



Archdiocese of Kansas City in Kansas
2021
Manual

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Difference Between ACTS, Parish Stewardship And Capital Campaign

Archbishop's Call to Share - \$5,622,650

- Occurs annually at the first of the year
- Archdiocesan
- Pledge to the Archdiocese
- Donations processed through Archdiocese
- Monthly reminders sent from Archdiocese
- Tax statements provided by Archdiocese
- Supports more than 40 ministries and services throughout northeastern Kansas

Parish Stewardship of Treasure

- Occurs usually in the fall of each year
- Parish appeal
- Yearly commitment/offertory to the Parish
- Donations processed by the Parish
- Reminders sent from the Parish
- Tax statements provided by the Parish
- Provides parish ordinary income

Capital Campaign - One Faith, One Future , One Family - \$65,000,000

- Occurred in a phased approach over the past three years
- Extraordinary Archdiocesan fundraising campaign
- 3 - 5 year pledge to the Archdiocese
- Donations processed through Archdiocese
- Monthly reminders sent from the Archdiocese
- Tax statement provided by Archdiocese
- Provides significant resources to strengthen our parishes and schools, promote a culture of evangelization, care for retired priests and elderly and update Savior Pastoral Center

Parish ACTS Appeal Coordinator

Parish Appeal Coordinator Responsibilities

- Assist the pastor with the In-Pew Appeal and other appeal elements
- Promotes ACTS to parishioners using a variety of means, i.e., website posting, social media posting, bulletin announcements, pulpit announcements and Prayers of the Faithful.
- Process pledge cards each week
- Mails the pledge collections to the Office of Stewardship & Development each week
- Process In-Pew Appeal envelopes

Parish Lay Presenter

Thank you for accepting your pastor's invitation to speak to your fellow parishioners about the *Archbishop's Call to Share* appeal. We appreciate your support. Thank you for your gift of time and talent as a Lay Presenter for the *Archbishop's Call to Share*!

The *Archbishop's Call to Share (ACTS)* in the Archdiocese of Kansas City in Kansas was initiated by Archbishop Strecker. Over the last 30 years, *ACTS* has grown to become a lifeline for more than 40 specific ministries, services and agencies provided by the Archdiocese.

The ministries supported by *ACTS* fall into five pastoral priorities: Conversion, Evangelization, Education, Outreach, and Stewardship. For a large number of these ministries, this is their sole source of funding. Some of these ministries attend to needs beyond the scope of individual parishes, and some exist for the sole purpose of assisting parishes in their mission to teach, evangelize and provide good liturgical experiences.

This appeal is the annual coming together as one united community of the Catholic Church of Northeast Kansas. The theme for *ACTS 2021* is "Return His First Fruits".

Please peruse the website archkck.org/give/donate/archbishops-call-to-share to familiarize yourself with the appeal. A list of ministries supported by the *ACTS* as well as the Annual Report can be found on the website. A sample presentation outline is given on the next page. If you have any questions or need additional assistance, please contact Geri Nickels at 913-647-0364 or gnickels@archkck.org.

ACTS

Funded Ministries

Conversion Ministries

- Liturgy Office
- Hispanic Office
- Savior Pastoral Center
- Christ's Peace House of Prayer
- St. Lawrence Center
- Didde Catholic Center
- Washburn Center
- Haskell Center
- Totus Tuus

How we help...

- 400 teen girls participate in Quinceanara Retreats
- 800 children praise God at Totus Tuus
- 1,000 guests visit Christ's Peace House of Prayer
- 1,000s of college students keep their faith alive at our College Catholic Centers
- 65,000 people experience Savior Pastoral Center annually

Education Ministries

- Marriage & Family Life
- Education Office
- Perfect Wings
- Children's Catechesis
- Vocations
- Permanent Diaconate
- Communications
- School of Faith
- High School Tuition Assistance
- Catholic Education Foundation
- Bishop Ward Operation Support

How we help....

