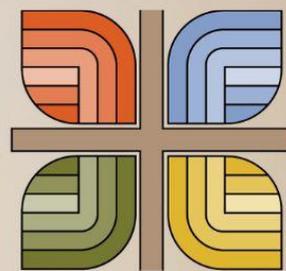


2026 ANNUAL
DIOCESAN APPEAL



Parish Manual

Sowing God's Spirit

Cultivating Connections, Encountering Christ,
Growing Disciples

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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 cherish 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, 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 firm in faith, hope and charity for all of Your people.

AMEN

Oh Señor, dador de vida y fuente de nuestra libertad, te damos gracias por los muchos dones que nos has dado e invitamos a tu presencia en nuestras vidas en todo momento. Sabemos que es de Tu bondad que hemos recibido todo lo que tenemos.

Dios misericordioso y amoroso, entendemos que nos llamas a ser los mayordomos de tu abundancia, los cuidadores de todo lo que nos has confiado.

A través de la Campaña Diocesana Anual, ayúdanos a usar tus dones sabiamente y enséñanos a compartirlos generosamente. Que en este nuevo año de nuestra Diócesis, que nuestra fiel mayordomía dé testimonio del amor de Cristo en nuestras vidas.

Por Tu Hijo, Jesucristo, haz que nuestra oración a Ti sea de fe, esperanza y caridad para todo Tu pueblo.

Pastor, ADA Coordinators, and Friends

Thank you for all you do to coordinate the Annual Diocesan Appeal!

As I was bringing the elements of this appeal together – Bishop’s video, the short videos from priests, laity, staff from around the diocese – there was a message that emerged for me.

We are all blessed with gifts. It is through the cultivating of these gifts that we create the encounters that grow disciples, grow your parish. Each and every person in your parish is exactly where God wants them and they are exactly who you need. Our challenge as priests and staff is cultivate those gifts.

Our goal in the Stewardship office is to provide you with the resources you need to support the ADA. In this manual are several resources, there are resources on the website. If there are items or ideas, you have – contact us.

The generic contribution cards are the same as last year. Please do not use any previous years. We have extra if you need more.

The letter from the Bishop and personalized contribution cards are only being sent to those that have contributed to the ADA in the past 3 years. All other parishioners are receiving a postcard asking them to contribute online. This means the only contribution cards you will process through your offices will be the cards that you distribute in pew or the few that parishioners have chosen not to mail.

We have included a section on recurring giving and why to promote this in your parish. As well as a section on **increasing participation**.

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. Included in the ADA material is our Diocesan Impact Report. This is a great resource to site how gifts to the ADA are used. Take a look at the enclosed list of Services and Ministries. Identify ministries that your parish has called upon and how you have used their resources. Make it personal to your parish. Site specific instances if appropriate. ***Moreover, the most effective way to share the stories and request support is when it comes directly from the pastor.***

The ADA video and a series of short videos are linked on the resources page of our website- <https://www.dmdiocese.org/resources/stewardship/ada>.

Please reach out to us with any questions you have!

Renny Crawford
Annual Giving Coordinator

Contact Information

Renny Crawford, Annual Giving Coordinator

Phone:(515) 237-5083 **Email:** 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
- Assistance with fundraising
- Use of the materials provided (contribution cards, bulletin inserts, letters, reports)

Laura Hofstrand, Controller

Phone: (515) 237-5009 Email: lhofstrand@dmdiocese.org

Questions regarding:

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

Appeal Timeline

February 2026

Parishes asked to complete survey

Kick-Off Meetings & packet pick up February 19- Holy Spirit, Creston & Boniface, Waukee;
February 23 - St. Patrick Council Bluffs & St. Michael, Harlan

Packet includes:

- **ADA posters – Spanish available**
- **Information sheet with Diocesan ministries and offices supported by the ADA.**
- **Diocesan Impact Statement**
- **Manual containing details on how to conduct the campaign.**
 - Forms
 - Explanation of various tools
 - Pulpit, Bulletin, Social Media announcements
 - Transmittal instructions with forms & envelopes

- **In-pew blank contribution cards**
- **QR code cards**
- **Transmittal sheets, instructions, and pre-addressed envelopes**

Week of February 15, 2026

- Bulletin “ad” with front of flyer so parishioners recognize mailing.
- Leadership mailing to 11,500 prospects at various gift request levels includes:
 - Letter from Bishop Joensen with contribution card attached.
 - Return envelope (leadership gifts are mailed to the Diocese directly.)

