

DO THIS



ARCHBISHOP'S
ANNUAL APPEAL 2023

in memory OF ME

PARISH MANUAL



GIVE OUT OF LOVE
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DO THIS



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ANNUAL APPEAL 2023

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OF ME

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Also available at www.archatl.com/appeal/parish-tools
Password: *awayoflife*

2023 Annual Appeal Prayer

In Memory **OF YOU**

Lord Jesus Christ, Son of God,
You called us to action by saying “Do this in memory of me,”
For all that you do is good.

As I love my neighbor, I do this in memory of you.

As I clothe the poor, I do this in memory of you.

As I feed the hungry, I do this in memory of you.

As I care for the sick, I do this in memory of you.

As I speak your word to others, I do this in memory of you.

As I share my blessings, I do this in memory of you.

As I consume you, I do this in memory of you.

For all that you do is good.

For all that you do, I too am called to do.

For when I do all your works I imitate you,

I rejoice in you and not myself or any other.

I humbly do this in memory of you, for you and in you.

Amen

2023 Case for Support and Goals

The Archdiocese of Atlanta conducts an annual campaign (as do most [arch]dioceses across the country), to help fund the work of its agencies, ministries, offices, and other services. Without such campaigns, the training, ministry, education, and administrative services provided by the archdiocese would have to be funded totally through a higher parish assessment. Called the cathedraticum, this is the assessment that all parishes pay to the archdiocese. While direct contributions made to annual appeals do not come out of parish income, a higher assessment would.

The programs, ministries, and services funded by our Archbishop's Annual Appeal not only offer direct assistance to individuals and families but also parishes, missions, and schools as they carry out the work of the Church throughout north and central Georgia.

The leadership challenge of this campaign is not about reaching a parish goal. It is about effectively inviting and encouraging parishioners to participate. By conducting the full campaign process outlined in this manual, including the follow-up weekend process, each parish will attain maximum participation. This will ensure that the parish will have every opportunity to reach and exceed its goal.

Effective leadership of the campaign at the parish level will assure that our archdiocese will be able to fully fund the allocations that are listed in the campaign case statement, and many more parishes will receive rebates to be used for local ministries and services.

The funding returned to parishes through rebates helps meet local needs with funds not assessed by the archdiocese. This is the very definition of a win-win situation for the parish. Best of all, there is no evidence from any other (arch) diocese that conducts their appeal in this way to suggest following the plan impacts parish offertory income negatively.

Why should people give to the Archbishop's Annual Appeal?

Stewardship theology holds that God places in us a need to give and that sacrificial giving can change us, opening us more fully to the working of God's grace.

The Archbishop's Annual Appeal offers parishioners an opportunity to share their financial gifts to help provide support for Catholic education, ministry, and services to people, parishes, and schools in need throughout our archdiocese.

The Archbishop's Annual Appeal provides a teachable moment. It allows parish leaders the opportunity to talk about the connectedness of our Church, reaffirming the fact that we are members of the "One, Holy, Catholic and Apostolic Church."

Each of us is responsible not only for his or her parish but also for the well-being of the Church throughout our archdiocese and the world. Since we are one community of believers, members of all parish communities throughout the Archdiocese of Atlanta are asked to participate in this campaign.

When is our Archbishop's Annual Appeal implemented?

In 2023, the first mailing will be mailed on February 1. The in-pew solicitation process will occur the weekend of February 18 – 19, 2023. Our Archbishop's Annual Appeal is always scheduled during the three weekends before Ash Wednesday. However, because of certain events taking place dates were shifted to accommodate parishes.



Ministries & Programs

Funded by the Archbishop's Annual Appeal

Ministerial

- Seminarian Education
- Permanent Diaconate
- Priest support and retirement care
- Priest continuing formation

Education, Formation, and Discipleship

- Under-resourced school support
- Parish pre-school programs
- Campus ministry
- Religious education
- Youth and young adult ministry
- Marriage & Family Ministry
- Pastoral care ministry

Pastoral Outreach

- Life, Dignity, Justice and Inclusion
 - ◊ Respect Life Ministry
 - ◊ Justice and Peace Ministry
 - ◊ Disabilities Ministry
- Intercultural Ministries
- Child and youth protection
- Hospital Ministry
- Prison & Jail Ministry
- Metropolitan Tribunal
- Parish and mission support

Catholic Charities of Atlanta

- Self-Sufficiency Programs
 - ◊ Skill Development Services
 - ◊ Education/Employment Services
 - ◊ Security and Well-Being Services



Parish Goals & Parish Rebates

How are parish Appeal goals determined?

Parish goals for 2023 are eight percent of the parish's total assessable revenue (This includes offertory, other income, and misc. donations, etc.) for the fiscal year ended on June 30, 2021. The parish's fiscal year-end financial data, submitted to the Finance Office as of June 30, 2021, helps calculate parish goals. The parish goal was reported to parishes in a letter to pastors in November 2022.

Are parish goals mandatory?

Yes, parish goals for the Archbishop's Annual Appeal goals are mandatory. Thorough execution of the method described in this manual should result in meeting and exceeding the goal.

How does the rebate policy work?

Overage up to 25 percent of the goal is returned to the parish. Overage above 25 percent is contributed to the parish endowment or towards paying any past-due parish debt. Once the parish has met its goal in cash received, the parish obtains 25 percent of all additional cash - received from those indicating the parish's name on their commitment forms! Rebates are allocated to parishes frequently as they begin to exceed the goal. The archdiocese does not accumulate rebates. Parishes may spend 25 percent in rebates on anything they wish. When soliciting for the Appeal: we suggest that parishes communicate how the parish may use the rebate. In this way, contributors will be aware that the archdiocese is looking to the parish to provide its goal amount and that any additional funds will benefit the parish. Funds over 25 percent of the goal are restricted to the parish endowment or paying the past-due debt.

What steps can a parish take to exceed its goal?

