

**Diocese of Allentown  
BISHOP'S ANNUAL APPEAL  
2010 Parish Resource Manual**



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LETTER FROM THE APPEAL DIRECTOR

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April 2010

Dear Pastor and Parish BAA Committee:

I offer my thanks to you again for your participation in this year's Bishop's Annual Appeal. The **2009 BISHOP'S ANNUAL APPEAL** was a wonderful success thanks to your partnership and the generosity of your parishioners. Our work together resulted in a terrific increase in the total amount raised.

As I write this letter, we are finishing the final kick receptions for each of the five Deaneries. What a wonderful success these receptions have been at each location. I thank you for helping to bring together so many wonderful donors in support of the BAA. Your endorsement and encouragement throughout the process continues to inspire me.

I am grateful for all that you will do in the coming months to ensure the success of this Appeal. Please remember that I am here to assist you in whatever ways are possible. May God continue to bless our mutual endeavors.

Sincerely yours in Christ,

A handwritten signature in cursive script that reads "James S. Friend, Jr." The signature is written in black ink and is positioned above the printed name.

James S. Friend, Jr.  
Director, Office of Stewardship and Development

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## HOW TO USE THE BISHOP'S ANNUAL APPEAL MATERIALS

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**Theme: “Feed My Sheep”** This quote ties into the Gospel Scripture reading for the Third Sunday of Easter which is also the kickoff weekend in the pews for the BAA.

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**BAA Song: “Like a Shepherd”** featured in the 2010 BAA Video

Refrain: Like a shepherd he feeds his flock, and gathers the lambs in His arms, holding them carefully close to His heart, leading them home.

1. Say to the cities of Judah: Prepare the way of the Lord. Go to the mountain top lift your voice. Jerusalem, here is your God.
  2. I myself will shepherd them, for others have led them astray. The lost I will rescue and heal their wounds, and pasture them giving them rest.
  3. Come unto me if you are heavily burdened and take my yoke upon your shoulders. I will give you rest.
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**Bishop’s Annual Appeal Prayer Cards:** During the weeks of the Appeal, we ask that each parish pray the BAA Prayer at the end of the Prayer of the Faithful. Prayer cards are provided and should remain in the pews and remain available to parishioners for this purpose.

**\*NEW Prayers of the Faithful:** This year we have included Prayers of the Faithful for the weeks of the Appeal.

**\*NEW BANNERS:** Please dispose all other previous Bishop’s Annual Appeal Banners. The new banners, which are being shipped to you this year bear the crest of Bishop Barres. The previous BAA banners are four years old and most are in need of replacement. Also, displaying Appeal banners from years ago can be a little confusing as they do not match the current materials. We have printed both Horizontal and Vertical Banners for your use.

**\*NEW SPANISH AND OPEN CAPTIONED VERSIONS OF VIDEO:** This year you will note three versions of the same BAA Video on your DVD menu. English, Spanish and an English Version with Open Captions. I encourage you to use the Open Caption version if you are showing your BAA Video on a larger TV Set or screen. It will help those who are hearing impaired. You may wish to preview this version to ensure that parishioners can read it before choosing this option.

If you are unable to play the video in your Church building, some other uses for the video include playing the video during coffee and donut Sunday or prior to meetings at the parish or school. Wherever your parishioners meet, there is an opportunity to share this video. If you do not have a DVD player they cost as little as \$30 to purchase. In this manual you will find a listing of local Rental Centers that rent video equipment.

**Posters:** Posters are provided for you and should be hung in gathering and entrance places.

**Lawn Signs:** Please recycle last year's BAA lawn signs. If for some reason you do not have your signs from last year, please contact our office immediately for replacement.

**BAA Pledge Envelopes:** The pledge envelopes should be available in the back of your Church during May and in the pews on Commitment Sunday. Please do not put the pledge forms out prior to the end of April, we want to make certain that everyone receives their pledge packet in the mail first and has an opportunity to reflect upon the amount that we are asking them to consider in their letter.

**Business Reply Envelopes (BRE):** The enclosed BRE's are designed for you to return your pledge to the Development Office. **No postage is necessary.** Please mail us your pledge forms weekly so that we may send thank you letters out in a timely fashion. After hearing your concerns last year we have redesigned the Business Reply Envelopes in Tyvek form to prevent tearing.

**GIFTS OF CASH:** If parishioners choose to turn cash in to your parish, **please be certain to mark the amount of their pledge on their form** and then make a check out to "Bishop's Annual Appeal" in the exact amount of their pledge. You may simply make out one check for all cash donations, however, it is **imperative** that you mark the amounts on each donor's pledge form so that we may record the pledge in the donors account and send them a tax letter in January 2010. Please do not deposit checks, or separate checks from the pledge forms. Thank you!

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## L A Y W I T N E S S P R E S E N T A T I O N S

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The Lay Witness Presentation can be very effective in soliciting a large percentage of the parish community on a single weekend. It is likely that most of the people who attend Mass on this weekend will contribute to the BISHOP'S ANNUAL APPEAL. It is also likely, in spite of our best efforts to communicate through letters, brochures, etc. that many have either not read the material or have not decided to make their pledge. This is a great opportunity to reach these parishioners. It provides simultaneous motivation to all who are in attendance. The use of a lay witness is an effective means of increasing participation. Remember that people give to people.

### Who Should Be Asked To Make A Lay Witness Presentation?

- ◆ An energetic and enthusiastic speaker
- ◆ A long-standing active parishioner
- ◆ A contributor to the BISHOP'S ANNUAL APPEAL.
- ◆ A member of the Parish Council, Finance Committee, Stewardship Committee or a parish commission
- ◆ A Lector, Eucharistic Minister or Catechist
- ◆ A staff member or Board Member for one of the many beneficiaries of the Appeal.
- ◆ A person who has benefited in some way from the Appeal

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2010 BISHOP'S ANNUAL APPEAL PRAYER

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**Our Prayer for the 2010 Bishop's Annual Appeal**

Lord God and Father, we thank You for the many gifts You have given to us and we welcome Your presence in our lives at all times. As a people united in our love for You and for one another, we ask that You continue to draw us closer in Holiness and Mission to strengthen our resolve to assist those among us who are most in need.

Teach us that only a love for Christ will sustain us in the work that lies ahead. In the middle of these challenging economic times, give us a vigilance to care for the spiritual and physical needs of our brothers and sisters in Christ.

Through the Bishop's Annual Appeal, help us once again to come together to share our time, talent and treasure. We know that the assistance we extend to others is the most powerful expression of our gratitude to You, as well as a genuine testimony to our faith.

Through Your Son, Jesus Christ, make our prayer to You  
one of faith, hope and charity for all of Your people.

AMEN

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## B A A S C H E D U L E

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### COMPLETE SCHEDULE

#### January 2010

- Meeting with Deanery Chairs on January 19 at 4:00 p.m. at Bishop's Residence
- Pastor's Meeting January 25<sup>th</sup> at 3:00 p.m. at St. Mary Parish, Kutztown.

