



**2022 BECAUSE WE ARE CATHOLIC
ANNUAL APPEAL
PARISH RESOURCE MANUAL**

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April 2022

Dear Pastor, Parish Staff, and Parish Because We are Catholic Annual Appeal 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 support and leadership the Appeal raised over \$3.5 million which has been distributed to Catholic Charities, schools, parish communities and ministries within our five counties.

As you'll see, the 2022 *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 Office of Stewardship and Development is available to help so please feel free to call on us at any time.

Thank you for your leadership and support in helping to carry out this message to your parishioners. It is a blessing to be in this work together.

Yours in Christ,

Paul Acampora
Executive Director
Stewardship and Development

Michele Mullikin
Director, Parish Stewardship &
Annual Giving

ANNUAL APPEAL TIMELINE 2022

April 2022

- April 4 (week of) – Deliver parish kits
- April 10 – Palm Sunday
- April 14 – Good Friday
- April 18 – Easter
- April 23/24 – Divine Mercy Weekend
- April 25 (week of) – Phase 1 mail drop
- April 30/May 1 – Because We are Catholic Annual Appeal kicks off in parishes
- April 30/May 1 – Bulletin Inserts & Pulpit Announcements
- April 30 – Bishop’s Scholar Awards – Bethlehem Catholic High School

May 2022

- April 30/May 1 – Bulletin Inserts & Pulpit Announcements
- May 7/8 – Mother’s Day Weekend
- May 14/15– Lay Witness Speaker Weekend
- May 21/22 – Commitment Weekend
- May 21/22 – Bulletin Inserts & Pulpit Announcements
- May 25 - **DAILY MASS** – St. Ann Church, Frackville – 7:00 pm
- May 28/29 – Bulletin Inserts & Pulpit Announcements
- May 30– Memorial Day

June 2022

- June 2 – **DAILY MASS** – SS. Simon & Jude, Bethlehem – 8:00 am
- June 4/5 – Bulletin Inserts & Pulpit Announcements
- June 11/12 – Bulletin Inserts & Pulpit Announcements
- June 19 – Father’s Day
- June 20 – **DAILY MASS** - St. Peter the Fisherman, Lake Harmony – 6:00 pm
- June 20 (week of) – Phase 2 mail drop

September 2022

- September 12 (week of) – Phase 3 mail drop
- September 15 –**DAILY MASS** - St. Peter, Coplay – 8:00 am

October 2022

- October 27 – **DAILY MASS** - St. Peter the Apostle, Reading – 8:00 am
- October – Council of Stewards (October TBD)

November 2022

- November 24 – Thanksgiving
- November 25 – Phase 4 mail drop

December 2022

- December 3 – Advent Brunch – Lehigh Country Club

BULLETIN AND PULPIT ANNOUNCEMENTS

**April 30 & May 1
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 **2022 *Because We are Catholic Annual Appeal*** in our parish and throughout our Diocese. We join our Catholic brothers and sisters throughout our Diocese to provide support for 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. Every year the Appeal challenges us to look outside our parish boundaries to support the universal ministries of our Church. I am so grateful for your continued generosity to this important Diocesan fundraising initiative and ask you to prayerfully consider joining me in making your gift to the Appeal and support these important ministries. Together we will make a difference in the lives of many people. Remember, every gift counts, no matter how big or small. To make your gift, please return the pledge form that you will receive in the mail or visit the Appeal's website at BecauseWeAreCatholic.org or call the Appeal Office at 800-831-4443.

With gratitude,
<Pastor's Name>

May 7 & 8
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. If you have any questions, please call the parish office or visit the Appeal 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 set up with six \$20 installments. Remember, every gift counts, no matter how big or 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

Many thanks to those who have made a commitment to the *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 big or small. Please see the bulletin for details.

May 14 & 15
Lay Witness Speaker Weekend

Bulletin Announcement

BECAUSE WE ARE CATHOLIC ANNUAL APPEAL

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Pulpit Announcement

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May 15 & 16 COMMITMENT SUNDAY

FROM THE PASTOR'S DESK

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

Dear Friends,

I want to thank you for your attention and interest as we have presented the 2022 *Because We are Catholic Annual Appeal* the past few weeks.

As your Pastor, I want you to know that I support this effort. Every year, the Appeal provides the means to continue the mission that Christ has entrusted to us: to serve, to educate, to care for the poor and marginalized and to be an inspiration of hope. The ministries, seminarians, retired priests, and programs that benefit from this effort allow us to fulfill our Diocesan Mission which is to be a Roman Catholic Family of Faith, centered in the Holy Eucharist, faithful to the Church's teaching, bringing the Light of Christ to each other, and to our community.

Please take a few minutes to prayerfully consider making your commitment today by completing a pledge envelope. For those of you who have already made a gift, I thank you for your generosity. In a few moments I will ask the ushers to pick up all envelopes and pledge cards.

With gratitude,
<Pastor's Name>

Bulletin Announcement

BECAUSE WE ARE CATHOLIC ANNUAL APPEAL

We are grateful to all who pledged their support this weekend to the 2022 *Because We are Catholic Annual Appeal*. Your gift will allow our Diocese to meet the many and varied needs of people in our community. Remember, every gift counts, no matter how big or 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 21 & 22

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

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 at the parish office or place it in the collection basket anytime this month.

May 28, 29 & 30 Memorial Day Weekend

Bulletin Announcements

As of today, _____ (parish name) parishioners have contributed \$ _____ to the 2022 Because We are Catholic Annual Appeal. This represents _____% of our total number of registered families. With 100% participation, we can make a major impact on the lives of friends, families, and neighbors in need. 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.

June

Bulletin Announcements

As of today, _____ (parish name) parishioners have contributed \$ _____ to the 2022 Because We are Catholic Annual Appeal. This represents _____% of our total number of registered families. With 100% participation, we can make a major impact on the lives of friends, families, and neighbors in need. 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.

SUGGESTED PETITIONS TO BE INCLUDED IN THE PRAYER OF THE FAITHFUL

Weekend of April 30 & May 1, 2022 (Kick Off Weekend)

- *That we are called to support the ministries of our church through the Because We are Catholic Annual Appeal, that through our participation we continue to be channels of the living and loving presence of Christ, we pray to the Lord...*

Weekend of May 7 & 8 (Mother's Day Weekend)

- *That we may see the Because We are Catholic Annual Appeal as an opportunity to extend our love and service beyond the boundaries of our parish, we pray to the Lord...*

Weekend of May 14 & 15 (Lay Witness Weekend)

- *That we understand that we touch many lives through the Because We are Catholic Annual Appeal, and that the people whose lives we touch may know Christ's love, we pray to the Lord...*

Weekend of May 21 & 22 (Commitment Weekend)

- *That the gifts we offer through the Because We are Catholic Annual Appeal will truly reflect our love and thanksgiving for the many blessings that God has entrusted to us, 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 Because We are Catholic Annual Appeal committees generally have a more successful and enjoyable experience. Specific responsibilities for committee members include:

- **Make your gift** to the 2022 Because We are Catholic Annual Appeal.
- **Pulpit Announcements & Bulletin Inserts:** The committee will be responsible for making certain bulletin inserts and pulpit announcements 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 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:** Banners and lawn signs are available. Please call Michele at 610-871-5200 Ext. 2282 or e-mail mmullikin@allentowndiocese.org 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.
- **BECAUSE WE ARE CATHOLIC ANNUAL Pledge Envelopes:** The pledge envelopes should be available in the parish office. All parishioners will receive their request letter in the mail.
- **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!