- 1** Four steps will assure that parishes reach and exceed their goals if carefully followed. All parish members who have given to the campaign in recent years will receive a mailing from the Archbishop. In those parishes that follow the directions concerning the promotion of the Archbishop's letter, it is more than likely that responses from the first mailing will provide 50 percent or more of the parish goal.
- 2** The next step is the in-pew solicitation process described later in this manual. The in-pew process will have instructions for in-person and virtual solicitation.
- 3** Many contributors give intermittently to campaigns such as the Archbishop's Annual Appeal. The archdiocese will conduct follow-up mailings throughout the year to assist parishes in meeting and exceeding their goals and receiving rebates. However, none of these follow-up mailings is as effective as the parish promotion of the initial mailing and thoroughly executing the in-pew solicitation process. Reaching a goal is more difficult if a parish is far short of its goal after these first two phases.
- 4** Finally, parishes that have experienced pledge payment problems in the past or have populations that are unfamiliar with pledging are strongly encouraged to use the collection announcements (both bulletin and pulpit) provided in this manual. The direct mail average pledge amount is much higher than the in-pew average pledge amount in most cases. Before the in-pew process occurs, it is encouraged that parishes promote responses by using the bulletin and pulpit announcements provided.

2022 - 2023 Timeline Calendar

Archbishop's Annual Appeal

October 14, 2022	Annual Appeal materials order form sent to parishes.
October 30, 2022	Materials order forms due.
November 18, 2022	Letter from Archbishop to pastors detailing training dates, Appeal dates, and parish goals.
<i>Week of</i> Jan. 13, 2023	Parishes receive campaign materials.
January 25, 2023	Training sessions for pastors, business managers, staff, parish leaders, appeal committee members, and new volunteers. Training will be co-hosted by Our Sunday Visitor and the Stewardship Office.
January 28 - 29, 2023	Pastors announce an Appeal solicitation mailing from the Archbishop. Use the sample pre-announcement message from a pastor in bulletin and electronic newsletters. Pulpit announcements and <i>Prayers of the Faithful</i> intentions are provided in this training manual.
February 1, 2023	Archbishop's letter will be mailed to those who have donated previously to the Appeal ("Direct Mail 1").
February 4 - 5, 2023	Parishes continue announcements about the Archbishop's Annual Appeal. Use bulletin and pulpit announcements and <i>Prayers of the Faithful</i> intentions. Share the 2023 Archbishop's Annual Appeal announcements via email, websites, and all social media.
<i>Week of</i> Feb. 6, 2023	Prepare for announcement weekend activities.
February 11 - 12, 2023	<u>ANNOUNCEMENT WEEKEND</u> <ul style="list-style-type: none">• Play the archbishop's recorded homily (audio or video) at all Masses.• Use Bulletin announcements.

February 18 - 19, 2023

COMMITMENT WEEKEND

For the 2023 Appeal, pastors have several things to do on Commitment Weekend:

- Pastor leads the in-pew process.
- *Prayers of the Faithful* petition.
- Direct parishioners watching live streaming there are options to make a gift electronically via the Archdiocesan website at: **www.archatl.com/appeal**

By **February 20, 2023**

Mail pledge envelopes received from the commitment weekend in-pew pledge process to the Archbishop's Annual Appeal (using instructions provided).

February 25 - 26, 2023

FOLLOW-UP WEEKEND

Presider or layperson leads the in-pew process

- Opportunity for Lay Witness speaker to promote Appeal participation (*See Lay Witness Tips in the Follow-Up Weekend section of this manual - pages 26-28*).
- *Prayers of the Faithful* petition.

By **February 27, 2023**

Mail pledge envelopes received from the follow-up weekend in-pew pledge process to the Archbishop's Annual Appeal (using instructions provided).

By **March 3, 2023**

First pledge reminder mailed from Archdiocese.
Reminders will be mailed monthly through December.

By **May 12, 2023**

First follow-up letter sent to prospective givers who have not given ("Direct Mailing 2"). This date is determined after all in-pew pledges/gifts have been processed.

By **September 8, 2023**

Second follow-up – Third, ask (postcards) sent to those who gave last year but have not responded so far this year ("Direct Mailing 3").

Nov./Dec. 2023

Year-end thank you letter in *The Georgia Bulletin*.

December 31, 2023

All gifts/pledges postmarked by 12/31/2023 will be included in the donor's 2023 tax statement.

January 8, 2024

Final 2023 pledge payments are deposited and the campaign closes. Any payments received after this date will automatically go toward the donor's 2024 Annual Appeal pledge.

2023 Implementation Objectives

Objective 1

Use the materials and announcements provided to ensure that your parishioners are well informed about the Archbishop's Annual Appeal.

Use the Appeal posters and add a digital copy to the parish closed-circuit TV system in Narthex.

Use the bulletin and pulpit announcements - beginning January 28, 2023.

Pastor or parish/mission administrator preaches enthusiastically about the campaign at all Masses on announcement weekend. Use bulletin inserts for the Appeal on Announcement Weekend.

Pastor or parish/mission administrator should introduce and play Archbishop's recorded audio homily or video homily on Announcement Weekend - if chosen to play the audio or video homily. You can download a copy of Archbishop's written homily in Parish Tools if you choose to read Archbishop's homily on Announcement Weekend.

Objective 2

Review and know the in-pew process and conduct it as detailed in this manual.

There is no other solicitation that will secure as many pledges to the Annual Appeal. If you have used an in-pew method before, please use the process recommended in this manual as materials have changed. There will be changes from prior years. As you implement the in-pew process - make sure that you are not skipping any steps. The steps detailed in this manual are all necessary.

The pastor and parish/mission administration's leadership is critical to the success of your Annual Appeal by supporting the in-pew process. No other member of the parish will be as successful in leading the process as the pastor or administrator. People will respond in far greater numbers when the pastor/parish administrator is reading the in-pew script.

If your parish has not utilized the in-pew process - study it carefully and implement it this year. It is the only way leadership is sure that all those who attend Mass are conscious they are being asked to support the Archbishop's Annual Appeal.

Objective 3

Reduce the number of people who do not renew their pledges by repeating the in-pew process on Follow-Up Weekend.

During the parish/mission phase of the campaign - each year many as 30-35 percent of the preceding year's contributors will not pledge again. It seems to have little to do with an unwillingness to give since many will pledge when they receive follow-up mailings from the archdiocese. On any weekend, many parishioners will not attend Mass at their home parish. These parishioners, and any others that were not at your Masses on commitment weekend, deserve the opportunity to participate in the Archbishop's Annual Appeal.

