

2011 Catholic Service Appeal Diocese of Jackson

Parish Procedural Guide

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1. Introduction

Message from the Bishop



Dear Priests, Resident Pastoral Ministers and Mission Coordinators:

As we kick off the 2011 Catholic Service Appeal, I would like to thank you for making last year's CSA such a success. Our diocese raised more than \$1,076,251 from 5,016 Catholic families. What an outstanding job!

Our theme this year is "Pave the Way." I ask for your support again this year to help meet the needs of our Diocese that cannot be met by an individual person or a single parish.

Your support is key to the success of the annual CSA. With your words of encouragement and inspiration, you bring the Catholic Service Appeal to life in your parish. Here are a few helpful hints to make this year a success:

- ❖ Focus on the in-pew request on CSA weekend.
- ❖ Work the CSA message into your homily or use the homily provided in the parish guide.
- ❖ Play or read my audio message.
- ❖ Use the bulletin notices and prayers of the faithful.
- ❖ Emphasize that every dollar given when joined with others makes a huge impact.

I thank you for your support of our annual Catholic Service Appeal. I am grateful to you for all of the work you do within your parish and for our diocese. I know your leadership and passion in your parish will help to make the 2011 Catholic Service Appeal a success.

Sincerely yours in the Lord,

A handwritten signature in cursive script that reads "Joseph N. Latino".

Joseph N. Latino
Bishop of Jackson

JNL/cse

The Importance of "Asking"

Cardinal Edmund Szoka

Former resident of the Prefecture for the Economic Affairs of the Holy See
Speaking to the International Catholic Stewardship Council

"Very few people are self-sufficient. Most need others to provide goods and services. The Church lives in this world, so it needs money to purchase goods and services for its ministries.

St. Paul was a fund-raiser for the Church in Jerusalem. Fund-raising is not bad, nor is it tainted – although some bishops and priests may think otherwise. *Things* are not only good or bad; only human acts are. Thus, money is not bad, and asking for money is not bad when it is done in support of the mission of the Church. Inviting support for the Church is something virtuous, and the asking itself is virtuous. The Temple of Jerusalem had a collection box, and Jesus didn't condemn it.

Every bishop and priest must have a clear vision of his responsibility for acquiring the resources the Church needs to carry out its mission. It is essential to their mission. We must have personal conviction in order to convince others and touch their hearts. Fund-raising in this context is both good and holy.

If we are to be effective in development, we must present clearly the purposes and needs for the funds. People have the right to know, since they have the responsibility to support the Church.

Priests who "do not speak about money" are failing to teach their people how to give and how to fulfill their stewardship responsibilities. It's **not** about "asking for money"; it's about helping people use their treasures to fulfill their responsibilities to the Church and to other people.

Pastors may say, "I can't ask people for money – the people are poor." This is wrong. Asking people respects their right to decide. Not asking deprives them of that right. Even in the poorest countries of Africa, the bishops support the right to be asked and to decide. Catholics in America in general are not poor, so don't be afraid to ask.

We must teach our young people to be good stewards. A wealthy man once told me, "If I haven't begun to share some of the first dollar I made, I never would have given the first million." *Pastors should never give people a reason not to give. Don't make excuses – people already have enough of those. Instead, state the importance of the cause and the reasons to give; then let people make up their own minds. You never insult anyone by asking for more than he/she appears able to afford. They are flattered and encouraged by such a request.*

Some people read the story of the widow's mite and see it as a justification for giving just a little, because every little bit helps. They don't get the message. The story shows it is the degree of sacrifice that matters, not the absolute size of the gift. Unless you are going to miss at least some of what you give, you aren't doing enough."

Key Messages

The Parish Guide is designed to provide you with support materials to help you run an effective CSA in your parish. The Stewardship and Development Office staff is available to provide you with any support you need.

As a Catholic community, we are called upon to serve those in need through prayer and actions. By joining together, we share our faith and our blessings.

This year we are asking all parishes to do the **"In-Pew Request"** CSA weekend. This will give you the opportunity to thank those who participated last year, explain what CSA is about, and ask each family in your parish to participate.

