

2011
Archbishop's
Annual Appeal

***“From his fullness we have received,
grace upon grace.”***
- John 1:16

LEADERSHIP MANUAL

Pastor's Edition

Office of Development
(415) 614-5580
SFArchdioceseDevelopment.org

ARCHBISHOP'S ANNUAL APPEAL 2011

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TABLE OF CONTENTS

1	GENERAL	
	Table of Contents	2
	The Archbishop's Stewardship Council	3
	The Office of Development	4
2	PURPOSE	
	Statement of Purpose	5 - 6
	Archdiocese Sources of Income	5
	Archdiocese Uses of Funds	6
3	CAMPAIGN	
	Raising Funds	7
	Pledge Administration by the Archdiocese	7 - 8
	Self-Administered Parishes	8
	Gift Plans	9
	Making the Appeal a Success	9
	Calendar	10 - 11
	Sample Pastor's Case Letter	12
	Homily / Podium Announcement	13
	Lay Person / Couple Presentation	14
	Follow-Up Podium Announcement	15
	Special Solicitation Methods	16 - 17
	Other Methods of Solicitation	17
	Suggested Prayers of the Faithful	18
	Suggested Bulletin Announcements	19
	Fundamentals for Success	20
	Fundraising Principles	21
	Hints from the Parish Appeal Sessions	22
	Archbishop's Annual Appeal General Information	
	AAA Assessment Process	23
	2011 AAA Parish Assessments:	24

This manual and the associated forms, letters, tables and other assists have been provided on CD-ROM and are available on the Office of Development website (SFArchdioceseDevelopment.org). Call (415) 614-5580 for additional CD-ROM copies.

ARCHBISHOP'S ANNUAL APPEAL 2011

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STEWARDSHIP COUNCIL

The Archbishop's Stewardship Council consists of representative pastors from each Deanery of the Archdiocese. The Council meets periodically to review and advise on activities that involve the Office of Development. In particular, the Stewardship Council meets to determine assessments for each parish in the Archdiocese of San Francisco for the Archbishop's Annual Appeal. The Archbishop's Stewardship Council also recommends a schedule of Special Collections to the Archbishop.

Reverend Paul Arnoult
Chair

Reverend Paul Arnoult	Saint Patrick
Reverend John Balleza	Our Lady of Mount Carmel (Redwood City)
Reverend Mario Farana	Saint Paul
Reverend Alwyn Furtado, CSSp	Saint Mark
Reverend Paul Gawlowski, OFM Conv.	Saint Paul of the Shipwreck
Reverend Thomas Hamilton	Saint Gabriel
Reverend Rene Iturbe, SM	Notre Dame Des Victoires
Reverend Charles Puthota	Saint Veronica
Reverend Rene Ramoso	Saint Augustine
Reverend John Ring	Saint Vincent De Paul
Reverend Kenneth Weare	Saint Rita
Reverend Monsignor James T. Tarantino	Moderator of the Curia (<i>ex-Officio</i>)

THE OFFICE OF DEVELOPMENT

The Office of Development of the Archdiocese of San Francisco is responsible for providing fundraising guidance and assistance to the parishes of the Archdiocese.

Services include:

Archbishop's Annual Appeal

Education Endowment

Planned Giving

Foundation Grants

Special Collections

Capital Campaigns

Demographic Data

Special Events

Credit Card Donations

Online Giving

OFFICE OF DEVELOPMENT

Michael O'Leary

Director

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Associate Director

Florian Romero

Development Associate

TWO-FOLD PURPOSE OF THE ANNUAL APPEAL

The purpose of the *Archbishop's Annual Appeal (AAA)* is to assist in funding the overall budget of the Archdiocese and to maintain awareness of needs beyond those serviced by the parish. Along with other funding sources, the AAA enables the Archbishop to provide ministries, programs and services that benefit all the parishes of the Archdiocese of San Francisco and to help people who are unaffiliated with any parish or even with the Church. The Appeal also allows parishioners to participate in the needs of the universal Church beyond the parish boundaries.

This year, the total budget of the Archdiocese is approximately \$10 million and the projected expenditure for the ministries and services that benefit Catholics and others in San Francisco, Marin, and San Mateo counties is approximately \$6.93 million. The total contribution required from all parishes for the *Archbishop's Annual Appeal 2011* to help fund those ministries and services is \$5.51 million. The *Archbishop's Annual Appeal* provides over half the total budget of the Archdiocese, including most of the money required to support the ministries and programs of the parishes, for Archdiocesan direct ministry and for centralized administrative services that benefit the parishes. The Annual Appeal also provides for support of our clergy and for our support of the Universal Church. The remainder of the Archdiocese's budget is funded by bequests, rental income, investment income and special gifts.

All contributions to this Archbishop's Annual Appeal 2011 campaign are "restricted funds". They must be used solely for the ministries and programs indicated.

