



2025 Archbishop's Call to Share Parish Kickoff



# Welcome, Introductions, Agenda

- Fr. Anthony Ouellette – Clergy Advisory Committee Chair
- Marissa Easter – Director of Communications
- Archbishop Naumann
  
- Stewardship & Development Team



# Introductions

- Lisa McKelvey – Director of Stewardship & Development
- Jaymee Dunne – Administrative Assistant
- Christina Megee – Database Manager
- Candi Scanlon – Donor Specialist



# Clergy Advisory Committee

- Fr. Anthony Ouellette, Chair
- Fr. Nicholas Ashmore
- Fr. Bill Bruning
- Fr. Daniel Gardner
- Fr. Justin Hamilton
- Fr. Quentin Schmitz
- Fr. John Riley



# Parish & School Emergency Fund

- \$ 1,301,618.62 has been awarded in total since 2006
- \$ 78,950 in grants were awarded in the 2023-2024 Fiscal year to 4 different Parishes and Schools



Special Thanks!



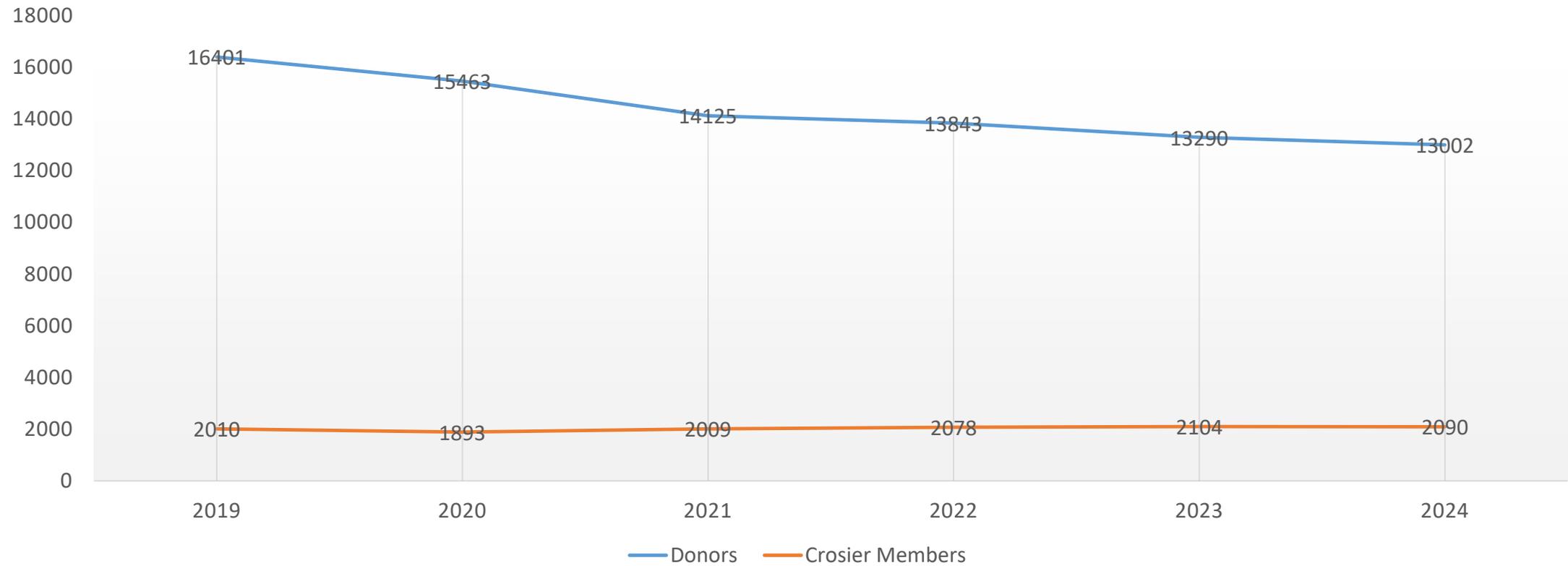
# 2024 ACTS Recap

- Goal - \$7,000,003
- Total Raised To Date: \$6,995,633
- % of Goal: 99%
- % Participation: 22%
- Avg. Gift: \$538
- Parishes Over Goal: 67
- # of Donors: 13,014



