



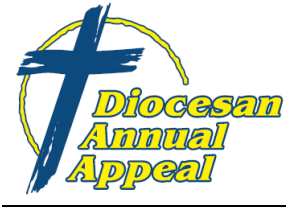
Introduction:

This Leadership Manual is a guide to implement our Annual Diocesan Appeal.

On behalf of Bishop Stephen Jensen, thank you for offering your support, leadership and energy to make the Appeal a success in your parish community. The Appeal can only be successful if all of us take responsibility for its success, if we take ownership of the Appeal.

This manual contains the timeline for the appeal, speaking points, bulletin inserts and announcements for the various weeks of the Appeal. Information about the case for each year and the allocations will be found in the Appeal brochure. Your individual parish goal will have been sent out to the parish well ahead of the beginning of the Appeal year.

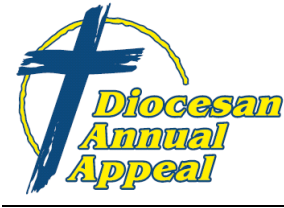
Assistance from the Diocesan Appeal Office is always available to help you make the Appeal a success. Feel free to contact the office at 250-964-4424, ext 246.



What is the Annual Diocesan Appeal?

The Annual Diocesan Appeal is a call for each parish community and each member of the Diocesan Church to become involved in a new and particular way in the mission of the Church. Gifts received by the Appeal are used for the ongoing services and ministries of the Diocese of Prince George, as highlighted in the Appeal brochure. You are encouraged to take the time to read the brochure thoroughly in order to be well informed and ready to answer any questions that may arise within the parish community. More detailed information about each element of the case is on the following pages.

With the Appeal in place, the Diocesan administration can continue the ministries of the local Church as well as maintain the investment portfolio to provide continuing income for these ministries. In this way the investment income will remain fairly stable rather than decreasing as our capital decreases because of operating deficits.



APPEAL CASE

Youth Ministry

Youth have energy and idealistic enthusiasm that, when directed in positive ways, provides our communities with vibrant life and a hopeful future. Families and parish communities identify youth ministry as a top priority, but often struggle in encouraging the faith and formation of young people. Under the leadership of the Diocesan Youth Coordinator, the Appeal will seek to provide resources and support to promote youth ministry endeavors on a parish, regional and diocesan level.

Camp Ministry forms life-long bonds rooted in faith, fun and service. Besides ministering to children and families from our parishes, the camps reach out to the disadvantaged, both economically and socially, offering a fun and safe summer experience rooted in a faith filled and loving environment. Maintaining the camp sites and keeping the camps affordable to attend is vital to their continued success.

Diocesan Youth Conference provides an opportunity for youth from around the Diocese of Prince George to deepen their faith experience and enjoy a dynamic weekend of renewal and fun. Each year, approximately 200 youths from all parishes gather in the springtime for the celebration. Ongoing support for the DYC is necessary to cover the planning and costs associated with the annual event.

Campus Chaplaincy at the University of Northern British Columbia and the College of New Caledonia welcome students from across Canada and around the world. A newer project for the Diocesan Youth Office, Campus Chaplaincy helps provides students with a place where the faith experienced in their homes and parishes is nurtured and supported. These services, covered by the annual appeal, help create a place of welcome and friendship where students' faith story is integrated into the new life they are experiencing.

Parish Support by the Diocese of Prince George in fulfilling the direction outlined by the Canadian Conference of Catholic Bishops "Renewing the Vision," helps support youth directors in creating a blueprint for the development of ministry with young and older adolescents. Using the *Total Youth Ministries* and *We Are Strong Together* resource programs, the Diocesan Youth Office provides training and orientation to new parish youth ministers. Supporting local and regional youth activities and maintaining the DYC Facebook (<http://www.facebook.com/group.php?gid=2334570919>) to keep youths connected across the diocese is part of the ministry of the Diocesan Youth Office supported by the Appeal



Home Missions

The Gospel imperative is to bring the Good News to the poor. In the past 100 years, we have grown from a small, isolated mission territory fully supported by the church in other parts of the world to a diocese fully responsible for its own life and the carrying out of the mission. Not all parishes and missions in the Diocese have the same financial resources to serve the spiritual needs of their communities. The Appeal will assist the following:

Rural Parishes provide a vibrant faith-life for their small communities but are not often able to operate solely on their own financial resources. They support a pastoral life director and the day-to-day needs of a parish as well as incurring the additional expenses needed to bring in a priest for sacramental ministry. Many rural missions still receive funding from sources outside our diocese, while they will continue to rely on this support, there is no guarantee these funds will always be available. As we mature as a diocese, we look to become one local church able to provide for all missions and needs within our boundaries.

The Lejac Pilgrimage began in 1990 with 20 people gathering for Mass at the resting place of Rose Prince. This annual pilgrimage now attracts close to a thousand attendees every July for a weekend of prayer and celebration. As the number of people attending continues to increase so does the cost of food, tents and grounds maintenance. With the pilgrimage expanding beyond a local event into a diocesan wide celebration, support from the appeal will help subsidize costs not covered from local fund-raising efforts.

Missions of Fraser Lake parish benefit from the ministry of religious brothers. The Appeal helps to support the brothers in their ministry.



Faith Formation

The single greatest need in the church today is the ongoing faith formation of its parishioners. In every endeavor of life we have to continuously grow and develop in our knowledge and abilities. Our faith life is no different. Parish and diocesan programs strive to address the need for education and renewal.

Lay Formation is available to every adult Catholic in the diocese. Each program is held one weekend per month for ten months per year over a two-year period. Participants are given instruction in theology, liturgy, church history, sacraments, scripture, social justice and prayer and have opportunity to grow through actively participating in liturgies and prayer experiences. To be accessible for all areas, Lay Formation weekends are held in the North, Central (Domano Renewal Centre) and West Regions of the diocese.