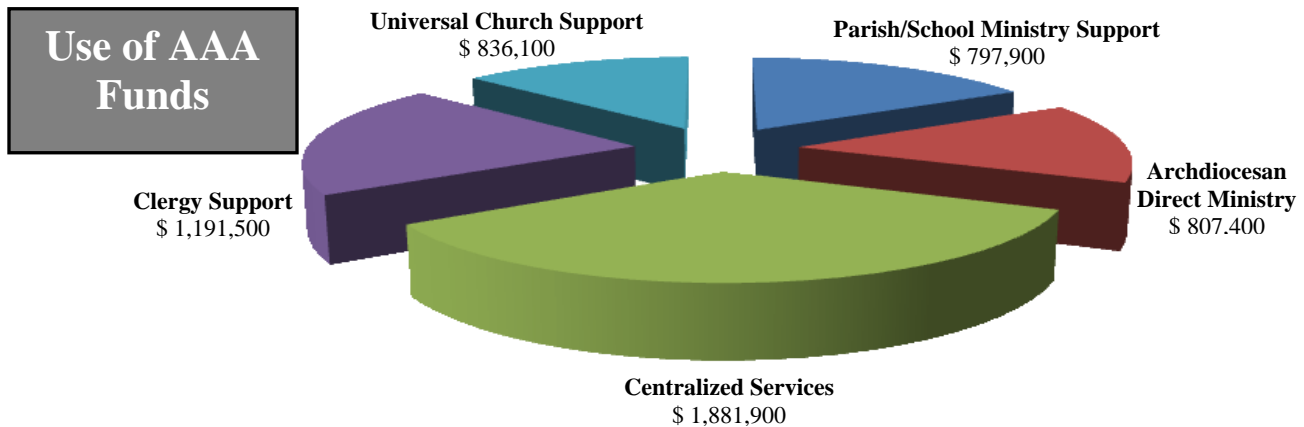


ARCHBISHOP'S ANNUAL APPEAL 2011

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PURPOSE OF THE ANNUAL APPEAL *(continued)*

The ministries, programs and services provided by the Archdiocese include:



Ministries and Programs Supported

	<u>Total Budget</u>	<u>From AAA</u>
<u>Parish / School Ministry Support</u> Parish and School subsidies, Department of Pastoral Ministry Religious Education & Youth Ministry, Office of Worship, Marriage and Family Life, Respect Life, Family Grants, Teacher Incentive Grants, and Inner City Elementary schools.	\$1,002,200	\$ 797,900
<u>Archdiocesan Direct Ministry</u> Ethnic Ministries, Ministry for Spanish-Speaking, Restorative Justice, ACCW, The Tribunal, Vicar for Spanish Speaking, Vicar for Filipinos, Ecumenical and Inter-religious programs, Office for Women Religious, Pastoral Ministry, Marriage & Family Life, Office of Public Policy & Social Concerns, Respect Life, Natural Family Planning, and Hospital Chaplains.	\$1,014,100	\$ 807,400
<u>Centralized Services</u> Human Resources, Property Services, Real Estate, Archives, Finance, Payroll, Administrative Services, Development, Vallambrosa and Department of Cemeteries.	\$2,363,700	\$1,881,900
<u>Clergy Support</u> Vicar for Clergy, Vocations, Office of Diaconate Formation, Permanent Diaconate, continuing education of priests, Priests Retirement Fund, Council of Priests, Auxiliary Bishops, and Serra Clergy House.	\$1,496,600	\$1,191,500
<u>Support of Universal Church</u> Holy See, California Conference of Bishops, USCCB, <i>Catholic San Francisco</i> , <i>El Heraldo Catolico</i> , and Communications.	\$ 1,050,200	\$ 836,100
<u>Programs, Ministries & Services Not Funded Through The AAA</u>	\$3,106,700	\$ 0
TOTAL SERVICES & MINISTRIES:	\$10,033,400	\$5,514,800

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RAISING FUNDS

Every parish and mission church is assessed a share of the total Archdiocesan goal for the Annual Appeal. The Archbishop's Stewardship Council uses a formula and process to determine these assessments and each assessment is reviewed and approved by the Archbishop. The formula and the process were established by the Council of Priests and approved by the Archbishop. Parishes are notified of their assessment in the fall of each year in a letter from the Archbishop and are afforded an opportunity to challenge those assessments. It is the responsibility of the parish to remit the entire amount of the assessment by December 31 of the Appeal year.

Every parish is asked to present the needs of the Archdiocese to their parishioners and to conduct a campaign to obtain the money for the parish's assessment. The Office of Development provides tools for this campaign including posters, brochures, and envelopes. This also includes assistance and in-parish training. The campaign is advertised and featured in *Catholic San Francisco* and in *El Heraldo Catolico*.

ALL FUNDS CONTRIBUTED BY PARISHES IN EXCESS OF THEIR ASSESSMENT ARE RETURNED TO THOSE PARISHES FOR THEIR USE.

PLEDGE ADMINISTRATION

Archdiocese-Administered Donors:

The Archdiocese assists in the campaign by providing a pledge administration system. The parish asks parishioners to make individual determinations of the amount they will contribute to the Appeal and to complete a brief agreement stating the amount they will pay immediately or expect to pay by December 31, 2011. (Note: Pledge agreements are not legally binding.) In the parishes whose donors are administered by the Archdiocese, initial donations are received by the parish and forwarded to the Archdiocese via a Bank of America lockbox. Some donors prefer to pay in full at the time of the gift solicitation while others like to spread the payment over ten months. The Archdiocese acknowledges each gift, and mails monthly reminder notices to each parishioner who has completed a signed pledge agreement. Each reminder includes an envelope for the donor's use in remitting payment via the Bank of America lockbox. Parishioners may pay pledges monthly or at any time of their choosing, by check, money order or transfer of stock or other property. The Archdiocese also provides the IRS tax letters at year-end as required. Credit cards (*MasterCard and Visa only*) are accepted for via paper form for one-time contributions and online for one-time gifts and multiple payments. Credit card gifts are processed by the Archdiocese and the Archdiocese pays all Credit Card fees associated with Credit Card donations.

