

2019 Bishop's Annual Appeal

Parish Survival Guide



Bishop's Annual Appeal
Go out and spread the good news.



ROMAN CATHOLIC
DIOCESE OF BURLINGTON

April 22, 2019

Dear Pastors and Administrators,

Year after year, **you** are the reason we are able to come close to our Bishop's Appeal goal. Last year, we raised 96% of our \$2.7 Million goal during an especially difficult time for the Catholic Church with local and national negative press. We will keep the same goal this year and hope that we are able to get even closer.

The Bishop's Annual Appeal supports ministries and services that impact every parish in Vermont. During the Synod, building vibrant parishes, evangelization and improving communication were priorities identified by Catholics all over the state. Resources from the Bishop's Annual Appeal will help us focus our efforts on these three priorities, while maintaining ministries and services, such as vocations, religious education training, Pre-Cana, emergency aid and so many parish support services.

Over the course of this last year, the Development Office has experienced several significant changes and we are so grateful for your support and patience. We wished Shannon Tran farewell as she transitioned to a new opportunity after five years with the Bishop's Annual Appeal, and all the parishes converted to Gabriel Soft while the Diocese converted to Raiser's Edge and a new online giving platform.

While this year has been challenging, it is our faith in the mission and the joy of working with all of you that has made it easier. Our theme this year is *Go Out and Spread the Good News*. Each one of us is called to discipleship – to use our unique gifts to build the Kingdom of God here and now.

We are blessed to have such an amazing Catholic community of laity and clergy working together towards a stronger Church that is welcoming with doors wide open to all.

Please contact me if you have any questions or concerns: ekane@vermontcatholic.org or x1226.

God bless,



Ellen Kane
Executive Director of Development

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Appeal Focus for 2019



The “call to discipleship” is a universal call to love, one that is a commission to all of the baptized faithful. Jesus calls each one of us to discipleship — to live a life that proclaims Jesus Christ as Lord and Savior by embodying His love and mercy in our words and actions. We do so, not as individual believers who stand alone, but as members of the larger community of faith within the Diocese of Burlington who are nourished at our local parishes.

“We need lay people who take risks, who get their hands dirty, who are not afraid of making mistakes, who go forward. We need lay people with a vision of the future, not confined to the little things of life.” – Pope Francis

All materials can be found at: bishopsappealvt.org

- *Appeal Goals and Parish Progress*
- *Parish Resources: Bulletins and Materials*
- *Your Gift at Work: What the Bishop’s Appeal Supports*

Note: You will want to consult parish resources for bulletins.

Timeline

Web Updates on Parish Progress will formally commence on May 6. We will do our best to have these updates posted every Monday noon. We will also email the bulletin and pulpit messages to you on Mondays, and you can also find these announcements on pp. 8-12.

March 12 – April 10:

- Annual Masses of Gratitude (3 dates, by invitation) and reception with Bishop Coyne at the Diocesan Chapel of the Immaculate Conception.

Week of April 22:

- **Leadership** (Previous giving of \$1000 and up) and **Major Gift** (Previous giving of \$250-\$999) Mailing Phase sent.

Monday, April 22-May 2:

- Parish Packets dropped off or mailed to parishes.
- **Bulletin and Pulpit #1** (pg. 8) for weekend April 27-28 to announce the 2019 Appeal.

Monday, April 29:

- **Bulletin and Pulpit #2** (pg. 8) for In-Pew weekend of **May 4-5**.

May 4-5 and May 11-12 (See “In-Pew Weekend Guidelines” on Page)

- If possible, show video or just the sound at the pulpit. Please make sure pledge cards and brochures are available in every pew and ask parishioners to fill out a pledge card.

All pledge cards will be tallied by the Development Office. Types of pledge cards include:

- Pledge only (no deposit/payment)
- Pledge with payment (could be credit card payment on back of card)
- For individuals who can't give, they will write \$0 on the card
- Those who want more time will write “cannot give at this time”

Everyone should complete a pledge card. The only people who DO NOT fill out a card are those who have already made a pledge for 2019.

*****IMPORTANT– mail these cards directly to the Diocese at 55 Joy Dr not the PO Box address! We will pre-process them before sending to TD Bank*****

Monday, May 6 and May 13:

- **Return bulk of In-Pew cards to Development Office**
 - Remit to **55 Joy Drive, South Burlington, VT 05403**
 - (See “Remittance Instructions” on page 12)

Monday May 6:

- **Bulletin and Pulpit #3** (pg. 9) for weekend of **May 11-12** (Second In-Pew weekend).