Adult Education begins at the parish with support from the Diocesan Adult Education Office. Materials and educational DVD series covering topics of our faith are available for use in parishes from the office's resource center. Religious education workshops are also organized and offered regionally for all parishioners. With support, the Adult Education office will continue to seek new resources and programs for exploring our faith and will assist with any local and regional activities.

Catechetics provides resources and materials from the Catechetics office for both parish based and school programs and for families using home programs throughout the Diocese. The annual appeal will assist those teachers in our Catholic schools and volunteers in parishes who work tirelessly to nurture the growth of faith in each child.

Social Justice is central to our lives as Christians. The Social Justice office is a part-time ministry that reaches out to every parish in our diocese. This ministry relies on the voluntary activity of parishioners, and they accomplish much. Rainbows for God's Children, Shepherd's Corner in Prince George and numerous endeavors in many parishes are all activities needing support.

The Pro-Life Fund is administered by the Bishop's Office and provides funding for a number of pro-life activities throughout the diocese. Support for our most vulnerable members of society, the unborn, is provided by individuals, groups and societies working tirelessly to educate the public, reach out to pregnant women and support unwed mothers. Often only those most affected know the lives that are saved through this ministry.

Returning to Spirit is a program developed by a First Nations' person to facilitate healing and reconciliation. An intensive three-week program is divided into week-long sessions. The positive results of this program are immeasurable and will be felt for generations to come.



Catholic Schools:

Catholic Schools in British Columbia receive funding at a rate of 50 percent of the per pupil instructional costs of the public schools. All local capital and diocesan administration costs are borne by the Catholic community. The diocese and parishes work hard to provide the funding that has resulted in quality education for our children. We have faithful and highly qualified teachers, principals and support staff in the eight Catholic schools in this diocese and they work with the same, if not greater, dedication of their more highly paid counterparts in the public schools.

Vocations and Seminarians and Priests' Ongoing Education:

While all baptized are called to participate in the mission of the church, our diocese needs priests to serve our sacraments and offer spiritual guidance. Educating seminarians for service in the Diocese is one way we can ensure the future of our local church. We are blessed in this diocese with a number of men who have both explored and discerned a vocation to the ministerial priesthood. It costs approximately \$30,000 per year for each seminarian, money well spent as we look at the men who are serving our parishes.

Along with educating those men in seminary, support for the Appeal will fund the ministry of the Vocations Director who helps young people exploring their vocation. Vocation awareness is a vital part of our diocesan vision and financial support is needed for those who discern a calling to the priesthood and consecrated life.

Priests, like other professionals, require ongoing education and formation in order to grow personally and in their ministry. The Appeal will help provide financial resources for this ongoing education.



Timeline for the 2013 Appeal

September 2013

Training for Parish Appeal Leadership teams, done locally by pastor

14/15 **Kick-Off Weekend** (see pg 13)

First mailing available at church entrance for pickup, remaining envelopes mailed during week

21/22 **Education Weekend** (see pg 18)

28/29 **Promotion Weekend** (see pg 23)

October 2013

5/6 **Commitment Weekend** (see pg 26)

November 2009

4 Second mailing is sent to undecided households from Appeal Office.



Steps to a Successful Appeal

1. Attend the Parish Appeal Leadership training.
2. Begin the Appeal on schedule and promote it during the four primary weekends.
3. Familiarize yourself with the Annual Diocesan Appeal case, materials and guidelines.
4. Confirm all dates and speaking assignments.
5. Review the bulletin, pulpit announcements, monthly petitions and Prayers of the Faithful and ensure they are prepared and inserted at the appropriate time and dates.
6. Promote the Annual Diocesan Appeal by displaying posters in prominent locations throughout the church, parish hall, office and other facilities.
7. Communicate the process to the appropriate personnel one week before Commitment Sunday.
8. Prepare for Commitment Sunday. Pledge cards are in the correct place for the ushers to distribute, golf pencils are placed with the pledge cards and ushers have been fully briefed.
9. Alert parish money counters that appeal envelopes may be turned in through regular collection in coming weeks. *Appeal envelopes will need to be kept separate from the offertory collection.*
10. Conduct the follow-up plan for parishioners who have not made a decision. Please review the suggested follow-up items in this manual.
11. Audit payments on a weekly basis and send reports to the Diocesan Appeal Office (*the parish Appeal Secretary will fill out forms*)
12. Contact the Diocesan Appeal Office at 250-964-4424 ext 246, if you need any further assistance.



Roles of the Pastor/Pastoral Administrator/Pastoral Life Director, Chairperson and Secretary

PASTOR/PASTORAL ADMINISTRATOR/PASTORAL LIFE DIRECTOR

- Recruit parish Appeal Chairperson(s), volunteers and Appeal Secretary.
- Attends Bishop's Receptions.
- Use Bulletin Inserts, Pulpit Announcements, Petitions, Prayers of the Faithful and Homily Suggestions.
- Motivate parishioners to give according to how they have been blessed in accordance of good Christian Stewardship.
- Enthusiastically support the Appeal to parishioners and volunteers.

PARISH LEADERSHIP TEAM

- Attend parish training meeting.
- Attends Bishop's Receptions.
- Familiarize self with the Appeal case and materials.
- Follow and execute timetable.
- Coordinate all parish Appeal volunteers and activities.
- Assist Appeal Secretary with organizing pledge cards for Commitment Sunday.
- May give pulpit presentation on appeal Education Weekend or Promotion Weekend or arrange for speakers.
- Assist Appeal Secretary in auditing pledge envelopes and gifts and help to report results.

APPEAL SECRETARY

- Attend parish training.
- Attend Bishop's Receptions.
- Assist Chairperson in organizing the parish appeal effort.
- Study and familiarize self with auditing procedures and Leadership Manual.
- Prepare and organize pledge envelopes for Commitment Sunday.
- Audit and account for all pledges and gifts.
- Maintain parish record of pledges and gifts
- Prepare weekly Appeal Secretary Report Form and mail to the Diocesan Appeal Office.