ARCHBISHOP'S ANNUAL APPEAL 2011

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Online Giving: Be sure to tell your parishioners of this great opportunity!

In 2010, the Archdiocese of San Francisco began accepting online credit card and direct debit (electronic transfer from a bank account) donations. Through online giving, a donor may give either a one-time gift or a monthly recurring gift using a credit card or via direct debit from a bank account. In 2011, we have expanded this opportunity to all Archdiocesan-administered parishes (although a few have chosen not to participate). **If you are a participating parish, please be sure to let your parishioners know of this exciting opportunity to donate through your bulletin and pulpit announcements!**

Important: In each month's ARCHPAK is the AAA Month End Summary Report, an update of all the donations received toward your parish's AAA goal. Please make sure to give this report to your AAA Administrator each month, so that they can accurately reconcile your parish records to our donor records!

Self-Administered Parishes:

Some parishes have chosen not to have the Archdiocese administer their donors. These parishes administer contributions within the parish and make quarterly remittances to the Archdiocese. Parishioners' donations are accepted in the parish and deposited along with other offertory collections into the parish's account. These parishes are responsible for sending payment reminders to parishioners, acknowledging all gifts, and providing tax letters to parishioners at year-end. In addition, the Archdiocese will acknowledge any gift of \$250 or more if the parish provides the name and address of the donor and the amount of their gift. *(These parishes can accept one-time contributions via Credit Cards in the same way that parishes that use the Archdiocese administration program do so. Note: Credit Card gifts processed by the Archdiocese will not show up on the monthly pledge reminder, but will be on the AAA 2011 Monthly Report sent in the Archpak. If you have questions, please contact the Office of Development.)*

For the 2011 Archbishop's Annual Appeal campaign, self-administered parishes are not eligible to participate the Archdiocesan system for online donating. For more information about this project, please contact the Office of Development.

ARCHBISHOP'S ANNUAL APPEAL 2011

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GIFT PLANS

Regardless of which pledge administration system your parish has chosen, it is a good idea to recommend a variety of specific gift plans to parishioners for their consideration. **For those parishes which start the Appeal by February or March**, to the right is an example of how the parishioners can pledge to your parish.

2011 Gift	Ten (10) Monthly Pledge Payments
\$ 2,000	\$ 200
\$ 1,000	\$ 100
\$ 500	\$ 50
\$ 300	\$ 30
\$ 100	\$ 10

Another popular method is to ask each parishioner to contribute one hour's wage for each month of the year. In this instance, someone making \$ 20 per hour would make a gift of \$ 240. Paid in 10 installments, each payment would be \$ 24.

A final method is to break a pledge down into a per day donation. For instance, a \$50 per month (\$500 per year) donation averages roughly \$1.60 per day, less than a cup of gourmet coffee.

MAKING THE ANNUAL APPEAL A SUCCESS

Each parish should form a *campaign committee* consisting of:

The Pastor & Parochial Vicars who provide enthusiastic advocacy on behalf of the Archbishop and encourage parishioners to support the Archbishop's Annual Appeal campaign.

The Parish Secretary or Appeal Coordinator who provides the administrative, managerial and accounting support to ensure that parishioners receive Archbishop's Annual Appeal materials and that all gifts are properly recorded and processed.

The Lay Chairperson(s) who lead(s) the campaign by speaking from the Podium and directing all activities necessary to ensure that every household in the parish receives a brochure and is asked to make a gift to the Archbishop's Annual Appeal.

Be sure to choose enthusiastic people who support the Annual Appeal. Enthusiastic promotion by your campaign committee goes a long way toward making the AAA successful at your parish!

REMEMBER: All funds in excess of the parish assessment are returned to the parish for its own use!

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AAA 2011 CALENDAR

This sample timetable can be adapted to the particular schedule that is appropriate for your parish. While it can be changed to meet parish needs, care should be taken to give parishioners the maximum time to pay pledges.

December 15-22, 2010

Campaign materials arrive at parish.
Parishes review to ensure orders are accurate.
Call the Office of Development (415) 614-5580 if there are discrepancies.

January 19, 20 & 21, 2011

Workshops on conducting the campaign and administering the Appeal will be done county by county at **10:00 am in San Mateo (Immaculate Heart of Mary), Marin (St. Sebastian), and San Francisco (St. Cecilia) counties, respectively.** All sessions are open to all, so that attendance can be based on time convenience rather than parish location (i.e., it is not necessary to attend in the County in which your parish is located).

1st Parish Meeting

Pastor, Secretary and Chairpersons meet to plan 2011 Parish Campaign.

Prepare Pastor's Case Statement letter.* Secretary and/or volunteers prepare(s) envelopes or mailing labels to mail brochure to each household on parish list. This mailing should include the Pastor's Case Statement letter.

Week #1:

First Podium Announcement*

Pastor announces in-pew signup to take place on the following Sunday at all Masses; asks parishioners to come prepared to accomplish the task of raising the required funds..

Bulletin Announcement reinforces Pastor's announcement.*

Early in following week, Pastor's letter encouraging participation by all parishioners at a higher level of giving than prior years is mailed to all registered households with campaign brochure.

* A sample for each of these is available later in this guide.

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AAA 2011 CALENDAR (Continued)

Week #2:

Second Podium Announcement* / Homily

Homilist presents brief homily that provides exegesis of the day's scriptures, links to mission of Jesus and the Church and extols the need to support the Archdiocesan ministries and services.