February 22, 2026

- General Appeal begins to drop
- 13,000 + active registered parish families
- Postcard with appeal message and website – no contribution card

February 28/March 1, 2026 APPEAL WEEKEND

- Make request at Mass
- Share ADA Videos with Parish at all Masses or via social media channels
- Promote online giving & ADA website – use QR code cards
- Emphasize participation – no matter the gift – your support matters!

March 2 – May 30, 2026

- Parish collection and reporting procedures continue
- Parish reports will come out no more than 2’xs per month after this

March 6, 2026

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

Week of April 5th, 2026

- Parish should send Pastor's Follow-Up letter to non-donors (sample included on page 29 of this document). Contact the Diocese for an excel spreadsheet of your non-responders.

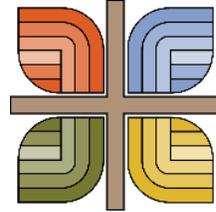
Week of April 12, 2026

- Email sent from Diocese to last year's contributors who have not yet made a contribution

Week of May 10, 2026

- Mailing to donors who gave last year, but not yet this year (LYBUNT) to the ADA.

2026 Annual
Diocesan Appeal



Conducting the ADA

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 commitment and then ask others to do the same by talking about the Annual Diocesan Appeal at Mass and parish/social functions. Filling out their commitment card and inviting congregation to do the same is a great way to engage parishioners.

Talking with your fellow parishioners about what this appeal supports and providing an environment of success will yield tremendous results. **As a staff and leadership group, discuss the resources and services that the Diocese has available and how you as a parish use them.** Share that with your parishioners. Is it Faith Formation resources? Do you have a deacon? Did you make use of marriage prep resources? OCIA resources?

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. Human nature leads us to support what we perceive to be a successful 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. Focus on the Stewardship of giving.

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. If you are not sure how to use them, contact our office and we can work with you.

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.

Provide Opportunities

Have the Diocesan QR code displayed. It is on the Poster, print it in the bulletin, use the QR code cards in your packet around your Parish, in the pews, at the tables during coffee and donuts, at Parish events.

Parish Timeline

One Week Prior to Appeal Weekend (February 21-22, 2026)

- Include the Annual Diocesan Appeal announcement in your parish bulletin. Begin the pulpit announcements. Suggested bulletin and pulpit announcements are provided on pages 29-31 of this manual and on website - dmdiocese.org/resources/stewardship/ada
- Announce at all Masses the date of the Annual Diocesan Appeal weekend (February 28/March 1).
- Every parishioner who has contributed to the ADA previously will receive a letter from Bishop Joensen, a contribution card with a suggested gift and a return envelope with return to the Diocese office. These will be mailed the week of February 22nd
 - Registered and active parishioners in the diocese will be mailed a postcard. These general appeal postcards will be mailed after February 22. Encourage parishioners to be prepared to complete an in-pew contribution card or access the Des Moines Diocese Giving site through the QR code.

February 28/March 1, 2026 (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. Encourage parishioners to use the QR code on the card.
 - 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.
- Display the Des Moines Diocese Giving site QR code prominently (It is also on the poster and each contribution card) – encourage parishioners to give online to help save money, resources and time. (If they make their contribution via the website, please do not send in a contribution card)
- Separate Annual Diocesan Appeal gifts and contribution cards from the Sunday offertory gifts.
- Deliver the Appeal gifts to the designated appeal coordinator.

March 7-8, 14-15, 21-22, 28-29 (Follow-up Weekends #1-4)

- Have pencils and contribution cards available in the pews. Have the QR code visible.
- Inform your parishioners of how your parish is doing. What is your participation percentage? Focus on participation. How close are you to exceeding your goal? Remind parishioners money raised above the appeal goal is 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. Incorporate the social media and Video into your parish social media pages and website.

