



# Giving Hope TO ALL

2024

CATHOLICCHARITIESAPPEAL.ORG



## PARISH MANUAL



 @catholiccharitiesappeal  
 @catholiccharitiesphila  
 @catholicappeal





# PRAYER FOR THE CATHOLIC CHARITIES APPEAL

God, our Father,  
we thank You for all the gifts and blessings  
that you give out of Your love for us all.  
You call us to open our hearts to share what we have been given.  
Grant that through giving to the Catholic Charities Appeal,  
we may bring joy, hope and strength to those most in need.  
Our charity towards those in need is a real way in which  
we show our gratitude and love for You.  
Through this year's Catholic Charities Appeal,  
may we help as many people as we can, including  
a young person striving to learn and grow in Faith;  
a deaf child receiving a quality Catholic Education;  
a veteran who is struggling with homelessness;  
a parish carrying out vital local missionary work;  
a retired priest who has dedicated his life to the needs of the faithful.  
Help us to do all we can to make sure  
the "poor have their fill" of Your blessings.  
We ask this through our Lord, Jesus Christ, your Son,  
who lives and reigns with You and the Holy Spirit,  
one God for ever and ever. Amen.

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*OUR LADY OF CHARITY, PRAY FOR US.  
SAINT KATHARINE DREXEL, PRAY FOR US.  
SAINT JOHN NEUMANN, PRAY FOR US.*

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# STEPS TO FOLLOW FOR A SUCCESSFUL APPEAL

## 1. SHOW THE VIDEO ON KICK-OFF WEEKEND: FEBRUARY 3-4

- Every family should be asked to participate in the Appeal.
- Don't worry about a perfect presentation of the video. It is more important to highlight the importance of the Appeal by pausing to reflect on it. Even if your worship space does not create the most optimal viewing or listening environment, the importance of the Appeal will not be lost.
- Ask for an increase in participation to help reach our goal of \$10 million.
- You can post information about the CCA Kick-Off, including the 2024 video, on your website or social media platforms.

## 2. PERSONALIZE THE MESSAGE FOR PARISHIONERS

- Reflect on the reasons why you, the pastor, support the Appeal, and publicly comment on making your own gift. Perhaps tell a personal anecdote about your experiences with a beneficiary of the appeal.
- Mention a few of the ministries supported by the Catholic Charities Appeal, focusing on how the Appeal gives hope to many in need, especially the poorest amongst us. Explain how the Archdiocese helps to provide resources to help thousands of people and that we need everyone to help *now more than ever*.
- Mention that the Appeal benefits numerous organizations and ministries in Social Services; Evangelization; Special Education; Mission Parishes; Sick and Retired Priests.
- Mention the CCA's theme of "Giving Hope to All." Parishioners make the Appeal possible and their gifts are helping millions in need.

## 3. THANK PAST CONTRIBUTORS

- This is a general Appeal that should have broad support throughout the Archdiocese; invite every family to make a gift and thank them for their past support.
- Invite the parishioners to joyfully share in every ministry of the local Church by giving a gift to share in all we do.
- Stress the importance of giving a gift of substance and sacrifice according to their means.

## 4. KEEP THE APPEAL IN FRONT OF THE PARISHIONERS

- Use the announcements, bulletin inserts and other information provided.
- Post your Appeal progress toward your parish target in your bulletin (bi-weekly for several months, starting in March).
- Mention the Parish's progress periodically during announcements throughout the Appeal ([catholiccharitiesappeal.org/parishreports](http://catholiccharitiesappeal.org/parishreports)).
- **This site is updated weekly on Fridays throughout the year.**
- Use the CCA social media toolkit and post updates, reminders and other important information on your parish's website, Facebook page, Twitter and Instagram.