Chair Person / Couple present(s) Annual Appeal needs from the Podium, ask(s) support of all parishioners and **conduct in-pew signup.**

Bulletin Announcement reinforces the needs of Archdiocese and how additional funds will be used in the parish.

Staff prepares AAA worksheet and mails to Bank of America lockbox.

Week #3:

Third Podium Announcement* / Homily

Pastor, Chair or Chair Couple present(s) progress report and ask(s) for support from those who have not yet given.

Bulletin Announcement includes a written progress report.

Repeat in-pew sign-ups if necessary.

Parish staff prepares AAA worksheet and mails to Bank of America lockbox.

Week #4:

Thank You and Second Progress Report*

Pastor, Chair or Chair Couple thank(s) all who have given and ask(s) support again from **non-donors.**

Bulletin Announcement is progress report.

Parish staff prepares AAA worksheet and forwards to Bank of America lockbox.

**Follow-up.... A letter may be sent to all who have contributed to previous years' AAA campaigns but have not yet made a gift to the current campaign.
(Don't worry...we can help with this.)**

* A sample for each of these is available later in this guide.

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SAMPLE PASTOR'S CASE LETTER

(This letter or a similar one can be used in conveying the brochures to each household in the parish)

January 15, 2011

Mr. and Mrs. John Q. Smith
123 Main Street
Anytown, Anystate 99999-9999

Dear Mr. and Mrs. Smith,

Each year at this time, our Archbishop asks us to join his efforts to provide programs and ministries to the people of the Archdiocese of San Francisco through our participation in the Archbishop's Annual Appeal. We are called by God to be good stewards of all that He has given us, and this Appeal is an excellent way to respond to that call.

In the Gospel of John we are reminded over and over that we have benefited from God's providence. Each of us has been richly blessed and we can each find some way to give back to God. We can continue the mission of Jesus through our participation in this Appeal. The ministries funded by the Appeal reach the poor, the homeless, youth, senior citizens, the disabled, the sick, and others. These ministries and services aid virtually every Catholic in need, and the Appeal also helps evangelize many who have not heard the Good News of Jesus. Every Catholic in the Archdiocese is asked to consider participation in these programs. ***One hundred percent of the funds from the Archbishop's Annual Appeal 2011 will be used for the ministries and programs listed in this guide and in the campaign brochure.***

Our parish assessment this year is \$ _____. Any money raised in addition to this amount will be used for our own parish needs. Some of the ways we might use that money include _____.

Enclosed is a brochure that gives more information about this important Appeal and the ministries and programs that it funds. God bless you for your stewardship and for your support of the efforts of our Church to share our abundance with those in need.

Sincerely yours in Christ,

Fr. Ima Preest
Pastor

P.S. I'm personally giving to the AAA. I encourage you to join me to support our parish and the Archdiocese!

NOTE: If you are a participating parish for online giving, consider adding a comment about this opportunity!

ARCHBISHOP'S ANNUAL APPEAL 2011

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SAMPLE PODIUM ANNOUNCEMENT

Those of us who attend Church here at _____ parish have been blessed with many gifts. God calls us to use those gifts for the benefit of others and ourselves. When everyone participates, the burden is lighter and the Church grows and flourishes.

The Appeal benefits youth, elderly, sick, disabled, families and ethnic groups. These programs assist all the parishes and the Annual Appeal even provides direct subsidies to some parishes and schools. The programs include vocations, training of priests and deacons, hospital ministry, family life programs, the marriage tribunal, foreign missions, communications and the Archdiocesan Council of Catholic Women. The money also helps in evangelizing those who have not heard the Good News of Jesus. In general, this Appeal supports programs and ministries that are beyond the ability of any single parish.

We ask that each of you consider what you can do to help with this important work. Perhaps you'll consider donating an hour's pay for each month of the year. You can consider what you've done in prior years and try to do a bit more this year. Maybe you'll use the giving guide in the brochure to help determine your gift.

It is also important to remember that as a parish we are assessed \$ _____. If parishioner gifts do not come to that amount, it will have to come from the parish bank account. The good news is that if we pledge more than that amount, the excess is returned to us for use here in the parish. We have an opportunity to help the Archdiocese in its work and to provide for special needs here in the parish as well.

I've filled out my own pledge card and urge you to do the same. Your support of this campaign is strong evidence of your faith and your love of the Church and of your neighbor. The generosity of the people in this parish is heartwarming, to say the least. Thank you for all that you do.

NOTE: If you are a participating parish for online giving, consider adding a comment about this opportunity!

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PRESENTATION FOR LAY LEADERS

Good morning/evening/afternoon. I am/we are _____.

I/We have been (a) member(s) of _____ parish for ___ years. My/Our children, __ (name) __ and __ (name) __ attend (ed) the parish school (or parish school of religion).

Like many families in this parish, we support the Archbishop's Annual Appeal. Our support of Appeal-funded programs and ministries is more than simply an act of kindness or generosity. It is important to the future of our Church, to the health and well being of many of our people, to the ministry of our priests and to the effective administration of our parish.

This year, our Archdiocese will spend nearly \$10 million to subsidize parishes and to make available ministries and programs that provide chaplains in hospitals, scholarships for less advantaged children, assistance for our elderly, retirement benefits for our priests, help for the homeless and the hungry, outreach to youth, young adults and disenchanting Catholics, as well as many other things. When we support this effort, we are sharing the blessings that God has given each of us.

When we give to the Archbishop's Appeal, we are also helping our parish. We need additional funds for _____, _____ or _____. Every dollar we contribute to this Appeal over and above our assessment of \$ _____ will come back to the parish to help meet our needs.