It has been estimated that if every parish repeated the in-pew process on Follow-Up Weekend, they would receive an average of 50 pledges each. The overall result would be nearly 5,000 additional pledges. At an average gift of \$100, this would equal \$500,000 in additional pledges received.

Conducting a thorough follow-up weekend will help limit the number of previous contributors - that miss the in-pew phase of this year's campaign.

Bulletin & Pulpit Announcements

Please include the Appeal graphic with each announcement in your bulletin, video screens, and/or other media.

Weekend of January 28-29, 2023

This year the theme of the Archbishop's Annual Appeal is "Do this in memory of me." The theme of this year's annual appeal was chosen in continuance with our archdiocesan Eucharistic Renewal as an invitation for you to imitate Jesus, nourished by the Eucharist and eager to do the work of God. Through your generous gifts, we can continue the work we were called to do as Christians: educate our seminarians, support our retired priests, provide catechesis to our children, and protect the rights of the unborn. Please be generous in your response.

For more information, or to donate online, go to www.archatl.com/appeal.

Weekend of February 4-5, 2023

*A letter from Archbishop Gregory Hartmayer was mailed this past week to all previous donors to the Archbishop's Annual Appeal. He is asking for the continued support of the many important programs that help thousands in our archdiocese each year. The goal for the 2023 appeal is \$8,400,000 and the goal for our parish is \$ **[Parish Pledge Goal]**. Please respond generously when you receive your letter.*

For more information, and to donate online, visit the appeal website at www.archatl.com/appeal.

Announcement Weekend of February 11-12, 2023

Serving more than 1,000,000 Catholics, the mission of the Archdiocese of Atlanta is to proclaim the Gospel of the Lord, and grow all of north and central Georgia in faith, hope, love, and service to others. Each of us is commissioned to serve and take action by imitating Jesus, nourished by the Eucharist and eager to do the work of God. Your gift to the 2023 Archbishop's Annual Appeal helps make it possible by supporting the ministerial, outreach, education, formation, and discipleship work of the Archdiocese of Atlanta.

Please give prayerful consideration to your level of support to help fund the essential ministries and services supported by the Appeal. Next weekend everyone who has not yet made a gift to the appeal will have the opportunity during our in-pew process. Please be prepared next week to make a pledge to the 2023 Archbishop's Annual Appeal.

To learn more about the appeal, and to donate online, visit www.archatl.com/appeal.

Commitment Weekend of February 18-19, 2023

*I am very grateful to all our parishioners who have already joined together in pledging their gift to the 2023 Archbishop's Annual Appeal. The campaign goal is \$8,400,000 and our parish goal is \$ **[Parish Pledge Goal]**. A percentage of the money collected above our goal will be returned to the parish! **[Insert the parish plan for rebated money.]***

To learn more about the impact of our support to the appeal and to donate online, visit www.archatl.com/appeal.

Follow-up Weekend of February 25-26, 2023

*If you have not yet made a gift to the 2023 Archbishop's Annual Appeal there will be pledge cards in the narthex or you can easily donate online at www.archatl.com/appeal. Once completed, please place your pledge envelope in the offertory basket. The campaign goal is \$8,400,000 and our parish goal is \$ **[Parish Pledge Goal]**. Every gift to the Annual Appeal is vitally important to assure the continued support of many important programs that help thousands in our archdiocese each year through the education of our children and seminary students, evangelization and Christian Initiation, on-going formation for our priests and more!*

Weekend of March 4-5, 2023

Today we wish to recognize those who not only support our parish, but also have made a gift or pledge to the Archbishop's Annual Appeal. On behalf of those who will be served by your contributions, thank you to all who have already completed their pledge payments, as well as those who are still making payments.

For those of you who have not had an opportunity to make a pledge or a gift this year, but still desire to be a part of the 2023 campaign, please visit our website at www.archatl.com/appeal or you may contact the Office of Stewardship at 404-920-7600 or annualappeal@archatl.com.

When each of our individual gifts are combined with the gifts of thousands of other parishioners throughout the archdiocese, each contributor makes a very real difference in the ability of the archdiocese to provide ministries and services. Thank you again for your support.

Weekend of March 11-12, 2023

For those of you who have not had an opportunity to make a pledge or a gift this year, but still desire to be a part of the 2023 Archbishop's Annual Appeal, please visit our website at www.archatl.com/appeal to make an online gift, or you may contact the Office of Stewardship at 404-920-7600 or annualappeal@archatl.com.

When each of our individual gifts are combined with the gifts of thousands of other parishioners throughout the archdiocese, each contributor makes a very real difference in the ability of the archdiocese to provide ministries and services. Thank you again for your support.

Bulletin & Pulpit Announcements, *continued*

One Weekend per Month for the **Duration of the AAA 2023**

Please print the following announcement in your bulletin and electronic newsletter at least once a month for the duration of the appeal.

Thank you for your generous participation in the 2023 Archbishop's Annual Appeal. Please fulfill your pledges so that together, our parish will reach, and hopefully exceed our goal.

Once pledge payments have surpassed our goal, additional funds return to our parish for use in our ministries.

Parish Goal: \$ _____
Amount Pledged: \$ _____
Amount Paid: \$ _____
Remaining Balance: \$ _____
Rebate Amount: \$ _____

For more information or to donate online, please visit our website at www.archatl.com/appeal.

NOTE: If your parish intends to use its rebate for a specific purpose, include it in the text.

Alternative Announcements

A This year, the theme of the Appeal, “Do this in memory of me.”, is an invitation for you to imitate Jesus, nourished by the Eucharist and eager to do the work of God. The gifts that we give enable ministries and services that touch thousands of lives.

After we reach our parish Annual Appeal goal of \$ **[Parish Pledge Goal]**, the archdiocese returns each additional dollar received from our parishioners to us for use in our parish. This year, we will commit our parish rebates to **[insert possible uses for your rebates here]**.

Please answer Archbishop’s request and make a generous pledge. Thank you in advance for your support.

