

*2008 Communication Guide
and*



Parish Manual

**CATHOLIC
CHARITIES
APPEAL**

www.catholiccharitiesappeal.org

215-587-3651

Table of Contents

Mission Statement / History of the appeal	3
Introduction	4/5/6
Beneficiary Information	7
Catholic Social Services	7/8/9
Special Education	10
Office for Youth and Young Adults	11
Additional Beneficiaries	12
Sample Bulletin Announcements	13/14/15
2008 Time Line	16/17
New Improvements for 2008	18/19
The Catholic Charities Appeal: Step by STEP	20/21
Who Should Give to the Catholic Charities appeal?	22
How to Contribute to the 2008 Catholic Charities Appeal	23
What Types of Gifts can be made to the Appeal?	24
How Can Donors Increase Their Contributions?	25
Instructions/Completing, Collecting and Recording Gifts	26
Follow-up Solicitation	27
Returning Material to the Catholic Charities Appeal Office	28/29
APPENDIX 30/35	
A. Role of Pastor Administrator	D. Matching Gift Companies
B. Role of Lay Coordinator and Committee	E. Parish Final Report
C. Sample Prayer Intentions	F. Sample Follow-up Letters

CATHOLIC CHARITIES APPEAL
MISSION STATEMENT

The *Catholic Charities Appeal* raises the dollars necessary to fund the human service programs of the Archdiocese of Philadelphia. These programs serve persons within the five counties that comprise the Archdiocese (Bucks, Chester, Delaware, Montgomery and Philadelphia).

Agencies, institutions, and programs funded by the *Catholic Charities Appeal* serve people of all faiths, regardless of race, sex, age, disability, national or ethnic origin, or ability to pay. The services that the Archdiocese provides reflect a belief in the sanctity of human life, the dignity of the individual, and the central role of the family in life and society. Funds raised through the annual solicitation are used to underwrite the financial costs for designated agencies, institutions, and programs.

The *Catholic Charities Appeal* provides individuals an opportunity to practice stewardship by sharing gifts of time, talent and treasure.

THE HISTORY OF THE CATHOLIC CHARITIES APPEAL

In 1912 the first archdiocesan Office of Catholic Charities, later named the Catholic Children's Bureau, was established in Philadelphia by Archbishop Edmond F. Prendergast. While the Bureau met the needs of children's services throughout the Diocese of Philadelphia at that time, services for adults, families of needy children and the elderly were lacking.

It was in 1958 that John Cardinal O'Hara realized the time had come to provide a solid financial support base for these expanding services and needs. It was this year the Catholic Charities Appeal was founded. Over \$2.1 million was raised in that first appeal.

Today, the Catholic Charities Appeal funds over 80 agencies and programs throughout the five counties of the Archdiocese of Philadelphia and raised an average of \$10.3 million annually since 1995.

INTRODUCTION

This *Communications Guide* for the **2008** Catholic Charities Appeal is intended to provide clergy and parish lay volunteers with the tools to effectively convey important facts, themes, and concepts related to the Catholic Charities Appeal, the major annual fundraiser of the Archdiocese of Philadelphia. The themes and facts included in this guide can be utilized whether you are speaking to an individual, small group, or to a full Church. The Catholic Charities Appeal has a profound impact on our communities as approximately one quarter of a million people annually in the five counties of the Archdiocese are served in some way by the Appeal. That very positive impact is felt by every segment of the population – men, women and children, young and old, rich and poor, city and suburban, and every race, religion, and ethnic origin.

The Catholic Charities Appeal Office thanks you for your commitment to working on behalf of our less fortunate brothers and sisters who rely on the Catholic Charities Appeal for services and support. Please know the information included in this *Communications Guide* is not exhaustive. Should you have any questions or need additional information regarding either general themes or a specific beneficiary of the Appeal, do not hesitate to contact the Appeal Office at (215) 587-3651 or catholiccharitiesappeal@adphila.org.

The rest of this introduction includes some principles and broad themes which will be highlighted in other promotional and marketing efforts of the Catholic Charities Appeal. It is strongly urged that you be very mindful of them when speaking about the Appeal.

Consider your audience.

When thinking about what to say regarding the Catholic Charities Appeal it is important that you first think of your audience. What is their age? What is their family status? What sort of economic means do they have? Other than ministries traditionally associated with the Catholic Charities Appeal, what programs might they be most interested in learning about?

Parents of school age children might want to know that many children the same age as their own are cared for in dozens of after school and day care programs operated by Catholic Social Services. Young adults may be interested in the educational and service programs provided by the Office of Youth and Young Adults. Having a good idea about issues of greatest interest to your audience is a valuable starting point in preparing to talk about the Catholic Charities Appeal and the importance of giving generously to it.

Specific comparisons also can be a very effective means of conveying the relevance of the Catholic Charities Appeal to the lives of your listeners. Two good examples which could be incorporated into a talk about the Catholic Charities Appeal follow:

Special Education

The children served by the five schools of special education of the Archdiocese are in so many ways just like the children in our own parish. They laugh, they enjoy things like going to the movies and listening to music, and they love their family and friends. However, because of their physical, mental, or developmental limitations, they require extra attention to fulfill their God-given potential. As the Catholic Charities Appeal provides almost half of the revenue needed to educate these very special children, the importance of giving to the Catholic Charities Appeal cannot be emphasized strongly enough.

Senior Citizen Centers – Catholic Social Services

Whether parents or grandparents, aunts or uncles, or other family or friends, all of us have loved ones who are aged. Among the challenges most often faced by our older loved ones are those related to the lack of regular social interaction. At five locations throughout the Archdiocese, Catholic Social Services operates Senior “drop in” centers. Supported by the Catholic Charities Appeal, the “drop in” centers provide art classes, other structured activities, and a chance for seniors to talk, laugh, and share with their peers.

“Give to the Most High as He has given to you, generously, according to your means.”

Sirach 35: 9

All monies raised by the Appeal are utilized for the benefit of men, women, and children of the five counties of the Archdiocese of Philadelphia by entities, agencies, and programs of the Archdiocese.

Many Catholics are not aware of the very important fact that the Appeal is entirely sponsored by the Archdiocese of Philadelphia and that the money raised by the Appeal is for the benefit of diocesan programs. The funds raised are not part of a national collection nor is the Catholic Charities Appeal affiliated, formally or informally, with “Catholic Charities USA” or “Catholic Charities” in any other American city or diocese.

The Catholic Charities Appeal Office strongly recommends you convey this very critical point when promoting the Appeal in your parish.

Effective Stewardship of Contributions

Issues related to financial accountability in charitable organizations have received a great deal of attention from the media and public in recent years. The Catholic Charities Appeal Office receives numerous requests throughout the year for information about how contributions to the Appeal are used. How much goes to programs? How much is spent on administrative costs?

The Wise Giving Alliance of the Better Business Bureau notes that efficient charities, “Spend no more than 35 percent of related contributions on fund raising” or administrative expenses. The Catholic Charities Appeal of the Archdiocese of Philadelphia can proudly attest that **less than five cents of every dollar raised by the 2008 Appeal (5 percent)** were spent on expenses and administrative costs. This figure is well below the national average and all independent standards set for charitable entities such as those of the Wise Giving Alliance.

