



Giving Hope
TO ALL

CATHOLIC CHARITIES APPEAL
ADVENT PARISH MANUAL



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A LETTER FROM THE CATHOLIC CHARITIES APPEAL TEAM

Dear Father/Monsignor,

As we prepare to celebrate Thanksgiving, we want to express our profound gratitude for your faithful leadership and the generosity of your parish community. This season reminds us of the many blessings we receive and the importance of sharing them with those most in need.

Thanks to the generosity of so many in our local Church, the Catholic Charities Appeal (CCA) has raised over \$7.7 million so far this year—a remarkable achievement during challenging times. However, we are still \$2.3 million away from reaching our \$10 million goal, and we humbly ask for your support in this critical end-of-year campaign. The needs we address are urgent, and every dollar raised allows us to provide life-saving assistance to those facing homelessness, addiction, hunger, and more.

Here are several impactful ways your parish can help us reach our goal:

- **Inspire Generosity During Thanksgiving and Advent Masses:** Emphasize the vital role of donations in supporting essential services by sharing the CCA video, incorporating the Appeal into your homilies, and using parish announcements, bulletin inserts, emails, and social media to keep it visible. Facilitate in-pew giving by distributing envelopes and setting aside time during Mass for contributions.
- **Participate in #iGiveCatholic on Giving Tuesday (December 3):** Join us in promoting #iGiveCatholic, a nationwide, faith-based Giving Day that kicks off the charitable season. Last year, CCA ranked #1 among participating dioceses. With your support, we can build on that success. Advanced giving is taking place now through December 2nd.
- **Host a Speaker Weekend (December 7-8):** Consider inviting a speaker to Mass to share how the Appeal transforms lives. Please contact The Catholic

Thank you for your unwavering support for the Catholic Charities Appeal. Your contributions ensure that our local church's life-changing work of charity and mercy can continue to provide hope and aid to those who rely on us each year. If you have any questions, please email cca@thecfcp.org or call 215-587-5650.

May God bless you and your parishioners abundantly this Thanksgiving and throughout the Advent season.

Sincerely,

Catholic Charities Appeal Team

GENERAL INFORMATION

PURPOSE:

This toolkit is designed to support parishes of the Archdiocese of Philadelphia in their final efforts to help the Catholic Charities Appeal reach its \$10 million goal by the end of the year. With more than \$7.7 million raised so far, we are relying on the generosity of our parish communities to meet this critical target.

KEY DATES:

- November 18-December 2: #iGiveCatholic Advanced Giving Phase
- November 28: Thanksgiving
- December 1: First Sunday of Advent
- December 3: #iGiveCatholic Takes Place across the Archdiocese of Philadelphia
- December 7-8: Speaker Weekend
- December 31: Final Day of the Catholic Charities Appeal

ACTION STEPS FOR PARISHES:

- **Highlight CCA During Thanksgiving Masses (November 28):** Encourage parishioners to reflect on their blessings and consider supporting CCA to help those in need. Share a brief message or prayer of gratitude for their generosity.
- **Promote #iGiveCatholic on Giving Tuesday (December 3):** Share information about the Giving Day in bulletins, on social media, and during Mass announcements.
- **Invite a Speaker the weekend of December 7-8:** Host a speaker at weekend Masses to share personal stories about the impact of the Catholic Charities Appeal.
- **Incorporate the CCA Video in Parish Communications:** Show the CCA video during Mass, or include the link in parish emails and social media posts.
- **Encourage In-Pew Giving:** Distribute CCA envelopes and set aside time during Mass for parishioners to contribute.
- **Leverage Bulletin Announcements and Inserts:** Include a pre-designed CCA message in your bulletins throughout Advent.
- **Send Parish-wide Emails and Post on Social Media:** Share reminders about CCA, emphasizing the urgency of meeting the year-end goal.
- **Include CCA in Advent Prayers and Petitions:** Offer special intentions during Mass for those served by CCA.

WHAT IS #IGIVECATHOLIC?

#iGiveCatholic is an annual giving day that unites the faithful across the nation—and even the globe—to raise critical funds for Catholic parishes, schools, and ministries in participating dioceses. Last year, this remarkable initiative raised over \$20 million for 1,870 organizations across 50 dioceses in the United States!