The Need

The CSA provides support and guidance for our Catholic Schools, Seminarian Education, Campus Ministry, Evangelization/Faith Formation and Catholic Charities for the Diocese of Jackson, which includes 75 parishes and 26 mission parishes, in 73 towns.

Key Messages For The Catholic Service Appeal

There is an old adage of communication that states that people need to hear a message at least three times before it begins to penetrate. This is why we suggest a symmetric approach to promoting the CSA in your parish.

Making a strong case to parishioners begins with an understanding of the messages we hope will resonate with them. These messages should make clear the Catholic Service Appeal is not about "asking for money"; money is just a means to much more important ends.

- ❖ The CSA offers us an opportunity to respond to God's love by sharing our gifts with our neighbors near and far.
- ❖ We are co-workers with Christ in sharing Good News, doing Good Works, in renewing the Church.
- ❖ A gift is important, not so much for how much it is, but because of what we become through the act of giving it. Giving comes from the understanding of who God is, who we are, and what Jesus Christ is all about, and from a clearer, deeper commitment to live for Him and take part in His mission on earth.

Key Contacts

Stewardship & Development Office

Name	Position	Phone #	Email Address
Rebecca Harris	Director	601-960-8477	rebecca.harris@jacksondiocese.org
Phyllis Mokry	Specialist	601-960-8479	phyllis.mokry@jacksondiocese.org
Cathy Eaves	Administrative Assistant	601-960-8487	cathy.eaves@jacksondiocese.org

2. Quick References

Timeline & Checklist by Week – CSA Weekend April 30 – May 1

Week of March 28

- All parishes should have their CSA supplies.

*****If you currently have activities like First Holy Communion scheduled for the week of 4/30 – 5/1, we recommend changing the CSA dates in your parish.*****

Week 1 - Weekend of March 26 - 27

- Hang CSA poster March 26 – June 26
- Bulletin Announcement #1
- Prayers of the Faithful #1

Week 2 - Weekend of April 2-3

- Bulletin Announcement #2
- Prayers of the Faithful #2

Week 3 - Weekend of April 9-10

- Bulletin Announcement #3
- Prayers of the Faithful #3

Week 4 - Weekend of April 16-17

- Bulletin Announcement #4
- Prayers of the Faithful #4

Week 5 – Easter Weekend – April 23 - 24

CSA Weekend Checklist

Week 6 - Weekend of April 30 – May 1 – CSA Weekend

- Appeal envelopes and pens placed in pews
- Prepare audio equipment to play Bishop's message at all Masses
- Pastor speaks in support of 2011 Catholic Service Appeal at all Masses
- Prepare bulletin announcement #5
- Prayers of the Faithful #5

Week of May 2

- Parish Office mails pledge envelopes to Stewardship & Development Office (see FedEx instructions pg. 18)

Checklist by Week (cont.) CSA Weekend April 30 – May 1

Week 7 - Weekend of May 7-8

- Bulletin Announcement #6
- Prayers of the Faithful #6

Week 8 - Weekend of May 14-15

- Bulletin Announcement #7
- Prayers of the Faithful #7

Week 9 - Weekend of May 21-22

- Bulletin Announcement #8
- Prayers of the Faithful #8

Weekend of June 25-26

- Bulletin Announcement #9
- Prayers of the Faithful #9

Weekend of August 6-7

- Bulletin Announcement #10
- Prayers of the Faithful #10

3. CSA Materials

Poster

Distribution

Each parish will receive their supply of posters.

- Please place posters prominently at all entrances to the Church and other public locations in your parish from March 26 – June 26.
- Posters are also available for download at www.jacksondiocese.org.



2011 Catholic Service Appeal Poster

**“You Can Pave the Way
By Sharing Your Gifts”**

Brochure

Distribution

- Brochures will be sent to every parishioner with the Bishop’s direct mail CSA letter the week of 4/4.
- Brochures are also available for download at www.jacksondiocese.org on the Catholic Service Appeal Ministry page.

YOU CAN PAVE THE WAY

Alone, or as one parish, it would be difficult to accomplish the mission of our church. Together as a faith family we can accomplish so much more.

WE ARE...

- 100 parishes and missions
- 26,114 parishioners
- 37 diocesan priests
- 27 religious priests
- 17 retired priests
- 5 retired religious priests
- 20 schools

TOGETHER WE CAN...

