



Parish Resource Manual

2020

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ADA Prayer

Oh Lord, giver of life and source of our freedom, we thank You for the many gifts You have given to us and we invite your presence in our lives at all times. We know that it is from Your goodness that we have received all that we have.

Gracious and loving God, we understand that You call us to be the stewards of Your abundance, the caretakers of all you have entrusted to us.

Through the Annual Diocesan Appeal, help us to use Your gifts wisely and teach us to share them generously. In this new year of our Diocese, may our faithful stewardship bear witness to the love of Christ in our lives.

Through Your Son, Jesus Christ, make our prayer to You one of faith, hope and charity for all of Your people.

AMEN

January 2020

Dear Pastor, ADA Coordinators, and Friends,

The Annual Diocesan Appeal planning is well underway. It takes cooperation and support from all 80 parishes to prepare to mail a letter and information to over 35,000 households. We are grateful for the working relationships and assistance from each parish at this time of year.

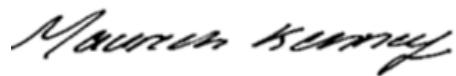
It seems as we close one ADA, we start the next. Many parishes are still trying to raise funds to reach their goal from the previous year. Our wish for each parish is for your 2020 appeal to be successful and wrap up within a maximum of six weeks.

Enclosed within this manual are some helpful hints and tools to guide you through the next few months. As always, we are available by phone or e-mail to assist with any questions you may have about the appeal. One of the most important strategies for a successful appeal is to share our stories about how the appeal supports the ministries of the Diocese within the parish. We find it most effective when those stories and requests for support come directly from the pastor.

Your prayers, paperwork and financial support will make our Annual Diocesan Appeal a success. We are truly One Body in Christ.

Please contact the Stewardship Office at (515) 237-5079 with your questions or suggestions. We will be happy to assist you in making this appeal a success in your parish. May God continue his blessings upon you!

Gratefully in Christ,

A handwritten signature in cursive script that reads "Maureen Kenney".

Maureen Kenney, MBA
Director of Stewardship



Annual Diocesan Appeal
Pre-Appeal Administrative Step

The following memo is sent out from the Stewardship Office each year. It lists the ADA target levels and asks parish staff to update their ParishSOFT Family Suite database. The dollar amounts for each target may change slightly each year. It is suggested that target levels be maintained in each parishioner's record throughout the year and reviewed prior to the final data being extracted for the ADA.

Memo

To: Pastors, Parish Business Managers, and ADA Coordinators

From: Maureen Kenney

Date: November 8, 2019

Re: 2020 Annual Diocesan Appeal Target Updates



ACTION NEEDED NO LATER THAN December 20, 2019!

It is already time to begin preparations for the Annual Diocesan Appeal! The kickoff weekend is March 7 and 8, 2020. In order to have all supplies and materials printed in time for the mailings in February and early March, we need to begin planning now.

The focus at this time is on the mailing list segmentation. We will be utilizing the same segmentation process as we have in previous years. In doing so, each parish has the ability to customize the dollar amount and level of support the diocese asks from each family. **Success of the ADA correlates highly with the effort that goes into this planning.**

As in the past, there are some steps that need to be completed by the parish in ParishSOFT, which are necessary for a successful appeal. If you keep your ParishSOFT database up to date, this process should not be time consuming.

We are asking you to review and update ALL target levels for each of your parishioners. The target level you select for a parishioner will determine the suggested gift amount, which will appear in the letter parishioners receive from the Bishop. We encourage you to embrace this opportunity and carefully consider the amount you are requesting from your donors. Proactive steps, for example, can be taken to correlate your estimated ADA parish goal with the amounts you are requesting from your parishioners.

STEP 1 – Review Registered and Active Members:

All Registered and Active families will receive the Annual Diocesan Appeal mailing. Please make sure all member records are up to date including name, salutation, and addresses. Family records must be marked Registered and at least one individual in the family record must be

marked Active in order for them to receive the mailing.

STEP 2 – Review the Donor List:

We have provided your parish with a target report to assist you with the review of your donor list. The target report indicates the target level of your parishioners in 2019 along with pledge and contribution information over a two-year period. It is a holistic look at your parish’s ADA giving history.

Work through the provided target report in conjunction with your most recent ADA pledge and gift journal to determine if you should be moving your donors to the next level or to Target 5 for a custom request. **An * next to donor target levels in your most recent ADA pledge and gift journal indicates who may be giving at or above their current level.** Work through both lists to see if any of your donors need to have a change. Pastors should have significant input as to the target selected for a parishioner.

STEP 3 – Update ParishSOFT:

ParishSOFT users are able to view and update diocesan target levels from the “Giving History,” a link next to the box titled “Annual Gift \$” in the Family Suite record. Then, update the Diocesan Target in the appropriate box (see below) and save and close the record when done.

Mr. and Mrs. Vince Kenney (178756)

Family Giving

Members

Vince Kenney

Maureen Ken...

Giving for: Family

Filter Options

Funds: All

Years:

Tax Deductible

Include Member Information

Solicitation Information

Diocesan Target:

Contributions

No data available

TOTAL CONTRIBUTIONS: \$0.00

Pledges

No data available

TOTAL PLEDGES: \$0.00

Save & Close Close

The target level amounts for 2020 have not changed.