# Donor Details

Chart Title



# 2024 Recap by Deanery

ACTS 2024 Deanery Report 10 13 24								
Deanery	Deanery Goal	Deanery Raised	Difference from Goal	% of Goal	Deanery Participation Rate	Deanery Portion of Archdiocesan Goal	Total Households in Deanery	% of Archdiocesan Households in Deanery
Atchison	\$163,504.00	\$179,696.00	\$16,192.00	110%	27%	2%	1,955	3%
Johnson	\$4,648,196.00	\$4,505,191.00	(\$143,005.00)	97%	19%	66%	32,292	55%
Lawrence	\$264,675.00	\$316,071.00	\$51,396.00	119%	23%	4%	3,019	5%
Leavenworth	\$272,414.00	\$282,124.00	\$9,710.00	104%	25%	4%	2,536	4%
Nemaha-Marshall	\$242,623.00	\$250,669.00	\$8,046.00	103%	29%	3%	2,628	4%
Southern	\$313,666.00	\$318,548.00	\$4,882.00	102%	31%	4%	3,155	5%
Topeka	\$737,327.00	\$759,989.00	\$22,662.00	103%	24%	11%	8,594	15%
Wyandotte	\$229,634.00	\$240,834.00	\$11,200.00	105%	23%	3%	4,559	8%
						Total Housholds	58,738	



# Parishes Over Goal

- 67 Parishes Over Goal!
- 14 parishes between 90-99%



# Congratulations! – Atchison Deanery

- Corpus Christi, Mooney Creek
- Immaculate Conception, Valley Falls
- St. Ann, Hiawatha
- St. Benedict, Bendena
- St. Charles, Troy
- St. Joseph, Nortonville
- St. Joseph, Wathena
- St. Leo, Horton
- St. Louis, Good Intent
- St. Mary, Purcell



# Congratulations – Johnson Deanery

- Church of the Nativity, Leawood
- Queen of the Holy Rosary, Overland Park
- Queen of the Holy Rosary, Wea
- St. John Paul II, Olathe
- St. Joseph, Shawnee
- St. Michael the Archangel, Leawood
- St. Paul, Olathe



# Congratulations Lawrence & Leavenworth

- Annunciation, Baldwin City
- Corpus Christi, Lawrence
- Holy Family, Eudora
- St. Francis of Assisi, Lapeer
- Holy Angels, Basehor
- Immaculate Conception St. Joseph, Leavenworth
- Sacred Heart St Casimir, Leavenworth
- St. Joseph St Lawrence, Eston



# Congratulations Nemaha-Marshall

- Annunciation, Frankfort
- Holy Family, Summerfield
- St. Bede, Kelly
- St. James, Wetmore
- St. Malachy, Beattie
- St. Michael, Axtell
- St. Patrick, Corning
- St. Vincent de Paul, Onaga
- Sts Peter & Paul, Seneca



# Congratulations Southern Deanery

- Holy Angels, Garnett
- Sacred Heart, Emporia
- Sacred Heart, Mound City
- St. Boniface, Scipio
- St. Catherine, Emporia
- St. Francis Xavier, Burlington
- St. John the Baptist, Greeley
- St. Joseph, Waverly
- St. Mary, Hartford
- St. Philip Neri, Osawatomi
- St. Therese, Richmond



# Congratulations Topeka Deanery

- Holy Family, Alma
- Immaculate Conception, St. Mary's
- Mother Teresa of Calcutta Parish, Topeka
- Our Lady of Guadalupe Parish, Topeka
- Sacred Heart, Paxico
- St. Aloysius, Meridien
- St. Bernard, Wamego
- St. Dominic, Holton
- St. Joseph, Flush
- St. Stanislaus, Rossville
- St. Theresa, Perry



# Congratulations Wyandotte Deanery

- All Saints Parish
- Cathedral of St. Peter Parish
- Holy Family Parish
- St. Mary St. Anthony Parish
- St. Patrick Parish



# Congratulations

- Didde Catholic Student Center
- St. Lawrence Catholic Campus Center
- St. John Mary Vianney Latin Mass Community



# Participation

- Diocesan Wide: 22% Participation
- Southern Deanery has the largest participation at 31%
- 4 of the 8 deaneries have a participation over 25%
- Increasing participation will help reach our goal without having to ask the same people for larger gifts.
- If you have not reached 25%, that is your participation goal this year
- If you are near or above 25%, your participation goal is a 5% increase



# Importance of Participation

- Total Families in Diocese: 59,274
  - Avg Gift \$538
- If 25% participation
  - 14,819 Donors
  - \$7,972,622
- If 30% participation
  - 17,782 (2018 donor levels)
  - \$9,566,716
- If participation drops 1% (avg loss last few years)
  - 12,448 donors
  - \$6,697,024
- Of the Parishes that reached goal – 31% Participation Avg.
  - This would mean over \$9.8 mil