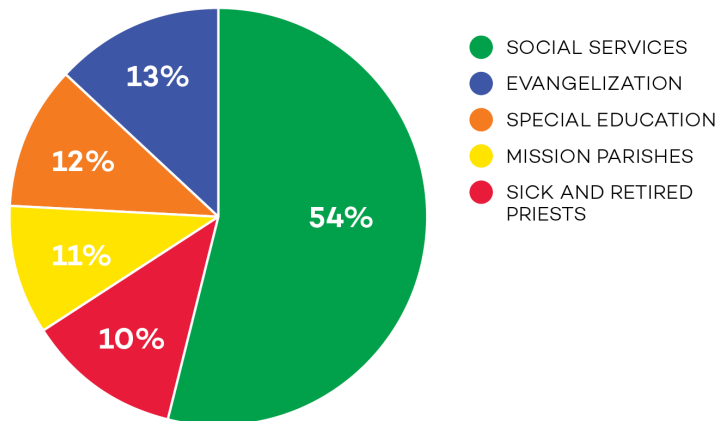
## 5. LEAD THE PARISH IN PRAYER FOR THE SUCCESS OF THE APPEAL

- Incorporate the Prayers of the Faithful into the liturgy.
- Offer to keep the parishioners in your prayers as they consider making their gifts.
- Always ask the parishioners to reflect on the blessings they have been given and their call to stewardship in their consideration of their donation.
- Ask the parishioners to offer their prayers for the success of the Appeal and for all those who are able to minister because of the Appeal.

# CASE FOR SUPPORT

The Catholic Charities Appeal supports beneficiary organizations and programs that provide essential, life sustaining services. A gift to the Appeal will feed those experiencing homelessness, keep after-school programs open, provide pregnancy support for women, impact programs for individuals with physical and intellectual disabilities, support mission parishes, care for our retired clergy, and so much more.

Available funds are distributed as follows:



## **SOCIAL SERVICES: 54%**

Last year, nearly 610,000 people were positively impacted by the work of Catholic Social Services and Nutritional Development Services.

## **EVANGELIZATION: 13%**

Countless lives are touched through support provided by various ministries within the Secretariat for Evangelization, including the Office for Life and Family, the Office for Cultural Ministries, and the Office for Persons with Disabilities.

## **SPECIAL EDUCATION: 12%**

More than 100 students in the Schools of Special Education within the Archdiocese of Philadelphia receive tuition assistance and support.

## **MISSION PARISHES: 11%**

Mission Parishes in the Archdiocese of Philadelphia are revitalizing and sustaining their community, including ministering to over 50,000 parishioners.

## **SICK AND RETIRED PRIESTS: 10%**

There are currently 129 retired priests within the Archdiocese who count on the support of the CCA.

**To see a full listing of beneficiaries, please visit  
[catholiccharitiesappeal.org/beneficiaries](https://catholiccharitiesappeal.org/beneficiaries).**



# APPEAL HIGHLIGHTS

## **PARTICIPATION AND FINANCIAL TARGET**

The financial goal of the 2024 Catholic Charities Appeal has been valued at \$10,000,000. In order to maintain adequate funding to the “traditional” ministries which received Catholic Charities funding in the past, up to \$10 million will be reserved for their needs.

## **PARISH GOALS**

Careful consideration has been given to each parish when assigning goals. An appeal goal process will remain in place to ensure each parish has a maximum chance for success.

## **PARISH LEADERSHIP**

**Pastor:** The pastor provides leadership, expertise, direction, and oversight to the Appeal and is essential to the success of the Catholic Charities Appeal at the Parish.

### *The Pastor:*

- Introduces and endorses the video message during Kick-Off Weekend and instructs other celebrants to do the same;
- Instructs and assures that the methods to conduct the Appeal are fully implemented.

**CCA Parish Coordinator:** Each pastor should also appoint a CCA Parish Coordinator who can enthusiastically represent the pastor and the parish during the Catholic Charities Appeal and coordinate the activities of the Appeal. You can subscribe to the CCA’s newsletter by emailing [CCA@thecfgp.org](mailto:CCA@thecfgp.org).

### *The CCA Parish Coordinator:*

- Places the In-Pew pledge forms in the pews before Mass on In-Pew Weekend;
- Oversees audio-visual equipment for Kick-Off Weekend;
- Works with parish staff on the Prayers of the Faithful, for timely bulletin announcements showing parish Appeal progress, and publishing bulletin inserts throughout the year;
- Helps with follow-up: letter writing if needed, calling past and potential donors, and getting updates on parish progress toward goal;
- Shares Appeal information with parishioners via website, email or social media;
- Stays in touch with the CCA team from The Catholic Foundation of Greater Philadelphia to help promote the Appeal.