ADA TARGET	GIFT REQUEST
Target 0	No request will be sent
Target 1	\$375
Target 2	\$775
Target 3	\$1,150

Target 4	\$1,600
Target 5	Leadership – Parish determines request amount
Target 6	Bi-lingual letter in Spanish/English \$150
Target 7	Letter in English \$150
Target P	Priest/Diocese selects amt

Target 0 should be used very sparingly for those constituents you do not wish to include in this appeal (i.e. severe physical or mental health needs, nursing home residents, students, etc.).

Target 1 will be used for the vast majority of your parishioners. **Any parishioner not provided a target will, by default, be auto filled with a Target 1.**

Those constituents with a Target 5 (leadership) will be asked for a large, specific request and should be used sparingly. **Please send a spreadsheet consisting of the constituent sDiocesan ID, Mailing Name, Mailing Address, and Target 5 custom request to mkenney@dmdiocese.org by the December 20, 2019 deadline.**

Target 7 should only be used for donors who have never given. It is designed to encourage new gifts to the ADA.

STEP 4 – Special Consideration for Priests:

Each priest should be marked as a Target P. All priests should be listed under the Clergy Organization and will be updated by the Diocese. The Bishop sets a suggested level for priest giving. Priests always have the option to support all of his parishes by noting it on the pledge card.

STEP 5 – Meet the Deadline:

Any changes you would like to make to family records and target levels must be made by **December 20, 2019**. Data and target level changes after December 20, 2019, will not be incorporated into the 2020 ADA mailing.

Thank you for your efforts! Our office is here to assist you in any way possible. Please do not hesitate to contact us if we can clarify any information or provide you with further insight on this process. We can be reached at (515) 237-5079 or mkenney@dmdiocese.org.

Materials and Supplies

Each parish receives the following materials for the Annual Diocesan Appeal. Materials can also be requested electronically from the Office of Stewardship.

1. Pledge Cards
 - a. A full set of pledge cards for each of your **registered and active households**. Please note that these pledge cards look exactly like your database. Therefore, if there is missing information, wrong addresses, deceased members, etc., please take time to fix the parish records.
 - b. This extra full set of black and white pledge cards can be used for record keeping and follow up. As a donor returns a gift to the ADA, pull their pledge card from the master set. This can be accomplished by reviewing the pledge journal reports each week or the new donor list each week. By tracking donors this way, you will have one complete set of cards for non-donors and could send a follow up mailing.
2. Blank (In-Pew) Pledge Cards
 - a. A supply of blank pledge cards for use in the pews on ADA weekend and follow up weekend. Additional pledge cards can be requested from the Office of Stewardship. The Stewardship Office offers English, Spanish, and Vietnamese cards.
3. ADA Transmittal Forms and Instructions
 - a. One sheet of transmittal instructions and a set of 12 transmittal forms are provided for your use. Please keep a copy of the transmittal forms as you submit them. Additional forms may be photocopied or downloaded from the ADA website at <https://www.dmdiocese.org/resources/stewardship/ada>.
4. Pre-addressed Envelopes
 - a. A set of 12 envelopes that are pre-addressed to the Diocese of Des Moines Office of Finance are provided for your convenience in submitting your weekly transmittal. Please submit pledge cards and gifts on a weekly basis.
5. ADA Poster
 - a. A set of ADA posters will be provided to your parish prior to the Annual Diocesan Appeal weekend. The posters are available in both English and Spanish and are printed double sided so that you may choose which side you would like to display.



Annual Diocesan Appeal

General Information

2020 Fast Facts

- The Annual Diocesan Appeal is the major fundraising effort conducted annually throughout our 23-county Diocese with all parishes participating.
- The Annual Diocesan Appeal ensures the Church's mission of serving the people of God in southwest Iowa can continue. The ADA helps us encounter Christ, shepherd the faithful, support our local communities of faith and help people in need.
- Every parish meeting their parish goal has the opportunity to receive 100% of payments received above and beyond their parish goal, free from the Diocesan assessment.
- Pledges may be paid over 10 months from March through December.
- Every gift is tax-deductible.
- The average gift in 2019 was \$396 (as of January, 2020).
- A total of 10,449 households contributed to the 2019 Appeal (as of January, 2020).
- We ask that each and every family of our Diocese pray for the success of the Appeal and consider a gift to the Appeal.
- Every gift matters. No gift is too small!

Diocese of Des Moines Impact Facts

Parishes are encouraged to share these impact facts in promoting the ministries and programs of the Diocese of Des Moines.

Your contribution to the Annual Diocesan Appeal makes an impact! This is your faith in action:

Encountering Christ – ministries that bring the Good News of Jesus Christ to all

- 1,761 new members of the faith through Baptism
- 1,711 Communicants received the Body and Blood of Christ for the first time
- 1,533 Confirmands sealed with the gifts of the Holy Spirit
- 400 engaged couples undergoing marriage preparation
- 35,000 households receive the Good News in *The Catholic Mirror*
- 6,222 children receive a holistic education in our Catholic Schools
- 17 Catholic Schools with professional training, supervision and oversight
- 11,000 children encounter Christ in parish faith formation

Shepherding the Faithful – supporting our faith leaders

- 36 retired priests with medical care and retirement income
- 52 active priests with medical insurance provided exclusively by the Diocese
- 15 seminarians with formation and tuition expenses
- 112 Deacons and candidates with training, education and support
- 19 foreign priests with US Citizenship and immigration services

Supporting Local Communities of Faith – supporting parishes/organizations

- 80 parishes with ministry and administrative services
- 40,000 Hispanic Catholics with outreach and ministry needs
- 21,000 employees and volunteers undergo screening and training to ensure a safe environment for our children
- 1,765 employees with managed benefit plans

Helping People in Need – ministries that open the door for people to receive God's mercy

- \$115,000 in local flood relief grants
- 4 Catholic hospitals offering Mass, Communion and Anointing of the Sick
- 25,000 individuals served by Catholic Charities
- 175 refugees resettled as members of the Body of Christ

What the ADA Supports by Department

The money raised through the Annual Diocesan Appeal helps to financially assist the following ministries, programs and offices. Please visit www.dmdiocese.org/giving for more information. Parishes may use this information to help promote the ADA through pulpit talks or bulletin announcements.

