and continue through April 2023

## 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

## MESSENGER ARTICLES

- ✚ *Messenger* Staff is always looking for articles that promote the DPAA and their Rebate Programs. Send your ideas to the Stewardship Staff and your parish may be featured.




## CALL OTHER PARISHES FOR SUGGESTIONS

## **PLANNING AND CONDUCTING PRE-ANNOUNCEMENT WEEKEND February 25-26, 2023**

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

-  Test Bishop's video and your equipment

### **MATERIALS YOU WILL NEED:**

-  Pulpit Announcement
-  Bulletin Insert
-  Prayer of the Faithful

### **PULPIT ANNOUNCEMENT:**

The 2023 Diocesan Parish Annual Appeal begins the weekend of March 11 and 12. This year's theme is "Rise, and do not be afraid." (Matthew 17:7) Jesus reminds us in this Gospel that we should always trust in Him, in every circumstance. It can also reassure us that, if we reach out to help others, we can be confident that He will comfort us and help us to reap benefits that we never thought possible. Please prayerfully consider this theme, think about your own lives and how you can help others on March 11 and 12.

### **BULLETIN INSERT:**

#### **DIOCESAN PARISH ANNUAL APPEAL 2023 BEGINS**

"Rise, and do not be afraid." (Matthew 17:7)

The 2023 Diocesan Parish Annual Appeal will begin the weekend of March 11 and 12. This year's theme is "Rise, and do not be afraid." (Matthew 17:7) The Bible has around 150 different variations of "Fear Not" or "Be not Afraid" throughout. As disciples of Christ, we need to remember this, we need to go beyond ourselves, and know that He will always be there for us. Can you help to reassure a neighbor that we as the Diocese of Covington are there for them? With your pledge to the DPAA, you can do just that.

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 a 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 11 and March 12 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 2023 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 11 and March 12, 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 4 AND MARCH 5, 2023**

### **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 11 and 12 prepared to make a loving and sacrificial gift to praise God and to serve others.

### **BULLETIN INSERT:**

#### **2023 DIOCESAN PARISH ANNUAL APPEAL**

"Rise, and do not be afraid." (Matthew 17:7)

#### **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. Some of these ministries benefit you and your fellow Parishioners and some serve those you may never meet. A pledge to the Appeal makes you an ambassador for Christ in love, sacrifice and service.

On March 11 and 12, 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 2023 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 2023 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 2023 through March of 2024. You may also give a gift through your checking account or credit card. Your pledge form explains all 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 to build up 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 the 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 "Rise, and do not be afraid." (Matthew 17:7) Christ was not afraid to follow His Father's plan for him. He knew that it would be painful, but He did it anyway. Can you do the same with your gifts of time, talent, and treasure?

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







Every registered household should have received a special letter from Bishop Iffert 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 11<sup>th</sup> and 12<sup>th</sup> 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 others 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 2023 – March 2024
- ✚ 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 2022 rebate 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 2022 and to those who are giving in 2023
- ✚ Remember what you say and how you say it will have a direct impact on the 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 results from Commitment Weekend
- ✚ Thank participants



## **CONDUCTING COMMITMENT WEEKEND MARCH 11 AND MARCH 12, 2023**

### **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 2023 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 the 2023 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 11 and March 12, 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 regarding 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, 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 2023 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 are called to share his or her gifts in support of the Church. The DPAA is a very effective way to support ministries 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 as well. 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, if you wish your gift for our Parish note "visitor" in the margin so we are not searching our records for you and your household. For parishioners, please write our parish name where indicated to ensure proper crediting of your gift.*

*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 2023.*

**IF YOU ARE NOT MAKING A PAYMENT ON YOUR PLEDGE TODAY, PUT A ZERO ON THE ENCLOSED PAYMENT LINE.** You will receive a pledge reminder by mail over a ten month period beginning in June if you do not submit your payment online.

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 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, please 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. If you have given online before, please login to your account. The first page will ask you for the total amount you wish to donate, the frequency of your payments, the date you wish to begin your payment, and the method of payment. The second page will ask for your pledge information and payment method information. 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) signifies 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 2023 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 MARCH 25 AND MARCH 26 , 2023**








## **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 2023 Diocesan Parish Annual Appeal. Our results are encouraging. \_\_\_\_\_ of our Parish households have 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 2023 DPAA PARISH REPORT**

“Rise, and do not be afraid.” (Matthew 17:7)

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 and serve 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. 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 2023 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 2023 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**

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
-  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 to collect 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 2023 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 2023 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 in our Diocese.**

***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 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 2022 Donors who did not yet reply in 2023
  2. Targeted 2022 donors who did not yet reply in 2023
  3. All non-donors in 2023
- ✚ Determine how many telephone calls need to be made
- ✚ Recruit enough volunteers – 15-25 phone calls per volunteer
- ✚ Print labels 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, 2022 gift if available
- ✚ 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 billing begins June 15 so the pledge period for Phonathon pledges is 10 months – June 2023 - March 2024. All commitments should be fulfilled by March 31, 2024
- ✚ 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.
- ✚ 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.
- ✚ 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 – ten 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 Diocesan Stewardship Office.

## **PARISH DPAA 2023 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 Iffert to invite you to make a commitment to our 2023 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 serve. 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 2023 through March 2024. All commitments should be fulfilled by March 31, 2024. 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 few 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, shelter the homeless, and protect children through domestic violence prevention and parenting programs. In addition, 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 serve 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 10 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 ask the Stewardship Office to 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 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  
Cathedral Square  
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, 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 2024, it can be very difficult to fulfill a pledge when payments fall behind. All commitments should be fulfilled by March 31, 2024.