The importance of participation & personal generosity

As with the 2006 Catholic Charities Appeal, special importance will be placed on the rate of participation in parishes this year. Specific goals for number of gifts will be set for each parish of the Archdiocese.

With the special emphasis being placed on participation, it is important to communicate that **there is no such thing as a small gift to the Catholic Charities Appeal**. Every contribution to the Appeal is greatly appreciated and is an affirmation of the programs that concretely express the belief in the inherent value of every human life and the dignity of every individual. As Pope Benedict XVI noted in his encyclical *God Is Love*, “*For the Church, charity is not a kind of welfare activity...but is a part of her nature, an indispensable expression of her very being.*” Elsewhere, the Holy Father proclaims, “*The Church is God’s family in the world. In this family no one ought to go without the necessities of life.*”

While noting it is unrealistic to expect every Catholic in the Archdiocese to participate in the Catholic Charities Appeal by making a gift, it is important to urge every Catholic with the ability to contribute to do so, no matter how small their gift might be. Also, the simple step of asking all who have participated to make sure they invite their family, friends, and fellow parishioners to give could make a tremendous positive impact on the lives of the less fortunate members of our community.

Additionally, through key words and phrases be sure to repeatedly emphasize that it is through the generosity of the people of the Archdiocese that services are provided to those in need. Communication studies have shown that repetition of important words or phrases is an effective method of imparting an essential message or theme. Phrases such as, *“because of your generous contributions to the annual Catholic Charities Appeal...,”* *“without your generosity...,”* and *“rely on the generosity...”* will reinforce the importance of the Appeal to its beneficiaries and those to whom you are speaking.

People give only when they are asked

A principle that cannot be overlooked when discussing the Catholic Charities Appeal is that if you want something, you must ask for it. Consequently, your discussion of the Catholic Charities Appeal must include an explicit request for a contribution. Thinking about what to say about the Appeal and how to say it can be challenging, and requesting that individuals make a contribution to the Appeal can often be overlooked. However, be mindful that people liked to be asked, whether it is for their help, their opinion, or their support. Promoting charitable giving, such as to the Catholic Charities Appeal, does require an explicit “ask” for a contribution. Making an explicit “ask” places the burden on the person being asked to respond either by saying “yes” or by saying “no.” Asking for a contribution appeals to a person’s inclination to be of help and cooperate in the effort.

BENEFICIARY INFORMATION

The following pages contain factual talking points regarding the programs that receive funds from the Catholic Charities Appeal. The beneficiaries include programs and agencies of Catholic Social Services, Special Education, Office for Youth and Young Adults, the Respect Life Office, and the Community Food Program of Nutritional Development Services.

Make a connection between these programs and the lives of your fellow parishioners. Relate the Catholic Charities Appeal to your community, as people most easily understand those things they have directly experienced. If there are programs active in your parish or surrounding community that are supported by the Catholic Charities Appeal, you should strongly consider making them a significant part of your message. Utilizing a few key points regarding the Catholic Charities Appeal will be much more effective than reciting a long laundry list of beneficiaries.

Please know your direct and personal communication to fellow parishioners of the vital works of the agencies financially supported through the Catholic Charities Appeal is crucial to the success of the 2008 Appeal.

CATHOLIC SOCIAL SERVICES

Overview

- The Catholic Charities Appeal subsidizes a network of residential programs serving over 1,200 at-risk children and adolescents. Additionally, a broad range of services are provided to adults and children with developmental disabilities and homeless men, women, and children.
- Every month more than 4,000 people receive counseling services, prenatal care and crisis pregnancy assistance, job training and employment referrals, and have other material needs met by the various programs of Catholic Social Services.
- Thirteen community-based family services centers located in every county of the Archdiocese are supported by the generosity of the people of the Archdiocese of Philadelphia through the Catholic Charities Appeal. After school programs operated at the centers provide safe alternatives to school children who otherwise may be left on the streets. Counseling of all types as well as programs for expectant mothers and classes on parenting skills are offered as well.
- Over 300 children in need of a safe and healthy environment are cared for annually in day care, after school programs, and summer camps subsidized by the Catholic Charities Appeal.

Bucks County

- St. Francis-St. Joseph Homes for Children offers residential and therapeutic services in a group setting to over 140 boys, ages 10 through 18. The program seeks to enable its residents to become positive, independent, contributing members of society through education, family and group therapy, and life-skills training.
- Catholic Social Services, in collaboration with Bucks County Family Services Center, coordinates *Grain Coast Ministries for Liberian Families*. This program serves over 165

families suffering from post-traumatic stress syndrome resulting from their experiences in war-torn Liberia and provides counseling and other forms of support, as well as life-skills training.

- Bucks County Family Services Center, in collaboration with Doylestown and Grandview Hospitals, supplies prenatal and postpartum programs for over 145 women and families as well as group support and parenting-skills training. This program includes in-home parenting support designed to assist new mothers with the challenges of caring for their children.

Chester County

- Last year 150 children were enrolled in CHIP, Pennsylvania's health insurance program for children who do not qualify for welfare benefits, through the efforts of Catholic Social Services.
- 30 homeless men, women, and children were served through programs provided by Catholic Social Services at St. Agnes Parish in West Chester.
- *Project Warm*, operated out of the West Grove office of Catholic Social Services, provided winter coats to more than 100 children. The West Grove office of Catholic Social Services also provided school supplies and backpacks for disadvantaged school children as well as operated a food cabinet and clothing closet for needy families.

Delaware County

- Over 285 mentally and developmentally impaired men, women, and children are served by Don Guanella Village and Divine Providence Village. The programs provided seek to facilitate the participation of its clients in the mainstream of society and successfully navigate day-to-day life.
- St. Edmond's Home for Children serves over 40 children, ages 3 through 21 with physical and developmental disabilities. St. Edmond's provides physical, occupational, speech and recreational therapy in an environment that promotes the dignity of each and every individual.
- The Chester City Family Services Center of Catholic Social Services assists individuals and families, many of whom are homeless, find permanent, affordable housing.
- Catholic Social Services operates a senior "drop-in" center three days a week with art classes and other activities as well as an after-school program for children at Holy Cross Parish in Springfield.

Montgomery County

- St. Gabriel's Hall is a residence for over 200 at-risk youth, ages 10 through 18. The program provides community-based as well as on-campus treatment and education to assist those who are served there make a successful transition back into the community.

- Catholic Social Services, in collaboration with Montgomery County Health and Human Services Office, assists individuals and families without any health insurance gain access to proper health care.
- Catholic Social Services, in collaboration with St. Patrick's Parish in Norristown, provides the much needed social work services to more than 180 individuals every year served at the Patrician Society, the largest emergency food cupboard in Montgomery County.

Philadelphia County

- St. John's Hospice, Mercy Hospice, Women of Hope and Visitation Homes provide housing opportunities keeping more than 200 individuals off the streets. Additionally, over 600 individuals benefit from day programs at St. John's Hospice and Mercy Hospice, including a hot lunch program, basic hygienic needs, social service assistance and medical and legal services.
- Over 300 seniors daily are provided with transportation, emergency assistance, socialization and recreational activities, as well as computer training at five senior centers operated by Catholic Social Services. Over 50 percent of seniors participating in Catholic Social Services' skills and job placement program move on to non-subsidized, higher paying employment throughout the year.
- After school programs located throughout Philadelphia offer a safe and secure environment to over 265 children providing homework assistance, as well as art and recreational programs.
- Over 450 students from Little Flower, North Catholic and Roman Catholic High Schools are offered professional counseling and other necessary resources from trained social workers.
- On a monthly basis more than 250 new members of our community are provided assistance through Immigration and Refugee Services. Social work and legal services assist recent immigrants in making a smooth transition to our country.