B Thank you to all who have responded to the letter from Archbishop Gregory Hartmayer. There is still time to respond. If you received the mailing and have not responded, please take advantage of this time to do so.

In addition to providing for ministries and services throughout the archdiocese, the Annual Appeal also funds services that are of great help to other ministries here in our parish. For example, the Appeal funds support **[Please insert some of the ministries in your parish that receive training or some other forms of support from the Archdiocese.]**

Your financial support for the work of our parish, our archdiocese and our Church throughout the world is, in fact, one way to give Him glory and express our gratitude.

C In the Gospel of Luke, Christ reminds us that everything we are and everything we have comes to us as a gift from God. We must grow our gifts and return them generously to be used in God’s work.

Gifts of our time, talent and treasure to our parish and our archdiocese are an important part of our commitment to stewardship of God’s gifts. Those who have also contributed to the Archbishop’s Annual Appeal are providing critical resources necessary to continue the ministries and services of the archdiocese.

On behalf of Archbishop Hartmayer and the many beneficiaries of the Annual Appeal, thank you for faithfully making your pledge payments. Every gift is important and appreciated.

If you wish to be part of the Archbishop’s Annual Appeal, please visit our website at **www.archatl.com/appeal** or you may contact the Office of Stewardship at 404-920-7600 or **annualappeal@archatl.com**.

Prayers of the Faithful

The Archbishops Annual Appeal, in addition to meeting the financial needs of our Church, calls one another to actively practice our faith. Continued awareness and prayer, hold a key role in understanding and the conversion of heart that leads people to give generously to serve the needs of others. The following are some *Prayers of the Faithful* that you may consider adding to your parish liturgies.

*Pope Francis reminds us that we who are the Church, the Body of Christ, are entrusted with responsibility and must never forget the poor among us. May our support of the Archbishop's Annual Appeal provide us with a way to share the good news of Jesus Christ... **We pray to the Lord***

*That we may respond generously to our Archbishop's Annual Appeal as faithful stewards of the gifts entrusted to us... **We pray to the Lord***

*May the Holy Spirit continue to guide the work of the Church throughout our archdiocese, that through prayer and action, Christ's message of love will be realized by all... **We pray to the Lord***

*As we, the faithful parishioners, assist our parish by making our commitment to the Archbishop's Annual Appeal, may we remember God's generosity to us... **We pray to the Lord***

*As we participate in the Archbishop's Annual Appeal to help others, we give thanks to our God for the gifts and blessings we have received... **We pray to the Lord***

*May God's blessings be upon all those in our parish family and in every parish throughout our archdiocese for their part in supporting the ministries and services funded through the Archbishop's Annual Appeal. Together, we are good and faithful servants, strong in faith, prayer, and service... **We pray to the Lord***

*May the Holy Spirit, through our prayers, continue to guide the work of the Church throughout the 69 counties of our archdiocese as parishioners in all 103 parishes and missions journey together in hope... **We pray to the Lord***

*Let us pray for all priests, deacons, religious and lay persons, that the Lord may fill them with strength to offer their best gifts daily to bring Christ to others through ministries, programs and services supported by the Archbishop's Annual Appeal... **We pray to the Lord***

*For the homeless, troubled, afflicted, and poor, that they may be healed and learn that God is always near through the prayers and actions from the many programs, ministries and services supported by the generous faithful of the Archdiocese of Atlanta through the Archbishop's Annual Appeal... **We pray to the Lord***

Sample Pre-Announcement Message from Pastor

Prior to the general mailing, a pre-announcement message can be included in the bulletin, electronic newsletter, or an email.

Dear _____:

The Archbishop's Annual Appeal starts each year in late January or early February. You will soon receive (or have just recently received) a request to pledge your support to the Annual Appeal.

Over the years, I have seen your generosity at work firsthand. Now more than ever, your gifts help educate our young, bring comfort to our sick, and support families in crisis. Please join me in making a pledge.

Your support will help meet the needs of thousands of people served by Annual Appeal ministries. If you have not yet sent in your pledge, you may return your pledge card by mail in the addressed envelope provided. You may also pledge or make a one-time gift at www.archatl.com/appeal.

Remember that our parish programs and ministries will benefit as well if we exceed our parish goal. Your generous support helps our parish, too.

On behalf of those served through your generosity, I thank you and pray that God bless you and your loved ones. Please remember those with needs in your prayers as well.

Sincerely,

Pastor

PS— You can also make a secure online gift or pledge at: www.archatl.com/appeal.

Week of February 6, 2023

Preparation for Announcement Weekend

Process

The focus of announcement weekend is to provide plenty of information about the use of Annual Appeal funds. At this point, please advise parishioners they will be asked to give next week during the in-pew process. Each parish should put up the posters and have the Archbishop's Annual Appeal Announcements inserted in parish bulletins ready for distribution after all Masses. Include the campaign in the *Prayers of the Faithful*.

February 11-12, 2023

Parish Announcement Weekend

Bulletin & Pulpit Announcement

This is the weekend that the faithful will hear the archbishop's homily about the appeal at each Mass via the video or audio homily.

Please continue to use the *Prayers of the Faithful*.

Week of February 13, 2023

Preparation for Commitment Weekend

As soon as you receive the shipment of your parish Archbishop's Annual Appeal supplies, open the boxes and check materials to make sure that you have received sufficient quantities of all items ordered. If you need additional supplies, contact The Stewardship Office at (404) 920-7600 or email annualappeal@archatl.com.

Homily

The pastor or parish/mission administrator will be leading the in-pew process at every Mass – instructing parishioners to fill out their pledge card, directing them to make an online pledge or one-time gift, or fill out and submit a pledge card online. In the event that the pastor or parish/mission administrator is not the presider, the presider should introduce the pastor immediately after the reading of the Gospel. Be sure to contact the other presiders early in the week so that they are aware that they will not need to prepare a homily.

Parishes/Missions with a History of Substantial Nonpayment of Pledges

Some parishes/missions fall far below the standard non-payment percentage (8-10%). If your parish/mission is one of these, it is suggested that efforts be made to educate parishioners on the importance of not only making, but also paying their pledges. Parishes should begin to define what a pledge is in the very first Annual Appeal bulletin announcement.

