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## Parish Resource Manual

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**2023** ANNUAL  
DIOCESAN APPEAL



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# Table of Contents

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|   |         |
|---|---------|
| Annual Diocesan Appeal Prayer           | page 4  |
| Letter from the Stewardship Office      | page 6  |
| Contact Information                     | page 8  |
| Appeal Timeline                         | page 9  |
| Conducting the ADA                      | page 12 |
| ▪ What Makes a Successful Campaign      |         |
| ▪ Parish Timeline                       |         |
| ▪ Fast Facts                            |         |
| ▪ Resources                             |         |
| Processing ADA                          | page 22 |
| ▪ Processing of Contribution Cards      |         |
| ▪ Reports                               |         |
| General Information                     | page 32 |
| ▪ Diocese of Des Moines Important Facts |         |
| ▪ What the ADA Supports                 |         |
| ▪ Addressing ADA and Ignite             |         |
| Tools                                   | page 42 |
| ▪ Letters                               |         |
| ▪ Pulpit Announcements                  |         |
| ▪ Bulletin Announcements                |         |
| ▪ Bulletin Ads/Social Media Graphics    |         |



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## ADA Prayer

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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





February 2023

Dear Pastor, ADA Coordinators, and Friends

First – we want to thank you for your time and efforts that you put into the Annual Diocesan Appeal each year!

This year we turn our focus to “Sowing God’s Spirit”, to coincide with the new Strategic Vision of the Diocese of Des Moines. We are called to become witnesses of true love and to cultivate connections with Christ to those around us. The Diocese strives to serve you in these encounters. We support you in your efforts to (1) Prepare Disciples for the Domestic Church, (2) Draw Young People into Deeper Communion, (3) Cultivate a Culture of Servant Leadership and (4) Invite and Welcome People into Communion.

You will see a few small changes in the ADA this year. We have went to a simpler contribution (pledge) card. Our hope is that these will be easier for the parishioners to complete and easier for you to process. We are sure you already noticed, we did not ask for you to update the “Targets”. We are sourcing gift request amounts through a software program that evaluates the best ask for each parishioner. We also did not produce a second set of pledge cards this year to save on resources and turn to a more electronic method of tracking.

As always, within this manual are some helpful tools to guide you through a successful campaign. We have included a section on recurring giving and why you might want to promote that in your parish.

One of the most successful strategies when encouraging participation in the ADA is to share stories of how the appeal supports the ministries within your parish. Moreover, the most effective way to share the stories and request support is when it comes directly from the pastor.

Please reach out to us with any questions you have!

Our hope and desire for each of our 80 parishes is for your 2023 appeal to be successful and wrapped up within the six week campaign! Once again we have developed an ADA video and a series of graphics to assist you. These are available on the website <https://www.dmdiocese.org/resources/stewardship/ada>.

Your prayers, paperwork and financial support will make our Annual Diocesan Appeal a success.

Renny Crawford  
Annual Giving Coordinator

Maureen Kenney, MBA  
Director of Stewardship





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# Contact Information

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## **Renny Crawford**

### **Annual Giving Coordinator**

Phone:(515) 237-5083

Fax: (515) 237-5070

Email: [rcrawford@dmdiocese.org](mailto:rcrawford@dmdiocese.org)

Questions regarding:

- ADA timelines/schedule
- Pastor/leadership concerns
- Training of volunteers and parish staff
- ADA reports (pledges & gifts)
- ADA supplies – letterhead, brochures, envelopes, etc.
- Pledge balances or payment information
- Use of the materials provided (contribution cards, bulletin inserts, letters, reports)

## **Maureen Kenney**

### **Director of Stewardship**

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Questions regarding:

- ADA timelines/schedule
- Pastor/leadership concerns
- Training of volunteers and parish staff
- ADA reports (pledges & gifts)
- Use of the materials provided (contribution cards, bulletin inserts, letters, reports)

## **Bob Larson**

### **Director of Finance**

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Fax: (515) 237-5070

Email: [blarson@dmdiocese.org](mailto:blarson@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

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Email: [lhofstrand@dmdiocese.org](mailto:lhofstrand@dmdiocese.org)

Questions regarding:

- ADA Reports

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# Appeal Timeline

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## **December 2022**

- Parishes asked to complete survey

## **February 15, 2023**

- Info session on the ADA

## **ADA Supply Pick-up**

February 16, 2023

Des Moines (Catholic Pastoral Center) 10 a.m. to 12:30 p.m.