SPECIAL EDUCATION

- The generosity of Catholics expressed through the Catholic Charities Appeal provides 46 percent of the revenue necessary for the operating budgets for the five Schools of Special Education operated by the Archdiocese.
- These schools provide a value-based Catholic education for students with special needs along with well-qualified teachers and certified teacher assistants in the classrooms, music therapy, and physical education
- Additionally, Saint Lucy's and Archbishop Ryan provide for as much integration and interaction as possible with students from their host parish school. Social inclusion is also provided where possible for Our Lady of Confidence, Saint Katherine Day School and Archangels' Academy.
- Founded in 1953, Saint Katherine Day School in Wynnewood, Montgomery County, provides individualized special education in a Catholic environment for 103 students between the ages of 5 and 21 with cognitive disabilities and multiple impairments. The school administration promotes the inclusion of these students in the community through social interaction, work and local community experience, and church participation.
- Founded in 1954, Our Lady of Confidence Day School is an Archdiocesan School of Special Education committed to the complete education of students with mental challenges and developmental delays between the ages of 4 to 21. Our Lady of Confidence, which serves 80 students, embraces the value of every life and strives to meet the needs of the whole child as they journey on the path to independence.
- Saint Lucy School for Blind and Visually Impaired Students in the Juniata Park section of Philadelphia provides 25 students from Delaware, Montgomery, and Philadelphia counties with spiritual and academic instruction in order to prepare these special individuals for the challenges of life and pursuit of higher education. Saint Lucy offers various programs to students based upon age and abilities including part-time Early Intervention (birth to 6 years of age), Pre-Kindergarten (3 years of age), Kindergarten (5 years of age), and First through Eighth grade.
- Located at two sites – one in Norwood, the other in Haverford, Delaware County, Archbishop Ryan School for Deaf and Hard of Hearing Students was founded in 1912 to provide deaf children with the opportunity to receive an education in a religious environment. Twenty-four students, ranging from infancy to 13 years of age are currently enrolled. The small enrollment allows Archbishop Ryan to provide each student with individual attention and careful monitoring of progress. Students come from Chester, Delaware, Montgomery, and Philadelphia Counties.
- Archangels' Academy, formerly Queen of the Universe Day Center, located in Levittown, Bucks County serves children between the ages of 5 and 16 with cognitive disabilities in partnership with parents. The administration is committed to nurturing each child's spiritual, emotional and cognitive growth. Twenty-eight students from Lower Bucks and Philadelphia counties are currently enrolled at Archangels' Academy.

OFFICE FOR YOUTH AND YOUNG ADULTS

- The Office for Youth and Young Adults (OYYA) supports parish, school, and Church leaders in their efforts to help Catholic youth and young adults hear and respond to the call of Jesus Christ.
- *Camp Overbrook*, held on the grounds of Saint Charles Seminary, serves more than 1,000 inner-city children over a six-week period. Staffed by approximately 40 teens from Archdiocesan high schools who benefit from the meaningful service experience, Camp Overbrook provides kids an opportunity to appreciate their differences and recognize their common ground.
- *Operation Santa Claus* is an annual Christmas toy drive operated by OYYA for the last 37 years. Providing a link between the privileged and the less fortunate in the City of Philadelphia, *Operation Santa Claus* provides more than 700 disadvantaged families and 25 community organizations with presents on Christmas Eve.
- Parish Youth Ministry is effectively supported by the generosity of Catholics through the annual Catholic Charities Appeal. Parish Youth Ministry conducts retreats, rallies, and other events for junior high and high school students, in addition to providing for ways to actively engage teens in all aspects of parish life.
- Young Adult Ministry of the Archdiocese of Philadelphia assists parish, college, and Church leaders in helping all single or married young adults, ages 18 through 35 and up, throughout the Archdiocese of Philadelphia to live the Gospel message. Young Adult Ministry brings a unique perspective and an active response to the Catholic Church on what young adults need and search for in their lives and in their walk with Jesus Christ.
- OYYA sponsors a weekend long retreat run by and for young adults, focusing on the Advent season. This retreat is usually held the second weekend in December and includes presentations by young adults and small group sharing. Additionally, the Office sponsors a Lenten Day of Service which begins with a presentation on Catholic Social Teaching then small groups of young adults spend the day serving at local organizations. The day concludes with fellowship and prayer.

ADDITIONAL BENEFICIARIES

- **Nutritional Development Services – Community Food Program**

The Community Food Program enables parishes, schools, religious education programs, and other service groups an opportunity to serve the poor in the Philadelphia area through concrete giving in the context of prayer. It collects over 900,000 pounds (450 tons) of food each year in hopes that it will enrich the lives of those that give as well as those that receive. Over 100 parishes share food directly with food cupboards on a monthly basis. Sixty-nine schools in the archdiocese collected over 55,000 pounds of peanut butter and jelly.

- **Respect Life Office**

The Respect Life Office promotes a consistent ethic of life by addressing all human life issues; abortion, AIDS, euthanasia, persons with disabilities, the elderly, the poor and the environment through pastoral care, education, formation, and spiritual support.

- **Family Life Office**

The Family Life Office acts as an advocate for the family by promoting a family perspective in Church and society. It also acts as a resource for parishes in ministry to families through leadership education, marriage preparation, marriage and family support.

SAMPLE BULLETIN ANNOUNCEMENTS

These sample bulletin announcements are for use, in whole or in part, by parishes of the Archdiocese. While they are intended to cover a broad range of issues and themes related to the Catholic Charities Appeal, they are not comprehensive. Parishes are encouraged to consider using any of the specific talking points related to the beneficiaries of the Appeal as a basis for bulletin announcements that may best serve their particular situation.

If your parish does decide to create its own bulletin announcements for the Catholic Charities Appeal, you are urged to please include the Appeal Office phone number, (215) 587-3651, and website, catholiccharitiesappeal.org.

General

The Catholic Charities Appeal has a profound impact on our community as approximately 250,000 people annually in the five counties of the Archdiocese are served in some way by the Appeal. Through the generosity of the people of the Archdiocese of Philadelphia the hungry are fed, the sick and infirm cared for, and children in need of homes are placed with adoptive families to name a few of the services that depend on the Catholic Charities Appeal.

Last year, only 5 cents of every dollar raised by the Catholic Charities Appeal was spent on expenses and administrative costs. This figure is well above the national average and all independent standards set for charitable entities.

As the kickoff of the 2008 Catholic Charities Appeal approaches, please prayerfully consider giving generously to our brothers and sisters in need. Should you have any questions, wish to make a pledge or gift, or like to volunteer on behalf of the Appeal please contact the Appeal office at (215) 587-3651 or visit catholiccharitiesappeal.org.

There is no such thing as a small gift to the Catholic Charities Appeal. Every contribution to the Appeal is greatly appreciated and is an affirmation of the programs that concretely express the belief in the inherent value of every human life and the dignity of every individual.