# APPEAL HIGHLIGHTS

## **CATHOLIC CHARITIES APPEAL LOCKBOX**

Every parishioner in the Archdiocese who receives a request in the mail will also receive a return envelope, which will have the lockbox address printed on it.

Due to the high volume, In-Pew pledge forms should be mailed to The Catholic Foundation of Greater Philadelphia using the supplied USPS Priority Mail pac envelopes. If a parishioner provides the parish with a Catholic Charities Appeal donation at another date, or if they ask where they can send their donation, please utilize the Catholic Charities Appeal lockbox:

**CATHOLIC CHARITIES APPEAL  
CL # 4710  
PO BOX 95000  
PHILADELPHIA, PA 19195-0001**

## **DO NOT SEND CASH TO THE LOCKBOX!**

If you receive a gift in cash, please deposit the cash into your bank account, issue a parish check in that amount, and send that check to the lockbox. Please include a list of contributing parishioners and their gift amounts, so that we may properly credit these donors and your parish.



# TIMELINE

## JANUARY

CCA Informational Open House—January 17  
Letter 1 Mails—January 18  
2024 CCA Press Conference—January 22

## FEBRUARY

Appeal Kick-Off Weekend—February 3 & 4  
CCA Mass and Reception—February 7  
Letter 2 Mails—February 22  
Speaker Weekend—February 24 & 25

## MARCH

Speaker Weekend—March 2 & 3

## APRIL

CCA Day of Service—TBD  
Schools for Special Ed. Mails—April 18  
Letter 3 Mails—April 19

## MAY

In-Pew Weekend—May 11 & 12  
Letter 4 Mails—May 30  
CHCS Letter Mails—May 30  
CCA Night with the Phillies—May 31

## JUNE

CCA Annual Report—June 5

## JULY/AUGUST

Summer Scoop Mails—August 23

## SEPTEMBER

Letter 5 Mails—September 5

## OCTOBER

Project Magis Reception – TBD

## NOVEMBER

Nutritional Development Services Mails—November 6  
Letter 6—November 21

## DECEMBER

#iGiveCatholic—December 3

**Note:** Ongoing social media and email outreach continue each month.



# RESOURCES AND MATERIALS

**A VARIETY OF RESOURCES ARE AVAILABLE AT  
[CATHOLICCHARITIESAPPEAL.ORG/PARISH](https://CATHOLICCHARITIESAPPEAL.ORG/PARISH)**

In this section of the website you will find:

- CCA 2024 Video Link
  - To copy the link, hover over the video. When the “Share” button appears in the top right, click and highlight the YouTube link.)
  - **A USB of the 2024 CCA video can be made available upon request.**
- Bulletin Inserts
- Most Recent Annual Report
- Speaker Manual
- Poster
  - **Printed posters can be made available upon request.**
- Logo(s)
- Brochure
- Social Media Toolkit

As always, CFGP’s staff will be in regular communication with your CCA Parish Coordinator to help promote the Appeal and fulfill any requests you might have.

For any immediate assistance please contact the CCA team at:

**215-587-5650**  
**[CCA@thecfgp.org](mailto:CCA@thecfgp.org)**



# KICK-OFF WEEKEND

## FEBRUARY 3-4

### MATERIALS

The Catholic Foundation of Greater Philadelphia will provide the following materials prior to the Appeal Kick-Off Weekend:

- **In-Pew Pledge Forms** to be made available during each Mass
- **Video** to be shown during Kick-Off Weekend
- **Poster** can be prominently displayed for parishioners to see, as requested

### OBJECTIVES

- Play video at Masses, before/during/after livestream Mass, or on website and social media accounts
- Celebrant reads suggested script for Appeal Kick-Off Weekend and issues brief homily of support
- Publish bulletin inserts for case components
- Use Prayers of the Faithful provided

### SUGGESTED PRAYERS OF THE FAITHFUL

- For the thousands of people who need assistance from the ministries supported by the Catholic Charities Appeal, that their needs will be met. We pray to the Lord.
- We pray that each of us will give generously to the Archbishop's request for our financial support of the Catholic Charities Appeal. We pray to the Lord.
- That as we are called to support the ministries of our Church through the Catholic Charities Appeal, we resolve to practice our faith in this very meaningful and practical way. We pray to the Lord.
- We pray for the success of the Catholic Charities Appeal so that we may continue to build on the wonderful heritage of the Catholic faith, and prepare the way of the future. We pray to the Lord.