Feb 17, 2023

10 a.m. to 12 p.m. – Atlantic Ss Peter and Paul Parish Center

2 p.m. to 4 p.m. – Council Bluffs , St. Patrick

## **Packet contents include**

1. ADA posters
2. Manual containing
  - a. Pulpit announcements
  - b. Bulletin announcements
  - c. Social Media and Bulletin graphics
  - d. Prayers of the faithful
3. Transmittal instructions & forms
4. Transmittal envelopes
5. In-pew blank contribution cards

## **February 20, 2023**

- Leadership mailing
- Nearly 11,500 prospects at various gift request levels includes:
  1. Letter from Bishop Joensen with contribution card attached
  2. Return envelope (leadership gifts are mailed to the Diocese directly.)

## **February 27, 2023**

- General Appeal Letters begin to drop in the mail
- 22,500 + registered families
- Contents include:
  1. Letter from Bishop Joensen with contribution card attached
  2. Return envelope addressed to parishes

**March 3, 2023**

- 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 4 & 5, 2023 APPEAL WEEKEND**

- Make request at Mass
- Share ADA Video with Parish at all Masses
- Promote online giving
- Promote ADA website

**March 12 – June 5, 2023**

- Parish collection and reporting procedures continue for 13 weeks.

**Week of April 10, 2023**

- Send Pastor's Follow-Up letter to non-donors (sample included on page 46 of this document). Contact the Diocese for an excel spreadsheet of your non-responders.

**July 2023**

- Weekly progress reports will be e-mailed from the diocese to the parishes on Fridays through June. After June 30<sup>th</sup>, monthly reports will be sent.





2023 ANNUAL  
DIOCESAN APPEAL

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## Conducting the ADA

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# What Makes a Successful ADA?

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## 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.

Do not 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, use the bulletin announcements, the videos and the social media pieces.

Make the contribution cards 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.

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# Parish Timeline

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## One Week Prior to Appeal Weekend (February 25-26, 2023)

- Include the Annual Diocesan Appeal announcement in your parish bulletin. Begin the pulpit announcements. Suggested bulletin and pulpit announcements are provided on pages 47 - 49 of this manual and on the website (<https://www.dmdiocese.org/resources/stewardship/ada>)
- Announce at all Masses the date of the Annual Diocesan Appeal weekend (March 4 & 5). Every registered and active parishioner in the diocese will receive a letter from Bishop Joensen. Leadership letters (those who have previously given to the ADA) will be mailed after February 20. General Appeal letters will be mailed after February 27. Encourage parishioners to be prepared to complete their contribution card.

## March 4 - 5, 2023 (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 contribution cards available - if necessary; provide in pews.
  - Have sufficient ushers/volunteers to distribute and pick up contribution cards.
- Be certain to make the request for participation in the appeal and show the ADA video before or after every Mass.
- Continue to use bulletin announcements.
- The completed contribution cards can be collected at the offertory.
- Separate Annual Diocesan Appeal gifts and contribution cards from the Sunday offertory gifts.
- Deliver the Appeal gifts to the designated appeal coordinator.

## March 11-12, 18-19, 25-26, April 1-2, 2023

### (Follow-up Weekends #1-4)

- Have the pencils and contribution 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 and social media pieces 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.



## Week of April 9 (Follow-up Week #5)

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

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# 2023 Talking Points

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- 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.
- Encourage recurring giving – making a commitment to a regular electronic gift made monthly or annually. See below.
- Pledges may be paid over 10 months from March through December.
- Every gift is tax-deductible.
- The average gift in 2022 was \$507
- A total of 9,449 households contributed to the 2022 Appeal (as of January, 2023).
- 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!

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# Why Encourage Recurring Gifts

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A recurring gift is a gift that is automatically given on a regular basis.

## **For your parish and the diocese**

- A recurring gift saves time and money
- According to Network for Good, “the average recurring donor will give 42% more in one year than those who give one-time gifts.”
- Higher retention rate: while new donor rates of retention average less than 23%, recurring programs have rates over 80% the first year and 95% after five years (Donorbox).
- It’s easier for donors: once a donor signs up for recurring donations, gifts are made automatically and at a frequency of their choosing.
- It’s predictable and reliable: recurring donors will likely stay regular donors. When a supporter enrolls in monthly giving, that shows they are committed

## **For the donor:**

- Saves time and money – Automatic donations are processed more efficiently and require less mailings.
- It’s easy and automatic
- It’s flexible and secure, you can increase, decrease, pause or stop your donation at any time.
- It’s convenient.
- It’s reliable – providing a consistent source of funding
- It’s rewarding. You know that your parish can count on your support

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# Materials, Supplies and Resources

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Each parish receives a bag with the following materials for the Annual Diocesan Appeal.