#### February 2010

- February 17: Ash Wednesday
- **BAA Parish Committee Training with Bishop Barres**  
Saturday, February 13 at 9:30 a.m. – St. Mary Parish, Hamburg
- **BAA Parish Committee Training with Bishop Barres**  
Saturday, February 20 at 9:30 a.m. at Bethlehem Catholic High School
- **BAA Parish Committee Training Carbon County** – Thursday, February 18 at 6:30 p.m. at St. Frances Church, Nesquehoning
- **BAA Parish Committee Training Schuylkill County** – Thursday, February 9 at 7:00 p.m. St. Michael the Archangel Parish Center, Minersville

#### March 2010

- March 15 at 6:30 p.m.  
*Berks Deanery Kickoff at Holy Guardian Angels Parish, Reading*
- March 17 at 6:30 p.m.  
*Northampton Deanery Kickoff at Our Lady of Perpetual Help Parish, Bethlehem*
- March 18 at 6:30 p.m.  
*Lehigh Deanery Kickoff at St. Joseph the Worker Parish, Orefield*
- March 22 at 6:30 p.m.  
*Schuylkill Deanery Kickoff at St. Patrick Parish, Pottsville*
- March 25 at 6:30 p.m.  
*Carbon Deanery Kickoff at St. Joseph Parish, Summit Hill*

#### April 2010

- Week of April 4<sup>th</sup>: BAA Materials will be shipped to parishes
- Easter Sunday, April 4<sup>th</sup>
- Week of April 5<sup>th</sup>: BAA General Phase Mailing is mailed
- April 6, 7:00 p.m. – *Berks Regional Lay Witness Speaker Training Session*  
St. Mary Parish, Kutztown
- April 7, 7:00 p.m. - *Northampton Regional Lay Witness Speaker Training Session*  
St. Jane Francis de Chantal Parish, Easton
- April 8, 7:00 p.m. – *Lehigh Regional Lay Witness Speaker Training Session*  
St. Thomas More Parish, Allentown
- April 13, 7:00 p.m. – *Carbon Regional Lay Witness Speaker Training Session*  
St. Joseph Parish, Jim Thorpe
- April 15, 7:00 p.m. – *Schuylkill Regional Lay Witness Speaker Training Session*  
St. Patrick Parish, Pottsville

## APRIL 17<sup>TH</sup> & 18<sup>TH</sup> BEGINS THE IN-PEW APPEAL

### *Weekend of April 17 & 18*

- BAA Banner is hung
- BAA Lawn Signs are Posted
- BAA Poster is hung
- Prayer Cards are placed in the pews
- Lay Witness Speaker
- Play BAA Video
- Place Bulletin Insert in Bulletin
- Pastor's Letter in Bulletin (See Bulletin Announcements)
- *Please do not put out the in-pew brochures yet on this weekend*

### *Weekend of April 24 & 25*

- Announcements

## May 2010

### *Weekend of May 1 & 2*

- Announcements
- Place Bulletin Insert in Bulletin

### *Weekend of May 8 & 9: (Mother's Day)*

- Announcements

### *Weekend of May 15 & 16: Pastor's Appeal from Pulpit and In Pew Commitment Weekend*

- Bulletin Announcements

### *Weekend of May 22 & 23*

- Bulletin Announcements
- Pulpit Announcement

### *Weekend of May 29/30*

- Pulpit Announcement
- Bulletin Announcements

## June 2010

- Announcements
- June – Diocesan phone-a-thon and follow up mailing.

**September** – Follow up mailing

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## HOW TO KICKOFF YOUR PARISH BAA

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### April 17<sup>th</sup> & 18<sup>th</sup> - Lay Witness Speaker introduces BAA Video (Bulletin Insert)

On the weekend of **April 17<sup>th</sup> & 18<sup>th</sup>** we will Kickoff the BAA at each parish. We are asking that each parish recruit a Lay Witness Speaker offer a few remarks as a way to introduce the BAA Video after a brief Homily and introduction by the pastor. *The complete Lay Witness Speaker Guide can be found in this manual.*

### Lay Witness Presentations

The Lay Witness Presentation can be very effective in soliciting a large percentage of the congregation on a single weekend. It is likely that most of the people who attend Mass on this weekend will contribute to the BISHOP'S ANNUAL APPEAL. It is also likely, in spite of our best efforts to communicate through letters, brochures, etc. that many have either not read the material or have not decided to make their pledge. This is a great opportunity to reach these parishioners. It provides simultaneous motivation to all who are in attendance. The use of a lay witness is an effective means of increasing participation. Remember that people give to people.

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- ◆ A Lector, Eucharistic Minister or Catechist
- ◆ A staff member or Board Member for one of the many beneficiaries of the Appeal.
- ◆ A person who has benefited in some way from the Appeal

**Here is the Gospel for the weekend of April 17<sup>th</sup> & 18<sup>th</sup>**

**Gospel: Jn 21:1-19**

*At that time, Jesus revealed himself again to his disciples at the Sea of Tiberias. He revealed himself in this way. Together were Simon Peter, Thomas called Didymus, Nathanael from Cana in Galilee, Zebedee's sons, and two others of his disciples. Simon Peter said to them, "I am going fishing." They said to him, "We also will come with you." So they went out and got into the boat, but that night they caught nothing. When it was already dawn, Jesus was standing on the shore; but the disciples did not realize that it was Jesus. Jesus said to them, "Children, have you caught anything to eat?" They answered him, "No." So he said to them, "Cast the net over the right side of the boat and you will find something." So they cast it, and were not able to pull it in because of the number of fish. So the disciple whom Jesus loved said to Peter, "It is the Lord." When Simon Peter heard that it was the Lord, he tucked in his garment, for he was lightly clad, and jumped into the sea. The other disciples came in the boat, for they were not far from shore, only about a hundred yards, dragging the net with the fish.*

*When they climbed out on shore, they saw a charcoal fire with fish on it and bread. Jesus said to them, "Bring some of the fish you just caught." So Simon Peter went over and dragged the net ashore full of one hundred fifty-three large fish. Even though there were so many, the net was not torn. Jesus said to them, "Come, have breakfast." And none of the disciples dared to ask him, "Who are you?" because they realized it was the Lord. Jesus came over and took the bread and gave it to them, and in like manner the fish. This was now the third time Jesus was revealed to his disciples after being raised from the dead. When they had finished breakfast, Jesus said to Simon Peter, "Simon, son of John, do you love me more than these?" Simon Peter answered him, "Yes, Lord, you know that I love you." Jesus said to him, "Feed my lambs." He then said to Simon Peter a second time, "Simon, son of John, do you love me?" Simon Peter answered him, "Yes, Lord, you know that I love you." Jesus said to him, "Tend my sheep." Jesus said to him the third time, "Simon, son of John, do you love me?" Peter was distressed that Jesus had said to him a third time, "Do you love me?" and he said to him, "Lord, you know everything; you know that I love you." Jesus said to him, "**Feed my sheep.**"*

*Amen, amen, I say to you, when you were younger, you used to dress yourself and go where you wanted; but when you grow old, you will stretch out your hands, and someone else will dress you and lead you where you do not want to go." He said this signifying by what kind of death he would glorify God. And when he had said this, he said to him, "Follow me."*