We have the benefit of this beautiful church (and school) that was (were) built through the sacrifice of other people -- many of whom or their families are at Mass with us here today.

The building would be of little use if the Archdiocese was not able to assign a dedicated pastor like Fr. _____ and parochial vicars like Fr. _____ and Fr. _____ to provide liturgies, the Eucharist, homilies, the sacraments, pastoral counseling and all the other things that nurture us in our spiritual life from the time we are born until the time we die. The priests could not be here if the Archdiocese did not maintain a Vocations Office to inspire future priests and a seminary to train them. We also need the bishops to ordain our priests and help them with their on-going formation and training.

I / We ask you to take a moment to fill out your pledge card.

Please give this Appeal your support. It is very important to many people and it helps us to carry out our stewardship by following the example of Jesus. It can also be an effective way to build our community and to fund parish projects if we exceed our assessment.

NOTE: If you are a participating parish for online giving, consider adding a comment about this opportunity!

ARCHBISHOP'S ANNUAL APPEAL 2011

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SAMPLE FOLLOW-UP PODIUM ANNOUNCEMENT

I am pleased to announce that so far, _____ parishioners have committed a total of
\$ _____ to this year's Archbishop's Annual Appeal towards our assessment of
\$ _____.

Our support of the Archbishop's Appeal is important to the physical and spiritual well being of many of our Catholic friends and neighbors, to help us work with other faiths and to enable us to evangelize those who have not yet heard the Good News of Jesus.

The money raised in this Appeal enables the Archdiocese to conduct programs and ministries that are well beyond what any single parish could do alone. Through the Appeal, we help minister to youth and to adults, to seniors and to families, to the sick and to the disadvantaged. We also train priests and deacons and we care for our retired and infirm priests. The Appeal helps the Archbishop provide tuition assistance, hospital chaplains, Respect Life activities and other Archdiocesan services and ministries that benefit every parish and mission.

It is also important to recall that every dollar raised in excess of our parish assessment will be used to meet the particular needs of our parish. (CITE PARISH SPECIFIC EXAMPLES)

If you have not had a chance to make your gift, please do so today.

(EXPLAIN THE PLEDGE PROCEDURE AND REFER TO THE COMBINED BROCHURE, REMITTANCE FORM, AND RETURN ENVELOPE.)

NOTE: If you are a participating parish for online giving, consider adding a comment about this opportunity!

ARCHBISHOP'S ANNUAL APPEAL 2011

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SOLICITATION METHODS

The way that we choose to support the Church is often rooted in our cultural background and our upbringing. Some cultures are open to writing checks to the parish or to signing pledge agreements and making payments throughout the year. Others prefer to raise the money through events that also build community in the parish. Still others have ethnic organizations that they are willing to contribute to, in order that the organization may in turn provide support to the parish. Some cultures respond better to regular second collections. Pastors must evaluate their congregations and select the methodologies that best serve the parish. The following may help in making that evaluation. Whichever method is used, an enthusiastic appeal that stresses the positive impact of the Annual Appeal always leads to a more successful campaign!

Personal Visit (potential major donors)

Personal contact is the most effective method of solicitation. The Pastor should visit those parishioners with the most potential for giving, while parishioners who are well known in the parish can visit others. Most importantly, the solicited parishioner is given an opportunity to ask specific questions regarding the appeal.

- Explain the reasons for the Appeal (i.e., the needs of the ministries funded by the Archdiocese) and, in some cases, specific needs of the parish and how the extra money raised will directly benefit the parish.
- Request a pledge commitment.
- Explain the monthly reminders, payment and tax acknowledgement system.
- Thank parishioners for their support of the Archdiocese and of the parish.

In-Pew Solicitation

- Flyers, remittance slips and envelopes should be available for all parishioners.
- The materials should be exhibited and explained, preferably as an announcement and not as part of the homily.
- Time should be given to the congregation to complete the forms.

Some method of collection of completed forms must be provided (i.e., collection by the ushers, baskets at the doors to the church, etc.).

Telephone Tree Solicitation

Use parishioners who are well known in the parish. Provide them lists of other parishioners to call and request participation. They should be willing to say that they themselves have participated and should encourage participation at any level, but ask prior donors to consider increasing last year's gift.

Online Donation Solicitation

Consider using special solicitation efforts on parishioners more likely to donate online. Have the pastor or a well-known parishioner to send an email to such parishioners or perhaps add an announcement to the church website on how to give to the AAA online. In all such cases, be sure to include a link to the donation site.

After Mass Solicitation

This approach affords a weekly opportunity to obtain support from parishioners who are present at Mass. It requires the parish to provide information regarding the Appeal. The spokesperson should explain who benefits from the Appeal and give personal examples of people who have been helped by these ministries and programs.

ARCHBISHOP'S ANNUAL APPEAL 2011

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After Mass Solicitation(cont.)

He or she should state the parish's needs and point out that the parish gets any money contributed over the Archdiocesan assessment. Finally, the spokesperson invites the parishioners to join him/her in making a pledge.

To assist you in the use of this method:

- Flyers, remittance slips and envelopes should be available for all parishioners.
- A sufficient number of volunteers should be present to answer questions, to assist in filling out commitment forms and to direct parishioners to the separate tables. Volunteers need to be informed, supplied with flyers and envelopes, pens or pencils and boxes to collect the remittance slips/envelopes.
- Choose an appropriate location, close to church exits, marked with Annual Appeal posters and stocked with flyers.
- Copies of an alphabetized list of parishioners should be available; at least one per table. These lists are to be used in recording gifts or commitments, making address changes, helping people register in the parish, etc. Note: To make finding people faster and easier, consider dividing names of parishioners alphabetically into at least five (5) groups.
- Refreshments are a nice option.