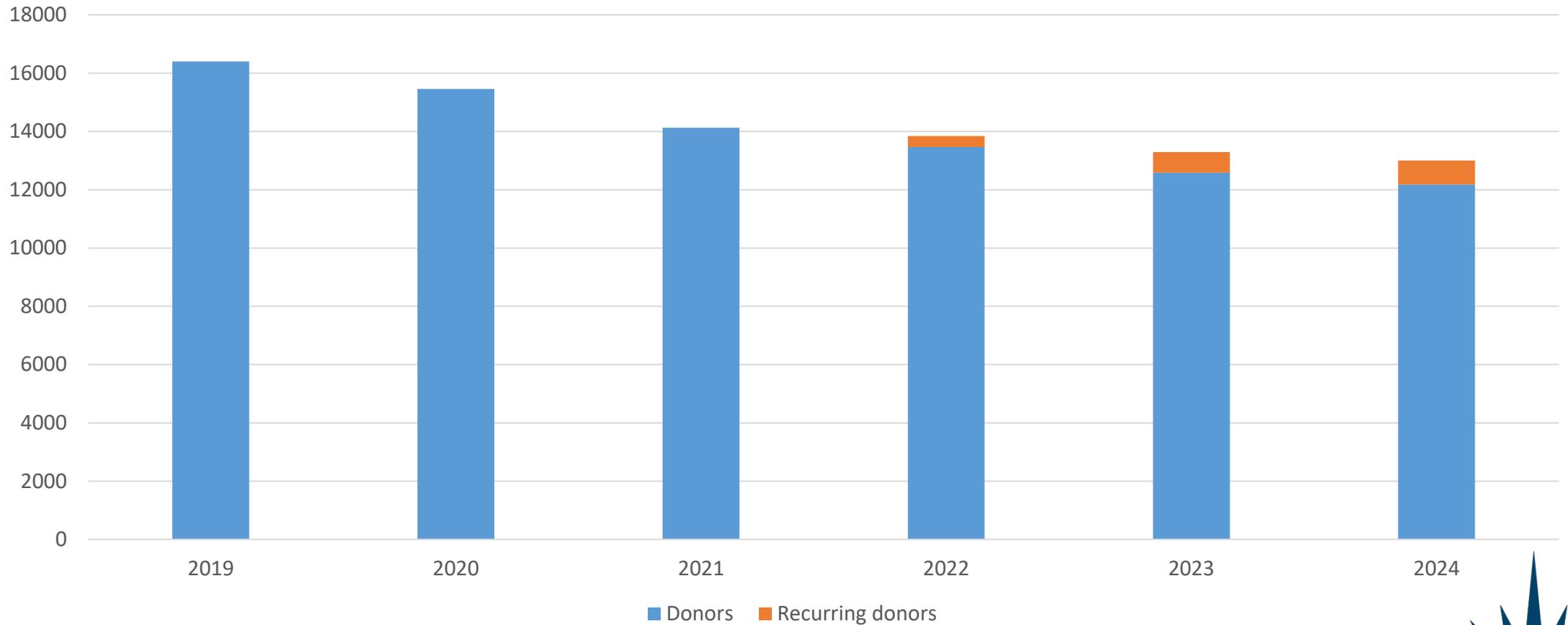


# Participation Rock stars

- St. Mary Parish, Hartford – 100% Once Again!
- St. Francis of Assisi Parish, Lapeer – 64%
- Annunciation Parish, Baldwin City – 57%
- St. Mary Parish, Purcell – 57%
- St. Therese Parish, Richmond – 54%
- St. Ann Parish, Hiawatha – 49%
- St. Joseph Parish, Nortonville – 47%
- St. Boniface Parish, Scipio – 45%
- Immaculate Conception Parish, Valley Falls – 44%
- Cathedral of St. Peter Parish, KCK – 43%
- St. Joseph Parish, Wathena – 40%