**(Continued on next page)**

**The pastor's remarks should include a welcome to the speaker and a very brief introduction:**

“Today’s Gospel spoke of Love. The love of the Good Shepherd, the love that Jesus has for us and the ultimate sacrifice that He made for us by laying down his life. As many of you know, each year the Diocese of Allentown conducts the BISHOP’S ANNUAL APPEAL. This year’s theme for the Appeal is “Feed My Sheep.” Jesus’ words to us are as important today as they were in His time. This has been a very difficult economic year and for many of you. At the same time, agencies like our own Catholic Charities are receiving an unprecedented number of requests for food, money and basic necessities. This BAA is extremely important to the overall operating budget for the services and ministries that are provided by the diocese. Some of these services include Catholic Charities, Special Learning Centers, Care for our Retired and Infirm Brother Priests, Education of Seminarians, Catholic High School Scholarships, Ministries provided by Catholic Life and Evangelization, Health and Human Services and many other important ministries. I have invited \_\_\_\_\_ (point out if they are a parishioner or where they are from) to share with us a few thoughts about the importance of the Appeal and then we will watch a short video that will depict just some of the many people who have benefited through your past generosity. This week, each of you will receive a brochure and a letter from Bishop Barres and myself. The brochure will answer some of your questions about the Appeal and the letter will ask you to consider a gift. Whatever your financial circumstance, I ask that you pray about your decision and ask God for His guidance. Every gift at every level is important. Your support is vital to this Appeal. I thank you again for your generosity to our mission as a diocese. It is my pleasure now to introduce \_\_\_\_\_, please welcome (him/her).

**At the conclusion of the Lay Witness Speaker’s talk, please play the video.**

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## BULLETIN AND PULPIT ANNOUNCEMENTS

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**April 17 / 18**

### **Use Catholic Charities Bulletin Insert**

#### **Bulletin Announcement**

**FROM THE PASTOR'S DESK** (Pastors: Please feel free to modify this note as you deem appropriate)

Dear Friends,

This weekend we kickoff the **2010 Bishop's Annual Appeal**, an important diocesan fundraising initiative that benefits families all across our diocese. Just as our ministries here at in our own parish are extremely important, this Bishop's Annual Appeal offers vital services like care for retired and infirmed priests, education of Seminarians, counseling for families and educational opportunities for young people. Together, we will make our gifts to this Appeal as one parish family in support of the needs that are so prevalent in our world today. We are an Easter people of faith, hope and charity and I thank you for your generous support of this important endeavor. To make your gift, please return the pledge form that you will receive in the mail or visit the Appeal's website at [www.adbaa.org](http://www.adbaa.org) or call the Appeal Office at 800-831-4443.

With gratitude,

<Pastor's Name>

**April 24 & 25**

#### **Bulletin Announcement**

##### **BISHOP'S ANNUAL APPEAL**

We are grateful to our parishioners who have already made a pledge to the Bishop's Annual Appeal. Making a six-month pledge to the Appeal allows you to maximize the amount that you may give by making monthly payments. For example, a \$300 gift to the Appeal may be setup with six \$50 installments. Your sacrifice and generosity to those who are less fortunate will allow the ministries of our diocese to offer services to those who need our assistance. You can make your gift online at [www.adbaa.org](http://www.adbaa.org) or pickup a pledge form at the back of Church.

#### **Pulpit Announcement**

Last week we kicked off the 2010 Bishop's Annual Appeal and we are grateful to our parishioners who have already made a pledge of support. If you have not taken the opportunity to make a gift, you may drop off your pledge form to the parish office or place it in the collection basket anytime this month.

## May 1 & 2

### Use “Meet one of our Seminarians” Bulletin Insert

#### Bulletin Announcement

##### **BISHOP’S ANNUAL APPEAL**

We are grateful to our parishioners who have already made a pledge to the Bishop’s Annual Appeal. Making a six-month pledge to the Appeal allows you to maximize the amount that you may give by making monthly payments. For example, a \$300 gift to the Appeal may be setup with six \$50 installments. Your sacrifice and generosity to those who are less fortunate will allow the ministries of our diocese to offer services to those who need our assistance. You can make your gift online at [www.adbaa.org](http://www.adbaa.org) or pickup a pledge form at the back of Church.

## MAY 8 / 9

#### Bulletin Announcement

##### **BISHOP’S ANNUAL APPEAL**

Next weekend is Commitment Sunday for our Bishop’s Annual Appeal. As of today, our parishioners have raised \_\_\_\_\_ from \_\_\_\_\_ parishioners representing \_\_\_\_\_% of our total number of registered families in our parish. Please bring your pledge form to Mass next weekend. Extra pledge forms will be available in the pews. We need the support of all of our parish families to reach our diocesan goal. If you have any questions, please call the parish office or visit the Appeal website at [www.adbaa.org](http://www.adbaa.org).

#### Pulpit Announcement

Next week is Commitment Sunday for our Bishop’s Annual Appeal. Please bring your pledge form to Mass next weekend. Extra pledge forms will be available in the pews. We need the support of all of our parish families to assist those in need. If you have any questions, please call the parish office or visit the Appeal website at [www.adbaa.org](http://www.adbaa.org)

## MAY 15 / 16 COMMITMENT SUNDAY

#### Bulletin Announcement

##### **BISHOP’S ANNUAL APPEAL**

We are grateful to all who pledged their support this weekend to the 2010 BISHOP’S ANNUAL APPEAL. Your gift will allow our diocese to meet the many and varied needs of the people of this diocese. If you did not take the opportunity to make your gift, you may do so at any time over the next few weeks by placing your pledge in the collection basket or visiting the Appeal online at [www.adbaa.org](http://www.adbaa.org). Thank you for your support!

## MAY 22 /23

### Bulletin Announcement

#### **BISHOP'S ANNUAL APPEAL**

Next week, we will begin our diocesan phone-a-thon in order to reach out to members of our parish community who have not yet made a gift to the 2010 BAA. In order to save our volunteers many hours, please respond with your gift decision in the next week. If you did not take the opportunity to make your gift, you may do so by placing your pledge in the collection basket or visiting the Appeal online at [www.adbaa.org](http://www.adbaa.org). Thank you for your support!

## MAY 29 /30

### Bulletin Announcement

#### **BISHOP'S ANNUAL APPEAL**

Next month we are conducting a diocesan phone-a-thon in order to reach out to members of our parish community who have not yet made a gift to the 2010 BAA. In order to save our volunteers many hours, please respond with your gift decision in the next week. If you did not take the opportunity to make your gift, you may do so by placing your pledge in the collection basket or visiting the Appeal online at [www.adbaa.org](http://www.adbaa.org). Thank you for your support!

### Pulpit Announcement

Next week, we will begin our diocesan phone-a-thon in order to reach out to members of our parish community who have not yet made a gift to the 2010 BAA. In order to save our volunteers many hours, please respond with your gift decision in the next week.

## JUNE

### Bulletin Announcements

As of today, our parishioners have raised \_\_\_\_\_ from \_\_\_\_\_ parishioners representing \_\_\_\_\_% of our total number of registered families in our parish. We need the support of all of our parish families to reach our goal. If you have not made your pledge of support, you may return your pledge form to the parish office or make your gift online. We need the support of all of our parish families to reach our goal. If you have any questions or would like to make a gift, please call the parish office or visit the Appeal website at [www.adbaa.org](http://www.adbaa.org).