- Educate our Seminarians
- Care for those in need
- Renew our faith
- Support our mission parishes and schools
- Hand on our faith to young and new Catholics

The 15th Annual Appeal runs May through Sept.

Suggested 12-Month Gift Guide

Weekly Gift	Total
\$ 5	\$ 60
\$ 10	\$ 120
\$ 20	\$ 240
\$ 25	\$ 300
\$ 30	\$ 360
\$ 40	\$ 480
\$ 50	\$ 600
\$ 75	\$ 900
\$100	\$1,200
\$150	\$1,800
\$200	\$2,400

You can PAVE THE WAY by supporting ...

MISSION PARISHES & SCHOOLS

Strengthen our mission parishes and schools. Many of these parishes and schools are small and in need of resources. Your generosity provides them with resources they may not be able to support themselves.

- Parish maintenance
- General operations
- Building repairs
- Teacher training
- Various expenses

SEMINARIAN EDUCATION

We need to continue to have talented young men and women who have answered God's call. They are currently receiving general training to serve the needs of our diocese. Your support will help us continue our mission and give them the opportunity to live out their faith. It can cost well over \$10,000 to educate one seminarian each year.

- Seminarian Education
- Seminarian Living Expenses

EVANGELIZATION/FAITH FORMATION

Evangelization calls us to live our faith in the gifts of Jesus Christ and to share our faith with others.

- Education and信仰 outreach
- Lay ministries
- Black Catholics
- Ministry
- Worship in Liturgy
- RCIA
- Hispanic Ministry
- Holiness and spirituality outreach
- Holy Eucharist
- Lay Ministry Development
- Working with parishes to bring Catholics back to the church

CAMPUS MINISTRY

You request provide such needed guidance to our young Catholic adults as they transition from their lives. This ministry provides them with a home away from home and a place to meet where they need love and guidance from their church.

You request for Campus Ministry helps to pass our Catholic faith on to the next generation.

- Parish programs and activities
- Annual diocesan retreat

CATHOLIC CHARITIES

The mission of Catholic Charities is to provide help and care for those in need. Last year Catholic Charities served over 20,000 children, women and families. For every \$1 Catholic Charities provides \$9 of services through matching grants.

- Adoption
- Substance abuse programs
- Advocacy for social ministry
- Parish ministry
- Domestic violence
- Disaster preparedness
- Immigration Clinic
- The Spirit of Prayer Care
- Children's Mental Health
- Rape Crisis Center
- Unaccompanied Refugee Minors

2010 ALLOCATIONS

Category	Amount
Seminarian Education	85,000
Evangelization / Faith Formation	140,000
Campus Ministry	71,141
Catholic Charities	498,313
Retired Priests / Clergy Assistance	70,000
Mission Parishes and Schools	92,716
Total	1,014,200

YOU CAN PAVE THE WAY BY SHARING YOUR GIFTS

2011 Catholic Service Appeal
April 30 - May 3, 2011

In-Pew Envelopes

Distribution

- Please make sure that you have enough In-Pew Envelopes available. We do not want to waste, but we do not want to miss out on donors because there were not enough materials available for them to use.
- Please encourage people to fill them out and drop them in the collection basket on CSA weekend.

Audio

Distribution

Copies of the Bishop's audio message will be sent to all parishes.

Website

Distribution

The CSA website is available for all parishes and parishioners to view the video and find out more about the CSA.

Direct Mailings

Distribution

There are (3) three different mailings to parishioners. (Note: Parishioners who pledge early in the campaign will not receive subsequent mailings).

1. **First Mailing (Week of April 4)** – Parishioners will receive a personalized letter from the Bishop, brochure and pledge envelope.
2. **Second Mailing (Week of 6/27)**- Parishioners who haven't responded will be sent a second request for support from the Bishop.
3. **Third Mailing (Week of 8/8)** – Parishioners who haven't responded will be sent this letter from the Bishop asking for their support.

Bulletin Announcements

Distribution

Suggested inserts are below. We will have the bulletin announcements posted online at www.jacksondiocese.org on the Catholic Service Appeal ministry page in the "Resource Section" and we will have them sent weekly through the Diocesan Weekly email.

