



Parish Resource Guide

Key Weekends:

FEBRUARY 1ST & 2ND

Announcement Weekend - Archbishop's Homily

FEBRUARY 8TH & 9TH

Ministry Weekend

FEBRUARY 15TH & 16TH

Commitment Weekend

FEBRUARY 22ND & 23RD

Follow Up Weekend

Quick Tips for Success

- **Be Positive.** This is the most important thing that you can do for a successful Appeal! *Smile* and never apologize for ACTS or speak negatively about the appeal or fundraising.
- **Review** - Look at last year's results, especially parish participation and evaluate what worked and did not work at your parish.
- **Plan** - Make sure all Four weekends of the appeal are on your parish calendar and plan for each weekend.
- **Plan for and implement the in-pew solicitation process on commitment weekend.** A successful in-pew appeal makes a substantial difference in meeting and exceeding your parish goal.
- **Stress the benefits of making a recurring gift.** Recurring gifts allow donors to incorporate their ACTS gift into their household budget and provides ministries steady support over time.
 - Recurring gifts continue year over year allowing people to give over 12 months and increase their giving without much change in their monthly budget.
 - Donors who choose to give a recurring gift will continue the gift until they call the stewardship office to change, increase, decrease, or stop their gift. They will only receive one ACTS request letter each year.
 - Recurring gifts can be set up on the donor's schedule online. Recurring gifts can be monthly or even every two weeks allowing people to set it up on payday.
- **Make it easy for people to give.** Remind parishioners of the importance of every gift and the many ways a gift can be made. Never assume someone cannot give.
- **Encourage 100% parishioner participation.** Remind parishioners of the importance of everyone participating and making a gift. Increasing your parish participation 5-10% can be the difference between reaching goal and not reaching goal. With more people giving, you are not asking the same people to give more, just inviting everyone to give and participate in some way.
 - Find the 100% participation group in your parish. Maybe it's the clergy, or the finance council or the parish council. Celebrate that group and encourage people follow their leadership.
- **Equal sacrifice, not equal gift.** We are not asking each person for the same exact gift. Personalized letters have been sent to prior donors. Where one family might be able to give \$100 per month as a sacrificial gift, \$10 may be the same sacrifice for another family.
- **Use resources.** Please make use of all the resources available. Many are in your parish in-pew box, others are online, and in Catholic Social Media.
- **Monitor your parish's progress.** Individual parish progress towards the goal is updated regularly and posted online on the appeal website. If you would like a detailed parish report, please email the stewardship office.
- **Remind parishioners of their local connection to ACTS.** Emphasize how the funds are used right here in your local parish community.
- **Thank parishioners frequently.** Each household that responds to the 2025 ACTS will receive a thank you letter from Archbishop Naumann, but please thank parishioners in your own words, by using bulletin announcements or by providing parish goal and participation updates in the bulletin or on social media.

Announcement / Homily Weekend (February 1st & 2nd)

- Ahead of this weekend locate and review all ACTS materials.
- Publish bulletin announcement and include the intercessions in your prayers of the faithful.
- Take a moment and schedule ACTS social media content to your parish social media channels through Catholic Social Media.
- For Archbishop's Homily we have a few options:
 - Use Archbishop's Homily in its entirety by playing the video recording
 - Read Archbishop's Homily
 - Read part of Archbishop's Homily and add commentary or notes of your own
 - Do your own homily and provide a copy of the Homily in the bulletin or email out the video to parishioners to watch at home

SAMPLE INTRODUCTION OF ARCHBISHOP NAUMANN'S HOMILY

I am pleased to announce that today we are kicking off the *Archbishop's Call to Share* appeal here at (insert name of parish). The *Archbishop's Call to Share* is our opportunity to come together as Catholics across the Archdiocese to initiate many acts of kindness and mercy. Over the next few weeks you will learn more about the 40 ministries supported by Call to Share. Of particular importance to me is (speak about a ministry you wish to highlight). Here is Archbishop Naumann's Homily. (Play Homily)

Next week in your bulletin you will receive a flyer highlighting these ministries. Many of you have already received this year's brochure in the mail at home. I ask you to begin prayerfully considering how you and your family will support the *Archbishop's Call to Share*. I am excited about the really great work funded by our shared support of *Archbishop's Call to Share* and I invite you to join me with your gift.

To those of you who have already supported this year, thank you!

Sample Introduction in Spanish is available online. The Homily is available in English and Spanish.

Ministry Weekend (February 8th & 9th)

This weekend many of you have a guest speaker highlighting their ministry that is supported by Call to Share. Here are a few things to remember for this weekend:

- Speak positively about the appeal. Smile on your face when introducing the ministry speaker.
- If there is a particular reason that you selected this speaker, let your parish know why.
- Use Prayers of the Faithful, Announcements, and Bulletin Content.
- Highlight the Ministry Flyer in the parish bulletin.
- Encourage people to prayerfully consider their gift and come prepared the next weekend to make a gift.