Week of April 5 or 12, (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. An example of a follow-up letter is in this manual and available on the website.

2026 Talking Points

- The Annual Diocesan Appeal is the major fundraising effort conducted annually throughout our 23-county Diocese with all parishes participating. It provides 63% of the operating funds for the Diocese.
- The Annual Diocesan Appeal ensures the Church's mission of serving the people of God in southwest Iowa can continue.
- We ask that every family of our Diocese pray for the success of the Appeal and consider a gift to the Appeal.
- The ADA is essential support as we seek to Sow God's Spirit in southwest Iowa. As a parish we receive administrative and material support. Priests receive retirement and health benefits. Our seminarians are supported in their discernment toward priesthood. Educational material and support is available to our faith formation coordinators. Staff and volunteers receive financial and human resource assistance.
- *Share specific examples that the support of and partnership with the Diocese helps your parish. What are specific examples of how you have worked with the Diocese for a need within your Parish?*
- 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.
- We are not providing pledge opportunities on the Contribution Cards. If they would like to make a pledge, they may go online and do so or contact our office.
- Every gift is tax-deductible.
- The average gift in 2025 was \$588
- A total of 8,415 households contributed to the 2025 Appeal (as of January 2026).
- **Every gift matters. No gift is too small!**

Increasing Participation

Increasing Participation, at any level of giving

- One to One conversations are the most effective!
- Work on small segments at a time – i.e. under 40, under 40 with children, recently retired, anyone who has reached the age of needing to distribute from their IRA,
- Create a culture of "We have all been blessed with gifts". As a Catholic Christian, we are called to use those gifts for the good of all.
- What does Participation look like?

Why Encourage Recurring Gifts

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

For your parish and the diocese

- A recurring gift saves the Diocese and the donor time, money, postage and paper!
- 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

How to Ask

- If they are pledging \$100 over 10 months – suggest they simple extend that to an ongoing gift of \$10 per month, then they won’t have to do any paperwork every year. I do this with practically every person who calls in and wants to set up a pledge. “Would you like to just go ahead and set this up as an ongoing gift? Then you won’t have to worry about calling in next year. If you want to change it or stop it, you can just call.”

Materials, Supplies and Resources

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

- Manual
- Diocesan Impact Report
- QR code cards for placement in pews
- Blank (In-Pew) Contribution Cards
 - Blank cards for use in the pews on ADA weekend and follow up weekends. Additional contribution cards, Vietnamese language cards and Spanish language envelopes can be requested from the Office of Stewardship.
- ADA Transmittal Forms and Instructions & Envelopes
 - One sheet of transmittal instructions and 12 transmittal forms & envelopes are provided. Please keep a copy of the transmittal forms as you submit them. Additional forms can be downloaded at <https://www.dmdiocese.org/resources/stewardship/ada>.
- ADA Poster
 - A set of ADA posters in English – Spanish available upon request.
 - Enter your Parish Goal in the box. Come up with creative ways to use the poster to track your progress toward your Parish Goal.

Website

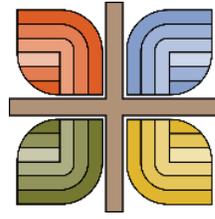
In addition to the materials in your bag, visit our website Resources tab for support, including:

1. ADA Video
 - Bishop Joensen's message. Please show before or after each Mass during kickoff weekend and share on your website and via social media.
2. ADA Logo
 - Use in Bulletin, on Social Media, Parishioner Mailings
3. ADA Social Media Graphics and videos for use in bulletins, social media
4. Transmittal Instructions & Transmittal Forms
5. ADA Parish Resource Manual
 - Bishop's letter –include in bulletin – parishioners who have never given will not receive this in the mail.
 - Pastor's letters
6. Stewardship Aids
 - Tithing worksheet
 - Bulletin Announcements
 - Prayer cards
 - Talking points
 - Gifts of Commodity and Gift of Stock forms
7. Generic – English and Spanish letter
 - Give to parishioners who are not registered but would like to give to support the ADA.

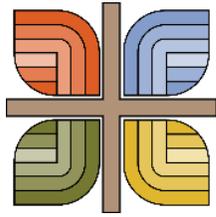
Additional Resources

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.