NOTES:



Prayers of the Faithful

1) KICK-OFF WEEKEND

That through our participation in the Annual Diocesan Appeal, ***Building Together in Faith***, we will continue to be instruments of the living and loving presence of Christ in our world, we pray to the Lord.

That as we support the ministries of our church through the Annual Diocesan Appeal, ***Building Together in Faith***, we recognize our participation in the mission of the Church, we pray to the Lord.

That all who minister on our behalf will be encouraged by our support of their ministry through the Annual Diocesan Appeal, ***Building Together in Faith***, we pray to the Lord.

That all who are served by our support of the Annual Diocesan Appeal, ***Building Together in Faith***, may know the power of Christ's message of faith, hope, love and unity, we pray to the Lord.

3) EDUCATION WEEKEND

That we respond generously to the Annual Diocesan Appeal, ***Building Together in Faith*** as faithful stewards of the gifts God has entrusted to us, we pray to the Lord.

That each of us joins together in reaching out to support the needs of others through the Annual Diocesan Appeal, ***Building Together in Faith***, we pray to the Lord.

That as witnesses to Christ, we may grow in awareness of our call to serve others through our support of the Annual Diocesan Appeal, ***Building Together in Faith*** we pray to the Lord.

That we recognize our call to share all our gifts and support the Annual Diocesan Appeal, ***Building Together in Faith*** with our prayers, we pray to the Lord.



4) PROMOTION WEEKEND

That as we share the benefits of our blessings through the Annual Diocesan Appeal, ***Building Together in Faith***, we may better know Jesus by following His example of sharing and caring, we pray to the Lord.

That as we participate in the Annual Diocesan Appeal, ***Building Together in Faith***, we give thanks to our God for the gifts and blessings we have received, we pray to the Lord.

5) COMMITMENT WEEKEND

That as we commit to the Annual Diocesan Appeal, ***Building Together in Faith***, we may remember God's generosity to us and respond in gratitude, we pray to the Lord.

That the Holy Spirit may continue to guide the work of the Church in our Diocese and that Christ's message of love may be realized by all, we pray to the Lord.

6) WEEKEND FOLLOWING COMMITMENT SUNDAY

That those who have not been able to support the Annual Diocesan Appeal, ***Building Together in Faith*** financially at this time will support the Appeal with their prayers and good works, we pray to the Lord.

That the Holy Spirit continues to guide the work of our church supported by the Annual Diocesan Appeal, ***Building Together in Faith***, and that Christ's message of love may be felt by all, we pray to the Lord.



Monthly Petitions

Throughout the year, please include a petition for the Appeal on a regular basis.

That God may bless our Parish and Diocese, strengthen our faith and grant us the spirit of Christian stewardship by opening our hearts to the Annual Diocesan Appeal, we pray to the Lord.

That we may be one with God, as a Parish and Diocese, through our support of the Annual Diocesan Appeal, we pray to the Lord.

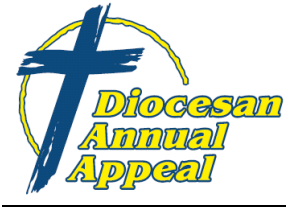
That each parish family may demonstrate its understanding of our connection to the Diocesan church by supporting the Annual Diocesan Appeal, we pray to the Lord.

For all those served by our support of the Annual Diocesan Appeal, that they may know the power of Christ's message of faith, hope and love, we pray to the Lord.

For all who find guidance and support from the many services funded through the Annual Diocesan Appeal, we pray to the Lord.

That each of us may understand our responsibility to support our local church through the Annual Diocesan Appeal, we pray to the Lord.

That we may respond generously to the Annual Diocesan Appeal as faithful stewards of God's many blessings, we pray to the Lord.



Kick-Off Weekend

Kick-off weekend includes the following:

- Bulletin insert (Northern Catholic News) provided by the Diocesan Appeal Office
- A parish specific pulpit announcement and bulletin write-up that includes parish goal and current update if there have been any early gifts
- Appeal packages (envelopes) for each registered household of the parish
- Prayer of the Faithful – *please see page 10 of this manual*



Suggested Points for promotion by Pastor

Offer some personal testimony or experience regarding the Appeal or its benefits.

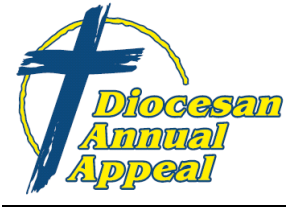
Briefly outline the overall appeal case and that every parish and mission in the diocese is participating.

Explain that all parishes and missions are asked to contribute towards the goal of \$400,000. At your parish, the goal is \$_____

If applicable: Communicate that there has already been early support towards the appeal and that \$_____ has already been raised from just a few commitments.

Explain that all parishes in the diocese make up the local church and all benefit directly or indirectly from the Appeal..

Ask for support and participation from everyone based, according to each one's gifts, resources and ability. We are not focusing on equal gifts, or large gifts per se, but are inviting **everyone** to participate. Every gift, regardless of amount, makes a difference.



Bulletin and Pulpit

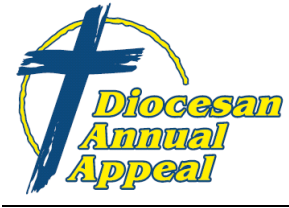
Bulletin Write-Up

Today we kick-off our inaugural Annual Diocesan Appeal, ***Building Together in Faith*** along with all other parishes and missions throughout our Diocese. Your generosity to ***Building Together in Faith*** will extend to countless people throughout our diocese who are served by our Diocesan ministries. Please consider pledging to this worthwhile endeavor.