1. Follow up template letter
2. Blank (In-Pew) Contribution Cards
  - A supply of blank contribution cards for use in the pews on ADA weekend and follow up weekend. Additional contribution cards can be requested from the Office of Stewardship. The Stewardship Office offers bilingual (Spanish and English) cards as well as Vietnamese cards.
3. ADA Transmittal Forms and Instructions
  - 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 set of 12 envelopes, pre-addressed to the Diocese of Des Moines Office of Finance, are provided for your convenience in submitting your weekly transmittal. Please submit contribution cards and gifts on a weekly basis.
5. ADA Poster
  - A set of ADA posters in English and Spanish
  - Enter your Parish Goal on the bottom. Come up with creative ways to use the poster to track your progress toward your Parish Goal.

## Website

In addition to the materials in your bag, you may go to the website and access these materials [ADA | Diocese of Des Moines \(dmdiocese.org\)](http://dmdiocese.org)

1. ADA Video
  - We are offering an ADA promotional video for your parish to display during kick-off weekend to your parishioners participating in Mass physically and virtually. We recommend displaying the video before or after each Mass during kickoff weekend. Your parish is welcome to share the video on its website and via social media as well.
2. ADA Logo
  - Use in Bulletin, on Social Media, Parishioner Mailings
3. ADA Social Media Graphics
  - Use in Bulletin, on Social Media ADA Poster
4. Transmittal Instructions
5. Transmittal Forms
6. ADA Parish Resource Manual
7. Pastor's letters
8. Stewardship Aids
  - Tithing worksheet
  - Bulletin Announcements
  - Talking points
9. Generic Ask – English and Spanish letter
  - Give to Parishioners who have not registered, but you would like to give them an opportunity to support the ADA
10. Bulletin Announcements
  - Use these in Social Media, Facebook as well as in the bulletin
11. Social Media Ads
  - Use these throughout Social Media, Facebook as well as in your bulletin

## Additional Resources

1. Excel listing of all Parishioners provided on request
  - Use this to track parishioner participation. Use to generate a follow-up mailing for parishioners yet to participate.





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## Processing ADA

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# Processing Contribution Cards

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2023 ANNUAL  
DIOCESAN APPEAL

## Transmittal Report Form Instructions for Processing Contribution Cards

**Place each check on top of the contribution card.**

**\*PLEASE DO NOT SEPARATE THE CHECKS FROM THE CONTRIBUTION CARDS AND DO NOT STAPLE THE CHECKS TO THE CARDS.**

1. Separate the completed contribution cards into two groups:

Group A: Cards with a payment.

Group B: Cards without a payment and have committed to give.

2. Process the cards by performing the following steps:

- a. For group A and B: You will need to verify that the information on the card matches the attached payment.

### Section 1. I CHOOSE TO GIVE

Verify that “**MONTHLY**” or “**ONE-TIME**” box is checked. If **MONTHLY** is checked, either “**Until I choose to stop**” or “**10 months**” should be checked.

### Section 2. PAYMENT DETAILS

If they are choosing to give monthly, verify that we should or should not send payment reminder.

Verify that “Payment enclosed” is filled out and that the check number and date and Diocesan ID are filled in, if applicable.

- b. 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. Any checks or monies deposited by the parish for ADA should be reissued in the form of a parish check made out to the Diocese of Des Moines with “ADA” in the memo.