For our parish communities, #iGiveCatholic provides a unique opportunity to come together in faith and generosity to support the Catholic Charities Appeal. Through this nationwide effort, we can secure vital funds for essential services, including food assistance, emergency shelter, and addiction recovery, and well as education, retired priests, and mission parishes. Every gift, no matter the amount, offers hope and restores dignity to our brothers and sisters in Christ who depend on our help.

WHEN IS #IGIVECATHOLIC?

#iGiveCatholic is a 24-hour celebration from midnight until 11:59pm on #GivingTuesday, the Tuesday after Thanksgiving, which falls on December 3rd in 2024. Donations will be collected online at www.igivecatholic.org starting with the Advanced Giving phase on Monday, November 18th through 11:59pm of the giving day. Offline gifts of cash or check may be collected and added to the campaign total throughout the online giving period and for an additional week following the giving day, but must be entered into the participant organization's dashboard by 11:59 on December 10th to be counted in this year's totals.

The #iGiveCatholic initiative offers parish communities a powerful way to unite in faith and generosity to support the Catholic Charities Appeal. Through this nationwide Giving Day, we can raise essential funds for vital services such as food assistance, emergency shelter, education, and addiction recovery. Every contribution, regardless of size, brings hope and restores dignity to our brothers and sisters in Christ who rely on our help.

To support the Catholic Charities Appeal during #iGiveCatholic, visit philadelphia.igivecatholic.org/organizations/catholic-charities-appeal.

SUGGESTIONS FOR PROMOTING #IGIVECATHOLIC

- Make announcements about the #iGiveCatholic campaign from the pulpit at masses.
- Promote #iGiveCatholic in your bulletins, on your social media platforms, and via email.

RESOURCES AND MATERIALS

PULPIT ANNOUNCEMENTS

November 18-29, 2024

The Catholic Charities Appeal is excited to participate in #iGiveCatholic for the fourth year in a row! Last year, thanks to the generosity of faithful supporters like you, CCA ranked *first* in the country for most dollars raised. We need your help to achieve this incredible milestone again!

The #iGiveCatholic Giving Day is on *December 3*, but gifts can be made now through *December 2* as part of the Advanced Giving Phase. Donations made during this time will support the Appeal as part of its year-end push to reach the \$10 million goal. So far, over \$7.7 million has been raised, but additional support is needed to continue providing vital services to tens of thousands of people across the Archdiocese of Philadelphia.

Your gift will fund programs like special education, social services, care for retired priests, and more. Every contribution, no matter the size, transforms lives and brings hope to those in need.

Visit www.catholiccharitiesappeal.com for more information.

November 30-December 1

We're just days away from *Giving Tuesday, December 3*, and the Catholic Charities Appeal is proud to once again participate in #iGiveCatholic—a nationwide day of generosity. Last year, thanks to your incredible support, the Appeal ranked *first in the country* for dollars raised. Together, we can achieve this remarkable milestone again!

The Advanced Giving phase is already open, and every gift helps us in our final push to reach the \$10 million goal. So far, we've raised more than \$7.7 million, but we need your support to close the gap and provide essential services to tens of thousands of people throughout the Archdiocese of Philadelphia.

Your generosity funds vital programs like special education, social services, care for retired priests, and so much more. Every contribution, no matter the size, transforms lives and restores hope to our brothers and sisters in need.

Visit www.catholiccharitiesappeal.org to learn more and make your gift today. Let's come together this Giving Tuesday to make a lasting impact!

SUGGESTED EMAIL BLAST

Dear (Salutation),

The Catholic Charities Appeal will participate in #iGiveCatholic for the fourth year in a row! This annual Giving Day, held on Giving Tuesday, December 3, inspires faithful stewards across the nation to "Give Back and Give Catholic."

Here at (PARISH NAME), we are proud to support the Catholic Charities Appeal, which provides help and creates hope for tens of thousands of people in need throughout the Archdiocese of Philadelphia each year. Thanks to the generosity of so many in our local Church, CCA has raised more than \$7.7 million toward its 2024 goal of \$10 million.

