



Diocese of Saginaw

Catholic Service Appeal

- Where to begin
 - Make a plan
 - Select a committee
 - Revolving
 - » Avoid burnout
 - » Keep ideas fresh and enthusiasm up
 - Promote Campaign
 - » Distribute Materials
 - » Help with follow-up communications
 - Create a timeline (Sample A)
 - Choose a date & order materials
 - » Four options beginning with Lent through May
 - Pick up your materials
 - Available one month before campaign begins
 - » Basement of the Diocese



Diocese of Saginaw

Catholic Service Appeal

- Announcement Weekend
 - Have posters displayed
 - Provided by CSA office
 - Specific to your parish
 - Collage of pictures of events CSA has made possible
 - Notify your parishioners of the upcoming campaign
 - From the pulpit
 - Testimonials
 - Intercessions
 - Bulletin Announcement
 - Letter from the Pastor/PA



Diocese of Saginaw

Catholic Service Appeal

- Education Weekend
 - Play Bishop Carlson’s recorded message
 - Inform the parishioners of the letter they will receive in the upcoming week
 - From Bishop Carlson
 - Pledge Card Attached
 - Instruct them how to fill out the pledge card
 - Stress the importance of using the return envelope provided
 - Discuss Parish Goal
 - Name project that surplus will fund
 - More Testimony
 - Intercessions
 - Bulletin Announcements



Diocese of Saginaw

Catholic Service Appeal

- Commitment Weekend
 - Encourage those who have not responded
 - Remind parishioners of the parish goal
 - Testimony
 - Intercessions
 - Bulletin Announcements
 - Have pledge envelopes in pews
 - Social Hour
 - Fill out pledge envelopes over doughnuts



Diocese of Saginaw

Catholic Service Appeal

- Follow Up Weekends
 - From the Pulpit
 - Thank those who have pledged
 - Post progress in the bulletins
 - Repeat message and encourage giving
 - From the Office
 - Send follow up letter to those who haven't pledged
 - Include a response date
 - Phone Calls



Diocese of Saginaw

Catholic Service Appeal

- Elements of a Successful Appeal
 - Be Positive
 - Your endorsement is the key
 - Your enthusiasm and motivation will set the tone
 - Never underestimate your power
 - Parishioners are excited if you're excited
 - Let the parishioners know you support CSA
 - Give testimony
 - » Services and ministries that benefit your parishioners
 - » Services and ministries the Diocese provides for the parish
 - » Endorse the greater church



Diocese of Saginaw

Catholic Service Appeal

- Elements of a Successful Campaign
 - Letters from the Pastor/PA
 - Announce the campaign (Sample B)
 - Your encouragement links parish with diocesan church
 - Recognize their contribution
 - Personal thank you
 - Follow-up (Sample C)
 - Reminder to give



Diocese of Saginaw

Catholic Service Appeal

- Elements of a Successful Appeal
 - Personal Witness
 - Why is CSA important to the Parish
 - Pastor/PA
 - Lay Leader
 - Parishioner who has benefited from CSA sponsored ministry
 - » Localize and personalize
 - Educate (Sample D)
 - Where does the money go
 - How does the parish benefit
 - Explain how their choice impacts the parish



Diocese of Saginaw

Catholic Service Appeal

- Elements of a Successful Appeal
 - Follow Up
 - Repeat message and encourage 100% participation
 - Keep parishioners informed
 - Post progress in bulletins
 - Recognition of parishioners' participation
 - Personal letter of thanks
 - Personal contact to each family or individual who hasn't pledged
 - Letter
 - Phone



Diocese of Saginaw

Catholic Service Appeal

- Elements of a Successful Appeal
 - Use the Materials Provided
 - Bishop's Recorded Message
 - Bulletin Inserts
 - Brochures
 - Posters
 - CSA Manual
 - Pulpit & Bulletin Announcements
 - Intercessions
 - Talking Points
 - Clip Art
 - Sample Letters



Diocese of Saginaw

Catholic Service Appeal

- Elements of a Successful Appeal
 - Get a gift or response from every parishioner
 - Everyone should be encouraged to give
 - No gift is too small
 - Encourage 100% participation
 - Turn in zero pledges
 - Eliminates costs related to follow up
 - Encourage pledges instead of one-time gifts
 - Easier to give larger gift in increments
 - Set guidelines for generosity
 - 1% of household income
 - Suggest a dollar amount
 - 65% of total envelope holders pledged



Diocese of Saginaw

Catholic Service Appeal

- Elements of a Successful Appeal
 - Set a deadline for responding
 - Pledges are due into CSA office by June 15
 - Statements & credit card payments are processed July through March
 - Parishioners need a break
 - Do not let one campaign run into the next
 - CSA Processing
 - Please ask your CSA processor to read the manual and submit CSA batches according to the instructions



Diocese of Saginaw

Catholic Service Appeal

- Diocesan Calling Campaign
 - Contact those who gave previous year but have not pledged in current year
 - Parishes have first opportunity to follow up and respond
 - All proceeds resulting from calls made from Diocese are credited to Diocese



Diocese of Saginaw

Catholic Service Appeal

Christian Services

- Respect Life
- Natural Family Planning
- Deaf Ministry
- BeFriender Ministry
- Engaged Encounter
- Mother Teresa Fund
- Legislative Advocacy
- Project Rachel
- Hispanic Ministry
- Grief Recovery
- Marriage and Family
- Health/Nursing Ministry
- Black Catholic Ministry



Diocese of Saginaw

Catholic Service Appeal

Church Ministries

- Service to Religious
- Ministry to Priests
- Priest Assembly
- Marriage Tribunal
- Liturgy
- Ecumenism
- RCIA
- Presbyteral Council
- Vocations
- Deacon Formation
- Charitable Allocations



Diocese of Saginaw

Catholic Service Appeal

Development

- CSA Office
- Planned Giving
- Stewardship
- Special Events
- Community Relations
- Capital Campaign



Diocese of Saginaw

Catholic Service Appeal

Education and Formation

- Seminarian Education
- Adult Faith Formation
- Sacramental Preparation
- Curriculum
- Evangelization
- Leadership Development
- RCIA
- Religious Education
- Catholic Schools
- Youth and Young Adult Ministry
- Lay Ministry



Diocese of Saginaw

Catholic Service Appeal

- Resources
 - CSA Office
 - Amy Nietling
 - 989-797-6683
 - anietling@dioceseofsaginaw.org
 - www.saginaw.org
 - Click on the CSA logo
 - Peers
 - Fr. Bob DeLand
 - Fr. Randy Kelly
 - Fr. Tom Sutton
 - Fr. Jim Heller



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