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, 2023**

**DIOCESAN PARISH ANNUAL APPEAL 2023**

“Rise, and do not be afraid.” (Matthew 17:7)

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

<b>Diocesan Goal</b>	<b>\$2,650,000</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 2023 – MARCH 2024**

**DIOCESAN PARISH ANNUAL APPEAL 2023**

**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!!!!**

## 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:

- + Gift/Pledge Processing Procedures & Quick Reference Chart for each Parish Team member
- + Tyvek (White) envelopes addressed to DPAA Lock Box
- + Manila envelopes addressed to Diocesan Stewardship Office
- + Parish Check and Deposit Slip
- + DPAA Labels (**Gray set used for In-Pew envelopes only**)
- + Labels (**White set used for Parish follow-up mailing**)

**NOTE: THE PROCEDURE FOR PROCESSING ALL DIRECT MAIL PLEDGE FORMS AND IN-PEW ENVELOPES IS THE SAME. THE ONLY EXCEPTION IS THE IN-PEW PLEDGE FORM IS THE ONLY ONE TO HAVE A LABEL PLACED ON IT. THE DIRECT MAIL PIECES ALREADY HAVE THE DONOR INFORMATION ON THEM.**

## 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 gift 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 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 ensure 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 to ensure 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 (or indicate in some other way) which can be used to send a Parish "thank you" letter.
- ✚ **Mark "New Parishioner" in RED** on the pledge form for of any new Parishioners. **Make sure donor really is a Parishioner before making such a notation. Give to Parish Secretary to check/add donor to Diocesan database.**
- ✚ 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.
- ✚ Ensure the amount on the tape and the amount of cash is equal – if not, please 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 DPAA 2023.
- ✚ 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  
Cathedral Square  
Diocesan Parish Annual Appeal  
Cathedral Square  
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 ensure 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 (or indicate in some other way) that will be used to mail a Parish "thank you" letter.
- ✚ **Mark "New Parishioner" in RED** on the pledge form for of any new Parishioners. **Make sure donor really is a Parishioner before making such a notation. Give to Parish Secretary to check/add donor to Diocesan database.**
- ✚ 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 ensure 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 (if requested) from second set of Diocesan Labels and affix to Parish envelope (or indicate in some other way) that will be used to mail 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  
     Cathedral Square  
     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”** (or indicate in some other way) to help Parish to keep track of non-donors.
- ✚ Place gray Diocesan ID Label on all **matching gift pledge forms**. Band together and mail with matching gift forms and **checks** to Diocesan Stewardship Office. Pull corresponding white label from second set of Diocesan Labels and affix to Parish envelope (or indicate in some other way) 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.
- ✚ Band together any envelope containing a note to Bishop Iffert. Mail pledge form, note and check (if enclosed) to Diocesan Stewardship Office (same address as above). Remember all notes to Bishop Iffert 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** or indicate in some other way, **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 could be provided with two sets of labels. These contain 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 (if requested) 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**

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

**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 2022 goal of \$2,650,000.
- ✚ Monies/Pledges/Gifts are not used for lawsuits or settlements.
- ✚ Parish rebates – 100% of funds 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 2023 Goal is \$2,650,000.

### 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 2023.

### 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?**

Gifting 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 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  
Cathedral Square  
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 2023 - March 2024. This makes it easier to donate 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 2023 – March 2024.
- ✚ Pledges can also be fulfilled quarterly, semi-annually, or annually.
- ✚ Credit Card 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 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 2023  
Cathedral Square  
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

<b>QUESTION/INFORMATION</b>		<b>WHOM TO CONTACT</b>	
<b>DPAA REPORTS</b>			
<b>LOCK BOX</b>			
<b>PLEDGE PROCESSING PROCEDURES</b>		<b>Jennifer Cox or Jennifer Readnour</b>	
<b>REBATE INFORMATION/STATUS</b>		<b>Website</b>	
<b>PARISH GOAL STATUS</b>		<b>Website</b>	
<b>PLEDGE/GIFT INFORMATION</b> <div>  Pledge/Gift Amount   Payment Info   Write off Info   Parish Credit   Status – Received/Not received </div>		<b>Jennifer Cox</b> <b>Jennifer Readnour</b>	
<b>DONOR INFORMATION</b> <div>  Name change   Address change   Parish change   Phone Number change   Remove from mailing list </div>		<b>Jennifer Cox</b> <b>Jennifer Readnour</b>	
<b>DPAA SUPPLIES/INVENTORY</b>		<b>Jennifer Cox</b>	
<b>EVENT INFORMATION</b>		<b>Jennifer Cox</b>	
<b>WEBSITE INFORMATION</b> <a href="http://www.covdio.org">www.covdio.org</a>		<b>Jennifer Cox</b> <b>Jennifer Readnour</b>	
<b>STRATEGIES/IDEAS/CAMPAIGN ISSUES/QUESTIONS/COMPLAINTS</b>		<b>Mike Murray</b>	
<b>NAME</b>	<b>TITLE</b>	<b>PHONE NUMBER</b>	<b>E-MAIL ADDRESS</b>
<b>Mike Murray</b>	<b>Director</b>	<b>859-392-1500</b> <b>859-630-4228 (cell)</b>	<b>mmurray@covdio.org</b>
<b>Jennifer Readnour</b>	<b>Secretary</b>	<b>859-392-1500</b>	<b>jreadnour@covdio.org</b>
<b>Jennifer Cox</b>	<b>DPAA Secretary</b>	<b>859-392-1500</b>	<b>jcox@covdio.org</b>
<b>(Vacant)</b>	<b>Pledge Coordinator</b>		

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

BACK COVER