Last year CCA ranked #1 in the nation for total dollars raised through #iGiveCatholic. CCA needs our help to achieve this milestone once again. Advanced Giving is open now, and every gift helps fund critical programs like:

- Food assistance for struggling families
- Emergency shelter for those experiencing homelessness.
- Catholic special education for children.
- Care for sick and retired priests.

How can you help?

[Click here](#) to make your early gift today or mark your calendar for Giving Tuesday on *December 3*. Every contribution, no matter the size, makes a meaningful impact.

Thank you for your generosity and for joining (PARISH NAME) in supporting this vital mission.

May God bless you abundantly!

Sincerely,

SUGGESTED SOCIAL MEDIA POSTS

Advanced Giving Phase

Exciting News! (Parish Name) is proud to support the Catholic Charities Appeal through #iGiveCatholic this year!

Join us on Giving Tuesday, December 3, as Catholics across the nation come together to “Give Back and Give Catholic.” During this season of gratitude, let’s remember those in need. Your generosity supports essential programs such as food assistance, emergency shelter, special education, and care for retired priests.

Advanced Giving begins November 18! Visit www.catholiccharitiesappeal.org to learn more and make your gift today.

Together, we can help CCA reach its 2024 goal of \$10 million, bringing hope and help to tens of thousands of people in need throughout the Archdiocese of Philadelphia.

#iGiveCatholic Day of Giving

Today's the Day! This *Giving Tuesday*, join (Parish Name) in supporting the Catholic Charities Appeal through #iGiveCatholic.

In this season of gratitude, let’s share our blessings by helping those in need. Your gift transforms lives by funding critical services like food assistance, housing support, care for our sick and retired priests, education and so much more for tens of thousands across the Archdiocese of Philadelphia. Every donation makes a difference!

Give a gift to CCA by visiting [Give to Catholic Charities Appeal | #iGiveCatholic](#)

Together, we can bring hope and love to those who need it most.

BULLETIN INSERT

Designed Bulletin Insert



**SUPPORT THE CATHOLIC CHARITIES APPEAL!
PARTICIPATE IN #GIVECATHOLIC BY
"GIVING BACK AND GIVING CATHOLIC" ON
GIVING TUESDAY, DECEMBER 3.**

Last year, the Catholic Charities Appeal ranked #1 in the nation for total dollars raised. With your help, we can achieve that milestone again. So far, we've raised over \$7.7 million toward our \$10 million goal, but we still need your support to close the gap.

Make your gift now during the Advanced Giving Phase of #iGiveCatholic. Every contribution, no matter the size, funds essential programs like special education, social services, and care for retired priests.

Help transform lives and bring hope to tens of thousands across the Archdiocese of Philadelphia.

Visit catholiccharitiesappeal.org for more information.

Scan the code to make a gift today!



Text of Bulletin Insert

Support the Catholic Charities Appeal! Participate in #iGiveCatholic by "Giving Back and Giving Catholic" on Giving Tuesday, December 3.

Last year, the Catholic Charities Appeal ranked #1 in the nation for total dollars raised. With your help, we can achieve that milestone again. So far, we've raised over \$7.7 million toward our \$10 million goal, but we still need your support to close the gap.

Make your gift now during the Advanced Giving Phase of #iGiveCatholic. Every contribution, no matter the size, funds essential programs like special education, social services, and care for retired priests.

Help transform lives and bring hope to tens of thousands across the Archdiocese of Philadelphia.

Visit catholiccharitiesappeal.org for more information.

WEEKEND BEFORE THANKSGIVING: NOVEMBER 23-24, 2024

Thanksgiving is a time to reflect on the blessing in our lives and to consider how we can share those blessings with other. By promoting the Catholic Charities Appeal throughout the Thanksgiving season, you are providing a tangible way for parishioners to live out their faith and be a beacon of hope for tens of thousands of individuals across the Archdiocese of Philadelphia.

ACTIONS:

- Use the pulpit announcement
- Use the bulletin insert promoting #iGiveCatholic
- Use the Prayers of the Faithful

RESOURCES AND MATERIALS:

PULPIT ANNOUNCEMENT

As we celebrate Thanksgiving, we are reminded of the many blessings God has given us. It is also a time to reflect on how we can share those blessings with others. The Catholic Charities Appeal provides an opportunity to give back and support those in need across the Archdiocese of Philadelphia.

