



A Guide for the Bishop's Annual Appeal Parish Committee

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A Letter from the Appeal Director

Dear Friend,

Thank you for your willingness to participate as a member of the 2010 BISHOP'S ANNUAL APPEAL (BAA) Parish Committee. 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 your parish to understand the needs currently being served by their Diocese. By speaking directly to parishioners, you have a unique opportunity to personally connect with and motivate people to make their gift. The goal of each parish committee is to invite parishioners to make a contribution to the 2010 BAA.

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.

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 your fellow 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 black ink that reads 'James S. Friend, Jr.' The signature is written in a cursive style with a large initial 'J'.

James S. Friend, Jr.

Director, Office of Stewardship and Development

WHAT DOES THE BISHOP'S ANNUAL APPEAL FUND?

2009 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.



BISHOP'S ANNUAL APPEAL Parish Committee Job Description

Each parish is responsible for organizing a committee of volunteers for the Bishop's Annual Appeal. This will consist of 5-10 individuals who will be responsible for conducting the Appeal at their parish. The committee's focus is to help the parish achieve its fundraising Goal. Specific responsibilities of the committee would include:

- **Make your gift** to the 2010 Bishop's Annual Appeal.
- **Council of Stewards:** The committee will help the pastor by reaching out to solicit both current and past members of the Council of Stewards.
- **Speaker at every Mass:** The committee will be responsible for recruiting lay speakers for each Mass on the Sunday prior to Commitment Sunday. These speakers will attend one of the regional speaker training sessions conducted by the Office of Stewardship and Development.
- **Commitment Sunday:** The committee will be responsible for making certain that the Appeal materials are available and that the pledge cards are collected at Mass.
- **Organize a Phone-a-thon:** Towards the end of the Appeal, each parish will conduct a phone-a-thon to encourage parishioner support for the Appeal. Each parish will sign up for one night at their regional BAA call center. Everything will be provided.
- **Be available as a resource** by phone or email to your pastor for assistance or consultation.

PARISH BAA COMMITTEE AND THE COUNCIL OF STEWARDS

The mission of the Parish BAA Committee is to follow up with the members of the Council of Stewards and invite their participation in this year's Appeal. This is accomplished by encourage the Council of Stewards to attend the County Kickoff with the Bishop or personally delivering their solicitation packets.

BAA County Receptions

1. The Diocese mails a letter of invitation from Bishop Barres to all members of the Council of Stewards. RSVP's are kept at the Diocese.
2. Two weeks prior to your county's BAA kickoff, your parish will receive a faxed or emailed copy of those who have been invited and those who need follow up.
3. The committee will be responsible for following up with those who have **not** sent in their RSVP for the kickoff. We ask that a member(s) of the parish BAA committee place a phone call to those invited.
 - ◆ "Hello, this is John calling from St. Mary Parish. I'm calling about the letter of invitation that was mailed to you by Bishop Barres about the Bishop's Annual Appeal kickoff on (date/time) at (place). Will you be able to join us?"

Dates of the County Receptions

- 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

After the County Receptions

There will certainly be families who are unable to join us for the county BAA reception. We ask that a personal follow up be made to these families. This may take the form of either Option 1 or Option 2.

Option 1 – Hold Small Reception at Parish

Hold a brief reception in the rectory or at a parishioner's home. Invite those who could not attend the county kickoff to view the BAA video and to collect their packets. This is an important opportunity for the pastor and the committee to reach out to these parishioners personally.

POSSIBLE AGENDA FOR THE RECEPTION

- ◆ Opening Prayer by Pastor
- ◆ Welcome by a Member of the Committee
- ◆ A brief lay witness as to why this Appeal is so important
- ◆ View the BAA Video
- ◆ Answer Questions
- ◆ Hand the parishioner their packet and thank them for their time

Option 2 – Hand Deliver Packets

Members of the committee are asked to divide the list and call those who are unable to attend the county BAA reception and hand deliver the BAA packets. You may confirm that list with the diocese. When you call them, let the parishioners know that this is a very important year for the BAA given the state of the economy and that your pastor and the Bishop have asked you to hand deliver these packets of information about this year's Appeal.

Certainly, if the person is unable or unwilling to meet, you may mail the packet. Please do not leave it for the parishioner to pick up. This is very important information and it must be delivered to the parishioners. **ALL PACKETS MUST BE DELIVERED BY EASTER SUNDAY.**

PARISH BAA COMMITTEE AND LAY WITNESS SPEAKERS

The committee will be responsible for recruiting lay speakers for each Mass on a given Sunday. These speakers can prepare by attending one of the regional speaker training sessions conducted by the Office of Stewardship and Development. A manual and speaking points will be provided to the speakers.