Parish Goal: \$ _____
Actual to Date: \$ _____
Amount To Goal \$ _____
Number of Gifts: _____

Pulpit Announcement

The Annual Diocesan Appeal, ***Building Together in Faith***, supports the mission of our local Church across our diocese. Your gift to the Appeal is one way that you can participate in the mission of the Church. By helping to provide the financial resources to fulfill this mission, you continue a tradition of charity and stewardship that has been a hallmark of the Church in Northern British Columbia.



Education Weekend

Education weekend includes the following:

- Priest/Pastoral Administrator/Pastoral Life Director or Lay Witness Presentation
- A parish specific pulpit announcement
- Bulletin write-up that includes parish goal and current update
- Prayer of the Faithful – *please see page 10 of this manual*



Tips for Presenting Lay Witness Testimonials

Education Weekend is the personal witness and testimony given by you and/or fellow parishioners. The following are tips to assist you in preparing for your comments.

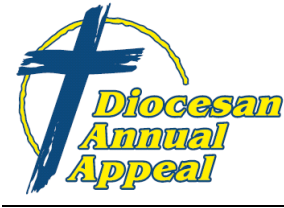
- Above all, be sincere, enthusiastic and friendly.
- Prepare personal remarks in advance. Use your own style, wording and delivery. Write out your talk or use key words to guide you through your presentation so that it is more natural.
- Rehearse beforehand. Practice reading silently *and* aloud. If possible, practice in the church with no one present. Be comfortable enough with your material so that you can look up from your notes and make eye contact.
- Getting started can be the toughest part. To begin, simply introduce yourself. *“Good morning, I’m John Parishioner, I’ve been at this parish for nearly 25 years and I wish to speak about the Annual Diocesan Appeal, **Building Together in Faith.**”*
- **Personalize your notes:** When possible, use examples of how the case has directly benefited your parish or your experiences. Also, highlight case elements you are particularly close to, for example:
 - *We have a rural parish that benefits from support of Catholic Missions and the additional support from the annual appeal will also allow us to continue to survive.*
 - *I’ve served in the Justice and Peace ministry for a long time and many of the things we do have been with direction from the Diocesan Justice and Peace Office which is supported through the appeal.*
 - *We have kids in the parish school and giving to **Building Together in Faith** helps fund the Catholic Schools throughout the diocese.*
- **Most importantly** - ask that people give generously to **Building Together in Faith.**

ADDITIONAL SAMPLE SUGGESTIONS FOR EDUCATION WEEKEND

- There are times in our lives when we feel isolated and alone. Yet we must recall that Jesus is with us. As a parish, we are a faith family and should turn to one another for support. We are called to remember that our faith does not stop at the borders of our parish. One of the true wonders of our Church is that we are all one body in Christ and in faith. Our parish joins with many others to make up the local, Diocesan Church.



- The Diocese of Prince George and Bishop Jensen represent our larger Church. We are 32 parishes and missions serving more than 5,300 Catholic Households. There are many ministries and apostolates that our Diocesan Church can offer and accomplish that we as a single parish cannot.
- Living as good Christian Stewards does not shield us from disappointment and suffering, we must be aware of Christ's presence among us. His love and caring for us, His promise to us and His covenant with us.
- ***Building Together in Faith*** serves as an efficient way to provide support for educational and spiritual ministries on a diocesan-wide basis that individual parishes could not provide themselves.
- This year, our church asks every Catholic family and other friends in our community to make a pledge in support of ministries and programs, which serve our brothers and sisters in parishes throughout our Diocese.
- Remind Parishioners that gifts from God are all around and that in the scriptures we are urged to reflect a share of those gifts to help the less fortunate in our community.
- Report the reasons for the appeal. As a diocese we have been blessed with land and cash reserve assets. These are assets that belong to all of us. As good stewards it is necessary to retain those assets, leaving them to help support future generations. This appeal not only seeks to support our ongoing ministries that maintain our ability to minister to parishioners, but to help grow them.
- The ***Building Together in Faith*** appeal is about building support of the ministries and activities of our local church for the future. Strong parishes make a strong diocese and vice versa.
- Explain that all contributions to ***Building Together in Faith*** are restricted to support the ministries and program listed in the appeal brochure. Parishes earn rebates of 100% of each dollar contributed beyond their parish goal.
- Make a personal statement of your own commitment to the success of ***Building Together in Faith*** and your hope is that every family will consider a similar sacrifice.
- Encourage them to make a pledge and spread their gift over a ten-month period. Urge people to complete their pledge envelope and turn it in by Commitment Weekend.
- Lead by example. Tell parishioners that you have made your pledge.
- Explain the parish sharing formula. Along with supporting our diocese, there is an opportunity for us to also accomplish our goals at the parish. Every dollar raised over our goal will be rebated back to our parish to help accomplishWe have a great opportunity to also accomplish this at the parish.



Sample Lay Presentation Announcement

Lay Witness testimonial of parish leadership offers a different perspective to many parishioners. A lay presentation with support from your pastor will encourage and increase the response from parishioners.

SAMPLE REMARKS

Good Morning (*afternoon/evening*) My name is _____, I've been a parishioner here at _____ for over ____ years and I will be speaking about the Annual Appeal ***Building Together in Faith***.

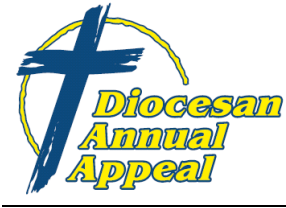
I'm helping promoting the appeal because it is an opportunity to have an effect on the ministries of our local church. ***Building Together in Faith*** supports our parishes and parishioners across the diocese along with the ministries and programs that make a difference. It educates our adults and our children; it assists those missions and parishes in need of support, helps in the effort to promote justice and peace, supports the defenseless and helps educate those who are called to serve in ministry.