# KICK-OFF WEEKEND

## FEBRUARY 3-4

### SUGGESTED SCRIPT

**Celebrant:** Today we launch the 2024 Catholic Charities Appeal. Please direct your attention to the screen as Archbishop Pérez invites us to share in the work of Christ here in the Archdiocese of Philadelphia.

*Play the video.*

**Celebrant:** As you have just heard, gifts made to the Catholic Charities Appeal will provide support needed to tens of thousands of people through countless organizations, programs and ministries throughout the Archdiocese of Philadelphia. The Appeal's theme "Giving Hope to All," would truly not be possible without your support.

And when you give your gift, you are giving hope to so many in need. Your gift serves as a positive source for good in all facets of the Church of Philadelphia. This year our parish goal is *[state parish goal]* and I am confident that, through your charity and generosity, we will get there. It is important that every parishioner and every parish do their part to help raise this \$10 million, because we are one family in Christ.

Taking care of those who need help the most is one of the most important things we can do as Catholics, for as it is said in the Book of Galatians, "Bear one another's burdens, and in this way you will fulfill the law of Christ" (*Galatians 6:2*). I would also like to assure you that any gift you make to the Catholic Charities Appeal will be appropriately stewarded and spent only in accordance with the case statement you just heard. The Catholic Charities Appeal Board is there to ensure your funds are spent according to the purpose you donated towards. Thank you for your sacrifice, and may God bless you and those who we vow to help in need.

### PULPIT ANNOUNCEMENT SAMPLE

The Catholic Charities Appeal is a time for our parish to come together to extend our love, generosity, and concern to those who need it most. When you give the Appeal, your gift is transformed into hope, providing education, food, shelter, and medical assistance to our brothers and sisters and neighbors right here in the Greater Philadelphia Area. For those who have not yet contributed to the Appeal, I ask that you prayerfully consider showing your support to this great call for action. Taking care of those in need is one of the most important things we can do as Catholics, and it is important that together, we, as a community, reach the needed \$10 million goal.

### BULLETIN & SOCIAL MEDIA ANNOUNCEMENT SAMPLE

This weekend marks the kick-off of the 2024 Catholic Charities Appeal. Please join us in supporting the Appeal as it continues to impact those in need all over the Greater Philadelphia Area. Visit [www.catholiccharitiesappeal.org](http://www.catholiccharitiesappeal.org) to make your donation today!



# IN-PEW WEEKEND

## MAY 11-12

### **MATERIALS**

The Catholic Foundation of Greater Philadelphia will provide the following materials prior to In-Pew Weekend:

- **In-Pew Pledge Forms** to be made available during each Mass
- **USPS Priority Pac Envelopes** to package and mail all In-Pew forms

### **OBJECTIVES**

- Utilize suggested script
- Make pledge forms available at all Masses. Parishioners are asked to fill out a pledge form and drop it in the collection basket during the offertory collection. Parishioners can also mail the In-Pew Card forms using the return envelopes on their own, but will need to provide postage
- Utilize Pulpit announcement
- Use Prayers of the Faithful provided

### **SUGGESTED PRAYERS OF THE FAITHFUL**

- That as we share the benefits of our blessings through the Catholic Charities Appeal, we may better know Jesus by following His example of sharing and caring. We pray to the Lord.
- That we may see the work of the Catholic Charities Appeal as an opportunity to extend ourselves in love and service beyond the boundaries of our local parish. We pray to the Lord.
- That God's blessings be upon all those in our parish family and in every parish throughout the Archdiocese for their part in supporting the many ministries and services funded through the Catholic Charities Appeal. We pray to the Lord.
- That your participation in the Catholic Charities Appeal puts you in solidarity with those who suffer need of any kind...those to who the Lord has promised comfort, mercy, gentleness, purity of heart, freedom from persecution, and peace in the kingdom of heaven. We pray to the Lord.