*NOTE: If the parish deposits a check for the ADA, and then writes a check to the Diocese, the parish will need to include this contribution in their year-end statements, as the parish is the receiving organization. If the parish forwards a check directly to the Diocese from a donor, do not include that gift in the parish’s contribution records or provide other acknowledgments to donors – the Stewardship Office will do this.*

- c. On any contribution 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.
  - d. Add the Diocesan constituent ID number to any contribution card that is not pre-addressed. The Diocesan constituent ID can be found by looking in ParishSOFT. The Diocesan ID can be found in the family record as “Diocesan ID” or on the family list screen as the “sDiocesanID.”
3. In preparation for completing the Weekly Transmittal Report Form, tally the information necessary for all of the contribution 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 contribution cards and checks.
  - b. Place the payments on top of each contribution card. Please do not staple or paperclip the checks to the contribution card.
  - c. Place a separate rubber band around Group A cards and checks and Group B cards and checks.
  - d. Place all completed contribution cards and checks in the white transmittal envelope provided.
  - e. 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](mailto:lhofstrand@dmdiocese.org) or 515-237-5009*



## Transmittal Report

Name of person completing this form: \_\_\_\_\_

Date: \_\_\_\_\_

Daytime phone number: \_\_\_\_\_

Parish number: \_\_\_\_\_

Email \_\_\_\_\_

Parish name: \_\_\_\_\_

City/Town: \_\_\_\_\_

|  | This Report | Total to Date<br>(not required by Diocese,<br>for parish records only) |
|--|-------------|--|
| 1. Total number of contribution cards enclosed |             |  |
| 2. Total number of checks enclosed             |             |  |
| 3. Total amount of checks enclosed             | \$          | \$   |

### Explanation:

Line #1 – Total number of contribution cards enclosed.

Line #2 – Total number of checks enclosed.

Line #3 – 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 Detailed Parish Report e-mailed to you will reflect the ongoing total.

### Steps to Success:

- ✓ **Please Do NOT send cash** – please issue a parish check for any cash gifts.
- ✓ Please Do NOT have donors write credit card numbers on commitment cards. Instead, direct them to [dmdiocese.org/giving](http://dmdiocese.org/giving) or have them call the Stewardship Department at 515-237-5083.
- ✓ Please place enough postage on your ADA envelopes before mailing so it arrives to the Finance Department in a timely and safe manner.
- ✓ Using the transmittal envelopes provided by the Diocese, please mail this weekly transmittal form, signed and completed commitment 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) 237-5028  
[rwaskel@dmdiocese.org](mailto:rwaskel@dmdiocese.org)

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# ADA Reports

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Pastors, Coordinators and Business Managers will receive weekly reports beginning 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. Detailed Parish Report
4. New Transaction Report (upon request)

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. 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 finance department does an extra step of “flagging” direct responder gifts in order to make this report possible but is sometimes inundated with thousands of ADA gifts and can get behind. The most accurate report to reference is the Detailed Parish Report (see below) in case there are questions/discrepancies with the Direct Responders report.

The **Detailed Parish Report** 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 **New Transaction Report** is available upon request from the finance office. If you have requested it in the past, you will continue to receive it. This report is an attempt to report to your parish all the new transactions posted since the last report.





2023 ANNUAL  
DIOCESAN APPEAL

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## General Information

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# Diocese of Des Moines Impact Facts

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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:

## **Inviting and Welcoming People into Communion**

- 36,000 Hispanic Catholics with outreach ministry needs
- 4 Catholic hospitals offering Mass, Communion and Anointing of the Sick
- 30,221 Catholic Mirror's printed and distributed, and additional 387 accessed digitally
- 25,000 served through Catholic Charities

## **Preparing Disciples for the Domestic Church**

- 323 engaged couples undergoing marriage preparation
- 107 Deacons with training, education and support
- 14 Seminarian with formation and tuition expenses

## **Drawing Young People into Deeper Communion**

- 6,300 children receive a holistic education in our Catholic schools
- 16 Catholic Schools with professional training, supervision and oversight
- 9,017 children encounter Christ in parish faith formation
- 1,546 new members of the faith through Baptism
- 1,550 Communicants received the Body and Blood of Christ for the first time
- 1,261 Confirmands sealed with the gifts of the Holy Spirit

## **Cultivating a Culture of Servant Leadership**

- 54 active priest with medical and insurance provided exclusively by the Diocese
- 35 retired priests with medical care and retirement income
- 28 international priests with US Citizenship and immigration services
- 22,662 employees and volunteers undergo screening and training to ensure a safe environment for our children

## **Diocesan Administration**

- 80 parishes across 23 counties with ministry and administrative services
- 1,760 employees with managed benefit plans

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# What the ADA Supports by Department

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The money raised through the Annual Diocesan Appeal helps financially assist the following ministries, programs and offices. Please visit [www.dmdiocese.org/giving](http://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.

## **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 16 schools by providing quality research-based best teaching practices through professional development, and individual school and classroom visits on a monthly basis.
- Serves 6,300 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.
- 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 9,000 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 Pilgrimage for 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.