### Pulpit Announcement (First Weekend of June)

This month, we begin our diocesan phone-a-thon in order to reach out to members of our parish community who have not yet made a gift to the 2010 BAA. In order to save our volunteers many hours, please respond with your gift decision in the next week.

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## PRAYERS OF THE FAITHFUL

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### ***Weekend of April 17 & 18***

- *For those who will come to the Diocese of Allentown in need of material assistance, that we might be able to meet their needs through our support of the Bishop's Annual Appeal, we pray to the Lord...*

### ***Weekend of April 24 & 25***

- *For our seminarians and retired priest, that we may be grateful for their sacrifices and show our support of their ministry through the Bishop's Annual Appeal, we pray to the Lord...*

### ***Weekend of May 1 & 2***

- *For the parishioners all across our diocese, that we will open their hearts and join together in support of the ministries funded by the Bishop's Annual Appeal, we pray to the Lord...*

### ***Weekend of May 8 & 9: (Mother's Day)***

- *For the children who will have a new adoptive Mother and Father, thanks to the Foster care and Adoption Programs at Catholic Charities, thanks to the Bishop's Annual Appeal, we pray to the Lord...*

### ***Weekend of May 15 & 16***

- *For the thousands of families who will come to the Diocese for help this year, that our parishioners will join together to support them in their time of need through the Bishop's Annual Appeal, we pray to the Lord...*

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MAY 15 / 16, 2010  
COMMITMENT SUNDAY  
HOMILY HELPS FOR THE BAA

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**Gospel: Jn 17:20-26**

*Lifting up his eyes to heaven, Jesus prayed saying: "Holy Father, I pray not only for them, but also for those who will believe in me through their word, so that they may all be one, as you, Father, are in me and I in you, that they also may be in us, that the world may believe that you sent me. And I have given them the glory you gave me, so that they may be one, as we are one, I in them and you in me, that they may be brought to perfection as one, that the world may know that you sent me, and that you loved them even as you loved me. Father, they are your gift to me. I wish that where I am they also may be with me, that they may see my glory that you gave me, because you loved me before the foundation of the world. Righteous Father, the world also does not know you, but I know you, and they know that you sent me. I made known to them your name and I will make it known, that the love with which you loved me may be in them and I in them."*

Once again, I am asking you to consider your gift to the Bishop's Annual Appeal. In the current financial crisis, with rising unemployment, and a deepening global recession, the Easter season invites us to focus more intensely on our relationship with the Lord and cultivate a greater awareness of those in need. It is because we live in such an increasingly interconnected world, that the poor and vulnerable suffer the worst during these times.

When Jesus says, "follow me", he is offering us the chance of a lifetime. Drop your nets – whatever it is that scoops you up and catches you in its clutches – and begin this great adventure of awakening the Spirit of God in those you meet. Come walk the dusty roads, come knock on doors, come offer light to all. There is a stirring in our souls that yearns to be called, to be inspired, to throw out all the useless stuff we have gathered and time we have wasted and say "Yes" to Christ. "Yes, I will come and follow you. I am done possessing. I am finished with time. Come and fill my anxious, tired heart. Let me give all I have."

It is with this pulse inside us that we become one with Jesus, that we have a glimmer of understanding of his sacrifice at the cross. Filled with the love of the Holy Spirit we too have the burning need to offer ourselves – our wills, dreams and lives - up to God for His use. This is the glory of being called; this is the meaning of being a disciple; this is the way of a steward.

Now after preparing ourselves during 40 days of Lent and the celebration of 50 days of Easter, we ask ourselves "Now what?" Now that we are changed, how will we change the world? Change the world? Yes, that's the mission, that is the ministry He left us. Change the world, one heart and mind at a time. We come together this Sunday and we celebrate our empowerment as a people of God.

We as the parish community of (NAME OF PARISH) and as part of the Diocese of Allentown are empowered to change the world. How will we do this? How will we help Christ's commandment to "Feed My Sheep."

This month we are called upon to continue that mission through the many ministries and services that are supported by our diocese through the BISHOP'S ANNUAL APPEAL. Ministries like Health and

Human Services for our retired and infirmed priests, the Education of Seminarians the extensive work of Catholic Charities and the thousands of meals it will serve this year to those who need our support in these difficult economic times.

I know the trepidation that some may have when asked to give funds when we live in a world that is so uncertain and yet, to choose NOT to respond to this call flies in the face of everything that has brought us to this point in our Easter Journey together. We are asked by Christ to make a leap of faith. It is a question of morality when we look at the needs that are addressed for thousands in the five county region of our diocese.

Today, we culminate our Easter Season and our month long celebration of the Bishop's Annual Appeal. As one community of faith here in our diocese we are called once again to act in compassion for those members of our community who are less fortunate than ourselves. Jesus asks us to follow him. No matter what part of our diocese we live in, the Bishop's Annual Appeal crosses the borders of our cities and towns and joins us together in unity to take action for the members of the Body of Christ who are unable to do so for themselves.

Over the past month we have spoken about the good works that are made possible by your generous support to the Appeal. By making a contribution the Bishop's Annual Appeal, you are assisting those who are in need here in our own parish, in the local community and all across this region of Pennsylvania.

We are going to take just a moment now during our Liturgical Celebration and ask those of you who have not taken the opportunity to fill out a pledge card to the Appeal to do so now.

**<PASS OUT PLEDGE ENVELOPES>**

If you are sitting on the end of the pew, you will see a small stack of Bishop's Annual Appeal pledge envelopes. Please pass those down to those who are in your pew. I'm going to give you just a moment to fill out your pledge before I ask the ushers to come forward and collect the envelopes.

**<WHILE THEY ARE FILLING OUT THE ENVELOPES>**

If in the past you have not taken the opportunity to make a gift to the Bishop's Annual Appeal, I hope you will consider making a gift this year. This Appeal is about people giving to people. All of the funds that are collected directly benefit the entities listed on the brochure. This Appeal is about helping those in need. The Bishop's Annual Appeal reminds us that every individual is important. Every gift is important too, no matter how large or small. Thank you for your support of this valuable effort.

**NOTE TO PRESIDERS:** AFTER GIVING INSTRUCTIONS, PLEASE SIT IN THE PRESIDERS'S CHAIR AND GIVE EVERYONE A MOMENT TO FILL OUT THE PLEDGE FORM. REMEMBER THAT IT TAKES THE AVERAGE PERSON 1-2 MINUTES TO ACCOMPLISH THIS SO PLEASE WAIT A MOMENT AND GIVE THEM ENOUGH TIME. THIS PART IS CRITICAL. MANY WILL BOTH FILL OUT A PLEDGE FORM AND THEN WRITE A CHECK.

**ONCE COMPLETED, ASK THE USHERS TO COME FORWARD AND COLLECT THE PLEDGE ENVELOPES**

**CONTINUE ON WITH LITURGY**

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## VIDEO EQUIPMENT RENTAL CENTERS

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Many parishes do not have a big screen projector or a television to play the BAA DVD. Below we have listed several stores that will rent the equipment that is needed to show the BAA Video.