# IN-PEW WEEKEND

## MAY 11-12

### **SUGGESTED SCRIPT**

*Distribute the in-pew pledge forms.*

Celebrant: As we hand out our pledge forms, I ask you to take a moment to prayerfully consider your contribution to help reach our parish goal of [state parish goal] . For those of you who have given in the past, I sincerely thank you for your generosity and ask you to consider an increase in your gift in thanksgiving for graces received. For those of you who may have never contributed, I invite you to make the effort to do so this year. Know that as you return this envelope, it is transformed into hope, giving food to the hungry, shelter to the homeless, and shining a light in the darkness for millions of lives.

For us to reach our goal and impact the lives of so many in our area, we are going to need everyone to contribute. We strive to have a heart like Jesus, who has preferential love for the poor and less fortunate. We are called to be our brothers and sisters keeper with whatever we have to give. We will wait a few moments to pray and fill in our information on the cards.

Celebrant: Please place your cards in the basket during the offertory, or take one home with you to prayerfully consider your gift. You can mail the cards, or bring them back next week and place them in the collection basket.

*After the prayerful pause, the ushers will collect the pledge cards at the time of the offertory.*

Celebrant: On behalf of Archbishop Pérez, I thank you for your donations and prayers. Your gift affirms all we do in Christ's name throughout the Archdiocese of Philadelphia. Thank you for teaching through your generosity. May God bless you, your families, and the lives of those we serve.

### **PULPIT ANNOUNCEMENT SAMPLE**

As we celebrate In-Pew Weekend for the 2024 Catholic Charities Appeal, I ask that you consider a donation to help those most in need in the Philadelphia area. The Catholic Charities Appeal's overall goal of \$10 million is vital to the efforts of the human service programs in the five-county Philadelphia area. The Appeal funds hundreds of beneficiary organizations that serve thousands. Contributing to our parish's individual goal of [state parish goal] allows you to be an active part of the success of this year's Appeal. I thank all those who have given and I ask those who have not yet to prayerfully consider how you can help by supporting the 2024 Catholic Charities Appeal.

### **BULLETIN & SOCIAL MEDIA ANNOUNCEMENT SAMPLE**

As we celebrate In-Pew Weekend for the 2024 Catholic Charities Appeal, I ask that you consider helping those most in need in the Greater Philadelphia Area. I thank all of those who have given and I ask those who have not given yet to prayerfully consider helping those individuals in need by supporting the 2024 Catholic Charities Appeal.

Please visit [www.catholiccharitiesappeal.org](http://www.catholiccharitiesappeal.org) to make your donation.



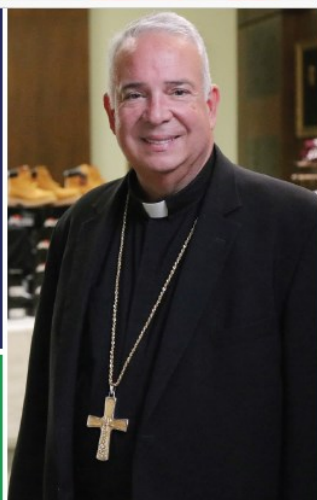
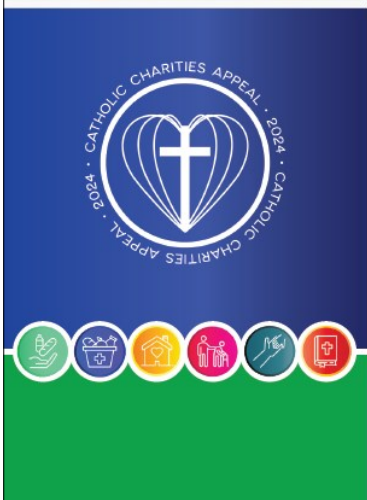
# IN-PEW PLEDGE FORM



*Giving Hope  
TO ALL*

2024

CATHOLICCHARITIESAPPEAL.ORG



*"Your generous response*

to the Catholic Charities Appeal ensures that critical and life-sustaining works of charity throughout our local Church can serve the hundreds of thousands of people who rely on us for real help and hope each year.

