

STEWARDSHIP AND DEVELOPMENT

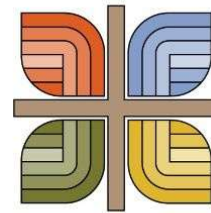


THANK YOU!

Annual Diocesan Appeal

As a Diocese, we are currently ahead of where we were last year!

2025 ANNUAL
DIOCESAN APPEAL



Good stewards of the gifts we receive

As the Stewardship and development office – we conduct the annual appeals. But not just that, we are your resource for helping you carryout the Appeal in your parish. We provide you with tools you need to complete the appeal and the other appeals, as well as special collections within your parish.



WHAT'S DIFFERENT?

Different Mailing

Quad fold flyer replacing the usual letter

Personal Stories

Short videos telling individuals reasons for supporting the ADA-emphasizing the services and support

Postcards

Postcards to anyone who has not supported the ADA/Capital Campaign in the last 4 years

Online Giving

Emphasizing online giving

- *no pledge option on card*
- *recurring gifts*

As we work at being good stewards of the money that has been sent to us, we are looking at the most efficient and cost effective ways to conduct the appeals. Using tools and analytics to decide what needs to change, what's working, what isn't'...

DIFFERENT MAILER

01

Cost close to the same as the "letter mailing"

the cost of envelopes is a big part of the mailing cost - this eliminated one set of envelopes.

02

Visually more appealing

03

Segmented Mailing



Tri fold mailer versus letter mailing.

We were able to save some money because of the high cost of envelopes

Segmented mailing –

"Ask strings" were created for each individual donor.

Their mailer \$ amount was specific to them.

We have 5 giving websites with different levels of "ask" on each page. The donors were sent to the website most applicable to their "Ask String"



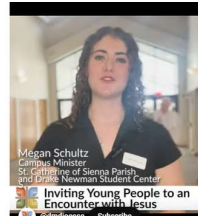
How did you feel about this mailer?
suggestions?

- size?
- message?
- Our feedback - people did not realize it was the ADA mailer -

1. next year ADA logo will be larger
2. precampaign - with picture - bulletin announcements, emails, social media

PERSONAL STORIES

Short Videos of parishioners, staff, priests from around the diocese explaining why they support the ADA



Identified and interviewed parishioners, staff, priest from around the diocese ...
 Thoughts? Did you use the videos, how did you use them?
 Analytics of this year's video vs last years video saw almost a 200% increase in viewing and sharing.
 I need ideas on who to interview this year..
 Do you know someone we can interview this year

POSTCARD

20,000 postcard were sent to any parishioner that has not yet contributed to the ADA

Savings of \$10,200

Letter \$.65

Postcard costs \$.14



Thoughts on using the postcards

Last year we sent out postcards to 2 different audiences – different messages

- should we create more targeted postcards

1) Under 40?

2) close to retirement? (about Qualified Charitable Donations)

3) Participants in other Diocesan events?

ONLINE GIVING

We are creating better opportunities and easier access to give online

01

QR codes

02

Recurring option at top of page

03

emails with direct links

04

No pledge option on contribution card



We are really emphasizing online gifts, especially if setting up a pledge – more economical and efficient – less time and paper (no statements) – more accurate. And as we heard this morning from West Bank – safer!

Recurring gifts are all online and automatic

Pushing the QR code

Resources for you

These are tools we have created or can assist with to help bring your appeal to a close.

01

Poster

02

Spanish envelopes

03

Email to promote
stock and
commodity
worksheets

04

qr code cards

05

Letters from Pastor

06

Information to
promote QCD's

07

Giving reports



We are here to work with you as you move to completing your ADA.
These are some resources we have or have developed. What else do you need?
Call Renny (515) 237-5083 if you are looking for ideas

Other parishes

- Issue a challenge - \$ remaining/ # (active) parishioners
- Created a gift that was given at a certain level

FYI

2025/2026 Income tax
changes

01

Non itemizing donors

Deduct \$1,000 (single) or
\$2,000(married) cash each year

02

Non itemizing donors

.5 % floor - Deduct the portion of charitable
donations exceeding .5% of their income.



We are not tax consultants 😊 This is what we have seen so far with the new tax laws – as we learn more, we will let you know.