2026 Annual
Diocesan Appeal



Processing ADA



2026 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. There will be two different contribution cards
 - a. Pre-addressed cards that they received in the mail
 - b. Generic cards (*not pre-addressed*) they received from you

2. 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.

3. Process the cards by performing the following steps:
 - Preaddressed cards (with parish and Dio Donor ID)
 - a. You will need to verify that the information on the card matches the attached payment.
 - b. If it does not – did they check a different amount than the payment? Remainder is probably coming at a later date and will be entered as a pledge with reminders (statements)
 - Generic Cards (*not pre-addressed*)
 - **I would like to make a total gift of:**
The **total** amount that they would like to give.

One of the next 2 options should be checked

 - My Gift is enclosed:
 - My Gift will come at a later date. Estimated arrival date _____

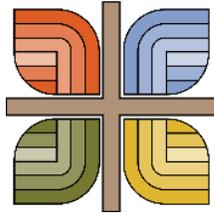
The options are here so we know what type of gift to expect and where it may be coming from.

- 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 Generic contribution card which has **not been pre-addressed**:
 - a. **Verify the parishioner information is complete and legible: Diocesan ID, Correct Name, Address, City, State, and ZIP Code.** We would very much appreciate the email and phone number be filled in on the card.
 - b. **Add the Diocesan constituent ID number (Dio Donor ID) to the contribution card.** 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 with checks) and Group B (cards without 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 or 515-237-5009



2026 Annual Diocesan Appeal

Transmittal Report

Name of person completing this form: _____

Date: _____

Parish number: _____

Daytime phone number _____

Parish name: _____

Email _____

City/Town: _____

	This Report	Total to Date (not required by Diocese, 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 Weekly Detailed Parish Report e-mailed to you will reflect the ongoing total.

Steps to Success:

- ✓ **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 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.

a

Diocese of Des Moines
Office of Finance
601 Grand Avenue
Des Moines, Iowa 50309
(515) 237-5028
jholcomb@dmdiocese.org

Pastors, Coordinators and Business Managers (using the names submitted on the survey) 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. Detailed Parish Report
3. 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.

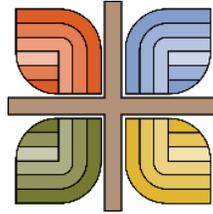
The finance department does an extra step of “flagging” direct responder gifts in order to make this report possible but is sometimes inundated with thousands of ADA gifts and can get behind. The most accurate report to reference is the Detailed Parish Report (see below) in case there are questions/discrepancies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

*The Direct responders report will no longer be sent.

2026 Annual
Diocesan Appeal



**Bishop's Letters, Pastors
Letters & Announcements**

2026 ADA Bishop Letter

Dear Friends in Christ:

God endows us with all we need to sow his Spirit among the people where we live, work, study, play, and pray. Every day, I am energized by an individual or organization in the Diocese of Des Moines intently striving to spread the seeds of God’s word, nurtured by the ample forms of his grace and presence that produce spiritual fruit.

These inspiring folks are not alone. As one Body of Christ in Central and Southwest Iowa, we love to help individuals experience a personal encounter with Jesus.

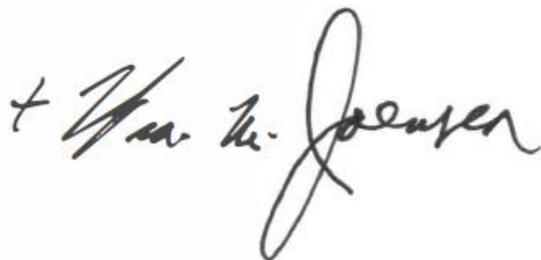
You can ensure that these encounters occur ever more frequently when you support the Annual Diocesan Appeal. You help spread God’s love while strengthening the foundation underlying the Diocese’s mission of growing disciples and cultivating connections in Christ. We offer care for our aging priests; integral formation for seminarians, deacon candidates, and young people in religious education; support for Catholic Charities; accompaniment of persons with special needs and those with mental illness and their families; and administrative assistance to parishes and Catholic schools and student centers.