Monday, May 13:

- Announce Progress report, **Bulletin and Pulpit #4** (pg. 10) for weekend of **May 18-19**.

Tuesday, May 28:

- Bishop's Annual Appeal Event
Chittenden County, Holy Family Parish Hall, Essex Junction - 6pm
Invitees include Leadership, diocesan staff and parishioners

Wednesday, May 29:

- Pastor Outreach Lists generated for each parish and mailed from the Diocese.
(We will update these until the minute they are sent out in order to lessen the likelihood that Pastors/parish volunteers are contacting those who may have already given).

Monday, June 3:

- Bishop's Annual Appeal Event (South)
St. Anthony Parish, White River Junction - 6 pm
Invitees include Leadership, diocesan staff, and parishioners

Monday June 10:

- Announce Progress report, **Bulletin and Pulpit #5** (pg. 10) for weekend of **June 15-16**.
- Parishes with new letterhead should send a copy to Dawn Kellogg, dkellogg@vermontcatholic.org. This is in preparation for Parish Direct Phase, where solicitation letters are sent on behalf of pastors.

Week of June 12:

- **General Mailing Solicitation Phase** from mail-house (approx. 35,000 letters)

Monday, June 24:

- Announce Progress report, **Bulletin and Pulpit #6** (pg. 11) for weekend of **June 29-30**.

Monday July 1:

- Progress report and text (by email) for **Bulletin and Pulpit #7** (pg. 11) for weekend of **July 6-7**.
- Parish Direct Mail letter sent to pastors in preparation for Parish Direct Solicitation Phase (From pastor, on Parish letterhead)

Week of July 9:

- **Parish Direct Solicitation Phase** leaves mail-house for delivery to current non-giving parishioners at each parish

Week of September 23:

- Progress, **Bulletin and Pulpit #8** (pg. 11). for weekend of **September 28-29** to formally announce end to Annual Appeal Campaign at the parish level, but reminds parishioners that gifts can still be made through December 31st, 2019.

October: **Final Direct Mail Solicitation Phase**

If necessary (and an additional December “Challenge” Phase – all handled directly by diocese)

Changes

1. Staff Changes and Contact Information:

- **Associate Director of Development** for questions about materials and reports: Dawn Kellogg, dkellogg@vermontcatholic.org; x1452.
- **Manager of Development** for questions about donations: Brittany Czekaj, bczekaj@vermontcatholic.org; x1102
- **Development & Communications Coordinator** for questions about Gabriel Soft and appeal materials: Nancy Lamothe, nlamothe@vermontcatholic.org; x1214.
- **Executive Director of Development** for all other questions: ekane@vermontcatholic.org; x1226

2. New Raiser’s Edge Donor Database and Online Giving Platform

- 2019 Online Gifts: vermontcatholic.org/giveonline

3. Bishop’s Annual Appeal Materials:

Bishop’s Annual Appeal materials are available on our website: bishopsappealvt.org

1. Printable Pledge Card
2. Appeal Brochure and Logos
3. Bishop Coyne’s video

ALL PARISHES WILL RECEIVE A PACKET DELIVERED/MAILED TO PARISHES PRIOR TO IN-PEW WEEKEND WITH ALL APPEAL MATERIALS: PLEDGE CARDS, BROCHURES, VIDEO AND POSTERS – PLEASE DISPLAY THEM PROMINENTLY.

4. **In-Pew Video** – Please play the video or the sound from the video during In-Pew to share Bishop Coyne’s message.

5. **Web Content/Social Media** – Web content will be updated more frequently, which will coincide with your bulletin announcements.

Dedicated Space in Your Bulletins – These will coincide with:

1. Solicitation Letters

2. Diocesan Digital Content
3. Publication of Diocesan ministry features in The Inland See

** It is very important that these all be in line by date with one another to be fruitful and lead us all to success. Please be sure to obtain updated messaging in each week requested.

6. **Pledge Cycle** - The 2019 pledge cycle will be based on a 10-month timeframe (exception of recurring givers who fulfill several payments dependent upon when a gift is initiated). Note: pledges can receive contributions through June 30, 2020.