### **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.
- Trains new sponsor couples, who will walk with our engaged and help them prepare for the sacrament of marriage.
- “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 21,695 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**

- 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.
- Establish and bolster Parish Solidarity Fund to support parishes when they have exhausted their efforts to fund projects within their local community.
- Coordinate diocesan-wide comprehensive campaigns that help grow the Catholic Church for future generations.

#### **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.
- 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.

# Addressing ADA/Ignite



## TRADITIONAL APPEAL EFFORTS IN RELATION TO /IGNITE/ CAPITAL CAMPAIGN

| TITLE                   | ANNUAL DIOCESAN APPEAL (ADA)   | DIOCESAN SPECIAL COLLECTIONS  | CATHOLIC TUITION ORGANIZATION (CTO)  | /IGNITE/ CAPITAL CAMPAIGN  |
|-------------------------|--|---|--|--|
| <b>STEWARDSHIP TYPE</b> | ORDINARY   | ORDINARY  | ADDITIONAL CHARITABLE OPPORTUNITIES  | EXTRAORDINARY  |
| <b>PURPOSE</b>          | Supports diocesan mission and efforts to encounter Christ, shepherd the faithful, support our local communities of faith, and help people in need  | Funds local and global causes, some mandated by USCCB   | Helps make Catholic education accessible to more families  | \$45 million investment for long-term Catholic education, seminarians, priests, and parishes   |
| <b>FREQUENCY</b>        | Annually   | Annually as designated  | Annually   | One-time campaign seeking pledges over a three-year period   |
| <b>PROVIDES</b>         | Financial support for services and ministries, including support for: <ul style="list-style-type: none"> <li>• Parishes</li> <li>• Sacraments</li> <li>• Marriage and Family Life</li> <li>• Vocations</li> <li>• Catholic Schools Office</li> <li>• Disability Ministry</li> <li>• Faith Formation</li> <li>• Active and Retired Priests</li> <li>• Seminarians</li> <li>• Diaconate Formation</li> <li>• Hispanic Ministry</li> <li>• Disaster Relief Coordination</li> <li>• Hospital Chaplaincy</li> </ul> | <ul style="list-style-type: none"> <li>• General Disaster Relief</li> <li>• Rice Bowl</li> <li>• Holy Land Collection</li> <li>• Catholic Charities</li> <li>• Catholic Communications Campaign</li> <li>• The Catholic Mirror</li> <li>• Peter's Pence</li> <li>• Solidarity Fund for the Church in Africa</li> <li>• Seminarian Special Collection</li> <li>• World Mission Sunday</li> <li>• Catholic Campaign for Human Development</li> <li>• Retirement Fund for Religious</li> </ul> | <ul style="list-style-type: none"> <li>• Tuition assistance to eligible families whose children attend one of the 16 Catholic schools in the Diocese of Des Moines</li> <li>• A 75% Iowa tax credit based on the amount of the contribution and the amount of credits available</li> </ul> | <ul style="list-style-type: none"> <li>• \$25 million for Catholic Schools Endowment that will complement CTO tax-credit program</li> <li>• \$7.5 million for parish-specific needs</li> <li>• \$5 million for seminarian support</li> <li>• \$3.5 million for parish renewal and vibrancy</li> <li>• \$2 million for priest retirement</li> </ul> |







2023 ANNUAL  
DIOCESAN APPEAL

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# Tools

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# 2023 ADA General Letter

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Lent offers us a renewed opportunity to seek sincere conversion and to see, hear, think and act as Jesus. For the better part of two years, the Diocese of Des Moines has been praying and working through a process that involves such conversion. We have been calling this process strategic visioning. The ultimate goal of strategic visioning is to act on the promptings of the Holy Spirit to make us more evangelically focused and alive, more able to draw people into loving friendship with Christ by connecting with God and one another.

The new mission statement of the Diocese of Des Moines is *Sowing God's Spirit*. We can appreciate as lowans how God can take a tiny seed and with the benefit of a little good ground, transform that seed into a sturdy plant. The more life the seed takes on the more it is life giving. The Diocese identifies four fields of ministry in which we can *Sow God's Spirit*: (1) inviting and welcoming people into communion, (2) preparing disciples for the domestic church, (3) drawing young people into deeper communion, and (4) cultivating a culture of servant leadership.