None of us is called to meet every human and spiritual need. Yet by your participation, your gift to the Annual Diocesan Appeal diversely benefits not only your parish but every ministry and every person in the Diocese.

We affirm the gospel beatitude of poverty of spirit in our dependence on God and one another. Pope Leo XIV, in his recent exhortation “Dilexi Te” (I Have Loved You), encourages us as Church to advance God’s Kingdom on earth:

“By its very nature, Christian love is prophetic: it works miracles and knows no limits. It makes what was apparently impossible happen. Love is above all a way of looking at life and a way of living it. A Church that sets no limits to love, that knows no enemies to fight but only men and women to love, is the Church that the world needs today.”

Please join me in prayerful and material support of the Annual Diocesan Appeal. Jesus longs to find our faith actively at work when he encounters us as neighbor, brother, Savior, friend.



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

2026 ADA General Letter (Spanish)

Please look for this on the resource page of the website.

Pastor's Follow-Up Letter-Sample

Dear Parishioners,

On that first Easter morning, Mary of Magdala came to the tomb while it was still dark. Seeing the stone rolled away, she ran to Peter and John. Together they encountered the mystery of the Resurrection. In fear, wonder, and growing faith, they discovered that Christ was alive—and their friendship with one another and with the Lord deepened.

That same encounter continues in our parish. I am blessed each day to witness ordinary people like you allowing God's grace to shine in quiet, beautiful ways. A warm welcome, a caring presence, an encouraging word—these moments create space for others to meet the risen Christ.

The Annual Diocesan Appeal helps extend that Easter mission beyond our parish walls. Your generosity supports the formation of future priests and deacons, cares for our retired clergy, strengthens parishes and schools, and brings Christ's compassion to those in need. Through your gift, lives are touched, hope is renewed, and faith is strengthened across our Diocese. Your participation is more than financial support—it is a witness that we belong to one another in Christ. Together, we proclaim the joyful news that He is risen and alive among us.

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, I invite you to create encounters in a 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.

Sincerely yours in Christ,

[Insert signature]

[Insert pastor's name]



Ideas to Incorporate into Bulletin/Announcements

The following are thoughts or ideas that you can incorporate into your Bulletin announcements or announcements for Father after Mass.

Weekend of the Appeal

In the Gospel of the Transfiguration, Peter, James, and John encounter Christ's glory and are changed. Peter speaks personally: "Lord, it is good for **us** to be here." That moment of encounter was not abstract — it was deeply individual. Yet they cannot remain on the mountain; they are sent to carry His light into the world. Each disciple saw, heard, and responded.

Stewardship begins the same way—by recognizing the gift of Christ among us and responding with gratitude. Jesus invites you to "go up the mountain," to encounter Him personally in prayer and the sacraments. And then, strengthened by that friendship, to come down and reflect His light in your family, parish, and community.

Today is Annual Diocesan Appeal Sunday, an opportunity for **Sowing God's Spirit** across our Diocese. Your prayer, your generosity, your yes, supports ministries, forms future priests and deacons, strengthens parishes and schools, and serves those in need.

Through the Annual Diocesan Appeal, with prayers and generous support, we can provide the place for all to encounter Christ through sacraments, service and each other.

Show video before or after weekend Masses

March 7/8

In this Sunday's Gospel, Jesus meets the Samaritan woman at the well in the middle of an ordinary day. A simple conversation becomes a life-changing encounter. Jesus offers her living water, restores her dignity, and sends her back to her village with a joyful invitation: "Come and see."

That same mission continues in the Diocese of Des Moines. Each day, ordinary people like you reflect God's grace through welcome, encouragement, and care—creating places where others encounter Christ and discover they belong.

Through the Annual Diocesan Appeal, your generosity strengthens ministries, forms future priests and deacons, cares for clergy, supports Catholic Charities, and brings hope to those in need. Please give prayerfully and generously, helping Christ's living water

reach every corner of our Diocese.