7. **Annual Appeal Awards**

Last fiscal year was the first year we recognized parishes for their outstanding efforts in several key areas (Vermont Catholic magazine section below). We will do so again this year and appreciate the support of all the parishes that work so hard to help us reach our goal.

**2017 BISHOP'S ANNUAL APPEAL
PARISH RECOGNITION**

St. Stephen's Parish, Winooski
Father Stephen Hornat, SSE and Jocelyn Barton
First Parish to Reach Annual Appeal Goal

Our Lady of the Angels, Randolph
Father John Milanese and Audrey Turk
Parish with Highest Percentage of Participation

Annunciation of the Blessed Virgin Mary, Ludlow
Father Thomas Mosher, Irene Pearson and Nickie Farrow
Parish with Highest Dollars Pledged over Goal

St. Charles Parish, Bellows Falls
Father Maria Lazar and Betsy Mercier
Family Census Recordkeeping
makes a significant effort in accuracy and completeness
and offers support to other parishes

Bulletin and Pulpit Announcements

- Please copy-paste or type into your parish paper bulletins on designated dates.
- Please print pulpit announcements each week to ensure they are read before Mass. Each pulpit and bulletin announcement coincide. Please be sure they are used together.
- Please note that updates in diocesan / parish progress will occur each Monday by noon to allow time for processing cards received over the weekend.

1) April 27-28, 2019

Bulletin Announcement to Introduce the 2019 Appeal (There will be a similar, longer message in TIS this week)

Go Out And Spread the Good News

In this year of discipleship, Bishop Christopher Coyne has asked all of us to respond to this “universal call to love, one that is a commission to all of the baptized faithful.” We are all called to use our God-given gifts to help build a stronger Catholic Church in Vermont by getting involved in our parishes, sharing our resources and spreading the Good News. The Bishop’s Appeal supports many vital ministries and services that impact every parish in the Diocese. Thanks to the generosity of many of you, we reached 96 percent of our Bishop’s Appeal goal last year. Over the next two weekends we ask you to prayerfully consider giving again during the ***In-Pew Phase May 4-5 and 11-12***. Making a gift early reduces mailing and overall costs. You also may make a gift online on the new easier-to-use giving platform: vermontcatholic.org/giveonline.

Pulpit Announcement (before Mass begins):

*On behalf of Bishop Christopher Coyne, thank you for your generosity to the Bishop’s Annual Appeal last year. The Diocese reached 96 percent of its goal thanks to the generosity of many of you. The Bishop’s Appeal supports many vital ministries that impact every parish, including religious education training, vocations, Pre-Cana, emergency aid and so much more. We hope we can count on your support again during the upcoming ***In-Pew Phase May 4-5 and 11-12***. In this year of discipleship, we will focus on the universal call to love, one that is a commission to all of the baptized, and on ways we prepare laity to lead and *Go Out and Spread the Good News* throughout the Diocese. You can find more details about the different initiatives the appeal supports in this issue of *The Inland See* and online: bishopsappealvt.org. God bless you!*

2) May 4-5, 2019:

Bulletin Announcement for In-Pew Weekend #1

Please post as follows:

During the Diocesan Synod process, building vibrant parishes, evangelization and improving communication were priorities identified by Catholics from throughout the state. This work already has begun in a diocesan-wide program called the “Discipleship Maker Program,”

directed by the Catholic Leadership Institute, a national organization that helps Dioceses and parishes institute policies and programs to foster Christian discipleship within parishes. The Bishop's Annual Appeal supports this initiative along with many other vital ministries and services that impact our 69 parishes, 118 churches and 14 schools. Please consider making a gift during the In-Pew Phase this weekend or next weekend. Making a gift early reduces mailing and overall costs. You also may make a gift online on the new easier-to-use giving platform: vermontcatholic.org/giveonline.

Pulpit Announcement (before Mass begins or at the most appropriate to share the video):

This weekend is the first of two In-Pew Phases for the 2019 Bishop's Annual Appeal. We respectfully ask for five minutes of your time to share Bishop Coyne's message about why your gift matters and how he plans to focus these resources to help build vibrant parishes, a Diocesan Synod priority. The Bishop's Annual Appeal supports many ministries and services that impact our 69 parishes, 118 churches and 14 schools. There are also materials in each pew that provide additional details about your gift at work. After his message, we ask that you take a moment to complete a pledge card. Please put "0" if you have already made a gift or cannot do so at this time so you do not receive future solicitations. Thank you.