### **Berks County**

Rent-a-Center  
408 Penn Street  
Reading, PA 19602  
Ph: 610-373-2500

Rent-a-Center  
307-315 Penn Street  
Reading, PA 19601  
Ph: 610-372-1400

Rent-a-Center  
3250 N. Fifth Street  
Reading, PA 19605  
Ph: 610-921-4321

Rent-a-Center  
3215 N. 5<sup>th</sup> Street Hwy, Ste. #4  
Reading, PA 19605  
Ph: 610-929-2800

Knights Rental, Inc.  
1311 Penn Avenue  
Wyomissing, PA 19610  
Ph: 610-376-8429

Reading Rentals  
1340 Centre Avenue  
Reading, PA 19601  
Ph: 610-376-3896

### **Carbon County**

Rent-A-Center  
1241 Blakeslee Blvd Dr. E  
Lehighton, PA 18235  
Ph: 570-386-5999

Rent-A-Center  
Rt. 309 45 Plaza Drive  
Hometown, PA 18252  
Ph: 570-668-5622

### **Lehigh/Northampton**

Rent-A-Center  
1604 S. 4<sup>th</sup> Street  
Allentown, PA 18103  
Ph: 610-791-2200

Rent-A-Center  
1232 West Liberty Street  
Allentown, PA 18102  
Ph: 610-433-9920

Rent-A-Center  
1201 Airport Road  
Allentown, PA 18109  
Ph: 610-433-3200

Rent-A-Center  
1155 Macarthur Road  
Whitehall, PA 18052  
Ph: 610-434-7100

Rent-A-Center  
1770 Stefko Blvd.  
Bethlehem, PA 18017  
Ph: 610-865-1100

Rent-A-Center  
2455 Nazareth Road, Spc 10  
Easton, PA 18045  
Ph: 610-252-4866

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Rent-A-Center  
2419 Butler Street  
Easton, PA 18042  
Ph: 610-250-7004

Rent-A-Center  
538 West Broad Street  
Hazleton, PA 18201  
Ph: 570-455-7368

Taylor Rental – Party Plus  
4502 Hamilton Blvd.  
Allentown, PA 18103  
Ph: 610-398-7368

Rent-A-Center  
246 Susquehanna, Blvd.  
West Hazleton, PA 18201  
Ph: 570-455-4661

Action Rental  
4535 Broadway  
Allentown, PA 18104  
Ph: 610-395-3500

Rent-A-Center  
297 South Main Street  
Wilkes Barre, PA 18702  
Ph: 570-824-5000

Action Rental  
1007 Marshall Street  
Bethlehem, PA  
Ph: 610-866-5700

Leiser's Rental Barn  
2212 Sullivan at Mecco Road  
Forks Twp, PA 18040  
Ph: 610-258-2963  
(projector/DVD player – no TV)

## **Schuylkill**

Rent-A-Center  
526 Pottsville Park Plaza, Rt. 61 N  
Pottsville, PA 17901  
Ph: 570-628-9002

Rent-A-Center  
471 N. Claude A Lord Blvd.  
Pottsville, PA 17901  
Ph: 570-628-2284

Rent-A-Center  
Rt. 309 45 Plaza Drive  
Hometown, PA 18252  
Ph: 570-668-5622

**OPTIONAL**

**Each family that makes a gift to the 2010 BAA will receive a thank you letter from Bishop Barres. You may also wish to send your parishioners an additional thank you. Below is an optional sample thank you letter from the pastor.**

DATE

NAME

ADDRESS

CITY, STATE ZIP

Dear FIRST NAME,

Thank you for your gift to the 2010 Bishop's Annual Appeal. Your gift will provide the means for our diocese to respond to the needs of many individuals who would otherwise go without assistance. Please know that your light is shining before others, and by your example others will follow and give glory to our Heavenly Father.

On behalf of all those who will come to know God's mercy this year because of your generosity, I thank you.

Sincerely yours in Christ,

<Pastor's Name>

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**2010 Bishop's Annual Appeal  
Phone-a-thon Schedule**

Each parish is asked to bring a group of no more than 10 parishioners to at least one of the phone-a-thons. The Diocese will provide cell phones and call lists, as well as a light supper, snacks, drinks. All phone-a-thons will begin at 5:30 p.m. with a brief training, and end by 8:30 p.m. The schedule is as follows:

**Berks County**

|                    |  |
|--------------------|--|
| Tuesday, June 1    | St. Mary, Hamburg                      |
| Monday, June 21    | Holy Guardian Angels, Reading          |
| Tuesday, June 22   | St. Catharine of Siena, Reading        |
| Wednesday, June 23 | St. Ignatius of Loyola, Sinking Spring |

**Carbon County**

|                   |   |
|-------------------|---|
| Wednesday, June 2 | St. Francis, Nesquehoning               |
| Thursday, June 3  | St. Joseph Regional Academy, Jim Thorpe |

**Lehigh and Northampton Counties**

|                    |  |
|--------------------|--|
| Monday, June 7     | Our Lady Help of Christians, Allentown         |
| Tuesday, June 8    | Our Lady of Perpetual Help, Bethlehem          |
| Wednesday, June 8  | St. Theresa, Hellertown                        |
| Thursday, June 9   | St. Jane Frances de Chantal, Easton            |
| Monday, June 14    | St. Thomas More, Allentown                     |
| Tuesday, June 15   | Cathedral of St. Catharine of Siena, Allentown |
| Wednesday, June 16 | St. Elizabeth, Whitehall                       |
| Thursday, June 17  | St. Elizabeth of Hungary, Pen Argyl            |

**Schuylkill County**

|                    |  |
|--------------------|--|
| Monday, June 28    | St. Ambrose, Schuylkill Haven          |
| Tuesday, June 29   | St. Patrick, Pottsville                |
| Wednesday, June 30 | St. Michael the Archangel, Minersville |

**You are asked to call the office at least 2 days in advance to sign up for the Phone-a-thon.**

**Please send us the names of those who wish to participate.**

**Please call Judith Stewart at 610-871-5200 Ext. 240 or [jstewart@allentowndiocese.org](mailto:jstewart@allentowndiocese.org)**



# Lay Witness Speaker's Guide

**“Feed My Sheep”**

**Diocese of Allentown  
Office of Stewardship and Development**

**2010 BISHOP'S ANNUAL APPEAL**

**www.adbaa.org**

**[jfriend@allentowndiocese.org](mailto:jfriend@allentowndiocese.org)**

## **A Letter From The Appeal Director**

April 2010



Dear Friend,

Thank you for your willingness to speak on behalf of the BISHOP'S ANNUAL APPEAL. Your participation in this Appeal is very important to the overall success of this effort. The dynamic of fundraising is very simple -- people give to people. You are providing yet another voice for the people of our region to understand the needs currently being served by their Diocese. By speaking from your heart and experience you have a unique opportunity to educate your audience and motivate them to make their gift.

