

**2021 BECAUSE WE ARE CATHOLIC ANNUAL
APPEAL
PARISH RESOURCE MANUAL**

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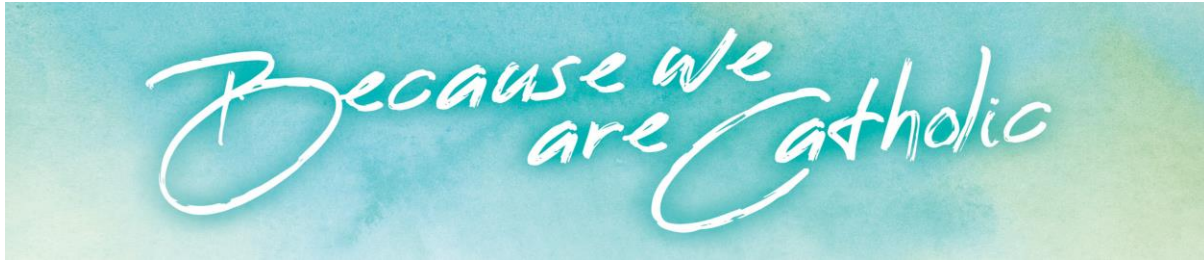
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April 2021

Dear Pastor, Parish Staff and Parish BWAC Committee,

On behalf of the entire Diocesan family, thank you for your work on last year's Because We Are Catholic Annual Appeal. With your leadership and support, the BWAC raised over \$4 million which has been distributed to Catholic Charities, schools, parish communities, and ministries which provide a huge range of services to individuals, families and children in Berks, Carbon, Lehigh, Northampton, and Schuylkill counties.

As you'll see, the 2021 Because We Are Catholic Annual Appeal manual contains a recommended program schedule as well as a wide variety of support material for a successful Appeal in your parish. In addition, every member of the Secretariat for Stewardship and Development is available to help so please feel free to call on us at any time.

Thank you again for all that you do on behalf of our Diocesan community. It is a blessing to be in this work together.

Yours in Christ,

Paul Acampora
Director, Stewardship and Development

Michele Mullikin
Director, Parish Stewardship & Annual Giving

ANNUAL APPEAL TIMELINE 2021

April 2021

- **Kick Off Event -Virtual** – April 8 www.BecauseWeAreCatholic.org/kickoff
- April 2 – Good Friday
- April 4 – Easter
- April 5 (week of) – Deliver Parish Kits
- April 10/11 – Divine Mercy Weekend
- April 12 (week of) – Phase 1 mail drop
- April 17/18 – Because We Are Catholic kicks off in parishes (**NO VIDEO**)
- April 24/25 – Bulletin Inserts & Pulpit Announcements
- TBD – Bishop’s Scholar Awards – Bethlehem Catholic High School

Lay Witness Speaker Video Taping (3:00 p.m. – 6:00 p.m.)

- Carbon – Friday, March 26 – Sacred Heart, Palmerton
- Berks – Wednesday, April 7 – St Mary, Hamburg
- Lehigh – Wednesday, April 14 – St. Elizabeth, Whitehall
- Northampton – Friday, April 16 – Our Lady of Perpetual Help, Bethlehem
- Schuylkill – Monday, April 12 – St. Clare, St. Clair

May 2021

- May 1/2 – Lay Witness Speaker Weekend – **Direct people to BWAC website**
- May 8/9 – Mother’s Day Weekend
- May 15/16 – Commitment Weekend
- May 22/23 – Bulletin Inserts & Pulpit Announcements
- May 29/30 – Bulletin Inserts & Pulpit Announcements
- May 31 – Memorial Day

June 2021

- June 5/6 & 12/13– Bulletin Inserts & Pulpit Announcements
- June 20 – Father’s Day
- June 21 (week of) – Phase 2 mail drop
- June 27 – Legacy Society Mass & Brunch (Location TBD)

September 2021

- September 13 (week of) – Phase 3 mail drop
- September 30 - Daily Mass (TBD)

October 2021

- October 6 - Daily Mass (TBD)
- October 14 - Daily Mass (TBD)
- October 18 - Daily Mass (TBD)
- October 20 – Council of Stewards (TBD)
- October 28 - Daily Mass (TBD)

November 2021

- November 25 – Thanksgiving
- November 26 – Phase 4 mail drop

December 2021

- December 4 – Advent Brunch – Lehigh Country Club

BULLETIN AND PULPIT ANNOUNCEMENTS

**April 17 & 18
Kickoff Weekend**

FROM THE PASTOR'S DESK

(Pastors: Please feel free to modify this note as you deem appropriate.)