Bishop's Office/Priests

- Funds travel to parishes for Confirmations and special Masses/meetings.
- Funds shortfall from the Priest Medical Fund for annual medical expenses.
- Provides retirement benefits for priests beyond those provided by the Priest Pension Fund.
- Provides service to assist priests born outside the United States with the various requirements of the US Citizenship and Immigration Services.
- Assists in the organization of important ad hoc diocesan events.
- Provides for record retention and important filings with the state of Iowa for parishes and schools.
- Funds staff support for ad hoc initiatives and committees, such as those planning for stewardship of the diocesan Pastoral Center, and retired priest benefits.
- Organized Ordination activities for Bishop William Joensen.

Catholic Charities

- Counsels hundreds of individuals and families.
- Provides expanded sexual abuse and domestic violence program in our diocese.
- Welcomes refugee families from a variety of countries and assists them in finding shelter and work.
- Feeds and clothes thousands of individuals at no cost through the Family Emergency Center.
- Houses families experiencing homelessness and provides services to assist in transition to a self-sustaining situation.

Office of Catholic Schools

- Plans and facilitates faith formation programs for school faculty members.
- Supports the 17 schools by providing quality research-based best teaching practices through professional development, and individual school and classroom visits on a monthly basis.
- Serves 4,652 elementary students and 1,570 high school students in our Catholic Schools.
- Assists schools with state accreditation requirements.
- Helps schools obtain the educational services allowable from both the state and federal governments.
- Provides marketing and recruitment plans, suggestions, and recommendations for the schools collectively and individually.
- Assists pastors, administrators and boards with personnel and legal issues.

- Assists pastors and school boards with the selection of new administrators.
- Interprets new school legislation for the school administrators, pastors and boards.
- Facilitates Project HOPE scholarship program.
- Assists schools in providing services for interpreters and translation for English Language Learner students.
- The Catholic Schools Office provides a multicultural liaison to assist new and current families to build relationships with our schools. The CSO supports the schools in managing translation needs, providing parent workshops, and supporting ELL teachers and their students.

Office of the Director of Administrative Services

- Assists priests born outside the United States with the various requirements of the US Citizenship and Immigration Services.
- Oversees Safe Environment Program, Archives, Development, Human Resources, Facilities/Physical Plant, and Administrative Services.

Office of Communications

- Supplements the cost of production for the monthly edition of “The Catholic Mirror” newspaper.
- Provides the resources to produce monthly “In the Diocesan Loop” e-newsletter.
- Produces the Bishop’s radio show, “Making it Personal with Bishop Joensen” each week.
- Maintains the diocesan website with up-to-date information.
- Updates diocesan social media accounts to build relationships and share news.
- Assists diocesan ministries, parishes and schools with crisis communication, marketing and other communication as needed.

Office of the Diaconate

- Offers comprehensive formation and continuing education for all Deacons and Diaconate candidates.

Office of Evangelization and Catechesis

Includes the ministries of: lay ecclesial ministry formation, catechetical services, adult faith formation, youth ministry, and young adult ministry.

- Assists in a systematic formation of lay ecclesial ministers (catechetical leaders, youth ministers, pastoral associates, etc.) which emphasize the whole person’s development (human, theological, pastoral, and spiritual) in a systematic way under the care of skilled directors and mentors.
- Currently over 11,000 children and teens are enrolled in parish faith formation programs.
- Provides curriculum, pastoral leadership, guidance, skill development, professional networking and opportunities for growth for catechetical leaders (directors of religious education and youth ministers).
- Provides parish communities and directors of adult faith formation, evangelization opportunities.

- Assists parish communities in developing comprehensive youth ministry and a systematic process for high school Confirmation which evangelize high school youth to become missionary disciples.
- Develops comprehensive programming to evangelize young adults.
- Develops comprehensive programming to evangelize students on the college campuses throughout the Diocese of Des Moines. Campus Ministry is headquartered at St. Catherine of Siena Catholic Student Center in Des Moines.
- Organizes National Catholic Youth Conference for 500 youth in the Diocese.
- Plans and implements Diocesan Youth Rally.
- Helps parishes develop effective faith formation retreats.

Office of Finance

- Administers group insurance plans for all parishes and schools in the diocese including Property, Liability, Workers Compensation, Health and other benefits, and a 403b Plan. This also includes working with various committees to provide guidance to parish staff in all of these areas.
- Hosts quarterly Business Office Forums on both sides of the diocese. A full day forum is held annually with no charge to the parishes.
- Prepares accurate financial reports for the Diocesan Finance Council's review and approval which communicates the financial stability of the Diocese as a whole.
- Gives support and direction on a daily basis regarding financial matters to parish and school staff. This includes questions regarding software, government compliance, risk management, and accounting questions.
- Develops programs and documents aimed at helping parishes safeguard the assets that have been entrusted to them by their parishioners and to help them implement good business practices. This includes producing the Annual Financial Report, the Parish Resource Manual, and periodic newsletters.
- Staff travels to each parish to provide an on-site review of internal controls. They later come back to meet with the parish finance council to review suggestions for improvements.
- Performs all accounting functions for Catholic Charities and Catholic Tuition Organization in addition to the Diocese of Des Moines.