- 24 Seminarians currently discern if Christ is calling them to the priesthood
- 33 professional development sessions are offered for instructors
- 570 students are served by Perfect Wings (Special Needs)
- 3,500 couples renew their love for each other through a Marriage and Family Life event

ACTS

Funded Ministries

Evangelization Ministries

- Evangelization - Youth
- Evangelization - Adults
- Prairie Star Ranch
- Resource Library
- Native American Parish

How we help...

- 120 young men and women ages 15-20 friend Jesus at a TEC Retreat (Teens Encounter Christ)
- 750 middle school students praise God at the J-High Rally
- 1,600 children encounter Christ at Prairie Star Ranch during the summer

Outreach Ministries

- My House
- Social Justice Office
- Pro-Life Office
- Special Needs Office
- Catholic Charities
- Villa St. Francis
- El Centro - Kansas City
- El Centro - Topeka

How we help...

- More than 5,000 women are supported by the Wyandotte and Olathe Pregnancy Centers to choose life
- 185 teens and 43 adults provide charitable work to the Urban Core
- 1,400 Spanish speaking families receive translations from El Centro - Topeka
- 2,500 people participate in My House presentations

Stewardship Ministries

- Parish/School Emergency Fund
- Urban Operations
- Urban Capital Needs
- Retired Priest Fund
- Annual Appeal Expenses

How we help...

- More than \$1,075,000 has been awarded to parishes/schools for emergencies
- \$6.5 million supports funding for more than 40 ministries to assist 106 parishes for 181,000 Catholics in 21 counties
- 5% of the monies raised for the Annual Appeal expense upholds the Stewardship mission of our Archdiocese

Parish Lay Presentation

Presentation Sample (2-3 minutes)

It is important that your talk be personal and warm, and that you sincerely ask your fellow parishioners for their help in supporting the ministries funded by ACTS. Use this sample outline to organize the information that you share at Masses. The text in italics is an example, please use your own words to share the message of ACTS and ask for support.

Introduce yourself

I am _____ and I am a fellow parishioner here at _____. I/my family and I have been member (s) here since _____ and we participate in _____.

Introduce the Archbishop's Call to Share

Father _____ asked me to speak today about the Archbishop's Call to Share (or ACTS), the annual appeal for ministries in the Archdiocese of Kansas City in Kansas, of which we are a part. The funds collected support more than 40 important ministries that assist our parish and the community at large in sharing the Gospel of Jesus with the people of Northeast Kansas. We the heard Archbishop's homily introducing ACTS 2021, and I was struck by _____.

Share your story

My family and I give to the Archbishop's Call to Share because _____.

OR

One of the ministries funded by the ACTS is _____. This ministry provides _____ to _____ in the archdiocese. _____ was helped by the ministry by _____. The ministry had a profound impact on the life and faith of this person as you can see by _____.

Ask each family to support the ACTS

Thank you to those of you who have already made your commitment to the Archbishop's Call to Share 2021. If you have given in the past, now is the perfect time to renew your commitment to the ministries of the archdiocese. If you have never given, please consider joining me and #_____ of our parish families who support the larger Church with gifts to the Archbishop's Call to Share. Our parish is being challenged to increase our participation rate this year, and any gift, great or small, participation in this important appeal. Return your pledge card to the collection basket here or make your gift online at archkck.org/give.

Conclude

Thank you, Father _____, and all of you for allowing me the chance to share the good news of the Archbishop's Call to Share with you today. Please be generous as you consider your response to this important appeal.

Appeal Timetable

January 1-8, 2021

- Moratorium on fundraising begins
- Pastors to submit Parish Appeal Coordinators and Lay Presenters
- *The Leaven* article: profiles Honorary Chairs and introduces *ACTS 2021*

January 9-15, 2021 | Week 1 | Kick-Off Weekend

- Archbishop Naumann's homily played or read at all Masses with endorsement by pastor from the pulpit
- Use suggested prayers of the faithful, bulletin and pulpit announcements
- Parishes receive appeal materials
- Personalized and Segmented letters sent to all homes
- Parishioners encouraged to return completed pledge cards to the Archdiocese or to the parish through the collection next weekend

January 16-22, 2021 | Week 2

- Use suggested prayers of the faithful, bulletin and pulpit announcements
- Use suggested social media copy and images
- In-pew Training for Pastors and Parish Staff
- Pledge card collection