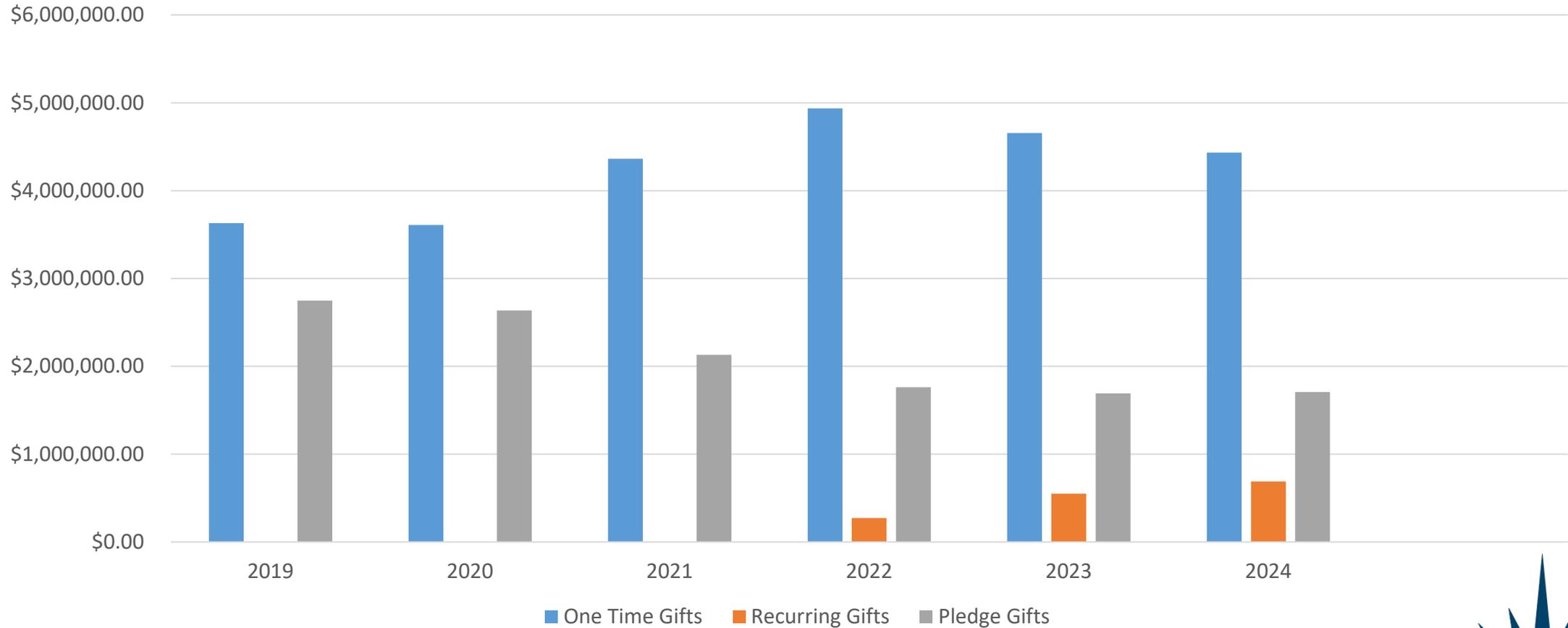


# Recurring Giving



# Recurring Gifts

Over \$700,000 expected from ACTS  
2025 Recurring gifts that carry over  
into next year even if no one new  
signed up or increased their gift.  
\*\*\*10% of the appeal



# ACTS 2025

- 50<sup>th</sup> Anniversary!
- Updated Logo
- Goals
- No Pledge box on Envelopes – Recurring only
- New Parish Schedule
- Resources
- Catholic Social media
- No More Parish Dashboards – Donor Portals instead



# 50<sup>th</sup> Anniversary

- New Logos for this year
- All new digital content with these new logos



# Goals

- Diocesan Goal: \$7,250,000
- All Parish goals are rounded to the nearest \$1,000.
- Small increase to total goal to mirror Cost of Living Increases



# No Pledges – Recurring Gift Focus

- Asking people to make the archdiocese part of their monthly support just like they do with any other charity and your parish
- We will provide parishes talking points for recurring gift that also highlight the benefits of this being the way to give to the parish as well
- Moves people from 10 months to 12 months
- Reduces mail costs
- Provides continuous support for ministries



# Appeal Schedule

- Nov 19<sup>th</sup> & Dec 3<sup>rd</sup> – Crosier Mass and Reception
- Parish Advent Content in CSM
- First week of Dec – Letter 1 mailed to Crosier Society
- First week of Jan – Letter 1 mailed to general audience
- Last week of Jan – Crosier Letter 2
- February – Moratorium on other parish fundraising
- March 1 – Moratorium ends



# Appeal Schedule Continued

- March 12 – Letter 2 General Audience
- March 27 – Letter 3 Crosier
- May – Letter 3 General Audience
- Mid-July – Final Follow-Up Mailing



# Parish Schedule

- Feb 1 & 2 - Announcement Weekend – Archbishop’s Homily
- Feb 8 & 9 – Ministry Weekend – Ministry Speakers & Ministry Flyer
- Feb 15 & 16 – Commitment Weekend – In-Pew Envelope Weekend
- Feb 22 & 23 – Follow-up Weekend



# Why the Changes

- Listening to clergy and parish staff
- Loss of momentum from Archbishop's Homily to commitment time
- Appeal started before some schools were back
- Lots going on in January with Catholic Schools Week & Snowball
- 3-4 Week appeal schedules are very common and very successful across the country



# Announcement Weekend

- Archbishop's Homily
- Video
- Text
- English and Spanish
- If you don't have the capability to show the video – add it to your website, share it on social media, email it to parishoners



# Ministry Weekend

- Yes, this is Super Bowl Sunday
- All across the archdiocese, where ever someone attends Mass, they will learn about the ministries supported by ACTS
- Bulletin Insert with ministries highlighted