Our diocese consists of many faith communities that represent one universal church, and just because we are here in _____ does not isolate us from that call to help support those we don't see day to day. As we learned from the video last week, we are a diocese spread across 345,000 square miles. There are many challenges and needs within our own area that the Annual Diocesan Appeal seeks to support. Some goals are the same today as they have been for over 100 years.

Great things can be accomplished, but there will always be the need for ongoing support. The continuing of our programs ensures we have a vibrant and healthy church for our future generations.

Today, our Appeal Committee and I are asking you and all parishioners of _____ parish, to make a pledge to the Annual Diocesan Appeal, ***Building Together in Faith***. You can make a difference in the lives of many people throughout British Columbia as well as here at the parish. The appeal affects each and every one of us in different ways, through Religious Education, Youth Ministry, Social Justice, Social Ministry and Charity, the list goes on.

When considering your pledge, please weigh the many goods that ***Building Together in Faith*** accomplishes from your sacrifice. I ask that you be generous and put your faith into action. Thank you.



Bulletin and Pulpit

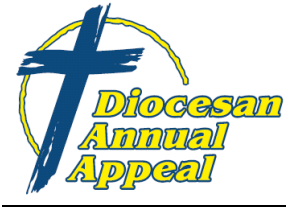
Bulletin Write-Up

As we hear from our Lay Presenters this weekend, we are reminded of how personal ***Building Together in Faith*** can be. Your pledge to the appeal truly benefits the ministries and programs throughout the Diocese of Prince George. Commitment Weekend, two weeks from now, will be a chance for you to make a commitment to the annual appeal during Mass if you have not already done so. Please give generous consideration towards our appeal and know that you can truly make a difference. Thank you to those who have already given their support to the appeal at (your parish) . .

Parish Goal: \$ _____ Actual to Date: \$ _____
Amount To Goal \$ _____
Number of Gifts: _____

Pulpit Announcement

Commitment Weekend for ***Building Together in Faith*** is coming up in two weeks. At that time, we will give everyone the opportunity to pledge to the appeal during Mass if they have not already done so. A successful appeal furthers the mission of our local church and of our parish. We hope to attain participation from all households in our parish, a goal that can only be reached with your help. Please consider your support in the coming week; not everyone can make the same pledge, but if we all offer our sacrifice, we will truly be successful.



Promotion Weekend

Promotion weekend includes the following

- A parish specific pulpit announcement
- Bulletin write-up that includes parish goal and current update
- Prayer of the Faithful – *please see page 11 of this manual*

Promotion Weekend is an opportunity to continue Education Weekend in which an additional testimony can be presented during Mass.

Along with an announcement from the Parish Appeal Leadership it is also important to promote the upcoming Commitment Weekend. Asking undecided households to make a decision in the coming week and come to Mass next weekend ready to sign a commitment card.

It is also important to inform the Ushers of what the process for Commitment Weekend will be.



Bulletin and Pulpit

Bulletin Write-Up

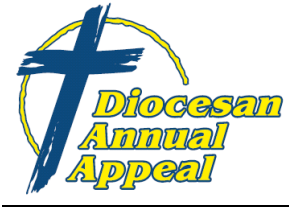
Next weekend is Commitment Weekend. At all Masses next week, undecided households will be asked to inform us of their decision regarding the Annual Diocesan Appeal, ***Building Together in Faith***. Over the past few weekends, you have heard the case for the annual appeal and if you have any remaining questions, please contact _____ (a member of the Appeal Leadership Committee). Please give generous consideration towards our appeal and know that you can truly make a difference.

Parish Goal: \$ _____
Actual to Date: \$ _____
Amount To Goal \$ _____
Number of Gifts: _____

Pulpit Announcement

Next weekend is Commitment Weekend for ***Building Together in Faith***. Through your generous support we have raised _____% towards our goal of \$_____. We wish to thank all of those who have already supported the appeal and remind everyone that any amount raised over our goal will be rebated back to us and will assist our _____(outline the parish case_____.)

If you have not done so, please consider supporting the Annual Diocesan Appeal and come next week with that decision in mind. Through everyone's support, whatever it may be, we can truly be successful.



Commitment Weekend

Commitment weekend includes the following

- Pastors/Pastoral Administrators/Pastoral Life Directors or Appeal Leaders speak at all Masses as part of the ***Building Together in Faith*** Homily
- Pledge cards are distributed and collected at Mass as part of the ***Commitment Weekend*** Homily
- A parish specific pulpit announcement
- Bulletin write-up that includes parish goal and current update
- Prayer of the Faithful – *please see page 11 of this manual*



Usher Instructions for Commitment Sunday

It is recommended these instructions are distributed one week prior to Commitment Sunday (Promotion Weekend)

A memo to Ushers

Ushers are essential to the overall success of *Building Together in Faith's* Commitment Weekend. Therefore, it is important that they receive the following information prior to Commitment Weekend. The following is a suggested memo to distribute accordingly.

TO ALL USHERS:

- Please be present ten minutes early to your Mass on Commitment Weekend. The head usher or appeal coordinator will provide you with pledge cards and pencils for the in-pew appeal process during Mass.
- During the homily, the Pastor/Pastoral Administrator/Pastoral Life Director will speak about the importance of *Building Together in Faith* and encourage parishioners to make a decision regarding their gift. Please make sure a representative from every household is in possession of a pledge card and pencil.
- The Pastor/Pastoral Administrator/Pastoral Life Director will explain the pledge envelope and pause while each household is completing the requested information. Please collect the pledge envelopes when instructed to do so.
- If pledge envelopes are placed in the regular collection, please separate the *Building Together in Faith* envelopes so they can be handed over to the Chairperson and his or her team of volunteers.
- After Mass, make sure that the pledge envelopes and pencils are clear from the pews.