Leadership should speak with members of the parish community to determine the most effective description of what people expect to do. Take care not to discourage pledging. Something as simple as the following may help to reduce the non-payment rate. Use the following at the end of paragraph four in the in-pew script:

“It is important that you make your pledge payment as scheduled. The archdiocese will send out monthly pledge reminders in order to give you plenty of time to complete your payments by December 31, 2023.”

Parishes Where Parishioners Are Very Concerned About Privacy

If your parishioners have a serious level of concern about the privacy of their names, addresses, etc., please also state the following prior to paragraph five in the script:

“All information that you provide today will be shared only within the archdiocese and this parish/mission. No one else will have access to it.”

February 18-19, 2023

Commitment Weekend In-Pew Process

The pastor or parish/mission administrator's commitment weekend presentation is very important to the success of the campaign. Up to this point, people have heard about the Annual Appeal and the importance of supporting it. Some may have pledged by mail. Now is the time to ask all the rest of the parishioners for their financial support! The fact that the pastor/parish administrator is asking will have a very positive effect on the importance that people place on the request.

In-Pew Solicitation

While they are coming forward, add your personal support to the campaign by reading the first few paragraphs of the in-pew script.

Parishes/missions should also direct parishioners watching virtually to pledge or make a one-time gift online at www.archatl.com/appeal. There is an electronic pledge card available online as well at www.archatl.com/appeal.

In-Pew Script

Commitment Weekend, February 18-19, 2023

To be used by Pastor or Parish/Mission Administrator In-Pew Script

“Good morning. Today we are conducting the annual campaign that asks all parishioners to make a financial commitment to the Archdiocese of Atlanta.

“As your pastor, I want to thank all of you who have given to this campaign in past years. I can assure you that the funds you gave are deeply appreciated by the parishes, schools and people served by the Archdiocese.

“Each of us is called to share his or her gifts in support of the Church. We must first support our parish, then our archdiocese and then the Church throughout the world. The Annual Appeal of the Archdiocese of Atlanta not only funds the operations of the archdiocese, it funds services that are of great help to the ministries here in our parish.

“Also, keep in mind that the archdiocese returns any funds that they receive over our parish goal so that we can use that money to support our parish.

“I now will ask one member of each household to complete a pledge card.

“While we are waiting, please examine the monthly pledge payment amounts that are listed on the left side of the pledge form. Please consider giving a monthly pledge that will allow you to provide a larger gift.

“I am going to guide you through the process in order to minimize the time that it takes.

“Now, please unfold the pledge brochure and find the attached pledge form.”

[Pause and wait.]

“On the first and second line, please indicate the name of our parish and city so that we will receive credit for the gift. If you are a visitor and are a member of another parish in the archdiocese, you may indicate that parish.”

[Pause as above.]

“Please print your first name and your last name on the third line.”

[Pause and wait until about half of those participating are looking back at you.]

“On the fourth line, please print your address including any unit or apartment number.

“On the next line, please print your city, state, and zip code.”

[Pause as above.]

“On the bottom line, please print your primary email and then below your telephone number.”

[Pause as above.]

“Do you want to receive your pledge reminders monthly, quarterly, or at year end? Please check the first box on the left and then a check next to either monthly, quarterly or year end.

“If you would like to help us conserve paper and postage, your pledge reminders could be sent to you by email instead of in the mail. If so, please check the second box.”

[Pause 5 seconds.]

“I ask everyone else to look at the gift boxes on the left side of the form and check the amount that you wish to give. Your pledge will be billed over ten months. Also, there is no need to provide a first payment today unless you choose to do so.

“In the event that you wish to contribute an amount other than the ones indicated, please check the ‘Other’ box and indicate the full amount of your pledge on the blank line to its right.”

[Pause as above.]

*“If you would like to make your payment by credit card or direct debit, please visit **www.archatl.com/appeal** to make a pledge or one-time gift online.*

*“For more details on how your gift supports the many ministries of the archdiocese, please visit the website **www.archatl.com/appeal**.*

“On behalf of Archdiocese of Atlanta and myself, I sincerely thank you for your contribution to the Archbishop’s Annual Appeal. May God bless you!”

February 25-26, 2023

Follow-up Weekend In-Pew Process

Introduction

The campaign's primary objective is participation. Each year, after the initial mailing and the parish phase of the Annual Appeal campaign have been concluded, a significant number of the donors from the previous year will not have renewed. These are not necessarily people who do not want to give. Many of them will renew during the follow-up mailings. Since people are given an opportunity to refuse to give when the in-pew process takes place, it is fair to assume that most of those who skip a year of contributing to the campaign simply missed the mail and in-pew solicitations. There will be far fewer "skippers" in those parishes/missions that conduct the full in-pew process on commitment weekend and again on follow-up weekend.

Preparations

The person coordinating the in-pew process will need to perform the same set-up steps that were followed for commitment weekend. On follow-up weekend there may be a different presenter at each Mass either the presider will lead the in-pew process or lay leaders will need to be asked to do it. The homily should not be about the campaign but should be brief to allow time for repeating the in-pew process. Once the presenter for each Mass is selected, the in-pew coordinator will need to meet with them to assure that they know what to do and will do it in a consistent manner

In-Pew Presentation Script

Follow-up Weekend, February 25-26, 2023

“Good morning. I am **[Your Name]**. As you know, this is the time of year that we are asked to offer our financial support to the Archdiocese of Atlanta to help the archdiocese provide ministry, education, training and services to all of our parishes and tens of thousands of people throughout the archdiocese. On behalf of our pastor, **[Pastor’s Name]**, and our Archbishop’s Annual Appeal committee, I want to thank all of those who have responded by mail or during our in-pew solicitation last weekend.

“This year we are stressing the importance of participation and of making a significant pledge to support the archdiocese. It is our hope that we will receive a pledge from all active households in our community. Now, I ask one member of each household that has not had an opportunity to fill out a pledge form to raise your hand. A pledge form, envelope and pencil will be passed to you.

“I ask those who have already pledged to bear with us for just a few minutes. Perhaps each of you might offer a prayer for the success of this Annual Appeal.