SAMPLE PASTOR CLOSING COMMENTS ABOUT THE APPEAL AFTER ANNOUNCEMENTS OR AFTER THE MINISTRY SPEAKER:

This weekend in your bulletin you will receive a flyer highlighting the ministries supported by *Archbishop's Call to Share*. Many of you have already received this year's brochure in the mail at home. I ask you to begin prayerfully considering how you and your family will support the *Archbishop's Call to Share* and come prepared to make a gift next weekend. I am excited about the really great work funded by our shared support of *Archbishop's Call to Share* and I invite you to join me with your gift.

To those of you who have already supported this year, thank you!

Sample Pastor Comments in Spanish are available online.

Commitment Weekend (February 15th & 16th)

I highly encourage the pastor to make the ask at all Masses. If you have an associate, the pastor does not need to be the celebrant at all Masses, but the pastor coming out to make the official “ASK” for *Archbishop’s Call to Share* can be very impactful.

PREPARATION:

- Pastor prepares brief (3-4 minute) homily on the readings of the day.
- Review the In-Pew Appeal process with parish staff, ushers, key people for the weekend.
- Pastor reviews the In-Pew Appeal Script.
- Ensure that In-Pew Commitment Envelopes are in the pews ahead of all Masses. Make sure the Ushers know where envelopes are to replenish the pews between Masses.

AT ALL MASSES ON COMMITMENT WEEKEND

- At homily time, Pastor gives brief homily.
- Pastor follows the In-Pew Appeal Script to guide parishioners through the process of completing their In-Pew Commitment Envelopes.
- Pastor encourages parishioners to use their phones and sign up online for recurring gifts.
- Pastor thanks all for participating and invites the Ushers to collect the *ACTS* envelopes.
- Mass continues as usual.
- Use the *ACTS* Intercession.

AFTER MASS

- Have Ushers place all *ACTS* envelopes in the *ACTS* Tyvek Envelopes provided to be mailed to the processing office.
- DO NOT OPEN ANY ENVELOPES.
- If loose cash was collected as part of the collection of envelopes, de-cash loose cash like you would for a Special Collection. Do not deposit anything other than cash that is anonymous.

2025 ACTS In-Pew Appeal Script

For use by the Pastor/Celebrant at all Masses on Commitment Weekend

We recommend that the pastor -- or if the pastor is unavailable, the celebrant -- lead this streamlined in-pew process. The entire process will take about 5 minutes.

The In-Pew Appeal process is the best way for people who have never supported the Archbishop's Call to Share to learn about the appeal and be invited to participate.

Encouragement from the pastor, the representative of their local church, goes a long way in them deciding to support the appeal. Not all parishioners receive a letter in the mail about Call to Share from Archbishop Naumann. The in-pew process is the most effective way for Archbishop's Call to Share to acquire new donors.

After giving a brief homily on the readings of the day, follow this plan for guiding parishioners through the process of completing their In-Pew Commitment Envelopes.

In-Pew Appeal Script for Spanish envelopes in Spanish is available online.

COMMENT ON THE GOAL OF INCREASING PARTICIPATION.

“Last year we as an Archdiocese received gifts from over 13,000 families. Here at _____ Parish, _____ families made gifts in support of Archbishop's Call to Share representing _____% of our parish community and wouldn't it be great to increase that this year!

Every gift will matter to those we seek to serve, and your generosity will bless you most of all. Consider this to be an act of faith and love on your part and take joy in being a part of the great mission started by Jesus Himself. It is a wonderful gift to provide for all the great work made possible by the Archbishop's Call to Share throughout our local Church.”

START INSTRUCTIONS FOR IN-PEW PROCESS.

“Let us now take a few minutes to respond to the 2025 Archbishop's Call to Share. Please pass down the In-Pew Commitment Envelopes from the end of the pew. If you have already made a gift this year, thank you! If you would like to make a gift online, you can take out your phone and scan the QR code on the form. If you are making a gift online, you do not need to fill out the commitment card.

On the back side of the envelope, please fill out the donor information section. Your phone number and email address are very helpful in ensuring that the gift is credited to the correct person.

TO MAKE A GIFT TODAY, FILL OUT THE SECTIONS ON THE TEAR OFF PORTION:

The top has suggested Gift plans. Please take a moment to look these over. Every gift will help us reach our parish goal and make a great impact in many lives.

A monthly gift makes it easier to give a sacrificial gift over the course of the year. \$25.00 per month is a great way to participate in the *Archbishop's Call to Share*.

A monthly gift is similar to our parish offertory gift you may give online to support our parish. You can set up a non-stop recurring gift online.