Office of Hispanic Ministry

- Conducts leadership development program for Hispanic lay ministers.
- Supports Our Lady of the Americas cost of their associate pastor.
- Supports part of the costs for the Hispanic religious sisters ministering in the diocese for the past 5 years.

Office of Human Resources

- Provides support to parishes and schools regarding human resource laws.
- Consults with parishes and schools on difficult employment matters.
- Provides training for the Just Practices of Compensation program to parishes.
- Provides benefits support for both active and retired priests.
- Provides training on important documentation regarding human resources.

- Manages benefits program for parish and school employees.
- Posts parish and school openings on Diocesan website.

Office of Marriage and Family Life

- Provides marriage preparation for over 400 engaged couples a year and ongoing support for married couples throughout the diocese.
- Helps sponsor NFP teacher training for instructors, and scholarships for engaged and married couples learning NFP.
- Trained 25 new sponsor couples, who will walk with our engaged and help them prepare for the sacrament of marriage.
- This year three parishes hosted “Safe Haven Sundays”, weekends where families become educated on the harms of pornography, and equipped with resources for prevention and healing.
- Supports the regional ministry The Third Option, a program for couples that are facing challenges in their marriages.
- Shares the Church’s teaching on marriage and family with young people throughout the diocese at events for middle school and high school students, and young adults.

Office of Safe Environment

- Conducts quarterly audits to insure compliance with mandatory safe environment/Protecting God’s Children program.
- Performs background checks and records Virtus training for over 21,000 employees and volunteers in diocesan programs/parishes/schools.
- Provides guidance and support to parishes as they plan for expansion or major renovation projects within their facilities.
- Assists parishes in accessing professional resource persons who can be helpful in assessing local facility needs.
- Oversees the maintenance of all diocesan-owned facilities.

Office of Stewardship

- Distributed \$115,000 in flood relief grants.
- \$16,000,000 fundraised and distributed to parishes as part of the 5-year Sharing God’s Gifts capital campaign.
- Supports our parishes’ stewardship efforts with resources to efficiently communicate, manage and report special collections for Diocesan, national, and worldwide needs such as Seminarians, Catholic education, Catholic Charities, and emergency relief situations.
- Consults with parishes and schools regarding local fundraisers and stewardship efforts.
- Helps pastors make donor calls as requested.
- Monitors charitable giving laws and notifies parishes/schools of annual changes.
- Reviews and submits grants for parishes and schools as requested.
- Assists parishes with major and complex gifts.

Office of Technology

- Provides various types of support to parish and school staff in regard to their software programs & computer needs.
- Provides Help Desk services in answering software user questions.
- Hosts parish & school staff training sessions and ParishSoft User Group meetings.

Office of Tribunal

- Processes annulments for couples.

Office of Vocations

- Creates a culture of Vocations.
- Promotes priesthood and religious life.
- Provides tuition for seminarians.
- Oversees summer pastoral and education programs for seminarians.
- Travels to seminaries to show prospects the joy of seminary life.

Office of Worship

- Assists in supporting the Bishop in his role as chief liturgist for our diocese.
- Provides workshops for Holy Week planning.
- Assists parishes in developing liturgy committees.
- Provides resources and support for the major diocesan liturgies: Chrism Mass and Ordinations.
- Welcomes new people to the Church through the Rite of Election, which is many people's first contact with a Catholic bishop or Cathedral or for some guests of those to be initiated, the Catholic church. Each one to be initiated receives a prayer card to help them think about baptism and their experience with the larger Church.
- Works with ICC lobbyist for nonpublic school legislation.
- Assists in supporting the Bishop in his role as chief liturgist for our diocese.
- Provides workshops for Holy Week planning.
- Assists parishes in developing liturgy committees.
- Provides resources and support for the major diocesan liturgies: Chrism Mass and Ordinations.

What Makes a Successful ADA?

Essentials for Success

Prayer

Prayer is an often overlooked aspect to both giving and managing an appeal. Prayers of thanksgiving and reflection will offer everyone the opportunity to support the appeal and appreciate why this support is important.

Leadership & Testament

The parish leadership (pastor, administrators, deacons, employees, committee/council members) should make a pledge and then ask others to do the same by talking about the Annual Diocesan Appeal at Mass and parish/social functions.

Talking with your fellow parishioners about what this appeal supports and providing an environment of success will yield tremendous results.

Don't make excuses for people who do not make a gift and do not assume anyone is exempt. Remember, it is not the amount of the gift that is important, rather the sacrifice. There should be 100% participation by parish leadership as an example.

Environment

Providing an environment in which the pastor and other leadership believe in the success of the appeal is critical. Each of us is less likely to support what we perceive to be an unsuccessful effort. Successful appeals come from a tradition of success. If you are just establishing this tradition, be upbeat! Choose to be a source of encouragement, a pillar of strength and positive energy for your faith community.

Communication

Successful parishes report good communication as a key for success. In addition to talking about the appeal every week, bulletin announcements should be used.

Make the pledge forms available in pews at Mass along with information about the appeal goals, your parish goal and the level of commitment necessary to achieve these results.