Your generosity helps fund critical services such as food assistance, emergency shelter, and care for our retired priests. To learn how you can support this important work, visit www.catholiccharitiesappeal.org. Thank you for your compassion and generosity this Thanksgiving.

PRAYERS OF THE FAITHFUL

- For those in need this Thanksgiving, that through our generosity and the support of the Catholic Charities Appeal, they may find hope and comfort. We pray to the Lord.
- That God's blessing 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.

ADVENT INFORMATION AND RESOURCES

Advent is a season of preparation and anticipation as we ready our hearts for the coming of Christ. It is also a time to reflect on how we can be Christ's light to others, especially those who are most vulnerable. By supporting the Catholic Charities Appeal during Advent, parishioners have a meaningful opportunity to live out their faith and bring hope to tens of thousands of individuals across the Archdiocese of Philadelphia.

ACTIONS

- Use the pulpit announcement
- Use the bulletin insert promoting #iGiveCatholic
- Use the Prayers of the Faithful
- Invite a speaker the weekend December 7-8, 2024.

RESOURCES AND MATERIALS

SUGGESTED PULPIT ANNOUNCEMENTS

Version One

During this Advent season, as we prepare our hearts to celebrate the coming of Christ, we are reminded of the hope and love He brings into the world. It is also a time to reflect on how we can extend that same hope and love to those in need throughout the Archdiocese of Philadelphia.

The Catholic Charities Appeal offers a meaningful way to give back, providing vital support to tens of thousands of people in our community. Your generosity helps fund critical programs such as food assistance, emergency shelter, special education, and care for retired priests.

To date, over \$7.7 million has been raised toward this year's \$10 million goal. While this is an incredible achievement, additional support is needed to continue delivering these life-changing services to those who depend on them.

This Advent, I invite you to reflect on how you can be a beacon of hope. Every gift, no matter the size, has the power to transform lives and share Christ's love with our brothers and sisters in need.

To learn more or to make a contribution, please visit www.catholiccharitiesappeal.org. Thank you for your compassion and generosity. Together, let us make this Advent a season of true giving and hope.

Version Two

During this season of Advent, we reflect on the hope and love Christ brings and how we can share those gifts with others. The Catholic Charities Appeal provides a way to do just that, supporting essential programs like food assistance, emergency shelter, and care for retired priests.

Thank you to all parishioners who have already made a gift to this year's Appeal. So far, over \$7.7 million has been raised toward the \$10 million goal, but additional support is needed to continue serving those in need.

If you haven't yet made a gift, I invite you to consider doing so today. Every contribution, no matter the size, brings hope to our brothers and sisters in need.

Visit www.catholiccharitiesappeal.org for more information.

Version Three

The Catholic Charities Appeal is the Archdiocese of Philadelphia's largest fundraiser, impacting one in five people in our region. Thanks to your generosity, more than \$7.7 million has already been raised toward this year's \$10 million goal.

If you haven't made a gift yet, please consider doing so today. Every gift, no matter the size, makes a difference. Visit www.catholiccharitiesappeal.org for more information.

SUGGESTED EMAIL BLAST

Dear (Salutation),

During this holy season of Advent, we are called to prepare our hearts for the coming of Christ and to reflect on how we can share His hope and love with those in need. The Catholic Charities Appeal (CCA) offers a powerful way to do just that, providing essential support to tens of thousands of individuals across the Archdiocese of Philadelphia.

Thanks to the generosity of many, the Appeal has already raised more than \$7.7 million toward its \$10 million goal for 2024. But more help is needed to continue funding critical programs such as:

- Food assistance for struggling families
- Emergency shelter for those experiencing homelessness.
- Catholic special education for children.
- Care for sick and retired priests.

If you've already made a gift to the Appeal, thank you for your generosity! If you haven't yet, there's still time to join this important mission. Every donation, no matter the size, makes a real difference and brings Christ's love to our brothers and sisters in need.

Visit www.catholiccharitiesappeal.org to make your gift today. Together, let us be a beacon of hope and compassion this Advent season.

Thank you for your continued support, and may God bless you and your family abundantly.