# Commitment Weekend

- Please take time to speak about the appeal and ask people to make a commitment during Mass
- Remember – the in-pew process is the best way to reach new donors!
- Ideally pastors make the ask at each Mass
- Parishioners may or may not have heard about the ACTS and why it is important to support it.
- Current donors receive mailings, so they may have already made a commitment via mail or online
- Now is the time to ask the rest of the parishioners for their financial support.
- The Pastor leading the process will have a positive effect on the importance people place on the request.
- Take up a separate collection strictly for the appeal, you will get cash gifts this way



# In-Pew Process

- Your support and encouragement of ACTS will impact the outcome of the in-pew process
  - Ready availability of giving envelopes and pens
  - Asking people to fill out the pledge form
  - Giving time to fill out a pledge form
  - Formally collecting forms/gifts
  - Positive Attitude while talking about the appeal



# In-Pew Process

- Homily – Connect to Call to Share
- Go over the Envelope and ask people to support Call to Share
- Give parishioners time to fill out the envelope (have the musicians play something uplifting)
- Take up a specific collection for ACTS
- Continue with Mass and continue to pray for the appeal in the prayers of the faithful



# Why is the In-Pew Process Important

- This is how we engage with new donors
- Many parishioners don't get to know Archbishop the way that they know their pastor. If their parish leader says this is important to support, they will respond
- This is a key moment to connect Call to Share with how it directly impacts your parish
- What is your parishes' Why?



# Follow-up Weekend

- We know that not everyone is at their parish every weekend
- Follow-up is the weekend for people who took an envelope home to return it
- Or those who weren't prepared to make a gift, can do so this weekend
- No need to replay Archbishop's Homily or have your homily about the appeal, but please remind parishioners that it is on your website, social media, etc.



# Envelope Procedures

- Once an envelope is sealed, do not open it
- Collect Envelopes and put them into the pre-paid Tyvek envelopes provided in your materials boxes
- If you received cash as part of the collection and it is NOT in a sealed envelope, deposit this and cut a check to the Archdiocese for that amount. Put that check with the other envelopes into the large Tyvek envelope
- Mail these envelopes in weekly. DO NOT hold onto commitment forms because you only have a few



# What's in your box?

- Instruction Packet – 1 Sheet per weekend
- In-Pew Envelopes (Spanish as applicable)
- Tyvek Envelopes – DON'T USE OLD ENVELOPES
- Archbishop's Homily Printout
- Prayer Cards





## ARCHBISHOP'S CALL TO SHARE 2024

# Instruction Packet

- One Sheet for each weekend
- Pastor Resource Sheet
- Staff Resource Sheet
- Usher Resource Sheet

### The Participation of Every Parish Is Vital...and Appreciated!

The success of your parish's In-pew Appeal is critical for building participation in the *Archbishop's Call to Share* 2024. Parishes with strong In-pew Appeals often see an increase in total dollars raised. More importantly, these parishes boost participation among parishioners and activate a greater number of first-time *Archbishop's Call to Share* donors. This means we will be able to help more people in need.

Your In-pew Appeal not only helps to welcome new donors, but also encourages a stewardship lifestyle among individuals and families who otherwise may not make a gift. Thank you for your leadership and participation in this important initiative.

### Online Resources



Detailed information about the Archbishop's Homily, In-pew Appeal weekend, checklists, manual, and other resources are available at <https://archkck.org/call-to-share/resources/>

Parish leaders access their ACTS Gift & Detail (Parish Tracking) reports via Parish Dashboards through NXT login. To set up a Parish Dashboard, please contact Geri at [gnickels@archkck.org](mailto:gnickels@archkck.org).

### PARISH RESOURCE LIST

- Bulletin Announcement
- Prayers of the Faithful
- Pulpit Announcement
- Social Media
- Time Table
- In-Pew Appeal
- QR Code Poster

### Contents

In this package, you will find:

- 6 Prepaid Postage Tyvek Return Envelopes
- Archbishop's Homily (printed version only)
- In-Pew Envelopes

### In-Pew Envelopes

Three Easy Steps for Processing ACTS In-Pew Envelopes:

1. Collect in-pew envelopes during Mass
2. Put the in-pew envelopes in the pre-addressed, pre-paid Tyvek envelopes – *no need to open*
3. Mail the Tyvek envelopes

If you need additional quantities of any items included here, please call Geri Nickels, Annual Appeal Manager, Office of Stewardship and Development, at 913.647.0325, or email us at [stewdev@archkck.org](mailto:stewdev@archkck.org).



# ARCHBISHOP'S CALL TO SHARE

When you give to the Archbishop's Call to Share annual appeal you support the work of more than 43 ministries and programs in our Archdiocese, transforming the lives of thousands of people. Together, we can put our faith into action. Together, we can do more than any one parish or person can do.