January 23-29, 2021 | Week 3 | Lay Presenter Weekend

- Use suggested prayers of the faithful, bulletin and pulpit announcements
- Use suggested social media copy and images
- Lay Presenters speak at all the Masses
- **Play Parish Champion Video for pilot parishes**
- Pledge card collection

January 30—February 5, 2021 | Week 4

- Use suggested prayers of the faithful, bulletin and pulpit announcements
- Use suggested social media copy and images
- Pledge card collection

February 6-12, 2021 | Week 5 | In-Pew Appeal Weekend (Option 1)

- Pastor conducts in-pew appeal
- Use suggested prayers of the faithful, bulletin and pulpit announcements
- Use suggested social media copy and images
- **Play Parish Champion video for pilot parishes**

Appeal Timetable

February 13-19, 2021 | Week 6 | In-Pew Appeal Weekend (Option 2)

- Pastor conducts in-pew appeal if not already conducted
- **Play Parish Champion video for pilot parishes**
- Use suggested prayers of the faithful, bulletin and pulpit announcements
- Use suggested social medial copy and images
- Pledge card collection

February 20-26, 2021 | Final Ask Weekend

- Use suggested prayers of the faithful, bulletin and pulpit announcements
- Use suggested social medial copy and images
- Pledge card collection

March 2021

- Moratorium ends
- First follow-up mailing sent to non-respondents

April 2021

- Second follow-up mailing sent to non-respondents

May 2021

- *The Leaven* publishes Parish Report on appeal progress

November 2021

- November 21 — Crosier Special Event Savior Pastoral Center (Crosier Society Members, and ACTS Funded Ministry Leaders)
- Donors thanked again for their ACTS 2021 gifts by Archbishop Naumann

December 2021

- ACTS Annual Report published in *The Leaven*

Preparing your Website for the ACTS Appeal

- **Ways to Use your Parish Website for the ACTS Appeal**

- Create an Appeal Message and a donation link on your homepage
- Post a copy of the Lay Presenter Talk (PDF format) or an audio file
- Display your progress with a website thermometer: <https://www.easy-fundraising-ideas.com/tools/fundraising-thermometer/>

- **Promote the Parish Champion video for the pilot parishes**

- **Using Electronic Communication (Email, Facebook) during ACTS**

- Announce the Appeal before Kick-off weekend
- Post/share/send your parish ACTS Witness Talk
- Post/share/send the ACTS suggested social medial copy and images
- Like the Archdiocese on Facebook
- Encourage online giving
- Report results (obtained weekly form [archkck.org/archbishop's call-to-share.org](http://archkck.org/archbishop's-call-to-share.org)) and thank your parishioners
- Add a tagline to the bottom of all outgoing emails sent from the parish (for example, under signature: "Have you donated to the *Archbishop's Call to Share* yet? If not, donate today at archkck.org/give)



Task Calendar

Tuesday, January 5, 2021

- Call to confirm your Lay Presenter for the weekend of January 23/24
-

Wednesday, January 6, 2021

- Call volunteer(s) to insert Bulletin Insert for upcoming weekend
 - Display the 2021 ACTS posters around the parish (see website)
-

Thursday, January 7, 2021

- Get the suggested Prayers of the Faithful and pulpit announcement to the appropriate person for Masses this weekend (see website: archkck.org/give/donate/archbishops-call-to-share)
 - Stock the pews with In-Pew envelopes and pencils
-

Saturday, January 9

- APPEAL KICK-OFF WEEKEND**
-

Sunday, January 10

- APPEAL KICK-OFF WEEKEND**

Task Calendar

Monday, January 11, 2021

- Archbishop Naumann appeal letter should be arriving in parishioner homes this week
-

Tuesday, January 12, 2021

- Call your Lay Presenter and go over logistics for the coming weekend
-

Wednesday, January 13, 2021

- Call volunteer(s) to insert Bulletin flyer for upcoming weekend
-

Thursday, January 14, 2021

- Get the suggested Prayers of the Faithful and pulpit announcement to the appropriate person for Masses this weekend (see website: archkck.org/give/donate/archbishops-call-to-share)
 - Send out/update electronic communication, i.e., email, Flocknote, social media, website, etc
 - Stock the pews with In-Pew envelopes and pencils—use volunteers
-