“While we are waiting, please examine the monthly pledge payment amounts that are listed on the left side of the pledge form. Please consider giving a monthly pledge that will allow you to provide a larger gift.

“I am going to guide you through the process in order to minimize the time that it takes.

“Now, please unfold the pledge brochure and find the attached pledge form.”

[Pause and wait.]

“On the first and second lines, please indicate the name of our parish and city so that we will receive credit for the gift. If you are a visitor and are a member of another parish in the archdiocese, you may indicate that parish.”

[Pause as above.]

“Please print your first name and your last name on the third line.”

[Pause and wait until about half of those participating are looking back at you.]

“On the fourth line, please print your address including any unit or apartment number. On the next line, please print your city, state, and zip code.”

[Pause as above.]

“On the bottom line, please print your primary email and then below your telephone number.”

[Pause as above.]

“Do you want to receive your pledge reminders monthly, quarterly, or at year end? Please check the first box on the left and then a check next to either monthly, quarterly or year end.

“If you would like to help us conserve paper and postage, your pledge reminders could be sent to you by email instead of in the mail. If so, please check the second box.”

[Pause 5 seconds.]

continued on next page >>

Follow-up Weekend In-Pew Script, *continued*

"I ask everyone else to look at the gift boxes on the left side of the form and check the amount that you wish to give. Your pledge will be billed over ten months. Also, there is no need to provide a first payment today unless you choose to do so.

"In the event that you wish to contribute an amount other than the ones indicated, please check the 'Other' box and indicate the full amount of your pledge on the blank line to its right."

[Pause as above.]

*"If you would like to make your payment by credit card or direct debit, please visit **www.archatl.com/appeal** to make a pledge or one-time gift online.*

*"For more details on how your gift supports the many ministries of the archdiocese, please visit the website **www.archatl.com/appeal**.*

"On behalf of Archdiocese of Atlanta and myself, I sincerely thank you for your contribution to the Archbishop's Annual Appeal. May God bless you!"

Lay Witness Tips

The Need for Lay Witnesses

An important part of appeal solicitation is the testimonies presented to the congregation by individuals whose lives have been changed as a result of their commitment to the Archbishop's Annual Appeal. Lay witnesses are necessary to the success of the annual appeal. There are many reasons for this. Sacrificial giving is a part of the internal change of heart or conversion process that we know so well from the Scriptures. The Old and New Testaments are full of stories of real people who became aware of the need to put their faith into action.

Lay witnesses send a strong message to their fellow parishioners about giving of oneself and one's possessions and time. People who hear how ministries supported through the Archbishop's Annual Appeal are a blessing for others become motivated to support the appeal in their own lives.

Note: We suggest that the same lay witness(es) speak at all Masses on a particular weekend. This will ensure a consistent stewardship message at all Masses and will make it easier to coordinate.

Selecting Lay Witnesses

Lay witnesses should be individuals from the parish who believe in and support the appeal, those who give their time, talent and treasure in an intentional, planned and sacrificial way. They also should be individuals who can relate well to other parishioners, feel comfortable speaking to a group about their personal experiences and be enthusiastic about the Appeal.

Preparation of Lay Witnesses

The lay witness should meet with the pastor/Deacon or parish staff about how and when they will present their testimony in support of the Archbishop's Annual Appeal. We also recommend that they review the brochure materials included in the manual. The lay witness should prepare a five-minute written talk reflecting their support and understanding of the impact of the Archbishop's Annual Appeal.

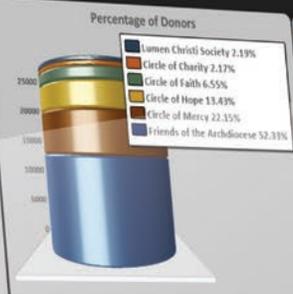
Campaign Status

Goal:	\$8,690,500.00
Total Pledged & Received:	\$10,356,211.57
Recurring Gift:	\$0.00
Recurring Received:	\$193,753.00
Amount Received:	\$9,230,992.58
Over/(Under) Goal:	\$1,665,711.57
Percent of Goal Pledged:	119.17%
Percent of Goal Received:	106.22%
Average Gift Amount:	\$425.74
Number of Donors:	24,325

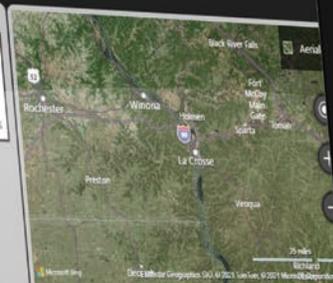
Pledges & Gifts Toward Goal



Giving Levels



Map Analytics



Participation Indicators



Year-over-Year Campaign Comparison



Week of Campaign (Pledged & Received)



Locations at Goal



Reporting Results to Parishes

Parish Results Dashboard – GivingTrend

Pledge information is available online at archatl.givingtrend.com. For login and password information, have the pastor or business manager contact The Office of Stewardship at 404-920-7600 or annualappeal@archatl.com.

Parishes can monitor their parish pledge and payment activity by accessing the GivingTrend Dashboard.

Parishes can run “merge-ready” reports listing their parishioners, amount pledged, and amount paid. They can look at weekly comparison and rebate reports as well as the giving history of each donor.



Gift Processing Procedures

Instructions for Preparing In-Pew Envelopes

NOTE – parishes/missions will no longer have the option to “Not Open Envelopes,” as they have in the past. All parishes/missions must now open and process gifts and pledges before shipping/mailing to Gift Processing.