Instructions for the In-Pew Appeal

INSTRUCTIONS FOR CONDUCTING A SUCCESSFUL IN-PEW APPEAL

With your guidance and instruction, the in-pew appeal will play a large role in the overall success of *Building Together in Faith* at your parish. The following bullet points outline the recommended process to conduct the appeal.



- The Celebrant is scheduled to give the Commitment Sunday presentation endorsing this year's ***Building Together in Faith*** appeal and requesting all parishioners who have not yet made their pledge to do so today at Mass. In some cases, it may be a member of the Appeal Committee who does this.
- The Appeal is conducted during the time of the Homily.
- Pledge cards are distributed by ushers when instructed to by the Celebrant. *It is not recommended to place cards in the pews at the beginning of Mass as this does not ensure that all households will receive a card.*
- Pledge cards are filled out upon instruction from the presenter.
- Pledge envelopes are collected separately from the regular offertory collection.
- **Ask** for households to make a pledge.
- Remind parishioners of the importance of ***Building Together in Faith***. Reinforce some of the key elements of the case – how their financial support helps – being sure to emphasize the programs and activities you believe will achieve the strongest response among parishioners.
- Ask that all households complete a pledge card today!
- The presenter guides families through the completion of the ***Building Together in Faith*** pledge cards.
- Upon completion of the appeal, thank all those who have responded for their participation.



In-Pew Appeal Suggested Speaking Points, *Leading up to the Process*

This weekend, in all parishes throughout the Diocese of Prince George, Catholics are celebrating Commitment Weekend in support of our Annual Diocesan Appeal, ***Building Together in Faith***. Our local church is comprised of 32 parishes and missions, serving more than 5,300 Catholic households.

The ***Building Together in Faith*** appeal provides support to the many local ministries, programs and outreach throughout our diocese. Every Catholic family is asked to participate in ***Building Together in Faith*** as a sign of our unity in Christ.

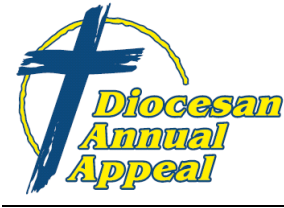
Building Together in Faith will support rural parishes and missions in need, educate current and future generations in our faith, help train women and men now serving as leaders in our parishes, support men now in seminary and support the many ministries that make up our diocese. As we continue to grow, ***Building Together in Faith*** will provide necessary resources in response to current, new and challenging needs.

There are many priorities and needs facing our Diocesan church that no one parish can address. Some require the strength and resolve of our entire Catholic Community working together. Through our collective efforts we can continue to build God's Kingdom by advancing the work of our church.

As past generations have done for us, we are responsible for leaving a healthy church for future Catholics. While we cannot always be the ones to comfort the grieving, feed the hungry, teach the young and minister to those in need, we can - through our generosity – ensure that our Parish and Diocesan church is strong, vibrant and able to meet the needs of so many in the year ahead.

Building Together in Faith provides the financial lifeblood for a broad range of ministries, apostolates and outreach programs throughout our diocese. Your financial support has a positive influence in the lives of your brothers and sisters. While we am not aware of your current financial situation, we ask that you make a gift today, to this years Annual Diocesan Appeal, ***Building Together in Faith***.

For some, it may be a pledge of \$50 per month for the next ten-months, which is a total pledge of \$500, a pledge of \$1.65 a day, roughly the cost of a bottle of water a day. Our goal for this year is to receive high participation from all along with reaching our goal of _____. So please identify your ability to give based on your blessings and fill out a card today.



Commitment Weekend Process

I'll ask the Ushers to distribute the ***Building Together in Faith*** pledge cards. I'll ask that a representative from every household take a card and complete it with me today.

- ***At this time instruct the Ushers to pass out the pledge cards***
- *This could also now be a good time for the Appeal Coordinator to explain the cards*

Introduction If necessary

Hello my name is _____ and I'm assisting with the Annual Diocesan Appeal. It's a ministry that I feel is important to our local church (please personalize your introduction at any time)

Appeal Instructions – *Make sure all households have a card*

Please open the envelope. The coupon we will use is in the middle part and will be detached as we complete it.

Please open the envelope flap up to reveal the pledge card portion. Begin by making sure it is counted correctly to us by having the parish name written at the top followed by your name, neatly printed, address and telephone number in the appropriate spaces on the left-hand side of the coupon. Please be sure to include your email address and sign and date the coupon on the bottom left-hand side.

If you have already made a commitment to the Appeal, please write your name on the pledge card and in the "Total Commitment" section of the card please write "AMEN" and again, thank you for your early support to the parish.

-Special note: for timing purposes, it is advised to fill out a card as you are explaining it at Mass.

Next, look at the section for appeal gift plans found above the coupon to the left of the Annual Diocesan Appeal logo on the inside flap of the envelope. I wish to reiterate what Father said, we are asking for equal sacrifice today not equal gifts and ask that you make a decision based on your blessings.

We ask that you consider making an impact today. Consider spreading your gift over a few months or weeks, for example a dollar a day for 10 months is a \$300 gift.

-Wait a few seconds-



Once you have decided on the amount of your pledge, please write that amount in on the coupon – in the box on the right-hand side of the coupon titled “Total Commitment.” If you are including a payment today, please indicate that amount on the “Enclosed” line below.

If you are unable to make a gift or pledge at this time, please write “*Prayers*” in the Total Commitment section.

To pay your pledge, you have several options.

The first option is to make a gift that will be fulfilled by an Electronic Funds Transfer or EFT. Please fill out the necessary info on the back of the pledge card, you may schedule a monthly withdraw or a one-time with draw.

The second option is to make a pledge and pay it using post-dated checks which you can include today or at a later day and make no payment at this time.

The third option is to make a pledge and enclose the cheque, cash or money order today. If you are paying by cheque, please make it payable to *the Annual Diocesan Appeal*.