If you would like to make a monthly gift via mail, indicate the amount you wish to give each month and fill in the total gift amount line in section 2.

If you would like to make a one-time gift, please select that box and move down to section two to indicate how you will make this gift.

There is also information for making a gift of Stock or from an IRA or a Donor Advised Fund if that is a method you would prefer to use.

We will give you a few minutes now to fill out the form. When completed, please seal the envelope and pass it to the end of the pew.”

Wait for completion. (Music plays or cantor sings something uplifting.)

Thank participants.

“On behalf of Archbishop Naumann, our parish community here, and all those who benefit from the ministries you support through the *Archbishop's Call to Share*, thank you!”

Handling Pledges and Gifts

We appreciate all you do to make the *Archbishop's Call to Share* a success! Please follow this procedure so that all pledges/gifts can be recorded accurately and acknowledged properly. Thank you.

RECEIVING AND HANDLING

The parish may receive 4 different kinds of *ACTS* responses. Each type has its own procedure for handling. In all cases, please do not record *ACTS* gifts on a parish's tax receipt record. Every donor will receive an acknowledgement and receipt from Archbishop Naumann.

1. Loose cash and coins

- Please count all loose cash and coins received for *ACTS*.
- Write a check drawn on your parish account for the corresponding amount, made out to *Archbishop's Call to Share*.
- Deposit the cash and coins in your parish account like you would for a special collection.
- Place the check for the corresponding amount in the Tyvek envelopes.

2. Checks without envelopes

- Please bundle all loose *ACTS* checks (those not received in sealed envelopes) and bind them together with a rubber band.
- Place bundles of loose checks in the Tyvek envelopes.

3. Sealed donation envelopes

- Please DO NOT OPEN sealed *ACTS* donation envelopes. *Note: Opening sealed envelopes is a violation of PCI credit card compliance and could open the parish and Archdiocese to greater risk.
- Bundle sealed envelopes together and bind with a rubber band.
- Place bundles of sealed pledge envelopes in the Tyvek envelopes.

4. Completed donation cards without envelopes

- You may receive some pledge cards without an envelope.
- Check to make sure your parish is correctly identified on each pledge card and that the card has been completed.
- Bundle loose completed pledge cards together and bind them with a rubber band.
- Place the bundled pledge cards in the Tyvek envelopes.

****PLEASE FORWARD ALL PLEDGES/GIFTS AS THEY ARE RECEIVED TO ENSURE DONORS ARE ACKNOWLEDGED PROMPTLY.****

Follow-Up Weekend (February 22nd & 23rd)

PRE-MASS INSTRUCTIONS

Place a few Donation Envelopes in the missal holders or at the end of pews, so they are accessible at each Mass. It is best to have pens near the envelopes. The ushers should also have a small set of Donation Envelopes to distribute at each Mass.

SPECIAL ANNOUNCEMENT MADE

Before Mass or after the homily, the presider should let Mass attendees know they have another chance to give to the *Archbishop's Call to Share* during collection time.

SAMPLE ANNOUNCEMENT:

“Thank you to all those who responded generously last week by making a commitment to the *Archbishop's Call to Share*, helping our parish work toward its goal and joining with all other parishes in our Archdiocese to provide resources for vital ministries. If you were not with us last week or did not participate, please take a moment to find a commitment envelope in your pew, complete it and place it in the collection basket or hand it to an usher after Mass. Thank you for sharing your blessings with others!”

INSTRUCTIONS TO USHERS

Be alert for parishioners who are looking for a Donation Envelope and help them to find one in their pew or hand one to them. During the collection, be alert for anyone completing their Donation Envelope and circle back to pick any up for those who are not ready when the basket passes through their pew.

Reminders

TRACK YOUR PROGRESS TOWARDS GOAL:

- Regular reports are posted online at <https://archkck.org/call-to-share/resources/>.
- Detailed reports, including a full parish roster and if the parishioner has given this year or last year, will be provided upon request. Please email LMckelvey@archkck.org to submit a request.

GIFT ACKNOWLEDGEMENT

- All ACTS gifts are acknowledged by Archbishop Naumann with a mailed thank you note.
- Please be sure to thank parishioners throughout the appeal.
- Thank donors and highlight parish participation on social media, in parish emails, on the parish website and in the bulletin.

RESOURCES

- Most resources are available in Catholic Social Media.
- Social Media items are on the social media calendar and you can schedule to your parish social media pages directly from there.
- Print and digital resources are available in the resource tab of Catholic Social Media. This includes templates for use in bulletin, on website, and in email.
- If there is a resource you would like to see but don't, please let us know.
- Resources will also be available at <https://archkck.org/call-to-share/resources/> if you are not active in Catholic Social Media.
- If you would like to learn more about Catholic Social Media, please email Lisa at LMckelvey@archkck.org.

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