Blessed are you!



Donate

Archbishop's Homily

Parish Resources

Learn More

Contact Us





THE ARCHDIOCESE OF KANSAS CITY IN KANSAS

Welcome Archbishop Donate MENU

Archbishop's Call to Share

ARCHBISHOP'S CALL TO SHARE+ Parish Resources+ Contact Us



## ARCHBISHOP'S CALL TO SHARE

When you give to the Archbishop's Call to Share annual appeal you support the work of more than 43 ministries and programs in our Archdiocese, transforming the lives of thousands of people. Together, we can put our faith into action. Together, we can do more than any one parish or person can do.

Blessed are you!



English



# PARISH RESOURCES

*Archbishop's Call to Share > Parish Resources*



## PARISH KICKOFF

We are excited to kickoff the 50th Anniversary of **Archbishop's Call to Share**

Clergy, Parish Staff, and Parish Lay Leaders are all invited

### SCHEDULE

**10:30am Workshop: Stewardship 101**

General Stewardship Overview. Open to anyone. We will review Stewardship Best Practices, what you can do to be successful in all aspects of Stewardship and how this will help your parish grow participation

**11:30am: Ministry Fair Opens**

**Noon : ACTS Kickoff with Archbishop Naumann**

Noonday Prayer & Lunch  
Review Results of 2024  
NEW & CHANGES for 2025  
Celebrate 2024 Rockstar Parishes



[Register Here](#)

Register today for the ACTS 2025 Parish Kickoff on October 24th. Clergy, Parish Staff, and Lay Leaders are all invited. Workshops on Stewardship and Catholic Social Media will be offered before and after the Kickoff Luncheon.



# Catholic Social Media

🎃 Social content for October 28 - November 3 is ready External Inbox x



**M** Mitch Fisher  
to me ▾

7:47 AM (5 hours ago) ☆ ↶ ⋮



**CATHOLIC**  
SOCIAL MEDIA

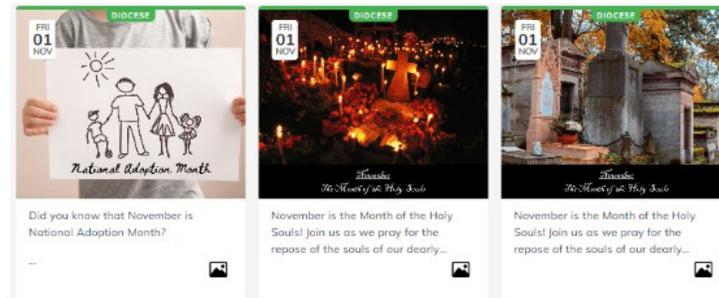
Good morning, Lisa!

This week's content release includes some big days.

Here's an idea for Halloween:

🎃 Post a picture of your staff dressed up for Halloween. In that same post, ask your parishioners to share their Halloween photos! You can then create a multi-image post with them the day after.

Content for October 28 - November 3 was added in CSM for you this morning. Here's a preview:



[Click here](#) to start scheduling it



Distributed Posts (last 30 days)

60

Total Content Posted (Last 30 days)

519

Planned Posts (next 30 days)

19

Create

Recently Distributed (30) ▾

October 17 - November 3

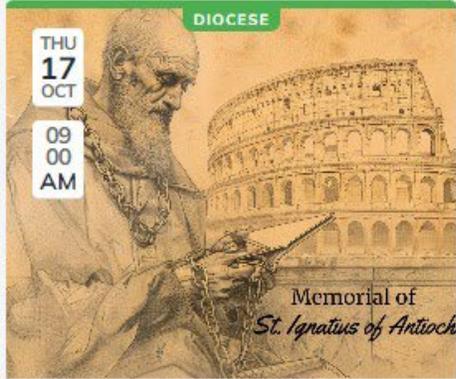
Week (27)

Month (3)

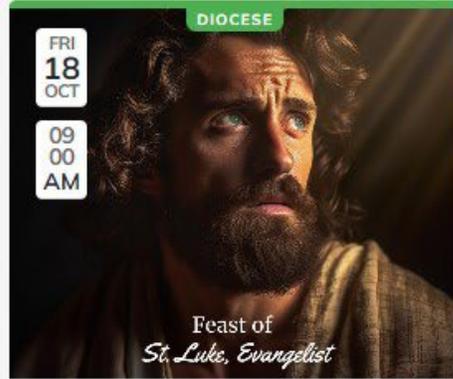
Season (0)

Forever (0)

Filter (0) ▾



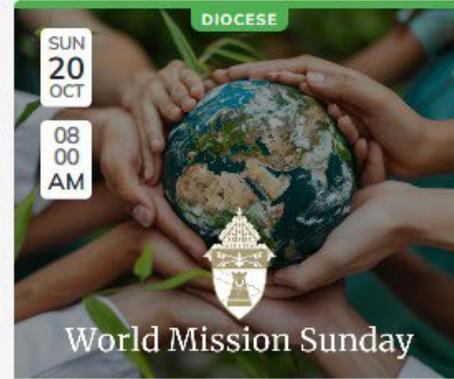
Happy Memorial of St. Ignatius of Antioch, Bishop and Martyr!