This simple guide is designed to offer you a better understanding of the Appeal and how to fashion your talk. As you know, the BISHOP'S ANNUAL APPEAL provides funds for services in Berks, Carbon, Lehigh, Northampton and Schuylkill Counties. The case components for this Appeal (enclosed) provide assistance for our retired and infirmed priests, Catholic Charities, Special Learning Centers, education of Seminarians and many other worthy Diocesan causes.

The Global Economic Crisis is having a profound effect on many fundraising efforts both locally and nationally. Agencies like our own Catholic Charities are receiving an unprecedented number of requests for both financial and material assistance. It is for this reason that we feel it is important to reach out to our parishioners with a personal invitation to make a gift to this year's Appeal. It is for this reason that your ministry in this effort is so vital.

I would be pleased to review your talk via email, fax or to speak with you over the phone to help you to prepare. Please note my contact information below.

The theme for this year's Appeal is "*Feed My Sheep.*" I am grateful to you for accepting this invitation to share your love and faith in God by inviting our parishioners to join in this worthy cause. Together, we will meet the needs of the people in this great Diocese and inspire the faithful to be good stewards of their gifts. May God bless you for your faithful service to His people.

Sincerely yours in Christ,

James S. Friend, Jr.  
Director, Office of Stewardship and Development

## **Why Have A Lay Witness?**

The Lay Witness Presentation can be very effective in soliciting a large percentage of the congregation on a single weekend. It is likely that most of the people who attend Mass on this weekend will contribute to the BISHOP'S ANNUAL APPEAL. It is also likely, in spite of our best efforts to communicate through letters, brochures, etc. that many have either not read the material or have not decided to make their pledge. This is a great opportunity to reach these parishioners. It provides simultaneous motivation to all who are in attendance. The use of a lay witness is an effective means of increasing participation. Remember that people give to people.

## **Introducing the Video**

We have asked the Pastor to use the Lay Witness Speaker to introduce the BAA Video. This is why it is important to keep your comments to less than 5 minutes. It will be important at the end of your talk to mention the video. Here is a good transitional statement: "And now we would like to share with you, the faces of those who will benefit from your gift to the Bishop's Annual Appeal."

## **Who Should Be Asked To Make A Lay Witness Presentation?**

- ◆ An energetic and enthusiastic speaker
- ◆ A long-standing active parishioner
- ◆ A contributor to the BISHOP'S ANNUAL APPEAL.
- ◆ A member of the Parish Council, Finance Committee, Stewardship Committee or a parish commission
- ◆ A Lector, Eucharistic Minister or Catechist
- ◆ A staff member or Board Member from one of the many beneficiaries of the Appeal.
- ◆ A person who has benefited in some way from the Appeal.

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## **How To Prepare Your Talk**

To assist you in preparing the most effective talk, we offer the following information on the BISHOP'S ANNUAL APPEAL (BAA) and hints on effective communication.

### *Thoughts for developing your talk:*

1. **Pray:** All things should begin and end with Prayer. God knows our hearts and we must first give ourselves to Him and seek His will for our lives.
2. **Watch the BAA Video:** We will provide you with a copy of the DVD at your request or you may view the video online at [www.adbaa.org](http://www.adbaa.org).
3. **Make your gift to the BAA:** We are able to speak well about an important project like this if we can speak from our own commitment. Make your gift so that you may speak with confidence and ask others to give.
4. **Draft some thoughts to share:** What words would you like to say to inspire others to give? What comes from your own experience of giving to God, your own parish and the BISHOP'S ANNUAL APPEAL? Use this as a free-form, unedited way to express your own hopes for this talk before scrutinizing your words for the final talk.
5. **Read the Case Components:** Familiarize yourself with the case components of the BAA. We certainly do not want our speakers to recant a listing of all of these many ministries but be familiar with what is served by the BAA dollars.
6. **Outline your talk:** It is important to script your talk for the Appeal. Even if you are an experienced public speaker, it is important to keep your words concise and to the point. Keep your talk to less than 5 minutes.
7. **Type your script using double spacing and large bold print:** Make certain it is legible because many of our parishes have limited lighting.
8. **Thank the parishioners:** Include a 'thank you' to parishioners for their past support.
9. **For those who are staff, Seminarians or those who benefit from the BAA:** Use real stories and experiences that demonstrate and describe how the BAA met your needs and/or the many needs of people in our Diocese.
10. **Stress that this BAA Meets a Need:** Mention that it is through the generosity of the people of the Diocese that important services can be provided for those in need.
11. **Repetition** of important words or phrases is an effective method of imparting the main message of your talk (..'because of your generosity', ...without your generosity', ....rely on

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your generosity') and reinforce the importance of the BAA to those who benefit from the BAA.

12. **We give out of Stewardship:** Emphasize the opportunity donors have to give out of compassion for others and gratitude for their own blessings.
13. **Motivate:** Your job isn't so much to teach or explain – it is to motivate people to give. Don't forget to ask them to make a gift or pledge!

### **A Few More Hints For Developing Your Talk**

1. Remember to thank the parishioners for their past support.
2. Be conscious of your appearance.
3. Real people stories and experiences work better than statistics.
4. Remember that you are a performer out there – The outcome you are seeking is 100% response.
5. Speak from the heart - Strive to deliver the talk in a sincere, enthusiastic, and friendly manner.
6. Emphasize the opportunity donors have to give out of compassion, concerns, or gratitude for their own blessings.
7. Think for a moment. What motivates a person to give?
8. Conclude with a brief word mentioning how Stewardship enables us to return, with deep and sincere appreciation, a portion of our gifts of time, talent and treasure to God.
9. Practice, practice, practice! Practice your talk aloud in front of a mirror. Deliver it to your spouse, family or friend and ask for their critique.
10. **SPEAK S-L-O-W-L-Y!!!** Much more slowly than usual so your audience will hear you and be able to follow your message.

Your talk will have a direct impact on how people will respond to the Appeal.  
Your words will make a difference.



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**What does the BISHOP'S ANNUAL APPEAL fund?**

**2010 CHART OF BAA ALLOCATIONS**

**Health & Human Services (48%)**

Catholic Charities General Operation

    Caring Hearts Pregnancy Support Services

    Prime Time Clubs (seniors)

    Pastoral Outreach

Catholic Senior Housing and Health Care Services

    Holy Family Manor Nursing Home

    Holy Family Assisted Living at St. Francis Center

Retired and Infirm Priests

Covenant Home Care

Sacred Heart Hospital Grant

St. Joseph Hospital Grant

**Catholic Life and Evangelization (13%)**

Office of Family Life Ministries

Office of Hispanic Affairs

Ministry for Persons with Disabilities

Youth / Young Adult and Campus Ministry

Adult Formation (Lay Ministry/Pastoral Ministers)

**Education and formation of Seminarians, Priests and Deacons (10%)**

**Education (23%)**

Mercy Special Learning Center

John Paul II Center for Special Learning

St. Joseph Center for Special Learning

Aquinas Programs

Bishop's Catholic High School Scholarship

DeSales University

Alvernia University

Catholic University

**Administration (6%)**

This small fraction includes the administrative cost of running the Appeal and the fulfillment of all pledges.