Dear Friends,

This weekend we kickoff the **2021 Because We Are Catholic Annual Appeal (BWAC)**. I am so grateful for your continued generosity to this important diocesan fundraising initiative. The Because We Are Catholic Annual Appeal funds the annual budget that offers vital services like Catholic Charities, care for our retired and infirmed priests, education of Seminarians and Deacons, Catholic schools and support for our centers for special learning. I encourage you to join me in making your gift to the BWAC and support these important ministries. Together we will make a difference in the lives of many people. Remember, every gift counts, no matter how small. To make your gift, please return the pledge form that you will receive in the mail or visit the Appeal's website at www.BecauseWeAreCatholic.org or call the Appeal Office at 800-831-4443.

With gratitude,
<Pastor's Name>

April 24 & 25

Bulletin Announcement

BECAUSE WE ARE CATHOLIC ANNUAL APPEAL

Many thanks to those who have made a pledge to the Because We Are Catholic 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 \$120 gift to the Appeal may be setup with six \$20 installments. Remember, every gift counts, no matter how small. Your generosity funds the annual budget for important Diocesan ministries in our area. You can make your gift online at BecauseWeAreCatholic.org.

Pulpit Announcement

Last week we kicked off the 2021 Because We Are Catholic Annual Appeal. we are very grateful to our parishioners who have already answered the call by making 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
Lay Witness Speaker Weekend

Bulletin Announcement

BECAUSE WE ARE CATHOLIC ANNUAL APPEAL

This weekend we ask you to visit the Because We Are Catholic website BecauseWeAreCatholic.org to hear from supporters of the appeal why contributing to the Appeal is important to stewardship and their walk with Christ. You will also learn from the ministries the Appeal supports and how your contributions assist those ministries.

Pulpit Announcement

This weekend we ask you to visit the Because We Are Catholic website BecauseWeAreCatholic.org to hear from supporters of the appeal why contributing to the Appeal is important to stewardship and their walk with Christ. You will also learn from the ministries the Appeal supports and how your contributions assist those ministries.

May 8 & 9
Mother's Day Weekend

Bulletin Announcement

BECAUSE WE ARE CATHOLIC ANNUAL APPEAL

On this Mother's Day weekend please remember those Mothers who give tirelessly of themselves, who are managing busy schedules, dealing with outside influences and may have fallen upon hard times and have come to our Diocese and the Because We Are Catholic Annual Appeal for assistance. Next weekend is Commitment Sunday. If you have not done so already, please bring your pledge form to Mass next weekend. Remember, every gift counts, no matter how small. If you have any questions, please call the parish office or visit the BWAC website at BecauseWeAreCatholic.org.

OR

BECAUSE WE ARE CATHOLIC ANNUAL APPEAL

Many thanks to those who have made a pledge to the Because We Are Catholic 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 \$120 gift to the Appeal may be setup with six \$20 installments. Remember, every gift counts, no matter how small. Your generosity funds the annual budget for important Diocesan ministries in our area. You can make your gift online at BecauseWeAreCatholic.org.

Pulpit Announcement

Next week is Commitment Sunday for our Because We Are Catholic Annual Appeal. If you have not done so already, please bring your pledge form to Mass next weekend. We need the participation of all of our parish families to assist those in need. Remember every gift counts, no matter how small. Please see the bulletin for details.

**May 15 & 16
COMMITMENT SUNDAY**

Bulletin Announcement

BECAUSE WE ARE CATHOLIC ANNUAL APPEAL

We are grateful to all who pledged their support this weekend to the 2021 BECAUSE WE ARE CATHOLIC ANNUAL APPEAL. Your gift will allow our diocese to meet the many and varied needs of the people of this diocese. Remember, every gift counts, no matter how small. 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 form in the collection basket or visiting the Appeal website at BecauseWeAreCatholic.org. Thank you for your support!

**May 29, 30 & 31
Memorial Day Weekend**

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 100% participation. If you have not made your pledge of support, you may return your pledge form to the parish office or make your gift online. Remember, every gift counts, no gift is too small. Every dollar helps those in need. If you have any questions or would like to make a gift, please call the parish office or visit the Appeal website at BecauseWeAreCatholic.org.