As Pope Benedict XVI noted in his encyclical *God Is Love*, “*The Church is God’s family in the world. In this family no one ought to go without the necessities of life.*”

Please give generously to the 2008 Catholic Charities Appeal! Almost 250,000 people annually in the five counties of the Archdiocese are served by programs supported by the Appeal. If you would like make a contribution or for more information, please call (215) 587-3651 or visit catholiccharitiesappeal.org.

Did you know the Catholic Charities Appeal is sponsored entirely by the Archdiocese of Philadelphia and that the money raised by the Appeal is for the benefit of programs that care for those in need in the five counties of the Archdiocese?

Funds raised by the Catholic Charities Appeal are not part of a national collection nor is the Appeal affiliated, formally or informally, with “Catholic Charities USA” or “Catholic Charities” in any other American city or diocese. **Every dollar is used in the five county area of the Archdiocese of Philadelphia.**

For more information about how you can help, please call the Catholic Charities Appeal Office at (215) 587-3651 or visit catholiccharitiesappeal.org.

Your Catholic Charities Appeal Contribution at Work

The Wise Giving Alliance of the Better Business Bureau notes that efficient charities, “Spend no more than 35 percent of related contributions on fund raising” or administrative expenses. The Catholic Charities Appeal of the Archdiocese of Philadelphia can proudly attest that **less than five cents of every dollar raised by the 2008 Appeal – 5 percent – were spent on expenses and administrative costs.**

As contributions to the Catholic Charities Appeal are efficiently used for the benefit of those in need in our very own neighborhoods and communities, please prayerfully consider giving as generously as you can to the 2008 Appeal. For more information or to make a pledge or contribution, please call the Appeal Office at (215) 587-3651 or visit catholiccharitiesappeal.org.

For Use During Lent

Our Catholic faith calls us to demonstrate our love of God through love of our brothers and sisters. As we seek to deepen our relationship with Christ during this season of Lent, prayerfully reflect on your response to the needs of the less fortunate members of our own community.

Please remember the hungry are fed, the sick cared for, and lives are transformed through the generosity of the people of the Archdiocese of Philadelphia as expressed through the annual Catholic Charities Appeal.

As the kickoff of the 2008 Catholic Charities Appeal approaches, please prayerfully consider giving generously for the benefit of those in need in our very own neighborhoods and communities. If you would like to make a pledge or gift, or for more information, please contact the Appeal Office at (215) 587-3651 or visit catholiccharitiesappeal.org.

Special Education

The Catholic Charities Appeal of the Archdiocese of Philadelphia supports five remarkable schools for children with special needs – Saint Lucy’s School for the Blind, Archbishop Ryan School for the Deaf, Saint Katherine Day School, Our Lady of Confidence and Archangels Academy.

The children served by these five schools are in so many ways just like the children in our own parish. They laugh, they enjoy things like going to the movies and listening to music, and they love their family and friends. However, because of their physical, mental, or developmental limitations, they require extra attention to fulfill their God-given potential.

Your contribution to the 2008 Catholic Charities Appeal can make such an important difference as the Appeal provides almost half of the revenue needed to educate these very special children. For more information or to make a pledge or contribution, please call the Appeal Office at (215) 587-3651 or visit www.catholiccharitiesappeal.org.

Catholic Social Services – Senior Citizen Centers

Whether parents or grandparents, aunts or uncles, or other family or friends, all of us have loved ones who are aged. Among the challenges most often faced by our older loved ones are those related to the lack of regular social interaction.

Supported by the Catholic Charities Appeal, Catholic Social Services operates Senior “drop in” centers at five locations throughout the Archdiocese. The “drop in” centers provide art classes, other structured activities, and a chance for seniors to talk, laugh, and share with their peers.

As the 2008 Catholic Charities Appeal approaches, please remember these seniors and the thousands of other people who rely on services provided through your generosity to the Catholic Charities Appeal. To find out about how you can help with the 2008 Catholic Charities Appeal, contact the Appeal Office at (215) 587-3651 or visit catholiccharitiesappeal.org.

2008 CATHOLIC CHARITIES APPEAL TIMELINE

<i>Tuesday, February 19</i>	Region II Priest Workshop, SS. Cosmas and Damian, Conshohocken
<i>Thursday, February 21</i>	Region I Priest Workshop, Saint Agnes, West Chester
<i>Monday, March 10</i>	Region III Priest Workshop, Saint Anne, Philadelphia
<i>Thursday, March 13</i>	Region IV Priest Workshop, Saint John the Evangelist, Lower Makefield
<i>Tuesday, March 4</i>	Region II Lay Volunteer Dinner and Workshop Hosted by Most Reverend Daniel E. Thomas Location: Saints Cosmas and Damian, Conshohocken
<i>Wednesday, March 5</i>	Region I Lay Volunteer Dinner and Workshop Hosted by Most Reverend Robert P. Maginnis Location: Saint Agnes, West Chester
<i>Tuesday, March 11</i>	Region III Lay Volunteer Dinner and Workshop Hosted by Most Reverend Joseph R. Cistone Location: Saint Madeline, Ridley Park
<i>Friday, March 28</i>	Lawn Sign/Video/Extra Donor cards/Brochures and Slide Show requests due to Appeal Office
<i>Thursday, April 3</i>	Region IV Lay Volunteer Dinner and Workshop Hosted by Most Reverend Joseph P. McFadden Location: Our Lady of Good Counsel, Southampton
<i>Week of April 17</i>	Parish Solicitation with CCA Brochure, Pledge card and Return Envelope (directly to parishes) arrives in households
<i>April 26 and 27</i>	Pastor and Appeal Committee promote Catholic Charities Appeal during Mass, Bulletin announcements, etc *Encourage parishioners to return gift, along with pledge card in envelope during second collection the next weekend.
<u><i>Monday, April 28</i></u>	<u>Catholic Charities Appeal Kick-Off Mass and Dinner</u> Saint John the Evangelist, Philadelphia, Mass @ 6:00 p.m. Followed by dinner at the Crystal Tea Room, Philadelphia
<i>Tuesday, April 29</i>	Nickels for Neighbors, Archbishop Carroll High School 10:00 a.m. – 11:00 a.m. Encourage schools to participate Entertainment and refreshments
<i>Sunday, May 4</i>	Catholic Charities Appeal Sunday Speakers at parishes ** Second Collection for the Appeal

- Week of May 4* Collect, Sort and Record CCA Gifts
- Friday, May 09* 1st Parish Progress mail donor cards/check to Appeal Office along with weekly tally sheet
- Saturday, May 10* Appeal Committee follow-up solicitation begins for those who have not yet given. Parishioners should receive some form of personal contact (phone call, visit, etc). See phone script.
- Friday, May 16* 2nd Parish Progress mail donor cards/check to Appeal Office
- Friday, May 30* All Solicitation Materials Returned to Appeal Office
- Completed Parish Final Report
 - All Completed Parishioner Donor Cards
 - Including Credit Card Gifts
 - Matching Gift Forms (**Do not cash these checks. Keep all information intact. DO NOT SEPARATE.**)
 - Parish Lump Sum Check
- Monday, June 30* End of Fiscal Year 2007-2008. **ANY CHECKS RECEIVED AFTER THIS DATE WILL NOT BE COUNTED TOWARD PARISH GOALS FOR THE 2008 CATHOLIC CHARITIES APPEAL CAMPAIGN.**

****NEW IMPROVEMENTS FOR 2008****

Please read the following carefully and contact the Appeal Office at (215) 587-3651 with questions or comments regarding any of the following.