Opening Envelopes

1. Open the envelopes and remove the contents. Keep checks and pledge form together.
2. Ensure the parishioner has written a parish name on the pledge form. If there is no parish name, write in your parish name.
3. Make name or address corrections where it may be appropriate.
4. Do not write extraneous information on the pledge form, especially on the top center of the form near the name. This portion is used for coding by Gift Processing.
5. If the envelope contains a pledge form only or a pledge form and a check, clip (**DO NOT STAPLE**) together the related envelope, pledge form, and if applicable, check for each donor.
6. If the envelope contains cash, write the cash amount followed by the letter “C” in the bottom right corner of the pledge form.
7. Add together the cash received in the envelopes and all anonymous cash donations (cash in the basket without identification) and deposit into the parish bank account.
8. Draft a check in the same amount made payable to the Archbishop’s Annual Appeal. Be sure to keep the corresponding pledge forms with the check you have drafted so that all donors will receive proper credit for their gifts.
9. Complete a transmittal form (you may make a copy of the example of the form in this section).
10. Using a shipping company that tracks your shipment (UPS, Fedex, etc.), ship the transmittal form, parish check (if applicable), envelopes, donor checks and pledge forms, taking care to keep the envelope, pledge form and check for each donor clipped (**NOT STAPLED**) together to:

**Archbishop’s Annual Appeal
2401 Lake Park Dr. SE
Smyrna, GA 3008**

IMPORTANT!

- ⊗ **Do not separate checks from corresponding pledge forms and envelopes!**
- ⊗ **Do not staple checks to pledge forms or envelopes!**
- ⊗ **Do complete a transmittal form for each shipment to the Archbishop’s Annual Appeal!**



Please Note:

- *We ask that you do not hold any pledges or payments at the parish. This delays the cashing of checks and the timely mailing of a thank you letter as well as pledge reminders to parishioners.*
- *Many times, this holding of pledges and payments causes checks to be stale-dated which makes it impossible to post them to the parishioner's record.*
- *Pledges and gifts will be credited to the parish that submits them for gift processing unless otherwise indicated on the pledge form.*
- *If you are using regular mail, send to:*

Archdiocese of Atlanta
P.O. Box 930535
Atlanta, GA 31193-0535



ARCHBISHOP'S
ANNUAL APPEAL 2023

Transmittal Form

(REQUIRED FOR ALL SHIPMENTS)

Parish Name: _____

Parish City: _____

Parish Number: _____

(NOTE: For Parish Number, please see Parish ID Numbers Digital Resource)

Sent By: _____ **Date Sent:** _____

Telephone: _____ **E-mail:** _____

**Please check here if this is a parish second collection
for the Archbishop's Annual Appeal.**

SHIPPING INSTRUCTIONS

- ⊘ Do not separate the checks from the pledge forms and envelopes.
- ⊘ Do not staple the checks to pledge forms or envelopes.

**For the security of our donors' gifts and personal information, we require that you ship your packages via a courier that can track packages: UPS, FedEx, etc.*

SHIP TO:
Archbishop's Annual Appeal
2401 Lake Park Dr., SE
Smyrna, GA 30080

If you need assistance, please contact:
Tracy Zelczak | 404-920-7606 | tzelczak@archatl.com

Bulletin/Website Announcement

**Use this bulletin/website announcement toward the end of the 2023 calendar year.
DO NOT wait until the last weekend of the year to print!**

Archbishop's Annual Appeal Do This In Memory of Me

*If you still have a pledge balance to the 2023 Archbishop's Annual Appeal, please complete your payments as soon as possible. **For IRS purposes, gifts must be postmarked by December 31, 2023 in order to be included in your 2023 tax letter.** Please consider completing your pledge online.*

For those who make charitable contributions at the end of the year, please consider gifts to your parish and to the Archbishop's Annual Appeal. Your financial support is greatly appreciated.

*On behalf of Archbishop Hartmayer, [**pastor**], and our parish staff, thank you for supporting your neighbors in north and central Georgia. Every gift is important and appreciated.*

If you wish to be part of the Archbishop's Annual Appeal, please visit our website at www.archatl.com/appeal or you may contact The Office of Stewardship at 404-920-7600 or annualappeal@archatl.com.

End-of-Year Requirements

IRS Requirements Important End-of-Year Notice

To be included in the 2023 individual tax statements, the Internal Revenue Service requires that parishioner gifts and pledge payments to the 2023 Archbishop's annual appeal, whether mailed directly by the individual or forwarded by the parish via UPS or FedEx, must be **postmarked by December 31, 2023**.

To meet the IRS deadline, please encourage parishioners to make year-end gifts to the Appeal online (donate.archatl.com) or mail their payments as they would any other year-end charitable gift by December 31 directly to:

Archbishop's Annual Appeal
P.O. Box 930535
Atlanta, GA 31193-0535

Archdiocese Requirements Reaching Goal – Year-End Gifts

To ensure that a gift is included in a parishioner's 2023 pledge or toward a parish goal, their last payment must be **received no later than Monday, January 8, 2024**. Any payment received after that date will go toward a 2024 annual appeal goal.

Digital Resources

Additional Digital Resource tools can be found at www.archatl.com/appeal/parish-tools in 'Parish Tools,' including:

- ✓ 2023 Archbishop's Annual Appeal Best Practices Checklist
- ✓ 2023 Archbishop's Annual Appeal Best Virtual Practices Checklist
- ✓ Continuing Annual Appeal Management
- ✓ Parish ID Numbers
- ✓ Parish Leader Responsibilities and Volunteers Guide
- ✓ Web Banners
- ✓ PDF Posters
- ✓ PDF Brochures
- ✓ PDF Prayer Cards
- ✓ PDF Bulletin Insert



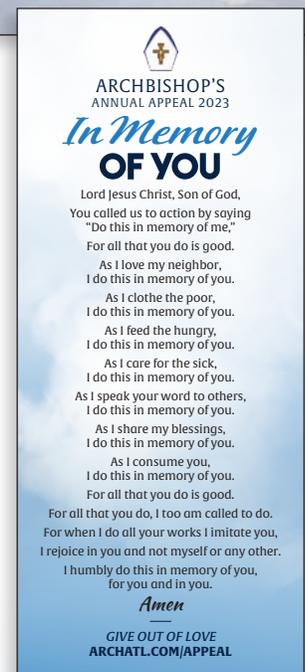
Appeal Materials



Appeal Poster *



Appeal Video: available at www.archatl.com/appeal



Prayer Card *

* also available in Spanish & Vietnamese

** also available in Spanish

DO THIS in memory OF ME

"Love one another as I have loved you. No one has greater love than this, to lay down one's life for one's friends." John 15:12-13

ARCHBISHOP'S ANNUAL APPEAL 2023

The Archbishop's Annual Appeal is a major source of funding for all the work of the Archdiocese of Atlanta. The theme of this year's Archbishop's Annual Appeal is "Do this in memory of me." These words of Scripture command for us to celebrate the Eucharist but also a commitment to serve.