Conducting the ADA

One Week Prior to Appeal Weekend (February 29 – March 1)

- Include the Annual Diocesan Appeal announcement in your parish bulletin. Suggested pulpit announcements are provided on page 32 of this manual.
- Announce at all Masses the date of the Annual Diocesan Appeal weekend (March 7 & 8). Every registered and active parishioner in the diocese will receive a letter from Bishop Joensen. Leadership letters (Targets 2 through 5) will be mailed around February 26. General Appeal letters (Target 1 & 7) will be delivered in homes around March 4. Encourage parishioners to be prepared to complete their pledge card.

March 7-8, 2020 (Annual Diocesan Appeal Weekend)

- Before each Mass, work with your coordinators and/or ushers:
 - Have a supply of pencils/pens in pews.
 - Have a supply of blank pledge cards available - if necessary, provide plain or out of date envelopes in pews.
 - Have sufficient ushers/volunteers to distribute and pick up pledge cards.
 - Be certain to make pulpit announcements/request.
- Continue to use bulletin announcements.
- The completed pledge cards can be collected at the offertory.
- Separate Annual Diocesan Appeal gifts and pledge cards from the Sunday offertory gifts.
- Deliver the Appeal gifts to the designated appeal coordinator.

March 14-16, 2020 (Follow-up Weekends #1-3)

- Have the pencils and pledge cards available in the pews.
- Inform your parishioners of how your parish is progressing. What is your participation percentage? How close are you to exceeding your goal? Remind parishioners that every dollar raised above the appeal goal will be refunded to the parish.
- Thank those who have given for their generosity.
- Continue to use the logo for bulletin inserts and announcements.
- Before the offertory, announce that you are giving those who were not there last week a chance to participate in the Annual Diocesan Appeal.

April 5, 2020 (Follow-up Weekend #4)

- Follow up with non-responders. One suggestion is to send a letter from the pastor with the duplicate personalized pledge card and a return envelope.

Contact Information

Maureen Kenney

Director of Stewardship

Phone:(515) 237-5079

Fax: (515) 237-5070

Email: mkenney@dmdiocese.org

Questions regarding:

- ADA timelines/schedule
- Pastor/leadership concerns
- Training of volunteers and parish staff
- ADA reports (pledges & gifts)

Sydney Tietz

Stewardship Administrative Assistant

Phone:(515) 237-5083

Fax: (515) 237-5070

Email: stietz@dmdiocese.org

Questions regarding:

- ADA supplies – letterhead, brochures, envelopes, etc.
- Pledge balances or payment information
- ADA timelines/schedule
- Use of the materials provided (pledge cards, bulletin inserts, letters, reports)

Paul Carlson

Director of Finance

Phone:(515) 237-5008

Fax: (515) 237-5070

Email: pcarlson@dmdiocese.org

Questions regarding:

- The parish goal formula or total goal amount
- The breakdown of the diocesan budget

Laura Hofstrand

Accounting Manager

Phone:(515) 237-5009

Fax: (515) 237-5070

Email: lhofstrand@dmdiocese.org

Questions regarding:

- ADA Reports

Appeal Timeline

November 2019

- Target memo emailed from Diocesan Stewardship Office to parishes
- Parishes begin updating ADA Targets and family records

December 20, 2019

- All Target levels, names, addresses and salutations must be complete.

February 14, 2020

- ADA Supply Pick-Up in Des Moines (Catholic Pastoral Center)
- 10 a.m. – 12 p.m.
 - Contents Include
 - a. ADA posters
 - b. Pulpit announcements
 - c. Bulletin announcements/ads
 - d. Prayers of the faithful
 - e. In-pew blank pledge cards
 - f. Duplicate pre-addressed pledge cards for gift tracking
 - g. Transmittal instructions & forms
 - h. Transmittal envelopes

February 21, 2020

- ADA Supply Pick-Up in Atlantic (SS Peter & Paul Parish Hall)
- 10 a.m. – 12:00 p.m.
- ADA Supply Pick-Up in Council Bluffs (St. Patrick Parish Center)
- 2:00 p.m. – 4:00 p.m.
 - Contents Include
 - i. ADA posters
 - j. Pulpit announcements
 - k. Bulletin announcements/ads
 - l. Prayers of the faithful
 - m. In-pew blank pledge cards
 - n. Duplicate pre-addressed pledge cards for gift tracking
 - o. Transmittal instructions & forms
 - p. Transmittal envelopes

February 26, 2020

- Target 2, 3, 4, 5, and P ADA begin to drop in the mail
- Mail Advanced Gifts Letters (Targets 2, 3, 4, 5, & P)
- Nearly 5,000 prospects at various gift request levels includes:
 1. Personalized letter from Bishop Joensen with pledge card attached
 2. Return envelope (advanced gifts are mailed to the diocese directly.)

March 4, 2020

- General Appeal Letters (Target 1, 6 and 7) begin to drop in the mail
- 32,000 + registered families
- Contents include:
 - a. Letter from Bishop Joensen with pledge card attached
 - b. Return envelope

March 6, 2020

- Provide first report to parishes for Advanced Gifts received at diocese – all reports will be emailed to the pastor and the ADA Parish Contact.

March 7-8, 2020 APPEAL WEEKEND

- Make request at Mass
- Promote online giving
- Promote ADA website

March 9 – June 1, 2020

- Parish collection and reporting procedures continue for 13 weeks.

April 5, 2020

- Send Pastor's Follow-Up letter to non-donors (sample included on page 24 of this document). Contact the Diocese for an excel spreadsheet of your non-responders.

July 2020

- Weekly progress reports will be e-mailed from the diocese to the parishes on Fridays through June. Monthly updates will be sent on the **first Friday** of the month thereafter.