- ***Direct Mail Solicitation***
Each Registered household will receive a brochure, donor card, return envelope and letter from Cardinal Justin Rigali urging their participation in the 2008 Appeal. The Appeal Office will pay the costs of this solicitation. Parishes should focus their resources on promoting this Appeal and collection efforts most effective for their parish (door-to-door, phone calls, mass collections, etc.)
- ***Catholic Charities Appeal Sunday***
Sunday, May 4, 2008 is Catholic Charities Appeal Sunday. Each parish is to have a second collection on this date for the benefit of the Appeal. Pastors and Appeal Committee members should publicize this date and encourage parishioners to return their Appeal pledge card to the parish on this day.
- ***Theme***
We are using a Scripture passage to describe the 2008 Appeal. You will find this passage printed on all donor cards and posters this year is to embrace the practice of Stewardship to the less fortunate in the five county area of the Archdiocese.

“Give to the Most High, as He has given to you, generously, according to your means”.
Sirach 35: 9
- ***CCA Parish Appeal Committee***
This leadership Committee is a key component in creating a successful campaign on the parish level of the *Catholic Charities Appeal*. They will also promote the Appeal, assist in the collection, sorting and remittal of gifts to the Appeal Office. The Committee will also be responsible for the follow-up solicitation.
- ***Parish Follow-up***
Parishes are expected to keep a record of each gift made to the Appeal through the parish collection. This record should then be used to identify parishioners who have not given to the Appeal by dates listed in the timeline on the previous page. The Appeal Committee should lead a follow-up solicitation to reach those who have not given to the Appeal by these dates. **Follow-up should consist of phone calls, personal visits or any other creative idea the Committee develops.**

- ***Regional Volunteer Dinners and Workshops***
Four Regional events will be held in March and April. They will be hosted by the Regional Auxiliary Bishops. Presentations and instructions will be given at this time.
- ***CCA Slide Show***
A brief slide show has been produced to assist in the promotion of the Catholic Charities Appeal. Each parish is asked to order this slide show for parishioners to educate them on the importance of the Appeal in our local communities. The video will be shown at the Catholic Charities Appeal Kick-Off on Monday, April 28, 2008
- ***Tax Acknowledgments for gifts of \$250+***
ALL Tax acknowledgments will now be provided by the Appeal Office. Parishes are no longer responsible for sending these to donors. This is another reason why it is important that the Appeal Office receive a donor card for EACH gift deposited by the parish. Any donations below \$250 should be recognized by the parish.
- ***Nickels for Neighbors***
Each Archdiocesan high school and elementary school is encouraged to participate in this event. Student will collect nickels (mixed change and dollars also accepted) on behalf of the Catholic Charities Appeal during the month of April. This event will culminate on **Tuesday, April 29, 2008** when one student representative from each school will bring the change raised at their school to Archbishop Carroll High School. Monies raised by parish elementary schools and archdiocesan high schools will be counted toward parish goals.
- ***Website as a Resource – www.catholiccharitiesappeal.org***
All materials distributed at the Lay Coordinator Workshop will be available to download and print from the Catholic Charities Appeal website. Other printable items include the Parish Manual, CCA brochure (.pdf format), donor cards, intentions, etc.

THE CATHOLIC CHARITIES APPEAL
STEP-BY-STEP

In 2008, the Catholic Charities Appeal will send each registered household, at no expense to the parish, their personalized pledge card, brochure, return envelope and letter from His Eminence, Cardinal Justin Rigali. This correspondence should be received in each home the week of April 17, 2008.

This new procedure will insure that each member of this Archdiocese is given the opportunity to care for those in need through the Catholic Charities Appeal and to embrace God's people. **Parishes should encourage parishioners to make their contribution on Catholic Charities Sunday, May 4, 2008 during a special second collection held for this Appeal.**

The promotion, collection and remittal of these gifts will continue to be the responsibility of each parish. Please use this manual as a guide for those practices.

The Pastor should lead his Lay Coordinator and Appeal Committee in the tasks below. (Roles for both the Pastor and Lay Coordinator can be found in Appendices A & B):

1. Appoint a Lay Coordinator and Appeal Committee

- Engaging parishioners in activities with specific goals and action plans contribute to the overall sense of Stewardship in the parish and encourage others to become a part of that community. This participation and sense of community are stepping stones to consistency in raising financial goals.

2. Establish and implement a plan to reach maximum participation of households along with the monetary goal. This plan should include ideas for collection of gifts, promotion of Appeal Sunday and follow-up solicitations.

- By focusing on a participation goal, as well as monetary, parishioners can feel like part of the parish community without feeling a sense of guilt if they are unable to contribute a large dollar amount.

4. Collect donations during a second collection the weekend of May 4th. In addition, you may also choose to collect door-to-door. As parishioners will be supplied with return envelopes addressed to their parish, they may choose to return them in the mail as well. Pastors should make an appeal to those at Mass the weekend of April 26th & 27th to remind parishioners of the importance of this campaign and to use their donor card and return envelope to give their gift on May 4th during the second collection.

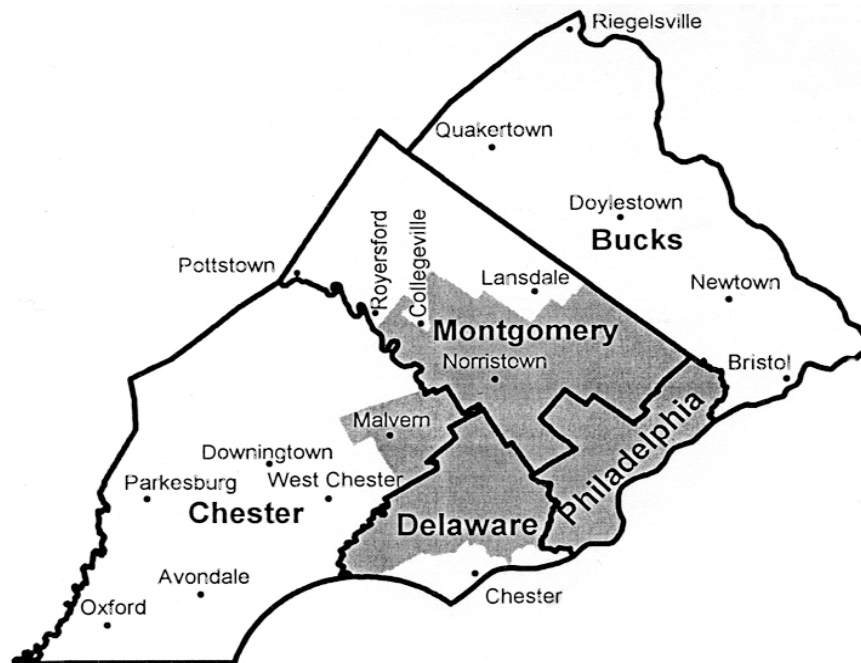
- Consider holding up a sample of the donor card and envelope for those who may be wondering where their typical wallet envelope is. If your parish already has distributed wallet envelopes to parishioners in their monthly packets, they may be used. Information from those envelopes does NOT need to be transferred onto donor cards but must be forwarded to the Appeal Office. However, if a parish receives a check with no donor card, please fill out a donor card for the check before sending it to the Appeal Office. There must be a card for every donor.