3) May 11-12, 2018:

Bulletin Announcement for Second In-Pew:

Please post as follows:

"Jesus calls each one of us to discipleship — to live a life that proclaims Jesus Christ as Lord and Savior by embodying His love and mercy in our words and actions. We do so, not as individual believers who stand alone, but as members of the larger community of faith within the Diocese of Burlington who are nourished at our local parishes." —Bishop Coyne

The Bishop's Appeal supports new initiatives that prepare laity for leadership positions that will strengthen evangelization (a synod priority) and revitalize our faith community. The second cycle of lay ministry and diaconate formation classes has begun with a committed cohort of men and women dedicated to two years of study and prayer to become parish leaders. Thanks to your support to the Bishop's Annual Appeal we are able to offer programs like these while sustaining key ministries. To make a gift or learn more visit: bishopsappealvt.org.

Pulpit Announcement (before Mass begins or most convenient time if this is your first In-Pew):

(Please use message from last weekend if this is your first In-Pew)

Today is the second In-Pew weekend for the Bishop's Annual Appeal. Thank you for all those who made a gift last weekend. The Bishop's Appeal supports ministries that impact all our parishes as well as new initiatives that prepare laity for leadership positions that will create a more vibrant Catholic Church. The second cycle of lay ministry and diaconate formation classes has begun with a committed cohort of men and women dedicated to two years of study and prayer to become parish leaders. Thanks to your support to the Bishop's Annual Appeal we are able to offer programs like these while sustaining key ministries. There are materials in each pew that provide additional details about your gift at work. If you have not done so yet, we ask

that you take a moment to complete a pledge card. Please put "0" if you have already made a gift or cannot do so at this time so you do not receive future solicitations. Thank you.

4) May 18-19, 2019:

Bulletin Announcement to kick off In-Pew Commitment Weekend:

Please post as follows:

"The life of Jesus is a life for others. It is a life of service." —Pope Francis

Thank you to all those who have been able to make a gift to the Bishop's Annual Appeal. We are _____ to pledge goal. Your gift helps families like "Amber" who found housing through Vermont Catholic Charities' Emergency Aid program after being homeless for 10 months. Each year an average of 2,000 people in financial crisis receive emergency aid, and those that cannot afford tuition at our Catholic schools receive \$340,000 in subsidizes. We ask that you prayerfully consider donating to the appeal to support the Catholic Church in Vermont. Visit bishopsappealvt.org for more information about your gift at work.

Pulpit Announcement (before Mass begins):

Same as bulletin

5) June 15-16, 2019:

Bulletin Announcement with Progress Updates prior to (largest) General Mailing:

Please post as follows:

"Do not be afraid to welcome Christ and accept His power...Open wide the doors for Christ." – Pope St. John Paul II

The Diocese continues to identify and apply new strategies for evangelization and to "open wide the doors for Christ," such as our many youth ministry opportunities involving thousands of young people in rallies and retreats in every deanery; our men's and women's retreats; parish retreats and much more. Please visit bishopsappealvt.org for more information about Your Gift at Work. Every gift makes a difference no matter the size.

(NO PULPIT ANNOUNCEMENT)

6) June 29-30, 2019:

Bulletin Announcement

Please post as follows:

You likely have received at least one request from Bishop Christopher Coyne requesting your support of the Bishop's Annual Appeal. We are getting closer to our appeal goal and ask that you prayerfully consider the request and respond generously. In addition to monies distributed for charitable works, such as Vermont Catholic Charities' Emergency Aid, the Diocese is a valuable resource to all parishes, both large and small. Our parish is now at _____ percent of our pledge goal. We are grateful to all of those who have been able to participate and encourage others to learn more about your gift at work: bishopsappealvt.org.

Pulpit Announcement (before Mass begins):

Thank you for your generous contributions on behalf of our parish thus far to the Bishop's Annual Appeal. As of today, the Diocese has received pledge commitments totaling ____percent toward the annual goal. Bishop Christopher Coyne may have or will be reaching out in the coming weeks to all who have yet to pledge to the 2019 appeal. Please join him and the rest of the Catholic Church in Vermont to keep Christ alive in our community.