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. The resources provided to us through the Diocese enable us to fulfill these missions. *(Insert the ways that your parish makes use of the resources and services from the Diocese office.*

Your contribution card can be dropped in the collection basket, brought to the parish office, or mailed to the Diocese. You can make an electronic gift by scanning the QR code in your pew or visiting DMDiocese.org/giving. We need your help in meeting our parish's ADA goal and sustaining the Catholic Church in southwest Iowa. Funds raised above our goal will be returned to the parish for our 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!

March 14/15

In this Sunday's Gospel, Jesus restores sight to the man born blind. Where others looked for someone to blame, Jesus chose encounter. He stopped, touched him, and brought light not only to his eyes, but to his life.

This Gospel speaks to the heart of parish life. Our parish is called to notice those who feel unseen, to cultivate connections where Christ's light reaches people in need, and to become a community of friendship and belonging. A warm welcome, an encouraging word, a caring presence—these simple acts help others see Christ and know they belong. Our parish is called to do the same—to notice the unseen and reflect Christ's compassion.

Through the Annual Diocesan Appeal, your generosity strengthens ministries, forms future priests and deacons, cares for clergy, supports Catholic Charities, and brings hope to those in need. Please give prayerfully and generously, helping Christ's light reach every corner of our Diocese. Your gift creates encounters.

March 21/22

When Lazarus falls ill, his sisters send word to Jesus: "The one you love is ill." What follows is a story of friendship, patience, and hope. Jesus enters the sorrow of Martha and Mary, weeps with them, and invites all present into a profound encounter with God's power and love. At the tomb, Jesus calls Lazarus back to life—but He also turns to the community and says, "Untie him and let him go." New life is revealed through communion and shared responsibility.

This is the mission of our parish. We are called to cultivate connections that help people move from grief to hope, from isolation to belonging. Through prayer, service, and care, we accompany one another and make space for Christ to act.

Through the Annual Diocesan Appeal, our parish joins with others to support ministries that bring life and healing—forming future priests and deacons, caring for aging clergy, serving families in need, and strengthening parishes, schools, and outreach across the Diocese. Your gift creates encounters.

March 28/29th, Palm Sunday

In the Passion, Pilate asks a question that echoes through every generation: “What shall I do with Jesus?” Surrounded by fear and division, Jesus stands in silence, choosing love over power. Rejected and condemned, He walks the path of the cross, yet from that cross He draws all people into communion, bridging the divide between God and humanity.

That question is ours as well. What will we do with Jesus who meets us in the suffering, the overlooked, and the searching? As a parish, we choose not to turn away. We remain present. We cultivate connections rooted in friendship, compassion, and shared responsibility. We walk with those who suffer and support one another in faith.

Through the Annual Diocesan Appeal, our parish joins with others across the Diocese to make that choice visible - serving the poor, accompanying the hurting, forming future priests and deacons, caring for clergy, and strengthening parish life and schools.

Your gift is a concrete act of solidarity and love. Please give prayerfully and generously, choosing Christ and helping His love remain visible in our community. Your gift creates encounters.

Easter

On that first Easter morning, Mary of Magdala came to the tomb while it was still dark. She found the stone rolled away and, in fear and confusion, ran to Peter and John. What began in uncertainty became an encounter with new life. Together, in friendship and care, they witnessed the signs of the Resurrection, and their faith was strengthened. The risen Lord drew them into deeper communion—not alone, but as a community.

That same encounter continues today, ordinary people like you allowing God’s grace to shine in remarkable ways. You may not have extraordinary abilities or abundant time, yet you trust that God has already placed within you all you need to share His love. A warm welcome, an encouraging word, a helping hand—these simple acts create space for others to encounter Christ.

The Annual Diocesan Appeal helps extend this Easter mission beyond our parish. It supports the formation of future priests and deacons, cares for retired clergy, strengthens parishes and schools, and brings hope to the vulnerable. More than programs, it nurtures the gifts God has sown among His people.

In Christ, we belong to one another. Your faith and generosity help proclaim that the stone has been rolled away. Please give prayerfully and generously.

April 12th Divine Mercy Sunday

On that first Easter evening, the disciples were gathered behind locked doors, fearful and uncertain. Then Jesus appeared among them, saying, “Peace be with you.” He showed them His hands and side, breathing the Holy Spirit upon them and giving them the gift of forgiveness: “Whose sins you forgive are forgiven them.” In this encounter, fear became joy, doubt was met with patient guidance, and the disciples experienced Divine Mercy—God’s love and forgiveness made tangible.