2020 ADA General Letter

March 2020

Dear Friends in Christ,

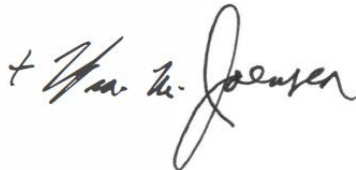
When I joined you as bishop this past Fall, I reflected on the experience of being grafted into the Diocese of Des Moines and likened it to being a tree among trees in a forest where a certain natural friendship prevails. People of various ages are all vital to the life of the Church, and are precious in God's sight. Jesus continues to nourish us as his own Body, extending the branches of Spirit life and fortifying us to bear the Gospel to the world.

The 2020 Annual Diocesan Appeal is one of the ways in which we serve Christ's Body and contribute to the vitality of our own parish "forest." We heed what Saint John Paul II commended us to do more than forty years ago when he visited our Diocese: we share the fruit of our labors; we contribute to promote development and defend the rights of both rural and city folks alike. We engage a loving community where nature is revered, burdens are shared, and the Lord is glorified by our gratitude and personal sacrifices and generosity.

Annual Diocesan Appeal Sunday is March 8, 2020, and the appeal will provide approximately half of the funds necessary to serve our diocesan "forest." **Please prayerfully consider a sacrificial offering of \$375 or more which may be made through a pledge or onetime gift by returning the card below to your parish.** All gifts, no matter the size, are greatly appreciated and needed. To learn more about the impact of your gift and to give online you can visit dmdiocese.org/giving.

I give thanks to you and to our Lord, Jesus Christ, through the intercession of Mary, Mother of the Church, and of our diocesan patron St. Pius X, for all the good accomplished through the Annual Diocesan Appeal.

Faithfully in Christ,

A handwritten signature in black ink, reading "William M. Joensen". The signature is written in a cursive style with a large, looping initial 'W'.

Most Rev. William M. Joensen, Ph.D.
Bishop of Des Moines

Pastor's Follow-Up Letter-Sample

Dear Parishioner:

The Season of Lent reminds us that “We are One Body in Christ”. We, the many, across the 23 counties of southwest Iowa, do not have the same function but each of us belongs to all the others. Our prayers and sacrifices are not made in isolation but in service to all the members of His Body. In this way, we share in the self-sacrifice of Jesus Christ on the cross which won our salvation and gave us the pathway to hope and healing.

The 2020 Annual Diocesan Appeal is one of the ways in which we serve the Body of Christ. Our prayers and material sacrifices allow the Catholic Church in southwest Iowa to help people in need by opening the door to Christ's mercy, to encounter Jesus Christ in our schools, in our parishes and in our homes, to shepherd the faithful by supporting our faith leaders and to build and sustain our local communities of faith. Such important and sanctifying work requires all the members of His Body.

Your gift to the Annual Diocesan Appeal is truly a gift to our parish. By reaching our goal, our parish can continue to benefit from the services and ministries provided by the Diocese as well as continue our own ministries without having to utilize tithing dollars. When we achieve our goal, 100 percent of any overage will be returned to use for use in our parish.

As you prayerfully reflect upon a gift in proportion to your financial blessings, please know that I am grateful to you for your sacrifice, regardless of the amount. If you have not yet had a chance to return your pledge card to the parish, please do so now or go online to <https://www.dmdiocese.org/giving> to make a gift that will count toward our parish goal.

You remain in my prayers always.

Sincerely yours in Christ,

[Insert signature]

[Insert pastor's name]



Processing Pledge Cards

This process involves the following materials:

- Completed, signed Pledge Cards
- Attached payments which accompany the completed cards
- Transmittal Envelope
- Weekly Transmittal Report



Processing Pledge Cards

Transmittal Report Form Instructions for Processing Pledge Cards

Place each check on top of the pledge card. *PLEASE DO NOT SEPARATE THE CHECKS FROM THE PLEDGE CARDS AND DO NOT STAPLE THE CHECKS TO THE CARDS.

1. Separate the completed pledge cards into three groups:

- Group A: Cards with a one-time gift.
- Group B: Cards with a pledge and contain a payment.
- Group C: Cards with a pledge without a payment.

2. Process the cards by performing the following steps:

- a. For group A: verify that the information on the front of the card matches the attached payment. Also verify that the check number, date and Diocesan ID (if it was a blank pledge card) are filled in.
- b. For groups B and C: Verify that “My/Our Pledge,” “Attached Payment,” and “Balance” are filled out and correctly. Also verify that the check number and date and Diocesan ID are filled in, if applicable.
- c. Confirm that all checks are signed, dated, and made payable to “Diocese of Des Moines.” If a check is made out to your parish, endorse the check over to the Diocese.
- d. On any pledge card which has not been pre-addressed, please verify the parishioner information: Diocesan ID, Correct Name, Address, City, State, and ZIP Code, and that information is legible.
- e. Add the diocesan constituent ID number to any pledge card that is not pre-addressed. These diocesan ID numbers can be found on the duplicate set

of pledge cards which each parish received in the materials packet. It is the number above the name and before the dash. The diocesan constituent ID can also be found by looking in ParishSOFT. The constituent ID can be found in the family record as “Diocesan ID” or on the family list screen as the “sDiocesanID.”