Bulletin Announcement # 1 – March 26 - 27

The annual Catholic Service Appeal, "Pave the Way," supports many central ministries that help provide the spiritual, educational and social needs of many within our diocese. Bishop Joseph Latino is asking each parishioner to prayerfully consider your gift to the CSA. Joined together as a faith family we can accomplish so much for our diocese. Please go online to www.jacksondiocese.org to learn more about the Catholic Service Appeal or to make an online donation.

Bulletin Announcement # 2 – April 2-3

Countless lives are touched by every contribution to the 2011 Catholic Service Appeal, "Pave the Way." Our current seminarians in formation, Catholic school students, people in need, retired priests, and mission parishes – they all depend on your generosity. Increasing participation here at **<insert church name>** assures the continuation of these and many more programs of our diocese. Please go online to www.jacksondiocese.org to learn more about the Catholic Service Appeal or to make an online donation.

Bulletin Announcement # 3 – April 9 - 10

What we have has been entrusted to us by God. It is not ours. We only have it for a short period of time. God wants a return on our talents, our abilities, our treasures. Let your support for the annual Catholic Service Appeal, "Pave the Way," be a thought-out, conscientious, responsible decision. Let it be a response in faith. "... God is able to make every grace abundant for you, so that in all things, always having all you need, you may have an abundance for every good work." (2 Corinthians 9:8). Please go online to www.jacksondiocese.org to learn more about the Catholic Service Appeal or to make an online donation.

Bulletin Announcement # 4 – April 16 - 17

Next week will be the annual Catholic Service Appeal Weekend. Bishop Joseph Latino is asking every Catholic family to participate. As a Catholic community, we are called to respond to God's grace in our lives. The Catholic Service Appeal is an opportunity to respond to His grace by sharing our treasure to help our neighbors throughout our diocese. Please plan to participate in the Catholic Service Appeal next weekend, April 30 - May 1. Please go online to www.jacksondiocese.org to learn more about the Catholic Service Appeal or to make an online donation.

Bulletin Announcement # 5 – April 30 – May 1

This is Catholic Service Appeal weekend. This is an opportunity to unite with Catholics throughout our diocese to share your blessings and show concern for one another. Together as a faith family we can accomplish many things. Your generosity helps train our future priests, proclaim Christ's message through the media, provide counseling to the hurt and reaching out to the youth. Every dollar given makes a difference in the lives of so many people. Last year over 5,000 people in our diocese answered the call to help. As a faith family, we are 50,000 people strong. We hope this year we can increase the number of people supporting our diocesan ministries. Please go online to www.jacksondiocese.org to learn more about the Catholic Service Appeal or to make an online donation.

Bulletin Announcements (cont.)

Bulletin Announcement # 6 – May 7 -8

Bishop Joseph Latino sends his thanks to everyone from **<insert parish name>** who has responded to the Catholic Service Appeal. If you have not made a pledge, please consider supporting our seminarians in formation, retired priests, those served by Catholic Charities, faith formation of our young and new Catholics. To date **<insert parish name>** has raised **<insert \$ amount>** from **<insert number>** households. Please go online to www.jacksondiocese.org to learn more about the Catholic Service Appeal or to make an online donation.

Bulletin Announcement # 7 – May 14 - 15

The annual Catholic Service Appeal, "Pave the Way," supports central ministries of our diocese like religious education of our young people, faith formation of adults, development of small faith-sharing groups, support for various ministries such as liturgy, social justice, etc. These needs are real. Your generosity makes it possible to meet these needs. Your support in prayer and through your sacrificial gift, make it possible to provide these services, and more importantly, to bring the message of the Gospel to all people. To date **<insert parish name>** has raised **<insert \$ amount>** from **<insert number>** households. Please go online to www.jacksondiocese.org to learn more about the Catholic Service Appeal or to make an online donation.

Bulletin Announcement # 8 – May 21 - 22

We thank all those at **<insert parish name>** who have generously given to the annual CSA "Pave the Way." We ask those who have not sent in your pledge to please consider a gift to support training our future priests, faith formation of young adults, providing help to those in need, and retired priests. "... God is able to make every grace abundant for you, so that in all things, always having all you need, you may have an abundance for every good work." (2 Corinthians 9:8). Each of us is called to respond in faith, knowing and trusting that God recognizes your willingness to live out the message of the Gospel. To date **<insert parish name>** has raised **<insert \$ amount>** from **<insert number>** households. Please go online to www.jacksondiocese.org to learn more about the Catholic Service Appeal or to make an online donation.