Your gift uplifts the poor, marginalized, and vulnerable. The Appeal is the largest annual fundraising initiative in our Archdiocese because it fuels our ability to share the love of Christ by imitating his example of service to those most in need.

Those needs are many and they grow constantly. Please join me in supporting the Catholic Charities Appeal so we can continue to serve all those who come to us."

– Most Reverend Nelson J. Pérez,  
Archbishop of Philadelphia

## DONOR'S SIGNATURE

Pledge	Six Monthly Payments
\$ 2,400	\$ 400 <input type="checkbox"/>
\$ 1,200	\$ 200 <input type="checkbox"/>
\$ 480	\$ 80 <input type="checkbox"/>
<b>\$ 365</b>	<b>\$ 60.84</b> <input type="checkbox"/>
\$ 240	\$ 40 <input type="checkbox"/>
\$ 120	\$ 20 <input type="checkbox"/>

WWW.CATHOLICCHARITIESAPPEAL.ORG

Checks can be made payable to Catholic Charities Appeal. Please do not send cash in the mail.

Please send monthly reminders through the mail for my pledge of \$ \_\_\_\_\_ OR

Please charge my credit card for my pledge of \$ \_\_\_\_\_

Name: \_\_\_\_\_ Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Parish: \_\_\_\_\_ City of Parish: \_\_\_\_\_

Name on card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Credit Card:   **VISA**   Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Amount to be deducted:  in full \_\_\_\_\_ OR  monthly installments of \_\_\_\_\_

In order to make a secure credit card gift online visit [www.catholiccharitiesappeal.org](http://www.catholiccharitiesappeal.org).

If you would like information on how to make a planned gift, or about how to donate stock please contact us at 215.587.5650 or e-mail us at [cca@thecfgp.org](mailto:cca@thecfgp.org).

## FIRMA DEL DONANTE

COMPROMISO DE DONACIÓN DE	SEIS PAGOS MENSUALES DE
\$ 2,400	\$ 400 <input type="checkbox"/>
\$ 1,200	\$ 200 <input type="checkbox"/>
\$ 480	\$ 80 <input type="checkbox"/>
<b>\$ 365</b>	<b>\$ 60.84</b> <input type="checkbox"/>
\$ 240	\$ 40 <input type="checkbox"/>
\$ 120	\$ 20 <input type="checkbox"/>

WWW.CATHOLICCHARITIESAPPEAL.ORG

Cheques deben hacerse a la orden de Catholic Charities Appeal. Por favor no envíe dinero en efectivo.

Envieme por correo una factura por mi compromiso de donación de \$ \_\_\_\_\_ O

Cobre de mi tarjeta de crédito mi compromiso de donación de \$ \_\_\_\_\_

Nombre: \_\_\_\_\_ Dirección: \_\_\_\_\_

Cuidad, estado, código postal: \_\_\_\_\_

Teléfono: \_\_\_\_\_ Correo electrónico: \_\_\_\_\_

Parroquia: \_\_\_\_\_ Ciudad de la Parroquia: \_\_\_\_\_

Titular de la tarjeta: \_\_\_\_\_

Nº de tarjeta de crédito: \_\_\_\_\_

Tarjeta de crédito:   **VISA**   Fecha de venc: \_\_\_\_ Cód. de seguridad: \_\_\_\_

Cantidad que será deducida:  total \_\_\_\_\_ O  cuotas mensuales de \_\_\_\_\_

Para hacer una donación segura por Internet con tarjeta de crédito, visite

[www.catholiccharitiesappeal.org](http://www.catholiccharitiesappeal.org). Si desea información sobre cómo hacer una donación

planificada, o sobre cómo donar acciones, comuníquese con nosotros al 215.587.5650

envíenos un correo electrónico a [cca@thecfgp.org](mailto:cca@thecfgp.org).