The fourth is to simply commit to a pledge today and pay off the balance using reminders that will be mailed to you over the next 10 months. Please indicate how much you plan per month for however many months, again, up to the next 10 months.

-Wait a few seconds-

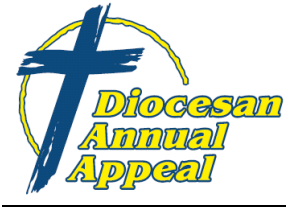
We now ask that you complete this process by first detaching the coupon from the envelope. You will note that it is perforated to make it easy to tear off. Please be sure to place the coupon inside the envelope along with any cash or check that you wish to use today. Finally, please seal the envelope.

-Wait a few seconds-

I now ask the ushers to collect your envelopes.

On behalf of the many persons in our Diocese who benefit from your generosity, I thank you for your patience and your participation.

May God continue to bless you and yours for sharing some of the many blessings that God has bestowed upon you and your family.



Bulletin and Pulpit

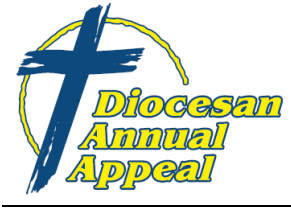
Bulletin Write-up

The Annual Diocesan Appeal, ***Building Together in Faith***, is more than just another collection. It is the way by which every Catholic shares in the work of our Diocese and the mission of the church. Please give consideration to making your pledge today as this weekend throughout every parish in the Diocese of Prince George is conducting Commitment Weekend.

Parish Goal: \$ _____
Actual to Date: \$ _____
Amount To Goal \$ _____
Number of Gifts: _____

Pulpit Announcement

Today is Commitment Sunday for the ***Building Together in Faith*** appeal. Christian stewards recognize God as the source of all of our many gifts. We are grateful for these abundant gifts and are eager to give back in appreciation to demonstrate our love for Christ and for one another. All of us share as Christ's disciples in the mission of the Diocese of Prince George. Many thanks to all who completed a pledge card and have moved us closer to our goal as a parish family.



Additional Follow-up Procedures

Beyond Commitment Weekend

- Organizing a Calling Committee
- Sample Telephone Follow-up Script
- A still pending letter
- A thank-you letter



Organizing a Calling Committee for Undecided Households

Telephone follow-up is an effective, time saving approach where volunteers gather together (or work separately) to call parishioners who have not yet responded to the Annual Appeal after the Commitment Sunday. Through an organized process, regular parishioners can be contacted and previously non-involved families are given the chance to become first-time contributors. Please consider the following suggestions when organizing your phone-a-thon.

1. The purpose of the committee is to contact parishioners who have not yet responded by a certain date (determined by the parish committee in consultation with the pastor) and invite them to participate in ***Building Together in Faith***.
2. The number of callers is determined by the number of calls that need to be made. For parishes with a large number, a common location with multiple phone lines is preferable. Determine the number of callers to be made and the number of callers available each day. If the number of calls is small, an alternative to the above would be to make calls from the homes of two or three persons.
3. Unless local conditions warrant a change, the best times to call are from 7:00 p.m. up to 9:00 p.m. on weekdays or perhaps Sunday afternoon through the evening.
4. Cards or sheets containing names, phone numbers and if they gave last year should be available to each caller.
5. Callers should receive advanced training and instructions before they make their calls.
6. When calling parish households, please use the phone script on the following page as a guide.
7. Cards or sheets of persons who were not reached or who need to be called back can be recycled for the next calling day. Once the organized calling has ended, those cards still remaining can be distributed to those following-up from home.
8. When a parishioner indicates their decision to a volunteer over the phone, that volunteer should fill out a pledge form on the parishioner's behalf and return it to the appeal secretary.



Sample Telephone Follow-Up Script

“Hello (*Parishioner’s name*) – This is (*your name*) calling on behalf of (*Parish*). I am helping our Appeal Team’s follow-up committee for the ***Building Together in Faith*** appeal at our parish. We are calling parishioners from whom we have not yet received a decision for the appeal.

You would have received a letter and brochure regarding ***Building Together in Faith*** from Bishop Wiesner. You may also recall learning about the appeal over the past few Weekends. Through ***Building Together in Faith*** we can affect the lives of those who need our help and provide many of the vital ministries throughout our diocese made possible by the annual appeal. I would like to record your decision for this year if you are ready. Your pledge can be paid in one payment or spaced over ten months. We really do need your support. It may be helpful to tell you that the average pledge within the parish so far has been \$_____.

Regardless of the amount your gift is very important. I know all in our parish will greatly appreciate your participation. Would you please consider supporting the Annual Diocesan Appeal? (*Pause and wait for a response*).”

If the household’s reply is an amount of dollars, follow up with:

“That’s great. Let me review your intention to be certain that I have it correct.”

Make sure to discuss the different options for the parishioner: *Walk them through the pledge card*

- 1. Electronic Funds Transfer (EFT) – Donor’s may give the necessary information over the phone or if they don’t have their banking information readily available, they may fill it out on the confirmation letter.**
- 2. Post-dated cheques – They may send the post-dated cheques with their first payment.**
- 3. When taking a pledge over the phone disregard the third box on the pledge form.**
- 4. Pledge – They may make a pledge over a ten-month period, reminders will be sent.**

(*Restate the pledge and payment schedule and make sure the name, address and telephone number are correct*)

“You will receive a confirmation letter indicating your pledge amount and payment option. Thanks again for your annual appeal pledge. Have a wonderful evening”

If the household’s response is a decline, follow up with:

“Thank you for speaking with me. If you happen to change your mind in the future, please feel free to contact the parish office or the Diocesan Appeal Office.”