Other Methods of Solicitation

Second Collections.

- Some parishes use second collections monthly, quarterly, or as needed to complete their assessment. This should be a method of last resort as it is likely to detract from primary collections.

Events

- Events such as parish bazaars, pasta dinners, craft fairs, cultural dinners, etc., can be used to generate funds. Live and silent auctions can be a part of such events. Note: These are often labor and capital intensive for the return generated.

Solicitation Methods Summary

The methods described above might be characterized as "primary methods", but parishes are encouraged to apply their own creativity to this process. Important things to remember are:

Contribution to the Archbishop's Annual Appeal is one of many ways that parishioners can use to express their own stewardship, to respond to God's call to help the poor and the marginalized and to help in evangelizing those who do not know about Jesus.

- Parishioners deserve to know that the parish supports the Archdiocese and, via the Archdiocese, helps support the Church throughout the world. Our Church is universal and does not end at the parish's geographic boundaries, but it is in the parish that people are gathered on a regular basis thereby affording an opportunity to solicit their financial assistance.
- The amount of the parish assessment is set by a formula devised by pastors. It is an assessment of each parish's fair share and must be paid. When everyone participates and the need is shared, no one is unduly burdened.

ARCHBISHOP'S ANNUAL APPEAL 2011

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SUGGESTED PRAYERS OF THE FAITHFUL

Note: *Not everyone can give or will give to this Appeal, but everyone can pray for its success. Please include some suggested prayers of the faithful in your liturgies during the campaign.*

For all members of the Church, here and elsewhere, that with the guidance of the Holy Spirit, we may use our God-given gifts to work for peace and justice in our world, *we pray to the Lord.*

That the Archbishop's Annual Appeal will be successful in our parish and throughout the Archdiocese so that we may continue to minister together, *we pray to the Lord.*

That all parishioners will consider how we can share our blessings and reach out to the needs of others through the support of the Archbishop's Annual Appeal, *we pray to the Lord.*

That we will see the Archbishop's Annual Appeal as an opportunity to join with our brothers and sisters in the parish and throughout the Archdiocese to serve one another as Christian Stewards, *we pray to the Lord.*

That our community will live the mission of Jesus to bless the lives of others through our support of the Archbishop's Annual Appeal, *we pray to the Lord.*

That as we make our gift to the Archbishop's Annual Appeal, we remember that God cannot be outdone in His generosity to us, *we pray to the Lord.*

That God will grant us a generous spirit so we may see the Archbishop's Annual Appeal as an opportunity to share the blessings we have received, *we pray to the Lord.*

That we might follow in the footsteps of Jesus and bless the lives of those around us through our support of the Archbishop's Annual Appeal, *we pray to the Lord.*

That everyone in our Archdiocese may share in the abundance of God's goodness and that we might help to make that so by our support of the Archbishop's Annual Appeal, *we pray to the Lord.*

For all those who labor in ministry and in programs for the young, the old, the sick, the disabled, the homeless and the hungry, that they will get the help they need from our support of the Archbishop's Annual Appeal, *we pray to the Lord.*

SUGGESTED BULLETIN ANNOUNCEMENTS

Week One (1)

This week marks the beginning of the *Archbishop's Annual Appeal 2011 (AAA)*. Our parish assessment is \$ _____. All dollars donated in excess of this assessment will be returned to the parish to meet our needs. Some ways we might use those funds are: (CITE PARTICULAR PARISH NEEDS).

This week, all parishioners will receive a letter from Fr. (*pastor's name*) and a brochure that explains the programs and services funded by the Annual Appeal. Next Sunday, we will conduct an in-pew opportunity to complete those forms. Through the Appeal we join with other parishes and the Archbishop in ministering to youth, seniors, families, the sick and disadvantaged. We help train priests and deacons and we care for our retired priests. The Annual Appeal also helps the Archbishop provide seminary tuition assistance, hospital chaplains and Archdiocesan services and ministries that benefit every parish and mission.

Subsequent Weeks

Please review the various gift plans that are outlined in the Archbishop's Annual Appeal brochure. They range from \$ 100 to \$ 2,000. Every gift, regardless of amount is appreciated and will be put to good use.

(EXPLAIN HOW THE PLEDGES AND PAYMENTS ARE HANDLED IN THIS PARISH.)

As you can tell from the thermometers on the Annual Appeal posters, the campaign is (or is not) going well, but is not yet completed. Please lend your support to this very important work of the Church.

OR

(Parish Name's) participation in the Archbishop's Annual Appeal has reached \$ _____ toward our assessment of \$ _____.

I want to thank all of you who have turned in your pledges and ask the rest of you to join this important work. As you can tell from the thermometers on the Annual Appeal posters, the campaign is (not) going well, but is not yet completed. This Appeal is important to many ministries and services that serve thousands of people. This is a work that cannot be done by any single parish, but together as an Archdiocese we make amazing things happen. Please be as generous as you can.

OR

Our parish has reached our assessment for the Archbishop's Annual Appeal and has exceeded it by \$ _____. That money will be returned to us by the archdiocese. I want to thank you for your generosity. For those of you who have not yet donated, I'd like to call your attention to the fact that you will now be donating directly to the parish, so please be generous. Again, my thanks go to all of you for your continued support.