# SPEAKER WEEKENDS

## FEBRUARY 24-25, MARCH 2-3, & MAY 11-12

### OBJECTIVES

- If requested, a speaker will showcase the impactful work being done as a result of the CCA.
  - Make an announcement at Mass and in the bulletin, thanking those who have made a gift, sharing the parish's progress towards goal (if available), and asking all those who have not made a gift to please consider doing so.
- Reports listing Appeal progress for each parish will be published online, beginning in March 2024. These will include the total number of gifts received, the amount of donations collected, and current percentage of goal achieved. You can check your progress at: [www.catholiccharitiesappeal.org/parishreports](http://www.catholiccharitiesappeal.org/parishreports).
- Publish Bulletin Inserts for Case Components.
- Use Prayers of the Faithful provided for these weekends.
- Thank all donors at Masses.

### SUGGESTED PRAYERS OF THE FAITHFUL

- That we may take time this week to reflect, pray, and decide how we will share our blessings with our Catholic family. We pray to the Lord.
- That we, as members of the Archdiocese of Philadelphia, may unite in service to the Lord to support the educational, spiritual, pastoral and charitable works of our diocese. We pray to the Lord.
- For the success of the 2024 Catholic Charities Appeal and for the success of the many services and programs it makes possible. We pray to the Lord.
- That as we are called to support the ministries of our Church through the Catholic Charities Appeal, we resolve to practice our faith in this very practical, meaningful way. We pray to the Lord.
- We seek to gather the entire Catholic community as one through the Catholic Charities Appeal, recognizing God's blessings in our lives, offering our gifts as followers of Jesus, and working together for the salvation of the world. Let us be united in prayer for those we serve, and united in Christ through the Eucharist. We pray to the Lord.



# SPEAKER WEEKENDS

## FEBRUARY 24-25, MARCH 2-3, & MAY 11-12

### **PULPIT ANNOUNCEMENT SAMPLE**

This weekend, you heard a representative from our Catholic community speak on behalf of the 2024 Catholic Charities Appeal about the impact it has on the most needy in our Greater Philadelphia Area. I don't need to tell you how hard this year has been for everyone. As hard as it has been for us, it has been that much harder for the least among us. Because of your generosity, special education students are given the tools to succeed, the homeless are given a safe place to eat, sleep, and get back on their feet, students in rough neighborhoods are given a safe place to learn, and retired priests who have spent their lives caring for others, receive the medical attention they need in their final years. So, I ask you today, to show your support of the 2024 Catholic Charities Appeal, and join in the mission of the Archdiocese.

### **BULLETIN & SOCIAL MEDIA ANNOUNCEMENT SAMPLE**

This weekend, we are honored to hear from [Name of Speaker] speaking on behalf of the Catholic Charities Appeal and the impact it has on the most needy in the Greater Philadelphia Area. Please consider a donation to support the mission of the CCA.

Visit: [www.catholiccharitiesappeal.org](http://www.catholiccharitiesappeal.org) to make your gift today.



# FOLLOW-UP PROCEDURES

The Catholic Foundation of Greater Philadelphia (CFGP) will begin communicating parish donation results to the pastors and Catholic Charities Appeal Coordinators in March. At that point, pledges made through the first mailing will be recorded.

Possible steps could include:

- A more targeted In-Pew Weekend (for parishes with a significant transient or seasonal population)
- Pastor's letter or call to parishioners
- Bulletin inserts with pledge envelopes
- Pulpit announcements
- Personal follow up with past donors

The CFGP staff are committed to providing any support necessary to assist each and every parish in reaching its goal. The following measures should be taken to ensure the most updated and convenient parish donation totals and other news:

- Visit the Catholic Charities Appeal website: [www.catholiccharitiesappeal.org](http://www.catholiccharitiesappeal.org) for weekly updates on your parish's progress to goal:
  - These updates can be found under the "Parish Reports" tab: [www.catholiccharitiesappeal.org/parishreports](http://www.catholiccharitiesappeal.org/parishreports).
  - Under the "Parish" tab, you can find helpful information to assist your parish in promoting the Appeal throughout the year: [www.catholiccharitiesappeal.org/parish](http://www.catholiccharitiesappeal.org/parish)
  - The website's homepage hosts the annual CCA video and is updated frequently with other important news and events.
- Please follow the CCA on Facebook, Twitter, and Instagram to learn more about upcoming events and milestones throughout the Appeal. (Instagram: @CatholicCharitiesPhila, Facebook: Facebook.com/CatholicCharitiesAppeal,, Twitter: @CatholicAppeal)



# BEST PRACTICES

## **THE MOST IMPORTANT INDIVIDUAL PROMOTING THE CATHOLIC CHARITIES APPEAL IS THE PASTOR.**

Parishioners look to their pastor for leadership and guidance. When the pastor is supportive, the Appeal is successful. Each parish would benefit from an enthusiastic and well-organized Appeal Coordinator to assist the pastor with logistics, follow up, and administrative duties.