Friday, January 15, 2021

- Update your Goal Thermometer for your website using [www.http://www.easy-fundraising-ideas.com/tools/fundraising-thermometer/](http://www.easy-fundraising-ideas.com/tools/fundraising-thermometer/)
-

Saturday, January 16, 2021

- PASTOR ASK
-

Sunday, January 17, 2021

- PASTOR ASK

Task Calendar

Monday, January 18, 2021

- Send any sealed gift envelopes in the prepaid Tyvek envelope to the Lockbox
-

Tuesday, January 19, 2021

- Verify your Lay Presenter will be speaking at all Masses
-

Wednesday, January 20, 2021

- Call volunteer(s) to insert Bulletin Flyer for upcoming weekend
 - Attend the Pastor and Parish Staff Training on In-Pew , Zoom webinar, 10:00am
-

Thursday, January 21, 2021

- Get the suggested Prayers of the Faithful and pulpit announcement to the appropriate person for Masses this weekend (see website: archkck.org/give/donate/archbishops-call-to-share)
 - Send out/update electronic communication, i.e., email, Flocknote, social media, website, etc
 - Stock the pews with In-Pew envelopes and pencils—use volunteers
-

Saturday, January 23, 2021

- Lay Presenter Weekend
-

Sunday, January 24, 2021

- Lay Presenter Weekend

Task Calendar

Monday, January 25, 2021

- Send any sealed gift envelopes in the prepaid Tyvek envelope to the
-

Wednesday, January 27, 2021

- Call volunteer(s) to insert Bulletin Flyer for upcoming weekend
-

Thursday, January 28, 2021

- Get the suggested Prayers of the Faithful and pulpit announcement to the appropriate person for Masses this weekend (see website: archkck.org/give/donate/archbishops-call-to-share)
 - Send out/update electronic communication, i.e., email, Flocknote, social media, website, etc
 - Stock the pews with In-Pew envelopes and pencils—use volunteers
-

Saturday, January 30, 2021

- Pastor ASK
-

Sunday, January 31, 2021

- Pastor ASK

Task Calendar

In-Pew Appeal Weekend

Monday, February 1, 2021

- Send any sealed gift envelopes in the prepaid Tyvek envelope to the Lockbox
-

Wednesday, February 3, 2021

- Call volunteer(s) to insert Bulletin Flyer for upcoming weekend
-

Thursday, February 4, 2021

- Get the suggested Prayers of the Faithful and pulpit announcement to the appropriate person for Masses this weekend (see website: archkck.org/give/donate/archbishops-call-to-share)
 - Send out/update electronic communication, i.e., email, Flocknote, social media, website, etc
 - Stock the pews with In-Pew envelopes and pencils—use volunteers
-

Saturday, February 6, 2021

- Pastor ASK/IN-PEW WEEKEND
 - Play Parish Champion Video
-

Sunday, February 7, 2021

- Pastor ASK/IN-PEW WEEKEND
- Play Parish Champion Video

Task Calendar

Monday, February 8, 2021

- Send any sealed gift envelopes in the prepaid Tyvek envelope to the Lockbox
-

Wednesday, February 10, 2021

- Call volunteer(s) to insert Bulletin Flyer for upcoming weekend
-

Thursday, February 11, 2021

- Get the suggested Prayers of the Faithful and pulpit announcement to the appropriate person for Masses this weekend (see website: archkck.org/give/donate/archbishops-call-to-share)
 - Send out/update electronic communication, i.e., email, Flocknote, social media, website, etc
 - Stock the pews with In-Pew envelopes and pencils—use volunteers
-

Saturday, February 13, 2021

- Pastor ASK
-

Sunday, February 14 2021

- Pastor ASK

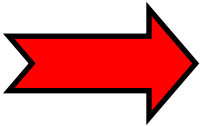
Gift Processing Guide

PROCESS GIFT ENVELOPES—INCLUDING IN-PEW ENVELOPES

The following steps should be completed by the Parish Appeal Coordinator and other staff or volunteers prior to sending the gift envelopes to the bank lockbox for the Office of Stewardship & Development.