- 5. Record all received gifts, deposit cash and checks and remit one parish check for total amount received and all corresponding donor cards to Appeal Office as quickly as possible.**
 - It is very important that gifts and donor cards are recorded and forwarded as requested. This will insure that all gifts are accounted for and acknowledged.
- 6. Implement the follow-up solicitation planned in Step 2 in order to increase your parish's participation rate and overall goal.**
- 7. Each Friday following Appeal Sunday, mail the Parish Progress Report to the Appeal Office with the corresponding donor cards and ONE lump sum check.**
 - The Appeal Committee should be responsible for tallying dollars raised and number of gifts for each weekly report.
- 8. Thank parishioners for their participation at mass and in the weekly bulletin and keep them abreast of the parish's progress toward its goal.**
- 9. Be sure all donor cards, donations and Parish Final Worksheets are remitted to the Appeal Office by Saturday, May 31st.**
- 10. Any individual parishioner donations received into the parish after May 31st can be sent once a week to the Appeal Office with a corresponding lump sum check.**
- 11. Any donations received after June 30th WILL NOT count toward parish goals for the 2008 Catholic Charities Appeal, but will be counted towards the goal for the 2009 Appeal.**
- 12. Any donor cards received AFTER June 30, 2008 should be sent DIRECTLY to the Appeal Office with the donor check.**

WHO SHOULD GIVE TO THE CATHOLIC CHARITIES APPEAL?

- *Registered Parishioners, teenagers, children and neighbors*
- *Visitors at Weekly Mass*
- *Clergy*
- *Neighborhood Stores and Businesses*

Parishes are encouraged to solicit local businesses for the Catholic Charities Appeal. However, corporations and industries located in southeastern Pennsylvania must not be solicited in accordance with United Way regulations**. Parishes are urged to solicit companies located in Bucks, Chester, and western Montgomery counties.



**** The shaded area on the map is the area which the United Way of Southeastern Pennsylvania serves. The unshaded areas of the Archdiocese are not affected by the United Way agreement. United Way # 00233**

HOW TO CONTRIBUTE TO THE 2008 CATHOLIC CHARITIES APPEAL

For more information on any of the following, please contact the Appeal Office at (215) 587-3651.

- **Parish Solicitation Phase**
X Direct Mail/Special Mailing
X Follow-up Solicitation: Door-to-Door, Phone Calls, Letter from Pastor,
Collection at Mass
- **Internet/Online Giving**
In addition to educating parishioners about the good works enabled by the Appeal, the Catholic Charities Appeal website continues to offer *secure online giving* at www.catholiccharitiesappeal.org.
- **United Way/Employee Campaigns Donor # 00233**
During the Fall season, United Way(s) and various other employee campaigns solicit individuals at their place of employment. While these campaigns operate independently of the **Catholic Charities Appeal**, employees can designate gifts to the Appeal or the Catholic Federation of the Archdiocese of Philadelphia. The Appeal Office is informed of these gifts therefore; parishes will receive credit for any gift made by a parishioner through one of these campaigns.
- **Catholic Charities Appeal office**
Individuals may wish to send a contribution directly to the Appeal office.
Please instruct donors to provide name of parish to receive credit.
*Catholic Charities Appeal Office
222 North 17th Street, 7th Floor
Philadelphia, PA 19103-1299*
- **Memorial/ Honorarium Gifts**
The Appeal office receives gifts in memory of or in honor of a special occasion or an individual. Individuals who choose to remember a person by making a gift to the Appeal are asked to provide the following:

Full name of person being remembered/honored;
Full name and address of family/friend to be notified of the gift.
Full name and address of person making the donation.

Note: Memorial gifts can be made online at www.catholiccharitiesappeal.org.

WHAT TYPES OF GIFTS CAN BE MADE TO THE APPEAL?

If you have any questions about any of the following, please contact the Appeal office at (215) 587-3651.

- ***One-time Cash/Check Gifts***

- ***One-time Credit Card Gifts***

Parishioners are able to charge their gift to the Appeal by doing the following:

1. **Donor card:** Complete form on donor card. If a parish receives credit card donations, please batch all completed cards together and return to the Appeal office as soon as possible. **It is imperative that the Appeal office receives the signed donor card for a credit card donation.**
2. **Online:** Visit www.catholiccharitiesappeal.org and follow directions.

Please note that parishioners can use their credit card to make an initial payment on a pledge. Credit cards CANNOT be used to make an ongoing pledge (i.e. the office can not accept authorization to charge a \$15.00 pledge payment every month).

- ***Pledged Gift***

Parishioners asked to consider making a pledge rather than a non-pledged gift to the Appeal if it makes it easier on individual donors. It is suggested that all parishioners be asked to consider a stewardship pledge of \$100, which is just under \$2 a week or a sacrifice of one cup of coffee per week! After the initial gift, all pledge payments should be forwarded to the Appeal Office with some indication that it is a pledge payment.

- ***Gifts of Securities***

If a parish receives gifts of securities for the Appeal, contact the Appeal office at (215) 587-3651 for assistance.

- ***Bequests/Planned Gifts.***

If a parishioner is interested in establishing a Bequest, Charitable Trust, or other gift option identifying the *Catholic Charities Appeal* as a beneficiary, contact the Appeal office at (215) 587-3651 for assistance.

An increasingly popular planned gift is the **Charitable Gift Annuity**. Parishioners would be able to make a gift of cash or appreciated securities to benefit the Appeal, and they receive, in return, a guaranteed annual annuity and a potential charitable income tax deduction. Please mention this opportunity to your parishioners; if anyone is interested, personnel at the Appeal office are available to meet with parishioners.

HOW CAN DONORS INCREASE THEIR CONTRIBUTION?

Many companies have a program whereby the company will match personal contributions of employees to eligible organizations. Employees must contact their personnel office to obtain the necessary forms and to be certain the Appeal is an approved charity.

In many cases, companies will only match certain kinds of institutions (educations, cultural, human service, etc). For example, if your company will not match social/human service organizations like the Catholic Charities Appeal, but will match educational institutions, the donor should fill the application out so that the match is designated to an approved special education institution that is funded by the Appeal. This portion of your gift will be designated to that institution. Matches to parish schools, high schools or St. Charles Seminary are not accepted.

If your company does not currently match gifts to the Catholic Charities Appeal, or any of our funded agencies or programs, see your Human Resources Manager to find out how the Appeal can be added to your organization's list of eligible charities.

Processing Matching Gifts:

Matching gifts are time-sensitive.

If a parish receives a matching gift, follow these instructions:

- Paper clip personal check, donor solicitation card and matching gift form together.
Be sure the donor has filled out the employee portion of the application, complete with signature.
- **DO NOT FILL IN RECIPIENT/ORANIZATION INFORMATION ON THE FORM!** The Appeal Office will complete this section.
- Batch all matching gifts together and return to Appeal office as soon as possible, as some companies have a time limit for processing gifts.

See Appendix D for a list of companies which have recently made matching gifts to the Catholic Charities Appeal, along with tips and instructions for your parishioners. Please print these pages, make a double-sided copy and place in your parish bulletin.