Sample Follow-Up Letter from Pastor/Pastoral Administrator/Pastoral Life Director

The final stage of a follow-up program is a letter to all non-respondents. After the pledge envelopes from Commitment Weekend and the telephone program pledges have been completely audited, the parish should identify all those members who have yet to offer a gift to the Annual Diocesan Appeal. A follow-up letter from the Pastor, including a pledge envelope should be sent to the parishioners, it is recommended that this mailing take place the week after Commitment Weekend, immediately following the telephone calls.

SAMPLE FOLLOW-UP LETTER

Dear Friend in Christ,

Over the past few weeks, (*name of Appeal Chairperson*) and myself have shared with you and members of our parish the significance of your support for the Annual Diocesan Appeal – ***Building Together in Faith***. During this time, we have prayed for and invited the participation of every family in our parish to help support the mission of the Catholic Church in our Diocese.

For whatever reason, we have not yet heard from you. We wish to offer every possible opportunity available for you to participate in the ministry of Jesus Christ through supporting ***Building Together in Faith***. Your gift makes it possible for our parish and our local Catholic Church to provide, ministries which would otherwise not be possible. Together, we are making a difference.

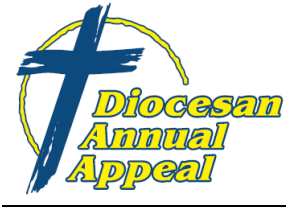
Why is ***Building Together in Faith*** so important?

It will be the primary means in which the Diocese of Prince George has to fund many vital ministries and programs including: Youth Ministry, Home Missions, Vocations and Seminarians, Faith Formation and Catholic Schools. Most importantly, it is a means by which we, as stewards of God's gifts, participate in the work of the local Church. We are all called to be good stewards of God's gifts so that we can witness the message of salvation to the world and help our brothers and sisters in sincere need.

Please consider one of the gifts plans suggested on the enclosed pledge envelope, offer your generous support, and return it to the parish in this week's collection or mail as soon as possible.

May the love of Christ be with you and those you love. I remain,

Sincerely Yours in Christ,



Sample Thank You Letter from Pastor/Pastoral Administrator/Pastoral Life Director

SAMPLE THANK YOU LETTER

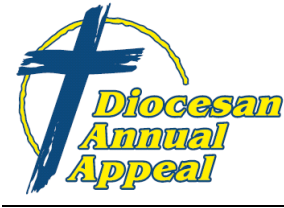
Dear Friend in Christ,

I wanted to thank you for your generous support of the Annual Diocesan Appeal, ***Building Together in Faith***. I am happy to report that with yours and fellow parishioners help, we have raised \$_____ for our parish and diocese.

Building Together in Faith is one of the primary means in which the Diocese of Prince George has to fund many vital ministries and programs including: Youth Ministry, Home Missions, Vocations and Seminarians, Faith Formation and Catholic Schools. Most importantly, it is a means by which we, as stewards of God's gifts, participate in the work of the local Church. We are all called to be good stewards of God's gifts so that we can witness the message of salvation to the world and help our brothers and sisters in sincere need.

Your support of the ***Building Together in Faith*** appeal is a wonderful example stewardship in our parish. May the love of Christ be with you and those you love. I remain,

Sincerely Yours in Christ,



For Appeal Secretaries: How to Process a Pledge Form

In order to make processing easier for the parishes and the Diocesan Appeal Office staff, there are a few suggested steps on processing the gifts.

1. Before you separate the pledge forms from the envelopes, make sure that all information on the pledge form corresponds and is correct and completely filled in. (Name, address, parish, check, etc.) This information is crucial for the correcting processing of the gifts. For any parishioners that are new, kindly print the word NEW at the top of the pledge form.
2. Alphabetize and record pledges and payments on the transmittal form. Please keep each pledge card and its payment(s) together.
3. Make sure that the total "Payment Enclosed" on the Transmittal Form and the cheque total agree.
4. Complete and mail the transmittal form, pledge forms and payments each week during and for a short time after the active portion of the appeal.
5. Deposit all cash received at the parish and send a parish cheque to cover it.
6. Please report your weekly totals to the Appeal Office by Tuesday. This information will be used in the Appeal Newsletters that will be produced weekly during the active period of the Appeal. This should be inserted into your weekly parish bulletin.

Other Helpful Hints:

- If you cannot read the handwriting, neither can we. Please print with pen or use a label.
- When in doubt about any information on a pledge form or if the pledge is not complete, contact the parishioner before sending the pledge to the Appeal Office. We cannot process an incomplete pledge.
- If your weekly records do not seem to match what the Appeal Weekly Update is showing, contact the Appeal Office at 250-964-4424 ext 227. Remember, we can only process completed pledges, there might be electronic gifts that has not been processed or we may have received a pledge directly from a donor, etc.



Things to Remember When Processing a Pledge Form

When you receive a pledge form, please be sure the following entries are CLEARLY AND LEGIBLY WRITTEN ON THE FORM.

TOTAL INITIAL DOWN. This is the amount paid and submitted with the pledge form. The “initial down” can be a cheque, cash (to be put in the form of a transfer cheque) or money order.

TOTAL AMOUNT OF PLEDGED GIFTS. This is the total pledged for this year’s appeal. This is the total commitment *including* the initial down. For example, if a person pledges \$250 and includes \$25 with the pledge form. The total initial down is \$25 and the total amount pledged is \$250.

For parishioners who are new to the parish, please make sure all the contact information, *and parish*, is on the pledge card and indicate that it is a “NEW” parishioner on the pledge form.

A PLEDGE FORM MUST BE ACCOMPANIED WITH EVERY GIFT. If a parishioner sends a cheque, money order or cash with the envelope, please fill out a pledge form for them. If it is an anonymous gift of cash, please indicate on the transmittal form that there is an anonymous gift of “dollar amount” included.

PLEASE DO NOT SEND US CASH. Cash should be deposited in your parish account and an exchange cheque should be forwarded with the corresponding transmittal form.