Happy Feast of St. Luke, the Evangelist! St. Luke is one of the Four Evangelists and the author of the Bo...



Today, we honor the courageous faith of the North American Martyrs—eight Jesuit missionaries who gave their...



Today is World Mission Sunday! On this day we are reminded of the important role we all play in sharing...



Distributed Posts (last 30 days)

60

Total Content Posted (Last 30 days)

519

Planned Posts

19

Recently Distributed (31) ▾

October 17 - November 3

Week (27)

Month (3)

Season (1)

Forever (0)



Thank you for supporting Archbishop's Call to Share and the ministries funded through your gifts. You make an...



# Resources

All Parish Premium users are invited to join us for our Advent/Christmas resources release (Nov. 5). Register [here](#).

All Categories

Search any keyword here

Filter (0)

Create Category



## 2024 Parish Social Media Guide

3 SUBCATEGORIES - 3 ATTACHMENTS

Published on Feb 27 2024

Basic Parish, Diocese, Premium Parish

## National Eucharistic Revival: Jesus and the Eucharist Small Groups

4 SUBCATEGORIES - 54 ATTACHMENTS

Published on Mar 05 2024

Basic Parish, Diocese, Premium Parish

## Summer Training Workshops 2024

3 SUBCATEGORIES - 5 ATTACHMENTS

Published on Jul 31 2024

Diocese, Premium Parish

## Catholic Social Media Diocesan Essentials Training

2 ATTACHMENTS

Published on Oct 09 2024

Diocese

## 2024 Respect Life Month

UPDATED

12 ATTACHMENTS

Published on Oct 10 2024

Diocese

## Archbishop's Call to Share (ACTS)

NEW

1 SUBCATEGORY - 3 ATTACHMENTS

Published on Oct 10 2024

Diocese

## Archbishop Naumann's Monthly Prayer Intentions

2 SUBCATEGORIES - 3 ATTACHMENTS

Drafted on Sep 10 2024

Diocese

## Eucharistic Revival | Walk With One

UPDATED

8 SUBCATEGORIES - 44 ATTACHMENTS

Drafted on Oct 17 2024

Diocese

## Ministries

## Parish Events

UPDATED

## Pope's Monthly Prayer Intention

## Stewardship

NEW



# Resources

← Back (All Resources)

## PARENT CATEGORY

Archbishop's Call to Share  
(ACTS)



## SUBCATEGORIES



Weekly Resource Sheets -  
Advent



DEC. 7-8

2024 Weekly Resource\_KCK.pdf

December 8

Ministry Moments



Digital Graphics





Weekly Resource Sheets - Advent



DEC. 7-8

2024 Weekly Resource\_KCK.pdf

December 8

Ministry Moments



Digital Graphics



KCK\_50Logo\_RGB\_BlueGold\_LG.jpg

DEC. 7-8, 2024 Weekly Resource\_KCK.pdf

Download

DEC. 7-8, 2024 Weekly ... 1 / 2 | - 54% + | [Icons]



1



2

**Copy for Bulletin Announcement**  
 In today's Gospel, of the life and preaching of John the Baptist are a sign for all people: "Prepare the way of the Lord." How do we do this?

To hear God's voice we must be quiet, to "be still and know that I am God" (Psalm 46:11). This isn't easy to do in our noisy culture that encourages constant movement, racing from one activity to the next, occupying our time by scrolling through social media feeds or binge watching the latest Netflix series. But we must "make straight the paths" within our own hearts so that we can fully receive God's holy word – especially the Word made flesh, Christ, born to us at Christmas.

John was the voice crying out in the desert. What are our deserts? Are we letting the Word of God dry out and die within us or do we nurture it with time spent in prayer? Are we so consumed with the material aspect of Christmas that we come to the end of Advent still thirsty for spiritual fulfillment?

John was considered a prophet, and he was the first to acknowledge that he was merely preparing his listeners for one greater than he. When we listen to John's message, we are preparing for the coming of a Messiah so radical that mountains are made low and valleys are raised. Christ humbled the self-important and exalted the lowly. Let us do the same. Let us live in hope and share with others the hope that only Christ can provide through your prayers and a gift to

---

*Archbishop's Call to Share.* May God bless you for your generosity, and may you experience the Christ's peace during this Advent season.