Sort into the following categories:

Sealed Gift Envelopes (Pledges only, Pledges with checks, Check Gifts, Cash Gifts)



New: Envelopes with a check - no need to open, just place the envelopes directly into the prepaid Tyvek envelopes and mail.

AN INVITATION TO MAKE YOUR GIFT TODAY

<div style="background-color: #4F7942; color: white; padding: 2px; font-weight: bold;">1. YES, I WANT TO SUPPORT THE 2021 ARCHBISHOP'S CALL TO SHARE</div> <div style="margin-top: 5px;"> Save Time, Save Paper, Save your Handwriting – Make a Safe, Easy & Secure Gift Online – <XXXXXX.ArchKCK.org> </div> <div style="margin-top: 10px;"> <input type="checkbox"/> With a monthly gift of: <input type="checkbox"/> \$<50> <input type="checkbox"/> \$<100> <input type="checkbox"/> \$<175> <input type="checkbox"/> \$<250> <input type="checkbox"/> Other \$ _____ <div style="margin-left: 100px;"> <input type="checkbox"/> 10 months </div> </div> <div style="margin-top: 5px;"> OR </div> <div style="margin-top: 5px;"> <input type="checkbox"/> With a one-time gift of: <input type="checkbox"/> \$<100> <input type="checkbox"/> \$<250> <input type="checkbox"/> \$<500> <input type="checkbox"/> \$<1,000> <input type="checkbox"/> Other \$ _____ </div> <div style="margin-top: 5px;"> <input type="checkbox"/> Bill Me <input type="checkbox"/> My gift represents 1% of my household income </div>	<div style="background-color: #4F7942; color: white; padding: 2px; font-weight: bold;">2. PAYMENT DETAILS</div> <div style="margin-top: 5px;"> Make checks payable to: Archbishop's Call to Share </div> <div style="margin-top: 5px;"> <input type="checkbox"/> I have enclosed a check for the full amount <input type="checkbox"/> I have enclosed my first payment, please send me reminders: <input type="checkbox"/> Monthly <input type="checkbox"/> Annually </div> <div style="margin-top: 5px;"> Total Amount Pledged: \$ _____ Amount Enclosed: \$ _____ </div>
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50 0015 0018620 0000000 4

<Primary Addressee>
 <Address>
 <City>, <State> <Zip>
 <Primary Email>
 <Phone Number>
 <Parish Name>
 <Cons ID>
 I prefer to remain anonymous

3. DONOR INFORMATION

Primary Email _____

 Spouse Email _____

 Phone Number _____ Mobile Home Work

Recent Gifts to Archbishop's Call to Share

2020
 2019
 2018
 2017

Would you like to leave a gift in your will, or donate stock or securities? • Other questions?
 Call the Stewardship & Development Office at 913-647-0325, or email stewdev@archkck.org

Note: Encourage donors to make credit card and EFT gifts online.

Gift Processing Guide

In-Pew Envelopes - Affix the label supplied by the Office of Stewardship & Development to the “Parish Use Only” section that corresponds to the personal information completed by the donor for any in-pew envelope pledges. If no label exists and the donor *is* registered in your parish, write “New” in that section and write in your parish name. If the donor *is not* registered, please indicate “Visitor” in that section.



NOTE: If you receive a check without an envelope, please fill out an in-pew envelope for them. Include donor name, address, and parish name for the donor, and affix the corresponding label.