3. On the duplicate pledge cards you received from the diocese, you can track gift information, (i.e. Total Gift, Attached Payment, Balance and Payment Plan) for each pledge card returned to the parish. Separate the pledge cards from donors who have made a gift from those with no response so that you can utilize the non-responder cards later.
4. In preparation for completing the Weekly Transmittal Report Form, tally the information necessary for all of the pledge cards.
 - a. Complete a Weekly Transmittal Report form (see enclosed copy). Keep a photocopy for the parish records and send the original to the diocese with the pledge cards and checks.
 - b. Place the payments on top of each pledge card. Please do not staple or paperclip the checks to the pledge card.
 - c. Place a rubber band around “Group A” cards (cards containing a single, one-time gift).
 - d. Place a rubber band around “Group B and C” cards and checks (with pledges).
 - e. Place all completed pledge cards (Groups A, B, & C) and checks in the white transmittal envelope provided.
 - f. Place the appropriate U.S. postage and the return address of the parish on the white transmittal envelope and mail it to the Diocesan Finance Office.

If you have any questions about this process, please contact Laura Hofstrand at lhofstrand@dmdiocese.org or 515-237-5009



Annual Diocesan Appeal Transmittal Report

Name of person completing this form:

Date: _____

Parish number: _____

Daytime phone number: _____

Parish name: _____

City/Town: _____

	This Report	Total to Date (not required by Diocese, for parish records only)
1. Total number of cards enclosed		
2. Total amount of pledges and one-time gifts	\$	\$
3. Total number of checks enclosed		
4. Total amount of checks enclosed	\$	\$

Explanation:

Line #1 – Total number of donation cards enclosed.

Line #2 – Total **dollar amount of all pledges** AND one-time gifts enclosed.

Line #3 – Total number of checks enclosed.

Line #4 – Total dollar amount of checks enclosed.

The Total to Date column may be used for your parish records. It is not required by the finance office. The Weekly Pledge Journal e-mailed to you will reflect the ongoing total.

Using the transmittal envelopes provided by the Diocese, please mail this weekly transmittal form, signed and completed pledge cards, personal checks and a parish **check for any cash gifts to the diocesan finance office.**

Diocese of Des Moines
Office of Finance
601 Grand Avenue
Des Moines, Iowa 50309
(515) 237-5083
finance@dmdiocese.org



Reports

ADA Reports

Pastors, Coordinators and Business Managers will receive weekly reports beginning the on the Friday prior to the Appeal weekend and for the 13 weeks following. Three reports are generated based upon the data entry of the gifts received at the Diocese. Please check these reports thoroughly each week and report any discrepancies to the Diocese as soon as possible.

The following three reports will be sent to each parish weekly in pdf format:

1. Summary Parish Report
2. Direct Responders Report
3. Pledge Journal

The Summary Parish Report includes a listing of all parishes, their ADA goal, and what amount has been pledged and paid.

The Direct Responders Report is a list of donors who made their gift directly to the Diocese. Typically these would be Target 2, 3, 4, or 5 donors. It is designed to make you aware of any gift you may not have seen come through the collection basket or your mail. After the leadership phase of the appeal, this report is often “empty” and contains no new data. Due to the program which prepares the weekly report, it is not possible to hold this e-mailed report back, even if it is empty.

The Pledge Journal is a complete list of all gifts made to your parish. Please watch this report carefully and report any duplicate pledges or incorrect information as soon as you notice something.

The Pledge Journal and Direct Responders report contains the ADA Target listed in ParishSoft. If a donor is giving above or below the Target listed, please adjust in ParishSoft accordingly. This will help with your Target updates next winter.



Pulpit/Bulletin Announcements

Sample Pulpit Announcements

Two Weekends Prior to the Appeal (February 23)

The Annual Diocesan Appeal, which supports the work of the Catholic Church in Southwest Iowa, will take place in two weeks. The Appeal is not just another Sunday collection. It is a unified effort in which all Catholics in the Diocese of Des Moines join together to further the mission and ministry of the Catholic Church in Southwest Iowa. It is an opportunity to support the work of the larger church by returning a portion of what God has given us through a contribution to the Appeal. Soon, you will be receiving a letter and brochure from Bishop Joensen. Please take time to prayerfully consider what you are able to give in support of our diocesan Church.

Weekend Prior to the Appeal (March 1)

The Annual Diocesan Appeal will be conducted next weekend in our parish. Please prayerfully consider what you, as an individual and a family, can pledge to support the educational, spiritual and outreach services offered by our Diocese. Our parish goal is **INSERT DOLLAR AMOUNT**. With 100% participation, we can do it. Remember, no gift is too large or too small.

OR

As a Catholic community we are called to be One Body in Christ and to live as His disciples. This year the Annual Diocesan Appeal is offering each of us the opportunity to reach out to those in need as well as continue the ministry and education programs within our own parish. Soon you will be receiving a letter in the mail asking you to give a gift to the ADA. I encourage you to prayerfully consider giving generously to this year's appeal.

Weekend of the Appeal and subsequent weeks

Give Online!

Your gift to the Annual Diocesan Appeal supports the ministries of the Diocese which reaches all 80 parishes and 17 schools. Please consider making a gift online by credit card by visiting <https://www.dmdiocese.org/giving>. Every gift helps us reach our goal!

Weekend after the Appeal

Thank you to the _____ families who made a pledge to the Annual Diocesan Appeal last weekend. If you have not yet made your pledge, please prayerfully consider doing so. It is not too late. Your gift can make a real difference by supporting the healthcare costs for our active and retired priests, supporting faith formation, education of our youth, and the education and formation of seminarians. Many individuals are supported by our diocesan programs in education, spirituality and outreach. Pledge cards and envelopes are available in the pews. They can be placed in the collection basket, brought to the parish office or mailed directly back to the parish. Thank you for your generosity.

