



Lay Witness Speaker's Guide

“Feed My Sheep”

Diocese of Allentown
Office of Stewardship and Development

BISHOP'S ANNUAL APPEAL
www.adbaa.org
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,

A handwritten signature in cursive script that reads "James S. Friend, Jr." The signature is fluid and personal, with the first and last names being more prominent.

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.



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 as of April 24, 2010.
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 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.



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.



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.

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.

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. 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."

**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.

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.

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)