NOTE: If you are a participating parish for online giving, consider adding a comment about this opportunity!

ARCHBISHOP'S ANNUAL APPEAL 2011

"From his fullness we have received, grace upon grace."

FUNDAMENTALS FOR SUCCESS

- Start your campaign in February or March to allow 10 months of pledge payments.
 - Form a committee consisting of the Pastor and respected parish leaders.
- Establish goals for dollars to be donated and for number of donors to participate. Base your goals on an increase in the dollars contributed last year and on the number of donors to last year's campaign (*e.g., increase by 10% the average amount of each donation, increase the number of donors by 25%, etc.*).
 - Prepare a strong and attractive case for the Archdiocese and the parish.
- Send a letter with brochure to every registered family and stress the parish's desire to have maximum participation.
 - Send a second "follow-up" letter. Stress parish needs.
 - Pastor gives first homily / presentation.
 - Pastor or lay leaders give Podium talk ***and conduct in-pew signup.***
 - Volunteers distribute promotional materials during or after Mass.
 - Display posters in prominent, appropriate places.
 - Call attention to the "thermometers" to show progress.
 - Provide examples of how parish benefits from Archdiocese services.
 - Encourage conversation among parishioners about the Appeal.
 - Explain specific gift plans (one hour's wage for each family member, (\$ 2,000, \$ 1,000, \$ 500, \$ 100, etc.)
- Explain one-time gifts, pledges and the monthly reminder system, and how to handle payments (to the parish or to the Archdiocesan lock box at Bank of America).
 - Recommend parishioners check with employers regarding matching gifts.
 - Ask parishioners to increase their giving each year.
 - Follow the timetable.
 - **Ask for help when you need it. Call the Office of Development at (415) 614-5580.**

PRINCIPLES OF GIFT SOLICITATION

Here are some major principles that will help your campaign be successful. Remember, the parish keeps everything contributed over its assessment.

- Make your own gift first and be proud to share that fact.
(It is not necessary to share the amount.)

- People give to people. Use the most personal form of contact possible.

- People give because they are asked, when they are asked...so ask.
 - People give to a well-defined, positive cause.
 - Approach your best prospects first.

 - Previous donors are your best prospects.
 - Enthusiasm is contagious!

 - Giving is a good habit.

 - Suggest a specific gift plan.

 - Keep your sights high.

 - Do not apologize about asking for money.

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HINTS FROM CONVERSATIONS WITH PASTORS

The following list of hints came during the sessions at which parishes appealed their published assessment. They come from pastors who have a track record making the Appeal a success in their parishes.

Give the people an opportunity to complete the forms *in the pews* during Mass.

Ask parishioners to increase from \$1 to \$5, or from \$5 to \$10, or to increase by a recommended percentage figure, such as to increase by 10% or 20%. It can be helpful to point out the increase in the cost of common items, like a latte, a gallon of gas, a movie ticket, the rent, etc.

Offer help in completing the forms to those who might need it.

Always connect the Appeal's purposes to the scriptures of the day.

Use a "telephone tree" and enlist the help of dedicated parishioners to call their own friends and acquaintances to ask for their participation.

Send a letter to those who do not give, stating the parish's position and asking that they become involved.

Many pastors tell what they have done themselves and ask the parishioners to match it.

If the pastor is uncomfortable stating what he has done, he can simply say, "I've completed my pledge and I encourage you to complete yours."

(NOTE: The pastor has to make a contribution for either of the prior suggestions to make sense.)

Always display optimism and specify ways the excess contributions can be used to good advantage in the parish.

ARCHBISHOP'S ANNUAL APPEAL 2011
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ARCHBISHOP'S ANNUAL APPEAL 2011
ASSESSMENT PROCESS

The pastors of the Archdiocese have agreed that 16.85 % of the aggregate ordinary income of the parishes of the Archdiocese will be provided to fund Archdiocesan ministries and programs that support the work of all the parishes. Pastors devised this process of assessment to fairly distribute that target amount among the parishes. It is overseen by the Archbishop's Stewardship Council composed of one pastor from each of the eleven deaneries plus Monsignor James T. Tarantino, Vicar for Administration and Moderator of the Curia.

Each parish starts with an assessed percentage of 16.85% of ordinary income. Percentage points are added to or subtracted from that beginning percentage according to the contributing factors below:

DEMOGRAPHICS – The parishes are scaled by Average House Hold Income (high income to low income) as reported in the most recent U.S. Census, and are separated into fifths, or quintiles. To the parishes in the highest quintile, 3 percentage points are added to their assessment percentage. Those in the next quintile down have 2% added, the middle quintile gets no adjustment, the fourth quintile (of five) has 1% subtracted from their assessment percentage and the parishes in the lowest quintile have 6% subtracted. This provides support to the parishes in the most economically deprived areas. These numbers change once every five years, either with the release of a new census or at the midway point based upon a projection created by outside statistical consultants. *(This projection occurred in 2007 and is reflected in the 2011 Assessments).*

EXTRAORDINARY INCOME – Parishes that have either investment or rental income in excess of 6% of ordinary income are assessed an additional 1%. *(Only 1% is added even for those parishes with BOTH investment and rental income in excess of 6% of ordinary income.)*

HIGH DEBT SERVICE – Parishes that paid more than 10% of ordinary income as interest and principal on a debt receive a minus 1%.

SCHOOL SUPPORT – Parishes with schools get a minus 1% while those without schools get a plus 1%, a difference of 2% for having a school vs. not having one.