AN INVITATION TO JOIN THE 2021 ARCHBISHOP'S CALL TO SHARE

Save Time, Save Paper, Save your Handwriting – Make a Safe, Easy & Secure Gift Online – Mission.ArchKCK.org

1. YES, I WANT TO SUPPORT THE ARCHBISHOP'S CALL TO SHARE	2. PAYMENT DETAILS
<p><input type="checkbox"/> With a monthly gift of:</p> <p style="margin-left: 20px;"><input type="checkbox"/> \$10 <input type="checkbox"/> \$25 <input type="checkbox"/> \$50 <input type="checkbox"/> \$100 <input type="checkbox"/> Other \$ _____</p> <p style="margin-left: 20px;"><input type="checkbox"/> 10 months</p> <p>OR</p> <p><input type="checkbox"/> With a one-time gift of:</p> <p style="margin-left: 20px;"><input type="checkbox"/> \$100 <input type="checkbox"/> \$250 <input type="checkbox"/> \$500 <input type="checkbox"/> \$1,000 <input type="checkbox"/> Other \$ _____</p> <p><input type="checkbox"/> I prefer to remain anonymous</p>	<p>Make checks payable to: Archbishop's Call to Share</p> <p><input type="checkbox"/> Please send me reminders: <input type="checkbox"/> Monthly <input type="checkbox"/> Annually</p> <p>Total Gift Amount: \$ _____</p> <p>Balance Due: \$ _____</p> <p><input type="checkbox"/> Bill Me</p> <p><small>For Credit Card or EFT gifts, please go to Mission.ArchKCK.org</small></p>

3. DONOR INFORMATION	Make a Special Gift
<p>Name(s) _____</p> <p>Address _____</p> <p>City _____</p> <p>State _____ ZIP _____</p> <p>Phone _____ <input type="checkbox"/> Mobile <input type="checkbox"/> Home <input type="checkbox"/> Work</p> <p>Email _____</p> <p>Parish _____</p> <p style="text-align: center; font-size: small;">THIS AREA FOR PARISH USE ONLY</p>	<p><input type="checkbox"/> Please call me to discuss a gift of stock or other assets</p> <p><input type="checkbox"/> Please call me to discuss how I can leave a gift in my estate for my parish or ACTS</p> <p><small>Questions? Please call the Stewardship & Development Office at 913-647-0325 or email stewdev@archkck.org</small></p>

Zeros/“Amen”/Blank Envelopes (Refusals)—For those envelopes indicating a zero or a blank gift, please bundle with a rubber band and place into Tyvek envelope.

For payments on existing pledges, please wrap these payments with a paper clip or rubber band.

Place all sealed gift envelopes with their check payments in the **prepaid Tyvek business envelopes** provided by the Office of Stewardship & Development and send to the ACTS lockbox 2568. You can include any additional pledge payments as appropriate. Send the in-pew envelopes to the lockbox within a week of the in-pew appeal.