Note that there may be companies not listed therein which would make a matching gift to the Appeal, therefore it is important to inquire with the company directly. A list can also be found on the CCA website at www.catholiccharitiesappeal.org. If your company will make matching gifts to the Appeal and is not listed, please contact the Appeal office at 215-587-3651 to have them added to the list.

INSTRUCTIONS FOR COMPLETING AND COLLECTING DONOR CARDS:

All donations MUST be accounted for with a donor card. If you need extra donor cards, please photocopy a blank donor card. This saves the Appeal printing costs. For example: John Smith donates \$250 to the Appeal through his parish. The parish sends in the money but does not tell the Appeal Office it was for John Smith. The gift enters the Appeal database as an anonymous gift. John Smith will not be thanked for his gift, the parish will not receive credit for the gift and John Smith will also not get the donation proof he needs for his taxes.

- **Check for Accuracy**
 - Proofread name, address, other personal and parish information.
 - Verify total gift, paying now, and balance due.
- **Check for Completion of Donor Cards**
 - Pledge payment schedule (for pledged gifts).
 - Signature of donor.
 - Amount of gift.
- **United Way(s)/Combined Campaign(s) Gifts**
 - **Do not** write gift amount on donors' cards. The United Way/Combined Campaign will notify the Appeal office directly of these donations and they will be credited toward your parish goal. Send in donor cards for these gifts and a notation can be made that gift will be forthcoming. Please note that there is a delay in receiving gifts from United Way/Combine City.
- **Matching Gifts & Credit Cards**
 - Forward to Appeal Office immediately. Do not hold as expiration dates and deadlines do apply.
 - Verify donor has filled in *all* required fields and signed the form.

KEEP A RECORD OF ALL GIFTS

Suggested Record-Keeping System:

1. Print listing of all registered households in parish, create an Excel chart (or obtain a list from your mail house)
2. As gifts are received/sorted, check next to parishioner's name. Write in amount pledged and paid.
3. Use this as a record-keeping method for your files and/or to enter into your database at a later date.

*****This list, or whatever method you choose to record gifts, can be used to determine which parishioners should receive follow-up correspondence. A report will be provided to you from the Appeal Office showing gifts made directly to the Appeal Office or through their employee campaign for your records.***

FOLLOW-UP SOLICITATION

The follow-up campaign is an important part of this year's Appeal as it reminds parishioners who may have forgotten to give or who may have misplaced their donor cards. It also reinforces the importance of this Appeal in our local communities.

Below is a Suggested Method of Follow-up:

1. Record all gifts.
2. Using this record, identify parishioners who have not given to the Appeal by May 13, 2008.
3. Determine the best way (or combination of ways) for your Committee to follow-up to those who have not yet given. **Blank Follow-up pledge cards are available from the Appeal office. Create and Place labels of those who have not yet given on pledge cards and attempt one or more follow-up campaign suggestions:
 - a. *Phone call campaign* – Call parishioners and remind them to send in their pledge cards. Send new ones to anyone who may have misplaced theirs.
 - b. *Door-to-door campaign* – Visit those who have not yet given to deliver a follow-up pledge card and elicit a gift or cross them off your list.
 - c. *Mail campaign* – Mail a letter from your Pastor or Appeal Committee, along with a follow-up pledge card, reminding parishioners to make their gift.
 - d. *Mass Collection* – Hold an additional second collection for the Appeal.

If your parish currently employs a successful follow-up campaign, please contact the Appeal Office to share these practices.

Please call the Appeal Office at 215-587-3651 if you have any questions or would like follow-up pledge cards.

RETURNING MATERIAL TO THE APPEAL OFFICE

Please follow the steps below accordingly.

**** PLEASE NOTE: ONLY ONE CHECK NEEDS TO BE WRITTEN FOR YOUR ENTIRE OVERALL AMOUNT COLLECTED (add line I.b. and II.c.). YOU DO NOT NEED A SEPARATE CHECK PER BATCH.**

- ***One-time cash gifts:***
 - a. Batch donor cards in a group of 100 or less. Batch gifts of \$250 and up in a separate batch.
 - b. Run an adding machine tape with itemized amounts for each batch.
 - c. Place a rubber band around the donor cards and adding machine tape.
 - d. Continue this process until all One time (Non-Pledge) Cash gifts are batched.
 - e. Add the totals of all One-time Gifts and put the grand total on line I.b. of the Parish Final Report.
 - f. Please do not send cash to the Appeal Office, all loose cash collected should be sent in a separate check. This is the only way a parish can receive credit for loose cash.

- ***Pledged Gifts (Deferred Gifts):***
 - a. Batch donor cards in groups of 100 (or less depending on the number of pledged gifts you receive). Batch pledges of \$250 and up in a separate batch.
 - b. Run an adding machine tape:
 - (1) Itemize the ***Total Pledge amount*** on each donor card and total
 - (2) Itemize the ***amount the donor is Paying Now*** on each donor card and total (this is your Amount Received).
 - c. Place a rubber band around the donor cards and adding machine tape.
Mark ***“Deferred Gifts”*** on these batches.
 - d. Continue this process until all pledged gifts are batched.
 - e. Put the *Total Pledge Amount* for Deferred Gifts
(see total, line b.(1)) on line II.b. of the Parish Final Report.
 - f. Put the total *Amount Received on Pledged Gifts*
(see total, line b. (2)) on line II.c. of the Parish Final Report.

- ***Credit Card Gifts (Please send these as received – do not hold as cards may expire):***
 - a. Batch all credit card gifts in groups of 100 (or less depending on the number of credit card gifts you receive.)
 - b. Put total number of gifts and total amount of gifts in section IV. of the Parish Final Report.

- ***Matching Gifts:***
 - a. Paper clip personal check, donor card and matching gift form together.
 - b. Batch all matching gifts together and return to Appeal Office as soon as possible as some companies have a time limit for processing gifts.
 - c. **DO NOT FILL IN ANY RECIPIENT INFORMATION ON MATCHING GIFT FORM!**

**** Complete, sign and date Parish Final Report - Parts I and II. ****

In order for the Appeal office to process all gifts by the end of the fiscal year, please return all materials to the Catholic Charities Appeal office by Friday, May 30, 2008.

Please return the following items:

- Completed Parish Final Report.
- One-time cash gifts, batches of 100 cards.
- Pledged gifts, batches of 100 cards.
- Credit card gifts, batched as instructed.
- Matching gifts, batched as instructed.
- **ONE parish check for the total amount received.**
- Loose cash/No donor attribution donor checks

Please do not return unused donor cards to the Appeal office.

Any gifts or pledges to the Catholic Charities Appeal received after June 27, 2008 should be forwarded directly to the Appeal office. Please forward donor card and donor's check.

APPENDIX

APPENDIX A: ROLE OF THE PASTOR/ADMINISTRATOR

The pastor/parochial administrator is a partner in achieving the success of the *Catholic Charities Appeal* in each parish. This role is crucial; in fact, only through his obvious and enthusiastic support can the Appeal achieve its full potential.

The pastor/administrator is responsible for planning, organizing and implementing the Appeal at the parish level, and ultimately, attaining the parish goal.