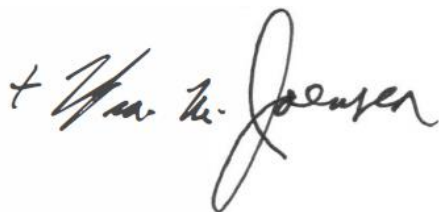
I invite you today to be a sower with the Diocese of Des Moines in these fields of ministry. The Annual Diocesan Appeal (ADA) provides more than half of the funds necessary to carry on *Sowing God's Spirit* in southwest Iowa.

The ADA is distinct from the Ignite! Campaign. If you will permit me to carry through the analogy, think of the ADA as the nutrients we add to our soil (the Diocese) each year; ensuring a high yield. Periodically there is a need to invest in resources that will create a higher stronger yield. The Ignite! Campaign is providing the added resources needed to help our diocese ensure a more fruitful harvest of God's Spirit gifts in the abundant life of Christ's Kingdom.

**Please prayerfully consider an offering by reviewing and returning the contribution card.** Your gift, no matter the size, is greatly needed and heartily appreciated.

To learn more about the impact of your gift, and to give online you can visit [dmdiocese.org/giving](https://dmdiocese.org/giving).

May our collective work in the fields bear a fruitful harvest for the Lord!  
Faithfully in Christ,



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



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# 2023 ADA General Letter (Spanish)

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El tiempo litúrgico de cuaresma nos ofrece una oportunidad renovada para buscar la conversión sincera y ver, escuchar, pensar y actuar como Jesús. Por los últimos dos años, la Diócesis de Des Moines ha estado orando y trabajando en ese proceso que implica dicha conversión. Nosotros hemos estado llamándole a este proceso visión estratégica. El objetivo final de la visión estratégica es actuar sobre la inspiración del Espíritu Santo para hacernos más centrados en el evangelio y más vivos, más capaces de atraer a las personas a una amistad amorosa con Cristo al conectarnos entre nosotros y con Dios.

La nueva declaración de la misión de la Diócesis de Des Moines es sembrar el Espíritu de Dios. Como habitantes de Iowa, podemos apreciar como Dios puede tomar una semillita y con el beneficio de una buena territa, transformar esa semilla en una planta resistente que nutre a las demás alrededor de ella. Entre más vida toma la semilla, más vida va dar. La Diócesis identifica cuatro campos de ministerio en los cuales podemos sembrar el Espíritu de Dios: (1) Invitando y dando la bienvenida a la gente a una comunión, (2) preparando discípulos para la iglesia doméstica, (3) llevar a los jóvenes a una comunión más profunda, y (4) Cultivando una cultura de liderazgo basado en el servicio.

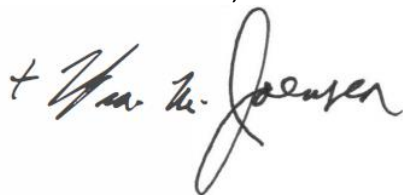
Los invito hoy a ser sembradores con la Diócesis de Des Moines en estos campos de ministerio. La Colecta Anual Diocesana (ADA) proporciona más de la mitad de los fondos necesarios para continuar sembrando el Espíritu de Dios en el suroeste de Iowa.

La Colecta Anual Diocesana (ADA) es distinta a la Campaña Ignite. Si me permiten explicarles por medio de esta analogía. Piensen en la Colecta Anual Diocesana como los nutrientes que agregamos a la tierra (la Diócesis) cada año; una tierra fértil que nos asegura un mayor rendimiento. Como cada persona que cultiva la tierra lo entiende, se necesita invertir en recursos que nos den un mayor y más sólido rendimiento. La Campaña Ignite nos proporciona esos recursos adicionales que necesitamos para ayudar a la Diócesis a garantizar una cosecha más fructífera de los dones del Espíritu de Dios en la vida abundante del Reino de Cristo.

**Por favor considere en oración hacer una ofrenda revisando y regresando la tarjeta de contribución.** Su regalo, sin importar el tamaño, es muy necesario y lo apreciamos de todo corazón.

Para informarse más sobre el impacto de su donación, y para donar en línea puede visitar [dmdiocese.org/giving](http://dmdiocese.org/giving).