SUGGESTED SOCIAL MEDIA BLAST

Post One:

Advent is a time to prepare our hearts for the coming of Christ and to reflect on how we can share His love with others. The Catholic Charities Appeal helps us do just that by supporting those in need throughout the Archdiocese of Philadelphia.

So far, more than \$7.7 million has been raised toward the \$10 million goal. Every gift funds vital programs like food assistance, emergency shelter, and care for retired priests.

Make your gift today at www.catholiccharitiesappeal.org. Together, let's make Advent a season of hope!

Post Two:

Thank you to everyone who has already supported the Catholic Charities Appeal this year! Your generosity is helping tens of thousands of people across our Archdiocese.

If you haven't made a gift yet, Advent is the perfect time to do so. Every contribution brings hope and transforms lives. Make your gift today at www.catholiccharitiesappeal.org.

Post Three:

Did you know? Last year, the Catholic Charities Appeal impacted *1 in 5 people* in the Archdiocese of Philadelphia. From food assistance to special education, your support makes a real difference.

This Advent, help CCA reach the \$10 million goal by making a gift today. Visit www.catholiccharitiesappeal.org to learn more.

BULLETIN INSERT

Designed Bulletin Insert



The bulletin insert features a purple header with the Catholic Charities Appeal logo and the text "Giving Hope TO ALL". Below the header are three photographs: a group of people at a table, a man loading a car, and a group of people sitting on a couch. The text below the photos reads: "Advent is a season of hope and joyful expectation. As we prepare our hearts for the birth of Christ, it is a time to reflect on our many blessings and to share His light with those in need." This is followed by a paragraph about the impact of the appeal, and then a call to action: "This Advent, let us prepare for Christ's coming by being His light for others." Below this is the website URL and a QR code. At the bottom, there is a row of six icons representing various services: a hand holding a heart, a house with a heart, a person with a heart, a hand holding a heart, a hand holding a heart, and a hand holding a heart. A QR code is also present.

Advent is a season of hope and joyful expectation. As we prepare our hearts for the birth of Christ, it is a time to reflect on our many blessings and to share His light with those in need.

By making a gift to the Catholic Charities Appeal, you Bring Hope to All. As the Church's largest annual fundraising initiative, the Appeal impacts nearly one million lives each year. Your generosity provides food for the hungry, shelter for the homeless, and care for retired priests who have faithfully served our Church. It also supports inclusive learning environments where students in our schools of special education can grow in their Catholic faith and reach their full potential.

This Advent, let us prepare for Christ's coming by being His light for others.
VISIT CATHOLICCHARITIESAPPEAL.ORG OR SCAN THE CODE TO
give a gift of hope today!

Text of Bulletin Insert

Advent is a season of hope and joyful expectation. As we prepare our hearts for the birth of Christ, it is a time to reflect on our many blessings and to share His light with those in need.

By making a gift to the Catholic Charities Appeal, you Bring Hope to All. As the Church's largest annual fundraising initiative, the Appeal impacts nearly one million lives each year. Your generosity provides food for the hungry, shelter for the homeless, and care for retired priests who have faithfully served our Church. It also supports inclusive learning environments where students in our schools of special education can grow in their Catholic faith and reach their full potential.

This Advent, let us prepare for Christ's coming by being His light for others.

Visit www.catholiccharitiesappeal.org to give a gift of hope today!

PRAYERS OF THE FAITHFUL

For a spirit of generosity this Advent season, that we may open our hearts and share our blessings with those in need through the Catholic Charities Appeal. We pray to the Lord.

For all those who benefit from the Catholic Charities Appeal, especially the hungry, the homeless, and the vulnerable, that they may experience Christ's love and hope through the support of our community. We pray to the Lord.

For the parishioners of [Parish Name], that they may respond with compassion and generosity to the call of the Catholic Charities Appeal, bringing hope to those in need. We pray to the Lord.

For the success of the Catholic Charities Appeal, that it may continue to fund vital programs and services that transform lives across the Archdiocese of Philadelphia. We pray to the Lord.

OPTIONAL SPEAKER WEEKEND: DECEMBER 7-8, 2024

If requested, a speaker will showcase the impactful work being done as a result of CCA. To request a speaker, please contact cca@thecfcp.org.