MAJOR CAPITAL PROJECTS – Parishes with major capital projects that create a hardship for the parish may get a minus 1%.

SPECIAL CONSIDERATION – Parishes may get from minus 1% to minus 7% if they require special consideration for situations or circumstances at the parish.

After these formula changes are made, a further step is taken to eliminate the deficit between the total assessments and the Archdiocesan goal, as well as to create the pool available to grant appeals. This is done by dividing the needed amount of money (assessment deficit + needed appeal pool) by the total amount of assessments at this point. Each parish's dollar assessment is then multiplied by this percentage (around 3%) and this amount is added to each parish's assessment to make up the deficit and to create the appeal pool.

Subjective adjustments by the Stewardship Council are used to ensure fairness and to accommodate specific current situations. Large increases or decreases may be phased in over a multiple year period. Finally, a maximum of 20.85 % and a minimum of 10.85 % will apply. Each parish's resulting assessment percentage is multiplied by its ordinary income as reported on Schedule 11 to determine its proposed assessment.

Once Archbishop Niederauer has reviewed and approved the list of proposed assessments, the results are published to the pastors. The pastors are also given a date on which assessment appeals will be heard. Appeals should include strong statements of current need that are not reflected in the parish financial statements. In addition, any appeal pool money remaining after all appeals are granted is refunded to parishes. After the appeals process, Archbishop Niederauer again reviews and approves the final assessments. The total assessment across the Archdiocese must be 16.85% of total Archdiocesan-wide ordinary income.

ARCHBISHOP'S ANNUAL APPEAL 2011

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San Francisco			Marin		
St. Mary's Cathedral	101	54,000	St. Rita Church	201	39,900
St. Agnes Church	103	69,900	St. Sebastian Church	203	58,000
St. Anne of the Sunset	105	48,000	St. Cecilia Church	205	6,100
St. Anthony of Padua	107	23,900	St. Mary Nicasio	207	4,700
St. Boniface Church	109	17,500	St. Patrick Church	209	66,500
St. Brendan Church	111	118,500	Our Lady of Mount Carmel	211	60,400
St. Cecilia Church	113	118,700	St. Anthony of Padua	212	87,100
St. Charles Borromeo Church	115	20,200	Our Lady of Loretto Church	213	104,400
Corpus Christi Church	116	45,000	Sacred Heart Church	215	16,700
St. Dominic Church	117	202,600	St. Anselm Church	219	84,500
St. Elizabeth Church	120	29,300	St. Raphael Church	221	129,300
St. Emydius Church	121	38,800	St. Mary Star of the Sea	231	28,500
Church of the Epiphany	123	80,800	St. Isabella Church	233	98,900
St. Finn Barr Church	124	27,200	St. Hilary Church	235	112,100
St. Benedict Parish	127	4,700	Assumption of Mary	237	7,600
St. Gabriel Church	128	89,700	St. Helen Mission	241	2,100
Holy Family Mission	131	5,100			
Holy Name of Jesus Church	132	53,300	San Mateo		
St. Ignatius Church	133	154,100	Immaculate Heart of Mary	301	87,700
St. James Church	136	18,000	St. Mark Church	302	42,000
St. John Evangelist Church	137	29,300	St. Catherine of Siena	303	121,300
St. John of God Church	138	13,950	Our Lady of Angels Church	305	178,400
St. Kevin Church	140	23,200	Holy Angels	307	60,700
Old St. Mary Church	141	26,700	St. Andrew Church	308	55,100
St. Michael Korean Church	143	44,600	Our Lady of Mercy Church	309	71,300
Mission Dolores Basilica	144	30,100	Our Lady of Perpetual Help	311	31,500
St. Monica Church	145	50,000	St. Francis of Assisi Church	313	26,750
Most Holy Redeemer Church	147	53,600	St. Luke Church	314	61,400
Church of the Nativity	148	15,800	Our Lady of the Pillar	315	58,600
Notre Dame Des Victoires	149	40,800	St. Anthony Pescadero Msn	319	3,100
Our Lady of Lourdes Church	152	15,900	Our Lady of Refuge	321	2,500
St. Patrick Church	153	48,400	St. Anthony Church	323	43,400
St. Paul Church	155	59,100	St. Denis Church	325	86,000
St. Paul of the Shipwreck	156	19,600	Church of the Nativity	327	119,800
St. Peter Church	157	21,500	St. Raymond Church	329	58,900
Sts. Peter and Paul Church	159	50,500	St. Dunstan Church	331	85,600
St Philip the Apostle Church	160	42,400	Good Shepherd	333	50,600
Star of the Sea Church	163	32,900	St. Peter Church	335	67,600
St. Stephen Church	164	62,500	Our Lady of Mount Carmel	341	68,200
St. Teresa Church	165	26,600	St. Matthias Church	343	64,100
St Thomas the Apostle	167	23,400	St. Pius Church	345	119,400
St. Thomas More Church	168	53,400	St. Bruno Church	347	36,300
St. Vincent De Paul Church	169	107,000	St. Robert Church	349	86,200
Church of the Visitacion	171	33,200	St. Charles Church	351	112,900
OL of Guadalupe	173	4,100	St. Bartholomew Church	353	149,200
			St. Gregory Church	355	111,700
			St. Matthew Church	359	107,500
			St. Timothy Church	361	49,400
			All Souls Church	363	55,800
			St. Augustine Church	364	88,400
			Mater Dolorosa Church	365	48,300
			St. Veronica Church	367	50,500

Archdiocesan Total

\$5,514,800