¡Que nuestro trabajo colectivo en los campos produzca una cosecha fructífera para el Señor!  
Fielmente en Cristo,



El Reverendísimo William M. Joensen, Ph.D.  
Obispo de Des Moines



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# Pastor's Follow-Up Letter-Sample

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Dear parishioner

Lent offers us a time to reflect on all that we have, the gifts that God out of His love for us, has given us. God asks nothing in return but our love. God reveals his perfect love to us through Jesus Christ. A steward makes God's love visible by seeing, hearing, thinking and acting as Jesus. One way that we show our love is to be grateful and generous with these gifts.

Sowing God's Spirit, the new mission statement for the Diocese, reminds us how we can take a tiny seed and transform it into a sturdy plant. The same is true of your gifts. Each gift, no matter the size, sustains and supports our Diocese, allowing us to yield together, more than we could individually.

Your gift to the Annual Diocesan Appeal is in turn a gift to our parish. When we reach our goal, our parish not only benefits from the goods and services offered through the Diocese, but also is able to grow our own ministries, supplementing our tithing dollars. When we achieve our goal, 100% of the overage will be returned to us for our use!

As you prayerfully reflect upon a gift in proportion to gifts given you by God, 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 contribution card to the parish, I invite you to be a sower in the fields of ministry with our parish and the Diocese of Des Moines. Do so now or go online at [https://www.dmdiocese.org/giving\\_to\\_make\\_your\\_gift](https://www.dmdiocese.org/giving_to_make_your_gift).

Sincerely yours in Christ,

[Insert signature]

[Insert pastor's name]



Optional paragraph

This past year our Diocese engaged in a Capital campaign to strengthen and invest in various areas over and above the ongoing needs of the Diocese. Through the Ignite! Capital Campaign, we are investing in our Seminarians, Catholic Schools, local parish needs, and priest's health needs during retirement. The ADA supports ongoing efforts of our Diocese, allowing us to Sow God's Spirit daily.

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# Sample Pulpit Announcements

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## **Two Weekends Prior to the Appeal (February 19-20)**

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 our diocesan Church. We ask that each family of our parish pray for the success of the Appeal and consider a gift to sustain the Catholic Church in Southwest Iowa.

## **Weekend Prior to the Appeal (February 26-27)**

The Annual Diocesan Appeal or A-D-A will be conducted next weekend in our parish. The ADA provides more than \$4.7 million in essential support and almost 75% of ministry and operational needs on an annual basis. Please prayerfully consider how you, as an individual and a family, can support our Diocese as we Invite and Welcome People into Communion, Prepare Disciples for the Domestic Church, Draw Young People into Deeper Communion and Cultivate a Culture of Servant Leadership.

Our parish goal is <INSERT DOLLAR AMOUNT>. With 100% participation, this is very much attainable. 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**

This weekend is the kick-off of the Annual Diocesan Appeal or A-D-A. The ADA ensures that we can continue to Sow God's Spirit in Southwest Iowa. The ADA helps us welcome people into communion, prepare disciples for the domestic church, draw our young people deeper into their faith and cultivate a culture of servant leadership. We invite you to watch this short video to learn more about how ADA is vital in supporting all the ministries of our Diocese.

<<show video before or after all weekend Masses>>

Thank you for watching our video on the ADA. At this time we invite each family to pick up a contribution card at the end of their pew (pause). We ask that each and every family of our parish pray for the success of the Appeal and consider making a gift. On the contribution card you may choose a one-time gift, a pledge to be paid over the next few months, or an ongoing gift, whereby you choose an amount to be paid each month until you ask the Diocese to stop.

Your contribution card can be placed in the collection basket, brought or mailed to the parish office, or mailed directly back to the Diocese. Or, you can give online at [dmdiocese.org/giving](http://dmdiocese.org/giving). We need your help in meeting our parish's ADA goal and sustaining the Catholic Church in southwest Iowa. Remember, once we meet our goal, our parish will receive any additional gifts for our local needs. Each prayer and every gift, regardless of the size, is vital to the success of the Appeal. Thank you for your generosity and kindness!

### **Weekend after the Appeal**

Thank you to the \_\_\_\_\_ families who made a gift to the Annual Diocesan Appeal last weekend. We are \_\_\_\_\_ away from meeting our parish's goal! If you have not yet made your gift, please prayerfully consider doing so. It is not too late.

Ongoing commitments to the Annual Diocesan Appeal help us to sow the seeds that sustain the Catholic Church in southwest Iowa. We prepare disciples for the domestic church, invite and welcome people into communion, draw young people into deeper communion and cultivate a culture of servant leadership as one diocesan family committed to serve and protect one another and bring each other to Christ.