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**Sample Seminarian Talk**

Sincere thanks to Father \_\_\_\_\_ for inviting me today, and to all of you for your kind welcome. My name is \_\_\_\_\_ and I am a seminarian at St. Charles Borromeo Seminary studying for the Diocese of Allentown. I am here today with a brief message about this year's Bishop's Annual Appeal.

Each day in our Diocese, people in need turn to the Church for help and support. Some are hungry, some are homeless, some are sick, some are even imprisoned by pain, anger, or fear. These are all familiar phrases to us, as they are real life examples of scripture passages we have heard here at Mass. Jesus said, "the poor will always be with you" and He certainly was right. In addition to the poor however, there are also people who turn to the Church in other ways for help.

Many others – all throughout our Diocese – seek the Church's help to assist those in need and to share the Light of Christ as He Himself asked us to do. Some receive help with aging family members, others will receive help with providing Catholic education, family counseling, or spiritual concerns, just to name a few. These people, and many more, are helped by your gift to the Bishop's Annual Appeal.

I am personally appreciative of your support with my journey to the priesthood. Along with prayerful reflection and studies, each week I visit Holy Family Manor in Bethlehem where residents are embraced with a level of care personally fitted to their physical, mental, and spiritual needs. The peace of mind this care provides extends not only to residents, but also to the family and friends who wish the best possible environment for their loved ones.

Other Allentown classmates serve various weekly assignments in schools, parishes, and community outreach programs. Our efforts are focused on sharing Christ's message with all. Oftentimes we are the fortunate witnesses to many different benefits made possible by the Bishop's Annual Appeal. Although the number of seminarians has declined from decades past, the strong support of parishes and individuals across the entire diocese helps to strengthen us daily in the continuing discernment of God's call in our lives.

All we have is a gift from God. As Christians, we are called upon to receive, nourish, and return the many gifts we have received from our gracious and loving God. We are reminded that we are accountable to God for the use of the gifts He has given to us. Therefore, we are called to share our God given gifts of time, talent, and treasure.

As you consider a gift to this year's Bishop's Annual Appeal, please remember that a gift of treasure is your answer to Jesus' call to discipleship by serving the needs of those less fortunate. When we give of our treasure, it is beneficial in promoting the spiritual health of the whole Body of the Church because it enables us to give thanks to God for all He has given to us.

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Please consider increasing your gift this year by taking advantage of the six-month pledge opportunity. Making a pledge is a convenient way to spread smaller payments over a period of time that will enable you to share more with those in need and increase the impact of your gift.

In closing, as you reflect on your contribution to this year's Bishop's Annual Appeal, please accept my heartfelt appreciation for your generosity on behalf of those who sometimes view their lives as hopeless. If I may quote Matthew chapter 25, verse 40, "I say to you, inasmuch as you have done it unto one of the least of these my brethren, you have done it to me." Thank you and God Bless You.

**Introduce Video:**

"And now we would like to share with you, the faces of those who will benefit from your gift to the Bishop's Annual Appeal."

**Sample Lay Speaker From Catholic Charities**

Good evening/good morning I'm \_\_\_\_\_, from Catholic Charities and am very appreciative of the opportunity extended by (Name of Pastor) to speak to you today. (Name of Pastor) asked that I comment on the generosity of (Name of Parish). That's an easy one – it is not a well-kept secret that (Name of Parish) is always in the forefront when asked for help and I do commend and thank you. I admit that I am conscious of that old cliché of feeling that I am preaching to the choir. Well – on to my preaching and I don't often get to do it from the pulpit.

As I reviewed the literature which has been distributed throughout the diocese in anticipation of this Bishop's Annual Appeal and began to reflect on what words I could put together in these few minutes, I see my challenge as how best I can encourage you to continue to support these worthy causes which are beautifully presented in this folder – wonderful pictures and moving copy – describing how the hungry are fed, children with special needs are being educated, older adults are celebrated, retired priests receive care, academic scholarships are provided, seminarians are trained. And we have barely touched on the variety of ways – where many, many thousands of people in the Diocese benefit from this appeal and I will emphasize again – made possible only because of your generosity.

Why should you consider a gift or pledge to this Annual Appeal? I quote from the Bishop's letter where he suggests your gift is "a gift of faith, hope and charity for all God's people." That seems to me to be a powerful statement, and as most of us would want, promises that you will be getting your money's worth for that check you are being asked to write or the pledge you are asked to make.

**Consider:**

You can look at each of these pictures and say I'm supporting all of these good works and they are happening in my community and in the five counties of the Diocese.

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**Consider:**

As a Catholic you might think about your membership in an organization which has a proud history and long tradition over 2000 years of responding to those in need of pastoral and charitable assistance.

**Consider:**

As part of a family of faith you are bringing Christ's message of peace and love to a world, sorely in need of the light and most especially the hope which is evidenced, and very much an integral part of the help being offered through all of these services and programs.

**Consider:**

As a Disciple, you are afforded an opportunity to fulfill a Baptismal Call to serve the needs of those less fortunate.

**Consider:**

As a recipient of many blessings, (and I am sure each of us can identify personally) can you think of a better way to say "thank you, Lord"?

All of these suggestions I know have little or no impact, if not associated with the faces of those who will benefit from this Annual Appeal. There are many faces – the need is great.

I would conclude with the words which challenge us every week as we leave Mass, "Go forth to love and serve the Lord". Today may that be translated to a commitment to continue the marvelous tradition here that the parishioners of (Name of Parish) are a very giving community.

I do thank you for your attention and may God continue to bless your parish and each one of you.

**Introduce Video:**

"And now we would like to share with you, the faces of those who will benefit from your gift to the Bishop's Annual Appeal."

**Sample Lay Witness Remarks  
Sample Script # 1**

Good evening / good morning! I have been asked by Father/Msgr. (pastor's name) to speak to you briefly today about the BISHOP'S ANNUAL APPEAL. Since the BISHOP'S ANNUAL APPEAL was established over 25 years ago, the Diocese of Allentown, through its parishes, schools, ministries, programs and Catholic Charities has enjoyed a long history of service and support for the many needs of the people of Eastern Pennsylvania.

It is very important to reach out beyond our individual parish boundaries and realize that a donation to the Appeal will help address the needs of our entire diocesan family. The funds raised through our BISHOP'S ANNUAL APPEAL help to support the diocesan ministries which provide for the physical, educational, and the spiritual needs of thousands of families every year.

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*Questions?* Please call the Office of Stewardship & Development at 610-871-5200 Ext. 210

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One specific example is that through the care for our retired and infirmed Priests who have given their lives and careers to serving the faithful of our diocese. Another example and on the opposite end of the spectrum is the education and formation of our future Deacons and Priests in the Seminary.

The Social Service Ministry programs of the Diocese of Allentown through Catholic Charities serve thousands of people each year including the elderly who may need special assistance in their daily lives. In addition, those people in dire need of temporary assistance with their rent payments and other living expenses turn to Catholic Charities for help. Your continued generosity will provide comfort and assistance to the person suffering from terminal illness, the sick and elderly, the physically and mentally challenged, and the hungry and homeless. Your continuing support and generosity provides financial assistance to our diocesan Special Learning Centers who provide a Catholic Education for children and adults with physical and developmental disabilities.