The theme for the 2008 Catholic Charities Appeal is “*Give to the Most High, as He has given to you, generously, according to your means.*” *Sirach 35: 9*

Encourage your parishioners to embody this mission by participating in this local Appeal. ***If you have not appointed a CCA Lay Coordinator, additional responsibilities for you can also be found on the following page. If you have appointed a CCA Lay Coordinator, your specific responsibilities are as follows:***

- Live and teach Stewardship. Show your support for the Appeal, and *make your gift to the Appeal on Catholic Charities Appeal Sunday, May 4, 2008.*
- Appoint a *CCA Lay Coordinator* and an *Appeal Committee*. Personally ask parishioners to serve for this committee. The *Committee* should lead Appeal promotion, collection and follow-up efforts.
- Assist your volunteer committee in recruiting, retaining, supervising and delegating to parish volunteers.
- Attend the *Catholic Charities Appeal Kickoff Celebration* with your Lay Coordinator and key volunteers. This event will provide you and your Coordinators with important information about the Appeal and its beneficiaries.
- Personally contact major prospects in your parish. This personalization is crucial to a parish-based campaign such as the Appeal.
- Insure the proper marketing and promotion of the Appeal in your parish --
[Use materials supplied by the Appeal office and any others developed by your Appeal Committee.]
- Encourage and oversee a follow-up solicitation effort to those who do not make a gift to the Appeal starting Saturday, May 10, 2008. Phone calls, visits and reminder letters are suggested methods.

**APPENDIX B:
ROLE OF THE CCA LAY COORDINATOR & APPEAL COMMITTEE**

The role of CCA Lay Coordinator and Appeal Committee was created as direct request of Cardinal Justin Rigali. Your leadership is a key component in creating a successful campaign on the parish level of the *Catholic Charities Appeal*.

The *Catholic Charities Appeal* staff is committed to forming a strong partnership with you as we work together to embrace God's people. Your specific responsibilities are listed below. Please do not hesitate to contact the Appeal Office at 215-587-3651 if you have any questions or concerns.

- Attend the CCA Lay Coordinator Workshop.
- Follow the proposed *Catholic Charities Appeal* time-line.
- With your pastor, develop a volunteer committee and assist with retaining, supervising and delegating to parish volunteers.
- Attend the *Catholic Charities Appeal* Kickoff Celebration in your area.
- Insure the proper marketing and promotion of the Appeal in your parish -- such as Lawn sign displays, bulletin and pulpit announcements, a CCA table display before and after mass the weeks leading up to the Appeal, etc.
[Most materials supplied by the Appeal office.]
- Maintain and Update the Campaign Thermometer Poster provided to you by the Appeal Office.
- Share the CCA Slide Show with parishioners at your next hospitality Sunday, meetings, socials, etc.
- **Be sure each volunteer is aware of the correct procedures for collecting donations and that accurate records are kept for your parish's files as well as those being sent to the Appeal office. Verify gift and pledge information. This is very important to insure each gift is acknowledged by the Appeal Office.**
- **Complete and return your Parish Final Report and all solicitation materials by Friday, May 30, 2008.** By doing so, you greatly enhance the Office for Development's ability to process donations to the 2008 Appeal by the end of its fiscal year on June 30, 2008.

**APPENDIX C:
PRAYER INTENTIONS FOR THE 2008 CATHOLIC CHARITIES APPEAL**

Please include the following intentions in the Prayers of the Faithful on the weeks noted.

Weekend of April 19-20

That we may place our gifts, our resources, our selves, at God's service in and through His Church...Let us pray

Weekend of April 26-27

That we may collaborate with God in proclaiming the Good News of Jesus Christ...Let us pray

Weekend of May 4-5

That we may model our lives of Stewardship on the life of Jesus, rejoicing when we share Christ's sufferings...Let us pray

Weekend of May 10-11

That the Holy Spirit, whose gracious action conforms us to Jesus Christ and to the Church, will enlighten us and help us to renew our commitment as the Lord's disciples and as stewards of His bountiful gifts...Let us pray

Weekend of May 17-18

That all in our parish may come to know peace and grace of God that are His gifts to generous stewards who return their time, talent and treasure in His service...Let us pray

Weekend of May 24-25

That we truly become a community of one heart and serve the needs of our brothers and sisters joyfully...Let us pray

APPENDIX D: MATCHING GIFT COMPANIES

Following is a list of companies that have recently matched gifts made by their employees to the Catholic Charities Appeal or one of its funded agencies. There may also be other companies which are not listed here that have Matching Gift Programs. If your company participates in this program, contact your personnel office for a matching gift form. ***Please contact the Appeal Office at (215) 587-3651 with any related questions.***

*Abbott Laboratories	*Knight Ridder
*ACE INA Foundation	Law School Admission Council
Aetna Foundation	MBNA America
All State Giving Campaign	*Maritz
American Express	*May Department Stores
Amerada Hess	*Merck Company Foundation
AIG (American International Group)	*Merrill Lynch
*AMP Inc. Foundation	Mobil/Exxon Mobil
Aon Foundation	*Motorola
Aspect	Mutual of America
Aventis	*National City Bank
AXA Foundation	*Nielsen Media Research
*Bank of America Foundation	Pew Charitable Trusts
*Beckman Coulter	Pfizer, Inc.
*BOC Group, Inc.	*Pharmacia & Upjohn Foundation
*Boeing Company	Philip Morris
BP.	PJM Interrconnection L.L.C.
*Bristol-Myers Squibb	*PPG Industries
C. R. Bard	*PQ Corporation
*CGU	Prudential Foundation
Chubb & Son, Inc.	Prudential Community Giving Campaign
*CIGNA Foundation	*Quaker Chemical Foundation
Colorcon Company	*Quest Diagnostics
The Connelly Foundation	Revere Suburban Realty
Cooper Industries	*Roche
*Corning Inc. Foundation	*Rohm & Haas Company
*Eaton Corporation	*SPS Technologies, Inc.
Fannie Mae	St. Gobain Corp.
*Federated Department Stores	*State Street
*Georgia-Pacific Corporation	Suburu of America
*GlaxoSmithKline	*Susquehanna Investment Group
Glenmede Corporation	*Teleflex Foundation
GMAC Mortgage Company	Tenet Healthcare
*IBM Corporation	*Towers Perrin
*IMS Health	United Savings Bank
J. P. Morgan & Company	*UPS
John Hancock Mutual Life Insurance Co.	*Vanguard Group
*Johnson & Johnson	Verizon
Kemper National Insurance Companies	*Wachovia
Kimberly Clark	*Washington Group
Wyeth	
Yarway Corporation	

Will only match to specific agencies. Donors should inquire about specific instructions through their Human Resources department.

**APPENDIX E;
Parish Final Report**

Four (4) samples of this report included in folder.

**APPENDIX F:
Samples of Parish Follow-up Letters**

Samples of these are included in folder

Thank you for your enduring service as a partner in the success of the *Catholic Charities Appeal* year after year.

The mission of the Appeal goes hand in hand with the mission of the Roman Catholic Church; to preserve and enhance the dignity of every human life.

In order to meet the needs of even more men, women and children in the Greater Philadelphia area in 2008, we must continue to work together.

Please seek to broaden awareness of the good work of the *Catholic Charities Appeal* in the community by living and teaching stewardship, and by encouraging increased participation among the faithful.