## **THE CATHOLIC FOUNDATION OF GREATER PHILADELPHIA IS RESPONSIBLE FOR:**

- Mailings to parishioners in January, February, April, June, September, and November;
- Production and distribution of this year's video, poster, brochures, pledge forms, bulletin announcements, and Prayers of the Faithful;
- Providing ongoing reporting of parish totals on social media, and support services to the parishes through outreach, events, etc.

## **INDIVIDUAL PARISH TECHNIQUES THAT WORK:**

- Participate in a Speaker Weekend. Having someone speak at your parish with first-hand knowledge and experience of how the Catholic Charities Appeal has changed their reality is extremely effective;
- Use bulletin announcements, Prayers of the Faithful, posters, and pulpit announcements;
- Make a personal presentation in conjunction with the Appeal video;
- Show the Appeal video, use the celebrant's script to endorse the Appeal and encourage full participation;
- Have two In-Pew weekends for parishes with multiple worship sites;
- Thank parishioners often for their generosity and support, from the pulpit, in person, through written notes, etc.;
- Continue to keep the Appeal in front of parishioners through bulletin updates, etc.;
- Consult with The Catholic Foundation of Greater Philadelphia about appropriate follow-up activities based on reporting and results.

# BEST PRACTICES

## PARISH APPEAL COORDINATORS

In order to ensure the success and sustainability of the 2024 Catholic Charities Appeal, we encourage all parishes to designate a CCA Parish Coordinator. This person should be passionate and responsible in answering the call to help us communicate the CCA to the rest of your parish and your parishioners. The CCA Parish Coordinator should:

- \* Have access to a parish or personal email that they will check often, as email updates and information are sent out bi-weekly;
- \* Visit the CCA website regularly to check the updates regarding your parish goals— [www.catholiccharitiesappeal.org/parishreports](http://www.catholiccharitiesappeal.org/parishreports);
- \* Attend the CCA Informational Open House and be responsible for the CCA materials;
- \* Request Parish Donor Reports when appropriate to check the status of CCA donations among your parishioners;
- \* Keep in contact with the CCA via email ([cca@cthecfgp.org](mailto:cca@cthecfgp.org)) with any questions or updates regarding the Appeal within your parish.

If your parish does not currently have a CCA Parish Coordinator, or if you would like to change the information on file (new coordinator, email address, etc.), please email: [cca@thecfgrp.org](mailto:cca@thecfgrp.org) at your earliest convenience.

## PARISH GOAL PROGRESS TRACKING

Beginning in March, Weekly Parish Reports will be published on the Catholic Charities Appeal website. Pastors and Appeal Coordinators are encouraged to check here weekly to view the parish goal, amount raised, and share the information within your parish bulletins, announcements and social media accounts:

- Go to: [www.catholiccharitiesappeal.org](http://www.catholiccharitiesappeal.org);
  - Click on “Menu” in the top left corner;
  - Click on the “Parish Reports” tab— [www.catholiccharitiesappeal.org/parishreports](http://www.catholiccharitiesappeal.org/parishreports);
  - The Weekly Parish Report will be listed here, and can be downloaded as a PDF file; parishes are listed alphabetically.

Any inquiries regarding your CCA Parish Goal, please contact The Catholic Foundation of Greater Philadelphia.

Be sure to follow the CCA on X (@catholicappeal), Instagram (@catholiccharitiesphila) and like us on Facebook ([facebook.com/catholiccharitiesappeal](https://facebook.com/catholiccharitiesappeal)) for updates throughout the 2024 Appeal.



# *Giving Hope* TO ALL



[CATHOLICCHARITIESAPPEAL.ORG](https://CATHOLICCHARITIESAPPEAL.ORG)

[CCA@thecfgp.org](mailto:CCA@thecfgp.org)

215.587.5650

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