7) July 6-7, 2019:

Bulletin Announcement

Please post as follows:

"Communication is part of God's plan for us and an essential way to experience fellowship." – Pope Francis

Improving communication was a key Diocesan Synod priority and an important evangelization tool. The Bishop's Annual Appeal supports Vermont Catholic magazine, online news, eNews and many other communication efforts. Please help us sustain these vital programs by contributing to the 2019 annual appeal. If you have been unable to respond to the appeal, Father (Monsignor) will reach out to you soon to ask you to consider a donation.

Pulpit Announcement (before Mass begins):

Thanks to all those who have made a pledge to the Bishop's Annual Appeal. To date, we are at ____percent of our Bishop's Appeal pledge goal. Your gift supports many Diocesan efforts that improve communication and spread the Good News throughout the Diocese. If you have not yet made a pledge, please prayerfully consider a donation of any size. Gifts to the appeal this year are focused on discipleship and engaging laity to help build more vibrant parishes.

8) September 22-23, 2019:

Bulletin Announcement

Please post as follows:

In this Year of Discipleship, Bishop Christopher Coyne is asking each one of us to respond to God's call, to get involved in our parishes, share our resources and go out and spread the Good News. We are closely approaching the end of the largest phase of the 2019 Bishop's Annual Appeal. You will be able to make a gift through Dec. 31. If you have yet to participate, please use this time to prayerfully consider doing so and visit: bishopsappealvt.org.

Pulpit Announcement (before Mass begins):

Today we formally announce an end to the parish-level campaign of the 2019 Bishop's Annual Appeal. In this Year of Discipleship, Bishop Christopher Coyne is asking each one of us to respond to God's call, to get involved in our parishes, share our resources and go out and spread the Good News. Thank you to all who have been generous and, if you have not yet participated, please use this time to prayerfully consider contributing this year. God bless you.

In-Pew Weekend Guidelines

Based on the last five years of In-Pew data, we know that the more participation In-Pew, the more successful this campaign will be overall!

1. Mailing materials will cost far less
2. Less time will need to be invested at both diocesan and parish level in contacting those who have not participated later in the campaign
3. Parishioners will be happy to receive less correspondence.

Logistics

How Parishes should prepare:

1. Pledge Cards and brochures should be divided evenly across all pews;
2. All pews should be free of pledge envelopes that were filled in from previous masses;
3. All pews should have enough pencils for each family representative;
4. Recruit and brief all ushers and volunteers on when to pass out and collect envelopes;
5. **Video** – Please be sure to arrange Video needs ahead of time and contact the Development Office for assistance. After showing/playing Bishop Coyne’s DVD message, pastors should invite all parishioners to complete a pledge card; Pastors should fill out a pledge card as well, even if they’ve already given, to better encourage folks to do the same while waiting for him to complete and seal his pledge.
6. By Monday, May 6, the Development Office will post updated Bishop’s Appeal progress, listed by parish: www.bishopsappealvt.org.

Remittance Instructions:

(This is essential for correct processing and documenting)

1. Return the bulk of envelopes DIRECTLY to **55 Joy Drive South Burlington, VT 05403** – The sooner we receive, the sooner we can process, avoiding accidental re-solicitation, and to address any communication from parishioners in a timely manner.
2. The Development Office will need approximately 3 weeks to process all payments from the In-Pew weekend and will post updated progress on bishopsappealvt.org.

3. Please note that In-Pew envelopes have a different address than direct mail. This is to ensure that regardless of circumstance these pledges will be sent direct to the Development Office for pre-processing.

****Preference is that pledge cards are collected and mailed together in a singular packet to the Diocese, immediately. You have at least one pre-addressed return envelope. This ensures the quickest processing and reporting to you!**

Tips for success:

1. Ideal presentation time: At the beginning of Mass or following the Homily.
2. All pews should have enough: pledge cards, brochures and pencils for each family.
3. If ushers have not previously participated in the Annual Appeal, please brief them on when to pass out, how long to wait, and when to collect the envelopes.
4. Be sure to place bulletin announcements from the Development Office in your bulletins when indicated.
5. Be sure posters for this year's appeal are prominently displayed at the doorways and/or vestibule of the church.

Follow-Up Phone Call Script

"Good Evening Mr./Ms. _____, this is _____ from _____ Parish. I am calling on behalf of Monsignor/Father _____ to remind you to consider making a gift to the Bishop's Annual Appeal.