Our parish is called to be a place where Divine Mercy is alive. Here, through prayer, friendship, and shared service, people encounter Christ, experience forgiveness, and are drawn into communion with God and one another.

Through the Annual Diocesan Appeal, we extend this mercy beyond our parish—forming future priests and deacons, caring for clergy, supporting those in need, and strengthening parish life across the Diocese.

Your gift is an act of mercy in action. Please give prayerfully and generously, so together we may cultivate encounters with Christ, build lasting friendships, and share His Divine Mercy with all.

April 19th

On the road to Emmaus, two disciples walked in disappointment, unaware that the risen Jesus was beside them. He listened to their story, broke open the Scriptures, and was made known in the breaking of the bread. Their hearts burned within them, and they returned to Jerusalem with renewed joy and purpose.

Our parish is called to be a place like Emmaus – where Christ walks with us, friendships are formed, hearts are opened and the bread of communion unites us. You may not have extraordinary abilities or abundant time, yet you trust that God has already given you what you need to share His love. A warm welcome, a listening ear, an encouraging word—these simple acts help others recognize Christ walking with them.

The Annual Diocesan Appeal extends that Emmaus encounter across our Diocese. Your generosity strengthens ministries, forms future priests and deacons, cares for retired clergy, supports Catholic Charities, and builds up our parishes and schools. More than programs, it nurtures the gifts God has sown among His people.

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 help ensure the Diocese of Des Moines will be able to continue its mission of serving the people of God in southwest Iowa

Script for Bishop's ADA video

Every day across the Diocese of Des Moines, I am blessed to witness regular folks like you allowing God's grace to shine through them in remarkable and beautiful ways. They may not have exceptional abilities or an excess of unclaimed time, but they are responsive and trust that God has already placed within them all they need to share His love.

When we look around our Diocese—our parishes, schools, families, and neighborhoods—we find that the greatest resources to carry out Christ's mission are already here. They are not up in the sky or buried in a field. They are here... in **you**.

Your warm gaze helps a newcomer or young person feel like he or she belongs and paves the way for an **encounter** with Christ.

You offer an encouraging word that lifts the spirits of someone who is struggling and opens the door to genuine **friendship**.

You bear the helping hands, the prayerful heart, the accompanying presence that forms **communion** in our Church.

These human connections are why the Annual Diocesan Appeal matters so much. The Appeal is not only about supporting programs. It is about nurturing the gifts God has sown in his people across Central and Southwest Iowa so they may flourish and bear fruit. Pope Leo XIV reminds us that Christian love makes the impossible possible. Your generosity mingled with Christ's Spirit transforms possibilities into reality!

Your support strengthens ministries that guide and support our faith. It provides care for our retired priests who offer their lives in service of the Gospel. It forms seminarians and deacon candidates who will be our future spiritual leaders. It supports young people as they discover the adventure of following Christ. Your participation in the Appeal helps Catholic Charities bring compassion and dignity to people struggling with poverty, crisis, or loss. It bolsters individuals living with special needs or mental-health challenges and lifts up families searching for reasons to hope. And it strengthens our parishes, schools, and student centers so we can continue forming disciples for generations to come.

But even more, your support conveys a profound message: we belong to one another. In Christ, we are one Body. In our shared dependence on God and each other woven together in our **communion** of faith, every **encounter** with Christ—especially in the sacraments and in the faces of our brothers and sisters—draws us deeper into the **friendship** God desires among his people. When we live this friendship together, we become the kind of Church the world longs to meet: a community defined not by wealth or size, but by hearts seeking to love beyond limits. All can sense: JOY LIVES HERE!

So I invite you to see the gift that **you** are to this diocese. Your faith, your presence, and your generosity are the seeds from which God brings forth abundant fruit.

Please join me in prayerful and material support of the Annual Diocesan Appeal. May Jesus find simple, living faith wherever he encounters us—as neighbor, brother, Savior, and friend. Thank you for helping God's grace grow in every corner of our diocese.