Bulletin Announcement # 9 – June 25-26

As a disciple of Christ we are reminded to count our blessings, acknowledge God's gifts to us and express thanks to Him. We do this by giving our time, talent and treasure. We sincerely thank **(insert number given to parish CSA)** of parishioners who have made a gift to the annual Catholic Service Appeal. God calls us to share what we have to help others, and you have responded to many in need. If you have not yet made your pledge, pledge envelopes are available in the back of the church or you can make a donation online at www.jacksondiocese.org.

Bulletin Announcement # 10 – August 5 - 6

Countless lives are touched by every contribution to the annual Catholic Service Appeal. Seminarians currently in formation, Catholic school students, people in need served by Catholic Charities and faith formation for young adults—they all depend on your generosity. To date **<insert number>** from **<insert parish name>** have contributed to the Catholic Service Appeal. If you have not made your pledge, pledge envelopes are available in the back of the church or you can make a donation online at www.jacksondiocese.org.

Prayers of the Faithful

Distribution

Suggested inserts are below. We will have the prayers of the faithful posted online at www.jacksondiocese.org in the "Resource Section" and we will have them sent weekly through the Diocesan Weekly email.

Prayers of the Faithful # 1 – March 26 - 27

The Triumph of the Cross is a lasting sign of God's love for the world. May we be signs of God's love through generous sharing with our Diocesan faith family in the Catholic Service Appeal, **we pray to the Lord ...**

Prayers of the Faithful # 2 – April 2 - 3

For open eyes and hearts to recognize and support the social, spiritual and educational needs of our diocesan community, through the Annual Catholic Service Appeal **we pray to the Lord ...**

Prayers of the Faithful # 3 – April 9-10

May we be trustworthy tenants of the gifts God has given to us, offering a just return for God's many blessings through generous sharing for the needs of our Diocesan Church, through the Annual Catholic Service Appeal **we pray to the Lord ...**

Prayers of the Faithful # 4 – April 16 - 17

May the faith community of the Diocese of Jackson grow in our response to God's invitation to share in the joy of the kingdom, offering service and support through the work of the annual Catholic Service Appeal, **we pray to the Lord ...**

Prayers of the Faithful # 5 – April 30 – May 1

May the mission of the Church to spread the Good News of Christ be fruitful in the diocese of Jackson through the work of those projects supported by the annual Catholic Service Appeal, **we pray to the Lord...**

Prayers of the Faithful # 6 – May 7-8

That God will bless all those who have participated in the annual Catholic Service Appeal as we continue to work of Christ in the Diocese of Jackson, **we pray to the Lord...**

Prayers of the Faithful # 7 – May – 14 - 15

That by sharing our gifts through the annual Catholic Service Appeal, we may continue to join together as a faith family to do good works throughout our diocese, **we pray to the Lord...**

Prayers of the Faithful # 8 – May 21 - 22

For all those in need, that we may find guidance and assistance from the many services available through our generous support of the Catholic Service Appeal, **we pray to the Lord...**

Prayers of the Faithful # 9 – June 25 - 26

That by supporting the annual Catholic Service Appeal, may our eyes be opened to the needs of others, **we pray to the Lord...**

Prayers of the Faithful # 10 – August 5 - 6

That we may see the work of the annual Catholic Service Appeal as an opportunity to extend our love and service beyond the boundaries of our parish and local community, **we pray to the Lord...**

Homily - Divine Mercy Sunday - CSA (Catholic Service Appeal)

It appears to be clear that after Good Friday, Thomas cut himself off from the other Apostles and was walking alone. How easy it is for us to recognize this as a big mistake. But it is important for us to remember that he was deeply grieved--deeply wounded. All of the hopes, all of the expectations, cut down in one shattering blow; the death of his hero--the death of his Christ.

People who are grieving have a tendency to isolate themselves from family, friends, community--the source of Love. While we can understand it, and we often see it happening, it's important for us to know that it is not helpful. We see how Thomas made things much more difficult for himself, by choosing to withdraw, then completely avoid the group.