Best Practices for a Successful Campaign

#1 ASK

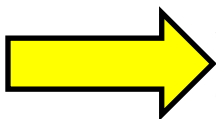
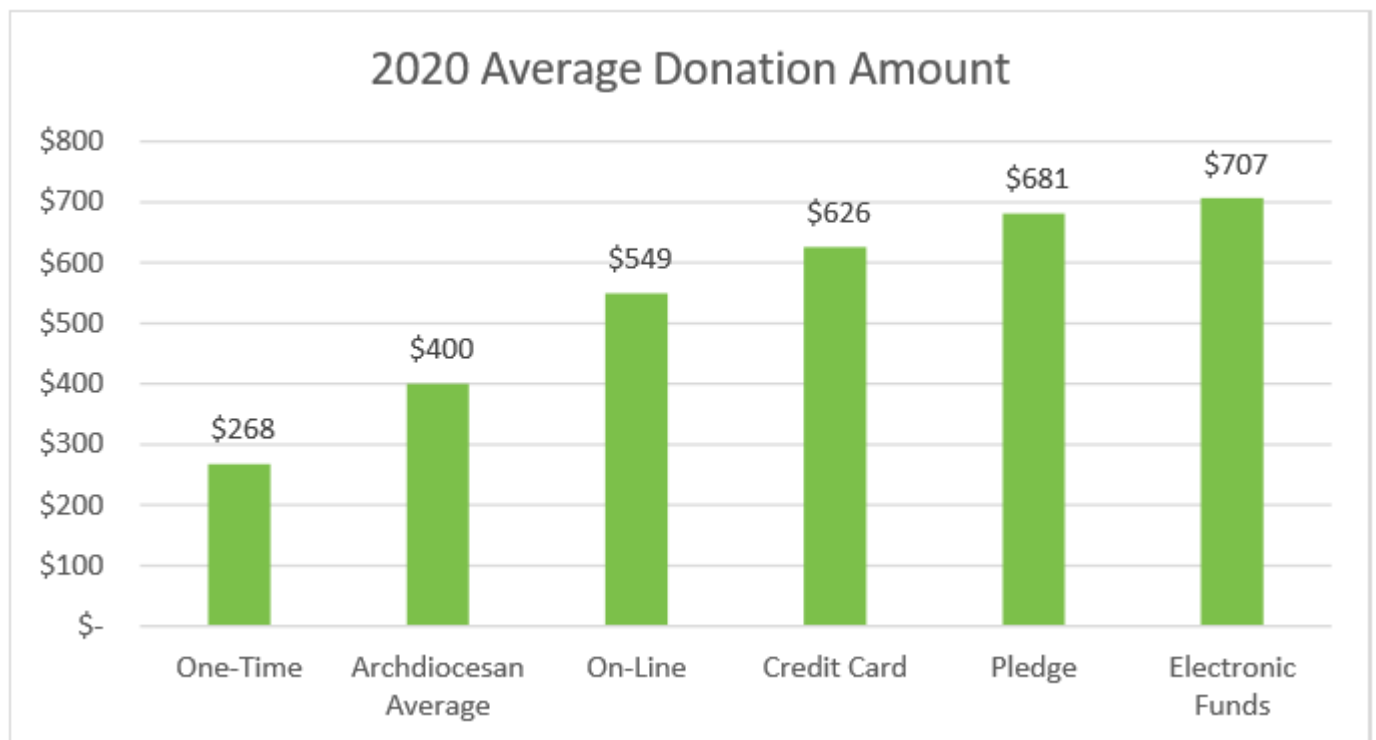
- From the beginning, tell your parishioners you seek their participation
- ASK on ALL FOUR ACTS weekends
- Announce that the Archdiocesan gift average is \$400.00 (or use your parish average, if higher)
- Acknowledge the lapsed and non-givers—ask them to take a step this year and donate a small amount
- Target & announce a 5% participation increase goal
- ASK parishioners to consider “\$1 a day” (\$365 total)
- Encourage participation during Mass (smartphone & in-pew envelopes—stock the pews with pencils and envelopes)
- Attend Pastor and Parish Training on a successful In-Pew Weekend
- Encourage use of in-pew envelopes if a parishioner hasn't yet received their letter in the mail
- Don't answer for your parishioners!

#2 WITNESS SPEAKER

- The Witness Speakers paint a picture for the parishioners by focusing on a ministry(s) people will remember
- The Witness Speaker tells how the parish benefits in some way (schools, building projects, evangelization, our religious, and more)
- The Witness Speaker story motivates parishioners to give and encourages those that have not given to the Appeal before to say 'yes' this year . With a strong presentation and ASK, parishes have GREATER RESULTS!

Best Practices for a Successful Appeal

3 ENCOURAGE WAYS TO GIVE



[www.https://archkck.org/give](https://archkck.org/give)

—Add this link to your parish website!



Your Parish Goal

Your Parish's *Archbishop's Call to Share (ACTS)* Goal has been set . Please see the Parish Weekly Report at www.archkck.org/give/donate/archbishops-call-to-share.org on the ACTS landing page.

The *Archbishop's Call to Share* Appeal team is committed to helping parishes understand their goal and their importance in funding the ministries of the wider Church in northeastern Kansas.



The Archdiocesan Goal

Goal: \$5,622,750

The goal for the *Archbishop's Call to Share* this year is to raise \$5,622,750 for the Archdiocesan subsidy budget for the fiscal year 2021—2022.

The goal of the \$5,622,750 combines the totals of all parish goals. The only way this amount of money can be raised in a four to six week period is to encourage people to pledge a certain amount of money and then pay it over several months.

ACTS is the major way in which the Archdiocese raises money for its ministries and services. Over the last 10 years, thousands of Catholics have contributed millions of dollars to the ministries and services of the Archdiocese through this Appeal.