- 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 Frances 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 15th, 7:00 p.m. *Schuylkill Regional Lay Witness Speaker Training Session*
St. Patrick Parish, Pottsville

PARISH BAA COMMITTEE AND COMMITMENT SUNDAY

The parish BAA committee will be responsible for assisting the pastor with Commitment Sunday. Commitment Sunday is that point in the Appeal where we ask the entire parish community to make their gift to the BAA. It will be important that there are Appeal Pledge forms in every pew and golf pencils. Be available to answer questions at the end of Mass, etc.

PARISH BAA COMMITTEE AND THE PHONE-A-THON

In June, the Bishop's Annual Appeal will conduct a phone-a-thon in each county. The purpose of the phone-a-thon is to call parishioners in your parish who have not yet made a gift to the 2010 Bishop's Annual Appeal. Regional call centers will be setup in each county and each parish committee will sign up for a specific date to attend and make their calls.

The Diocese will provide training and light refreshments and a member of our staff will be present for the entire evening. We estimate our calling times to be between the hours of 5:30 p.m. – 8:30 p.m. The dates available in your county will be emailed/faxed by March so that you may sign up and plan accordingly.

BAA RECOGNITION

This year we have expanded our recognition societies to include more levels of commitment. You have a wonderful opportunity to continue the legacy of our Diocesan family by making a leadership gift to the Bishop's Annual Appeal.

Council of Stewards

- Bishop's Circle \$5,000 and over
- Circle of Charity \$2,500 - \$4,999
- Circle of Hope \$1,000 - \$2,499
- Circle of Faith \$500 - \$999

Caritas Communities

- Community of Wisdom - \$250 - \$499
- Community of Understanding - \$150 – \$249
- Community of Fortitude \$50 – \$149
- Community of Reverence - Below \$50

Council of Stewards

Membership in the *2010 Council of Stewards* is an honor presented to those special benefactors who have demonstrated a desire and willingness to assume a "leadership role" in meeting the needs of others by making a gift or pledge of \$500 or more. *Members of the Council of Stewards automatically receive all of the benefits of the Caritas Communities.*

Benefits for the Council of Stewards

- ◆ The Bishop's Circle will be invited to a special gathering at the Bishop's residence.
- ◆ Circle of Charity and the Bishop's Circle will be invited to a special Advent celebration in December.
- ◆ Membership in the Circle of Hope and higher will be enrolled in our prayer program through the Seasons of Advent and Lent.
- ◆ Membership in all circles will be invited to a prayer service followed by a special reception.

Caritas Communities

The word Caritas is Latin for charity and it refers to generosity and helpfulness especially towards the needy or suffering. This special giving society recognizes the sacrifices of our donors at all levels of giving.

Benefits for the Caritas Communities

- ◆ All giving levels will receive a monthly email from Bishop Barres
- ◆ *Community of Fortitude* members and above will be invited to a donor Career Networking opportunity with members of the Catholic Business Owners Alliance (CBOA). The CBOA are parishioners who are owners and partners of businesses in the Diocese of Allentown.

All names will be published in 2011 in a special AD Times BAA Report. If you wish to remain anonymous, please indicate this on your pledge card.

Thank you for your generosity.

A minimum \$50 gift to the Bishop's Annual Appeal is required to receive an invitation to these events:

YOUNG ADULT RECEPTION WITH BISHOP BARRES

We will conduct two receptions for young adult donors (ages 21-34) with Bishop Barres, one in Northampton and the other in Berks County. These events would be sponsored by local donor(s), no BAA funds will be used.

CAREER NETWORKING OPPORTUNITIES FOR DONORS

We will invite all donors to a Career Networking opportunity with members of the Catholic Business Owners Alliance (CBOA). The CBOA (currently in the formation process) are parishioners who are owners and partners of businesses in the Diocese of Allentown. In addition, we will create a closed group on www.LinkedIn.com, a professional networking website where BAA donors may post their resumes. Access to the CBOA should be attractive to many young adults who are currently having a difficult time finding employment.

A minimum \$100 gift to the Bishop's Annual Appeal is required to receive an invitation to these events.

BAA FAMILY DAY AT DORNEY PARK

We will hold BAA Donor Appreciation Day at Dorney Park in the fall 2010. An order form will be mailed with the donor's thank you letter. Families may pre-order these greatly reduced tickets through our office at a cost of \$17 for the day. Bishop Barres will be present at a reserved pavilion from 12:00 p.m. – 2:00 p.m. (during lunch) to greet families.