All that we have is a gift from God. As Christians, we are called upon to be stewards or managers of the many gifts we have received from a gracious and loving God. We are reminded that we are accountable to God for the use of all things. Therefore, we must share our God given gifts of time, talent and treasure. As Disciples of Christ, we have been called to Stewardship and have responded to Jesus' invitation to "Love one another as Christ Loved us." We have a mission as Stewards to be caretakers of all God's gifts.

As you consider your contribution to this year's BISHOP'S ANNUAL APPEAL, remember that your gift of treasure is your answer to Jesus' call to discipleship by serving the needs of the less fortunate. When we give of our treasure, it is beneficial in promoting good spiritual health of the individual, family, and community because it enables us to give thanks and return to God the many blessings that have been bestowed upon us.

When considering an amount to contribute, please reflect on your many blessings. As Catholics, we should make a conscious effort to give from our first fruits. That is, we should give from our substance and not from our surplus. By giving of our substance, we offer a sacrifice, which leads to a conversion of our heart and mind.

Please consider increasing your gift by taking advantage of a pledge plan. By making a pledge, it becomes a convenient and less painful way to spread smaller payments over a period of time which will enable you to share more with those in need.

In closing, as you reflect on your contribution to this year's BISHOP'S ANNUAL APPEAL, please accept my heartfelt appreciation for your generosity which will provide hope to those who sometimes view their lives as hopeless. If I may quote the New Testament, Matthew, chapter 25, verse 40, "The king will answer them: 'I assure you, as often as you did it for one of my least brothers, you did it for me.'" Thank you.

**Introduce Video:**

"And now we would like to share with you, the faces of those who will benefit from your gift to the Bishop's Annual Appeal."

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*Questions?* Please call the Office of Stewardship & Development at 610-871-5200 Ext. 210

**Sample Lay Witness Remarks  
Sample Script # 2:**

Good Evening/Morning, for those of you who don't know me my name is (your name) and I am a parishioner here at (name of parish). I would like to speak to you this weekend about the BISHOP'S ANNUAL APPEAL being conducted in our parish. I was asked by our pastor to take a moment to share with you some thoughts about what the Appeal is really all about.

Upon reflection, most of us can truthfully say that we have been blessed by God with many wonderful gifts. Our families, our homes, our work, and the many freedoms we enjoy in our nation are all evidence of this point. And while most of us are certainly not wealthy, we have been, in some small measure beyond the bills, the braces, and tuition, been graced with many blessings. The problem is that some among us, maybe even here in our own parish, struggle a bit more to see these blessings.

Each day in our diocese, people in need turn to the Church for help and support. Some are hungry, some are homeless, some are sick, and some are even imprisoned by pain, anger or fear. These are all familiar phrases to us, as they are real life examples of Scripture passages we have heard many times here at Mass. Jesus said, "the poor will always be with you" and He certainly was right. In addition to the poor however, there are other people who turn to the Church for help in other ways. These people ask for our Church's help to bring Christ to others just as powerfully. These people help in working with our youth, or receive help with a solid Catholic education, or family counseling, or building stronger parish communities. All of these things are what we help to provide when we give to the BISHOP'S ANNUAL APPEAL.

This year's theme is "Feed My Sheep." By working together we can bring Christ's message out into the world. We as a family of faith can help bring a little light and a little hope to thousands of people each year by supporting the Appeal. As you consider your gift, just take a moment to thank God for all He has done for you and be as generous as you can.

When reflecting on what your gift will be, please consider a pledge of (insert the average gift amount from your parish to last year's Appeal – ask the pastor for this figure). Whatever you can do, you will be doing it for those who really need you, members of our one family in Christ. That's why I support this Appeal and I hope you will too. Thank you and God bless.

**Introduce Video:**

"And now we would like to share with you, the faces of those who will benefit from your gift to the Bishop's Annual Appeal."

## **Catholic Charities Receives Support from the *Bishop's Annual Appeal***

### **Catholic Charities Data for 2009**

Breakdown by Deanery where available

#### **Children's Services Program**

The Children's Services Program assisted 41 families to prepare for adoption. This included children with special needs through the Pennsylvania Statewide Adoption and Permanency Network and children from Russia, Korea, Ethiopia, China, Poland, and Thailand. Thirty-three foster families gave 81 children safe, stable, and nurturing homes.

- Lehigh—33 children in foster families
- Northampton—7
- Carbon—3
- Berks—16
- Schuylkill—18
- Other--4
- ( a few children were from counties outside the Diocese of Allentown)

**Pregnancy Support Services: 1294** pregnant /parenting women and family members received counseling and other support services.

- Lehigh—638
- Northampton—125
- Carbon—193
- Berks—195
- Schuylkill—143

**Counseling & Behavioral Health:** Catholic Charities assisted **364** families with Counseling and Behavioral Health services.

- Lehigh—90
- Northampton—70
- Carbon—10
- Berks—102
- Schuylkill—78
- Other—14

**Refugee Program:** Resettled **116** refugees from 8 countries, which included Burma, Iraq, Ethiopia, Somalia, Sudan, Cuba, Vietnam, and Eritrea. All were resettled in Lehigh County.

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BISHOP'S ANNUAL APPEAL  
2010 Parish Resource Manual**

**The Immigration Program:** Served **842** clients with the legalization of status and reunification of families

- Lehigh—360
- Northampton—156
- Carbon—22
- Berks—227
- Schuylkill—8
- Other—69

The **Community Support Program** served approximately 3,971 persons. In addition, over 40,000 meals were served at the Ecumenical Kitchen in Allentown and approximately 5,273 grocery bags were distributed at Kennedy House.

In the **Older Adults Program**, 532 home visits were made by case managers; and through their relationship with the older adult, helped clients make positive decisions to enhance their quality of life and/or to remain independent in their homes and communities.

**19,320 hours of volunteer service** were provided in 2009.

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## **Bishop's Catholic Scholar Awards**

Number of Awards Given in Each County

- Lehigh County: 22 (20 8th graders and 2 high school seniors)
- Northampton County: 38 (32 8th graders and 6 high school seniors)
- Berks County: 24 (20 8th graders and 4 high school seniors)
- Schuylkill County: 23 (19 8th graders and 4 high school seniors)
- Carbon County: 7 (7 8th graders and none of the high school senior recipients at Marian or Nativity are from Carbon County)

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**I N D E X**

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**I. Parish Bulletin Inserts**

These Bulletin Inserts are designed to be mass produced and inserted into your parish bulletins on the weeks of April 17/18 and May 1<sup>st</sup> and 2<sup>nd</sup>. We certainly understand if your schedule conflicts and would appreciate if you would place the insert in your bulletin on a weekend that is more convenient.

**II. BAA Children's Coloring Pages**

Please distribute to your parish Religious Education Program Director and School Principal. These are designed to be used as fun activities for Pre-K- Grade 2. Use as you deem appropriate.

Bulletin Inserts and BAA Children's Coloring Pages are available for download at [www.adbaa.org](http://www.adbaa.org), click on "Parish Resources"