Pulpit or Bulletin Announcement if your parish has not reached its goal:

_____ families have made a pledge to the Annual Diocesan Appeal. Our parish goal of 100% participation has not yet been met. Your help is needed. Please prayerfully consider supporting the Catholic Church in Southwest Iowa by pledging to the appeal. A pledge in any amount will be gratefully received and sincerely appreciated. Pledge cards and envelopes are available in the pews.

Sample Bulletin Announcements

Bulletin Announcement for the weekend prior to the Appeal, March 1

The Annual Diocesan Appeal will be conducted next weekend at Mass. Each year, Bishop Joensen and <<pastor name>> ask each member of our parish family to make a commitment to support the work of our Diocesan programs and ministries that provide services that no one parish could provide on its own. We need everyone's participation in order to reach our goal. Our parish goal is \$xx,xxx and 100% participation. Remember that the money our parish raises above our goal stays right here at <<Parish name>>. Please experience the joy of giving and join us as we work to continue God's work of spirituality, charity and education.

Bulletin announcement for the weekend of the Appeal, March 8

Today is Annual Diocesan Appeal Sunday throughout the Diocese of Des Moines. The Annual Diocesan Appeal gives us the opportunity to act together as a Diocesan family and supports the ministries and services in this Diocese from which you and this parish benefit. Every gift, regardless of the size, is vital to the success of the appeal.

Bulletin Announcement for the weekend after the Appeal, March 15

A big "Thank You" to everyone who gave a gift this past weekend to the Annual Diocesan Appeal. Our parish goal is 100% participation. Each and every person's gift is important. Remember, when we reach our parish goal, any additional gifts stay right here for our own use. For those who have not made their pledge, please join us in supporting the vital programs & services throughout the diocese that no single individual or parish can offer. Your gift to the Appeal supports the ministries and services in this Diocese from which you and this parish benefit. Simply fill out a pledge card and place it in the offertory basket or drop it in the mail. Pledge cards and envelopes are located_____. Thank you for your generosity and your support of the Annual Diocesan Appeal.

Bulletin Announcement for when your parish reaches its goal.

Thank you to all who responded so generously to the Annual Diocesan Appeal. Each year the success of this Appeal depends on you. Again this year, you have done a wonderful thing - your gifts have helped to assure that the Diocese of Des Moines will be able to continue its mission of building the Body of Christ.

Sample Bulletin Ads

Prayerfully participate in the Annual Diocesan Appeal!



March 7-8, 2020

**Your Annual Diocesan Appeal gift helps thousands
of young people enrolled in religious education programs and
Catholic schools!**



Sample Prayers of the Faithful

Fully supporting the Annual Diocesan Appeal includes offering regular prayers for its success. Please remember to include a petition for the Annual Diocesan Appeal during the Prayers of the Faithful. Sample prayers have been drafted below to assist you.

Weekend prior to the Appeal (Choose One)

May the **PARISH NAME** community respond generously to the call to support the Diocese of Des Moines and our parish through the 2020 Annual Diocesan Appeal and may every family and individual prayerfully discern how the Lord is calling them to serve the Church through gifts of time, talent, or treasure.

We pray to the Lord.

May we at **PARISH NAME** always be aware of how blessed we are, and thank God daily for the gifts of health, family, friends, and all we have, as we decide how much to return to God through our pledges to the Annual Diocesan Appeal.

We pray to the Lord.

That we may give generously next weekend to the Annual Diocesan Appeal, as faithful stewards of the gifts God has entrusted to us, by sharing the benefits of our blessings.

We pray to the Lord.

That the people of our parish prayerfully consider the many gifts that God has given each of us, and respond generously next week to the Annual Diocesan Appeal.

We pray to the Lord.

Weekend of the Appeal (Choose One)

In gratitude for all volunteers and donors to the 2020 Annual Diocesan Appeal from **PARISH NAME**, may their service and generosity deepen their faith in Christ, and may they take comfort knowing that through their generosity and leadership, they have helped Diocese of Des Moines move forward in hope.

That we as members of the Catholic Church in Southwest Iowa, may unite in service to the Lord to support the educational, spiritual, pastoral and charitable works of our Diocese with generous gifts to the Annual Diocesan Appeal.

We pray to the Lord.

That as we share the benefits of our blessings by giving to the Annual Diocesan Appeal, we may better know Jesus by following his example of caring and sharing.

We pray to the Lord.

That we may see the work of the Annual Diocesan Appeal as an opportunity to extend ourselves in love and service beyond the boundaries of our local parish.

We pray to the Lord.

That we, the people of _____ Parish, will recognize the Annual Diocesan Appeal as an opportunity to express our thankfulness to God for His goodness in our lives.

We pray to the Lord.

Weekend(s) after the Appeal

For the special intentions of all those who have supported **PARISH NAME's** 2020 Annual Diocesan Appeal through prayers, volunteering, and financial support. May their sacrifice strengthen our parish community and draw us ever closer to the heart of Jesus.

We pray to the Lord.

May our pledges to this year's Annual Diocesan Appeal enable our church to continue Christ's work in Southwest Iowa. With grateful hearts for the generosity of our parishioners here at **PARISH NAME.**

We pray to the Lord.

That those who have not had an opportunity to make a decision about the Annual Diocesan Appeal will listen to their hearts and make a generous commitment for the greater work of our Diocesan Church family.

We pray to the Lord.

In thanksgiving to all within the parish family who have generously and supported the Annual Diocesan Appeal, may they take great comfort in knowing that a gift from one will become a gift of many.

We pray to the Lord.