Your contribution card can be placed in the collection basket, brought or mailed to the parish office, or mailed directly back to the Diocese. Or, you can give online at [dmdiocese.org/giving](http://dmdiocese.org/giving). We need your help in meeting our parish's ADA goal and sustaining the Catholic Church in southwest Iowa. Remember, When we meet our goal, our parish will receive any additional gifts for our local needs. Every prayer and each gift, regardless of the size, is vital to the success of the Appeal. Thank you for your generosity and kindness!

### **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 gift in any amount will be gratefully received and sincerely appreciated. Your contribution card can be placed in the collection basket, brought or mailed to the parish office, or mailed directly back to the Diocese. Or, you can give online at [dmdiocese.org/giving](http://dmdiocese.org/giving). Thank you!



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# Sample Bulletin Announcements

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## **Bulletin Announcement for the weekend prior to the Appeal, March 4 & 5**

Next weekend, March 4<sup>th</sup> and 5<sup>th</sup> is the kickoff weekend for the Annual Diocesan Appeal. 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. These programs provide services that no one parish could provide on its own. With everyone's participation we can definitely 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 carry out our mission of serving the people of God in southwest Iowa.

## **Bulletin announcement for the weekend of the Appeal, March 4<sup>th</sup> and 5<sup>th</sup>**

Today is Annual Diocesan Appeal Sunday throughout the Diocese of Des Moines. The Annual Diocesan Appeal gives us the opportunity to *Sow God's Spirit* and support the ministries and services in this Diocese from which you and our 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 11/12**

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 brings us closer to that goal.

Remember, when we reach our parish monetary goal, any additional gifts stay right here for our own use. For those who have not made their gift, please join us in supporting the vital programs and services throughout the Diocese that no single individual or parish can offer.

Simply fill out a contribution card and place it in the offertory basket or drop it in the mail. Contribution cards and envelopes are located\_\_\_\_\_. Gifts can also be made online [dmdiocese.org/giving](http://dmdiocese.org/giving). 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 ensure that the Diocese of Des Moines will be able to continue its mission of serving the people of God in southwest Iowa.

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## Bulletin Ads/Social Media Graphics

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**2023** ANNUAL  
DIOCESAN APPEAL

The Annual Diocesan Appeal provides

**\$4.7 MILLION**  
IN ESSENTIAL SUPPORT

and

**72%** OF MINISTRY AND  
OPERATIONAL NEEDS ON AN  
ANNUAL BASIS



The Annual Diocesan Appeal impacts  
**4 FIELDS OF MINISTRY**

Preparing Disciples for the Domestic Church

Inviting and Welcoming People  
into Communion

Drawing Young People into  
Deeper Communion

Cultivating a Culture of Servant Leadership



A gift to this year's ADA, no matter the size,  
makes a difference!

Visit [dm-diocese.org/giving](https://dm-diocese.org/giving) for more information  
on the ADA and charitable giving.



2023 ANNUAL  
DIOCESAN APPEAL

I invite you today to be a sower with the Diocese of Des Moines in the Diocesan and Disability Ministry and the many other fields of ministry we cultivate through the Annual Diocesan Appeal.

- *Bishop William Joensen*



2023 ANNUAL  
DIOCESAN APPEAL

A GIFT TO THE ANNUAL DIOCESAN APPEAL PROVIDES SUPPORT FOR



Visit [dmdiocese.org/giving](https://dmdiocese.org/giving) for more information on the ADA and charitable giving.



A GIFT TO THE ANNUAL DIOCESAN APPEAL PROVIDES SUPPORT FOR



## CULTIVATING A CULTURE OF SERVANT LEADERSHIP



Visit [dm-diocese.org/giving](https://dm-diocese.org/giving) for more information on the ADA and charitable giving.



A GIFT TO THE ANNUAL DIOCESAN APPEAL PROVIDES SUPPORT FOR



## INVITING AND WELCOMING PEOPLE INTO COMMUNION



Visit [dm-diocese.org/giving](https://dm-diocese.org/giving) for more information on the ADA and charitable giving.



A GIFT TO THE ANNUAL DIOCESAN APPEAL PROVIDES SUPPORT FOR



Visit [dm-diocese.org/giving](https://dm-diocese.org/giving) for more information on the ADA and charitable giving.