We are aiming for ____% participation this year. My family has already made our pledge, can the Parish count on your support this year?

Wait for response and direct them to complete their mailed pledge information or direct them to bishopsappealvt.org if given the opportunity.

Thank you for your time and have a good evening/day."

- Please remember, please be considerate, cheerful, proud and accurate.
- A good tip is to check the latest update on parish progress on the website – this way you'll be prepared if asked

Please make note on your list if parishioners say they are unable to give this year. It will benefit all of us to have this information relayed back to the Development Office and ensure that they are not solicited again.

FAQs

Frequently Asked Questions:

1. How are the Annual Appeal Goals Established?

This year's goal is same as last year's goal for most. Due to merging of some parishes, some parishes noticed a slight increase and others a decrease based on performance last year.

2. How will our parish get updates on our progress?

On bishopsappealvt.org, click on 'parish progress report' to download or open the .pdf. Please note that this is a list of all parishes, so you may need to go to the second or third pages to find your parish (they will be in alphabetical order by parish.)

3. Why would my parishioners receive multiple mailings?

This will occur if there are multiple records for a particular family. Please note: Our solicitation phases do request the mail house to only send one solicitation per household, but they can only identify these through exact address matches.

Occasionally, with preparation time for solicitations at both the diocesan level and for the mail house, there will be overlap. We strive to have the most updated information mailed, but there will always be exceptions

4. Why does it take so long to process Annual Appeal pledges after In-Pew Commitment Weekend?

A successful In-Pew phase typically yields 4,000 individual pieces to process at once. We strive for accuracy as well as correct family census information/updates. There are a lot of moving parts to coordinate, so we do appreciate your patience.

5. What about pledge reminder statements?

Development will mail statements to all pledges with a balance starting in mid-July. In July, any parishioners who have given record of a valid email address will receive an emailed statement. If we have not had a response by the end of August, we will send a paper statement in September.

6. Does the Diocese send Acknowledgements?

- Yes, the diocese recognizes Leadership gifts within 1 week of receipt and pledges and one-time gifts (at least) monthly
- One-time paid-in-full gifts are acknowledged from Bishop Coyne with a 501(c) 3 letter statement

- Pledges are acknowledged by Bishop Coyne without a tax statement
- All pledges will receive a tax statement letter regardless of total amount paid (or annual appeal year) and listing individual contributions within that calendar year
- All one-time gifts over \$250.00 will receive a tax statement letter (even if secondary to their acknowledgement)

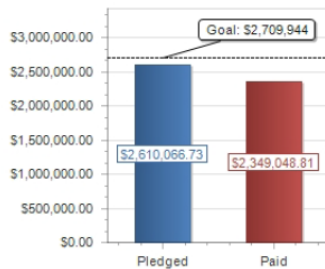
Can you give a general Overview of results from the 2018 Bishop’s Fund Annual Appeal?

Over the last five years, while the number of donors has decreased between 3-5% each year, the total raised has remained level at around \$2.67 Million except 2014 (\$2.44) when we did not have a Bishop and this year, (\$2.61). Given some of the public struggles the Catholic Church has faced this past year, we are hoping Bishop Coyne’s proactive approach and efforts to be transparent will help the Catholic community heal and move forward. Please visit the “Promise to Protect” webpage to learn more: vermontcatholic.org/promise.

All Parishes Summary

2018 Bishop's Annual Appeal as of April 19, 2019

Report Summary



# of Parishes:	96		
Goal:	\$2,709,944.00	Families:	32,626
Total Pledged:	\$2,610,066.73	Pledges:	10,534
Total Paid:	\$2,349,048.81	Pledges fully paid:	9,392
Pledge Balance	\$261,017.92	Pledges outstanding:	1,142
		Average Pledge:	\$247.78

Pledge Statistics

2500 and up:	106
1000...:	393
500...:	802
250...:	1,475
100...:	3,233
75...:	249
50...:	1,672
25...:	1,439
10...:	863
0...:	302

Parish Goals:

Visit bishopsappealvt.org for more information

Contact Information

The Development Office

- **Associate Director of Development** for questions about materials and reports:
Dawn Kellogg, dkellogg@vermontcatholic.org; x1452.
- **Manager of Development** for questions about donations: Brittany Czekaj,
bczekaj@vermontcatholic.org; x1102
- **Development & Communications Coordinator** for questions about Gabriel Soft
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