**Copy for Pulpit Announcement**

Today's Gospel is a study of contrasts: the rough made smooth; the crooked, straightened, highs rendered low; lows, elevated. But perhaps the most (though less obvious) is the beginning of Luke's Gospel account. It opens with a detailed historical account of those charged with ruling the people of Israel. It's a who's who of the ancient world's most powerful: Tiberius Caesar, Pontius Pilate, future king and current tetrarch Herod.

But John the Baptist heralds the coming of an even greater king, one who will completely turn the secular powers on their ears and change the course of human history. Jesus Christ doesn't come in a blaze of glory, though. In complete contrast to the Roman leaders, God comes into the world as a vulnerable baby, born in a stable surrounded by livestock and visited by those on the edge of society – the humble shepherds.

Our lives can be a study of contrasts, too, as we seek to balance the busyness of the season with a heart's quiet reflection. Take time to pause and breathe. Let God's peace be your guide.



**PSG**  
PRENDER SOLUTIONS GROUP

December 8, 2024 - KCK-2.jpg

Download



# Calendar

Create

December 2024

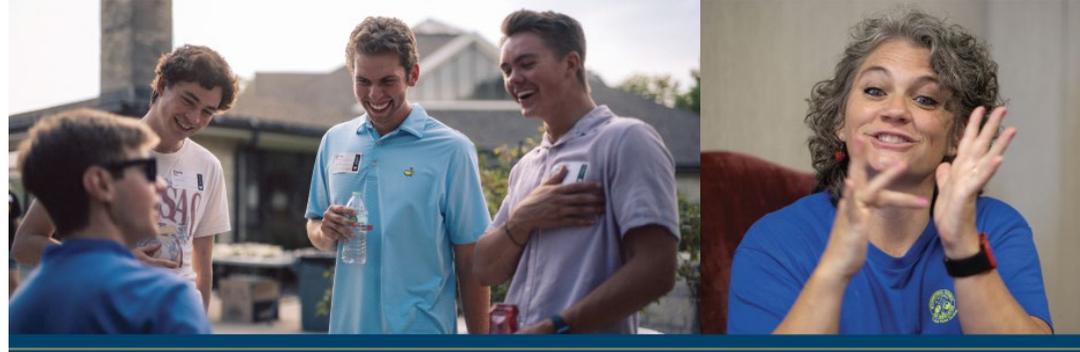
1 post

< December > 2024 Filter (0)

WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Week 1	Monday 25	Tuesday 26	Wednesday 27	Thursday 28	Friday 29	Saturday 30	Sunday 1
	Monday 2	Tuesday 3	Wednesday 4	Thursday 5	Friday 6	Saturday 7	Sunday 8 
Week 2	Monday 9	Tuesday 10	Wednesday 11	Thursday 12	Friday 13	Saturday 14	Sunday 15
	Monday 16	Tuesday 17	Wednesday 18	Thursday 19	Friday 20	Saturday 21	Sunday 22
Week 3	Monday 23	Tuesday 24	Wednesday 25	Thursday 26	Friday 27	Saturday 28	Sunday 29
	Monday 30	Tuesday 31	Wednesday	Thursday	Friday	Saturday	Sunday



# Showing the Impact of ACTS Gifts



*Celebrating 50 Years  
of Your Generosity*



# Ministry Moments



# Tips for Success

- Use all Appeal Materials
- Passionate Homily
- Report parish progress
- Offer follow-up opportunities
- Promote all 4 weekends
- Be prepared
- Be Positive
- Strive for 100% participation
- See support as a sign of stewardship
- Encourage Recurring Gifts
- Use suggested Prayers of the Faithful before, during, & after the appeal
- Pray the appeal prayer



Q&A



# Archbishop Naumann





*50<sup>th</sup> Anniversary*

CALL TO SHARE



*50<sup>th</sup> Anniversary*

CALL TO SHARE

# Closing Comments & Reminders

- Sign up for a speaker or two!
- Parish Contact Signup Sheets
- No Dashboards
- You are all doing a wonderful job at your parishes – thank you!
- Thank you for being with us today. If you have any questions I would love to hear from you.
- I know you will take this wonderful information you have received here today and will do great things in your parish in support of ACTS



Thank you!



# Contact Info

- Lisa McKelvey – Director of Stewardship & Development
    - 405-638-5147
    - [LMcKelvey@archkck.org](mailto:LMcKelvey@archkck.org)
  - Jaymee Dunne – Administrative Assistant
  - Christina Megee – Database Manager
  - Candi Scanlon – Donor Specialist
- 
- [StewDev@archkck.org](mailto:StewDev@archkck.org)



# Catholic Social Media Workshop

- CSM will begin around 2pm after a short break

9:33 AM