Your support of the Archbishop's Annual Appeal allows us to serve families in a comprehensive and integrated manner through **Working with Moms in Need**, from diapers and baby showers to crisis intervention and emotional support, so that moms can be moms.

Keri Ninness
parish ministry lead of Working with Moms in Need
St. Joseph's Catholic Church, Marietta

GIVE OUT OF LOVE
ARCHATL.COM/APPEAL

Facebook: /archatl
Twitter: /archatlanta
Instagram: /archatl

Archbishop's Annual Appeal / P.O. Box 930515 / Atlanta, GA 31193-0515

The Georgia Bulletin Ads

DO THIS in memory OF ME

33% Clergy Formation & Support

Your contribution supports seminary education formation, and help provide continuing formation care for those already ordained to the Holy Priest whose formation for the Permanent Diaconate is

30% Education, Evangelization & Discipleship

Your gift provides support for under-resourced schools, parish preschools and campus ministry. It assists with the initiatives of the Office of Evangelization and Discipleship, which offers pastors, parish staff and lay leaders vital resources and professional development opportunities to serve their communities through religious education for children, youth, young adults and adults.

27% Pastoral Outreach

Your donations to the Archbishop's Annual Appeal support parishes and missions, as well as a wide variety of ministries including the Office of Life, Dignity, Justice and Inclusion (RIPeace, Prison and Jail, and Disability Ministries); Intercultural Protection; Hospital Ministry and the Metropolitan Tribunal. God's love into action, providing hope and healing for thousands.

5% Catholic Charities

A donation to the Archbishop's Annual Appeal helps Catholic Charities offer programs that assist families to become self-sufficient through services devoted to skill development, education, employment, and security.

100% of your contribution supports local ministries here in the Archdiocese of Atlanta. Thank you for helping us reach our Archbishop's Annual Appeal goal of \$8,400,000!

To make a pledge, scan the QR code at the right, complete the form below or visit: <https://archatl.com/appeal>

ARCHBISHOP'S ANNUAL APPEAL

1 With a gift of:

- \$2,500 (Monthly gift of \$250 per month)
- \$1,500 (Monthly gift of \$150 per month)
- \$1,000 (Monthly gift of \$100 per month)
- \$500 (Monthly gift of \$50 per month)
- Other \$ _____

*Please pay in full by December 31st
**Please make checks payable to Archbishop's Annual Appeal

2

- I would like to receive pledge reminders
 - Monthly Quarterly Year End
- I would like to receive pledge reminders via e-mail only. (Please make sure to include your e-mail address.)
- and/or I would like to pray for the success of the Appeal.

3 Parish Name: _____
 Parish City: _____
 First and Last Name: _____
 Address: _____
 City: _____
 Primary E-mail: _____
 Phone: _____ mobile home

Make a safe, easy & secure gift online:
donate.archatl.com

"Love one another as I have loved you. No one has greater love than this, to lay down one's life for one's friends." John 15:12-13

ARCHBISHOP'S ANNUAL APPEAL 2023

DO THIS in memory OF ME

Beyond what a single parish can provide...

Monthly Gift	Annual Gift
\$5	\$60
\$10	\$120
\$25	\$300
\$50	\$600
\$75	\$900
\$100	\$1,200
\$250	\$3,000
\$500	\$6,000

The Archbishop's Annual Appeal is a major source of funding for the work of our Archdiocese of Atlanta, including its many ministries, outreach, education, and formation programs. By giving a small amount each month, your gift to the Archbishop's Annual Appeal supports the mission of the Church and helps address the increasing needs of all supported ministries. Your monthly donation can make a powerful impact on the thousands of people served through the organizations and ministries that depend on the appeal.

Increase your impact by pledging a monthly gift

Refer to the chart to discover how quickly your gift can add up with a monthly contribution. Simplify your pledge by setting up a monthly gift with a debit or credit card online at donate.archatl.com or by calling the Office of Stewardship at **404-920-7600**.

Beyond what a single parish can provide, your generous gift to the Archbishop's Annual Appeal allows us to continue building strong parish communities of intentional disciples and funding archdiocesan initiatives that reach the faithful throughout north and central Georgia – that we may obey Christ's command to "do this in memory of me."

Archbishop Gregory Hartmayer, OFM Conv.

GIVE OUT OF LOVE
ARCHATL.COM/APPEAL

Bulletin Insert *

In-Pew Brochure w/ tear-off Pledge Card *

Support Resources

Copies of the manual, including the bulletin announcements, in-pew scripts, etc., can be found on the Archbishop's Annual Appeal website (www.archatl.com/appeal/parish-tools, or scan the QR code at right). Materials in English and Spanish are provided and are password protected. In order to obtain these materials, follow these steps:



New (link) Instructions:

1. Go to: www.archatl.com/appeal/parish-tools
2. Enter the password in the login box: *awayoflife*
3. Select desired item from list

Requests for Help

If you need assistance with implementation of the campaign, please contact:

The Office of Stewardship
(404) 920-7600
annualappeal@archatl.com

ARCHBISHOP'S ANNUAL APPEAL *Staff Directory*

Nancy Stoehr
Coordinator of Stewardship and Development
(404) 920-7614 | nstoehr@archatl.com

Tracy Zelczak
Operations Manager
(404) 920-7606 | tzelczak@archatl.com

Julieta Sanchez
Database Assistant
(404) 920-7605 | jsanchez@archatl.com

The Office of Stewardship, at The Archdiocese of Atlanta
(404) 920-7600 | annualappeal@archatl.com





ARCHBISHOP'S ANNUAL APPEAL 2023

“Love one another as I have loved you.
No one has greater love than this,
to lay down one’s life for one’s friends.”
John 15:12-13



THE ROMAN CATHOLIC ARCHDIOCESE *of* ATLANTA

Office Address:
2401 Lake Park Dr. SE
Smyrna, GA 30080

Website:
www.archatl.com

Phone: 404-920-7800

Fax: 404-920-7801



/archatl



/archatlanta



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