Pulpit Announcement

In a few weeks, we begin our diocesan BWAC phone-a-thon in order to reach out to members of our parish community who have not yet made a gift to the 2021 BWAC. In order to save our volunteers many hours, please respond with your gift decision in the next week. Remember, every gift counts, no gift is too small.

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. If you have not made your pledge of support, you may return your pledge form to the parish office or make your gift online.. If you have any questions or would like to make a gift, please call the parish office or visit the Appeal website at [BecauseWeAreCatholic.org](https://www.BecauseWeAreCatholic.org).

Pulpit Announcement

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 2021 BWAC. In order to save our volunteers many hours, please respond with your gift decision within the next week. Remember, every gift counts, no gift is too small.

PETITIONS TO BE INCLUDED IN THE PRAYER OF THE FAITHFUL

Weekend of April 17 & 18, 2021 (Kick Off Weekend)

- *For those who will come to the Diocese of Allentown in need of material and spiritual assistance: may we be generous through our support of the Because We Are Catholic Annual Appeal in assisting them in their time of need, we pray to the Lord...*

Weekend of May 1 & 2 (Lay Witness Weekend)

- *For our seminarians and retired priests: may we be grateful for their sacrifices and show our support of their ministry through the Because We Are Catholic Annual Appeal, we pray to the Lord...*

AND

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

- *For those Mothers who give tirelessly of themselves but have fallen upon hard times: may we compassionately care for them through our prayerful support and the assistance of the Because We Are Catholic Annual Appeal, we pray to the Lord...*

Weekend of May 15 & 16 (Commitment Weekend)

- *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 Because We Are Catholic Annual Appeal, we pray to the Lord...*

PARISH COMMITTEE

Summary

A local, parish-based committee of volunteers for the Because We Are Catholic Annual Appeal, consisting of 3-5 individuals, can assume some of the Appeal tasks from the pastor and parish staff. Parishes with BWAC committees generally have a more successful and enjoyable experience. Specific responsibilities for committee members include:

- **Make your gift** to the 2021 Because We Are Catholic Annual Appeal.
- **Pulpit Announcements & Bulletin Inserts:** The committee will be responsible for making certain bulletin inserts and pulpit announcements are available.
- **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.
- **Be available as a resource** by phone or email to your pastor for assistance or consultation.

BECAUSE WE ARE CATHOLIC ANNUAL APPEAL PARTICIPATION

Participation is KEY! Once again, we are focusing on participation in the Because We Are Catholic Annual Appeal.

- The best results occur when the pastor/priest completes a pledge card with the parishioners. Verbally ask them to prayerfully make a gift. Invite parishioners to complete the “in-pew” card. It is also beneficial to have a special collection of the cards or have the parishioners come forward and place cards in the basket at the altar.
- Encourage pledging instead of one-time gifts. Remind people they may make a pledge and pay it over a period of time.
- Assure people that every gift is important, and every gift helps. Those who are not in a position to make a gift are asked to fill out the commitment card and indicate “prayers only.” This will reduce the need for a telephone follow-up and will save on additional mailing expenses.
- For commitment weekend and the weeks to follow, it is very important to have extra “in-pew” commitment cards, writing instrument (if possible) readily available and easily accessible to parishioners.

ADDITIONAL BECAUSE WE ARE CATHOLIC ANNUAL APPEAL MATERIALS

- **Banners and Lawn Signs:** New banners and lawn signs will be delivered to the parish. Please call Michele at 610-871-5200 Ext. 2282 if you need additional banners and signs.
- **Prayer Request Cards:** All are welcome to return the Prayer Request card to be remembered during daily Mass by Bishop Schlert or a Seminarian. Completed prayer requests cards may remain anonymous.
- **Prayers of the Faithful:** Petitions should be used during the Prayer of the Faithful for the weeks of the Appeal.
- **Posters:** Posters are provided for you and should be hung in gathering and entrance places.
- **BWAC Pledge Envelopes:** The pledge envelopes should be available in parish office. **This year, all parishioners will receive their request letter/packet in the mail. Parishes will not be required to pick up packets at the kickoff events.**
- **Business Reply Envelopes (BRE):** The BRE's are designed for you to return your pledge commitments/envelopes 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. **Please use the large BRE envelope when mailing larger quantities of pledge forms and the small BRE envelopes when mailing smaller quantities.**
- **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**, deposit it in your account and then make a check out to "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 thank you/acknowledgement letter. Please do not deposit checks, or separate checks from the pledge forms. Thank you!