Whenever Thomas met the group again he must have been stunned; it certainly wasn't that fearful, devastated rag-tag group that he had departed from. This group was refreshed, renewed, the fear was gone, the devastation no longer evident. What had happened to this group? It was clear that something profound had taken hold of them. "We have seen the Lord", the other disciples said to him! They had seen Jesus!! No, not possible, wasn't He dead?

Thomas refused to take their word for it. He had to see for himself, he had to be sure--they must be mistaken! We can all empathize with Thomas--he was merely putting into words the deepest cry of the human heart--the quest for certainty! There is no such thing as certainty in the Christian experience! If there were, faith would not be required!

Thomas was having a "crisis of faith", an experience not uncommon in the life journey of a Christian! Perhaps Thomas was being stubborn, too! However, he did make some positive moves! He made clear what he needed. He rejoined the Apostles, and experienced the importance of community support again! Once again, good things could happen and they did!

Today / (Next week) we celebrate the Annual Catholic Service Appeal throughout our Diocese. We ask you to pledge your support to the work of the Diocese in reaching out to those who have lost hope. To support those people who engender hope in others, through the wonderful programs and opportunities that our Diocese provides. This is what it means to be the living witness of Jesus Christ in our world!

This year's theme for the Catholic Service Appeal, "Pave the Way", is certainly an invitation to each one of us to participate outside our own family, and outside our own parish community, to serve the broad and diverse needs of our Diocese!

By participating in the Catholic Service Appeal you will continue these great works:

- a) The education of future priests
- b) Support of our retired priests

c) Giving hope to those served by Catholic Charities

d) Strengthening our Campus Ministry Programs and the faith of our young adults

For many, like Thomas in the Gospel, who have been separated from the community, your support will provide an opportunity for them to be reconnected. Because they are connected again with the Community of Christ there is the possibility for many good things to happen!

"Remember, there's no such thing as a small act of kindness. Every act creates a ripple with no logical end". ~Scott Adams

Fr. Gerry Hurley

4. Conducting the CSA

In-Pew Request Process, Best Practices & Talking Points

Appeal Weekend

When: Weekend of April 30 – May 1, 2011

Process

The Pastor's CSA presentation is the key to the success of the CSA. Up to this point, parishioners have heard about the CSA and why it is so important to support it. Some may have already pledged by mail. Now is the time to ask the rest of the parishioners for their financial support. The fact that their Pastor is asking will have a very positive effect on the importance that people place on the request.

Play the Bishop's audio message and immediately after the homily, the Pastor should ask that the pledge envelopes and pens be distributed (if they are not already in the pews). While this is being done, add your support to the CSA by reading the first few paragraphs of the in-pew script. (See page 16)

On CSA Appeal Weekend, be careful not to encourage parishioners to take the pledge cards home and bring them back. This approach always results in large numbers of pledge cards never being returned. The pre-appeal publicity has allowed everyone time to consider a level of support. Now is the time to ask them to decide whether or not they will make a commitment.

In-Pew Request Best Practices

Implement the full in-pew process on Appeal Weekend. Remember that many things affect the outcome of an in-pew process. Among them are the ready availability of supplies and even the attitude of the people distributing them.

It is known that if pledge envelopes are distributed by hand with a pen inside each envelope, then more pledges are recorded. If that isn't possible, it's critical that there is a supply of envelopes and pens so that every family will have one.

Immediately after Bishop Latino's audio message and homily, the Pastor (or an appointed parishioner if necessary) should begin the in-pew process.

- Announce **"today is Catholic Service Appeal Weekend"** for the majority of parishes throughout the Diocese of Jackson. Every family in our parish will be asked to make a commitment to the Catholic Service Appeal through prayer and a financial gift. This year's theme is "Pave the Way".
- Check to make sure that everyone has a pledge envelope and request that each family begin to fill out their pledge.
- Guide parishioners step by step through the pledge envelope. Please complete all personal information...name, address, parish, etc.
- Emphasize the following important information:
 - A parishioner does not need to enclose a check or cash today – they will receive a remittance statement of their pledge. They should write the amount they plan to pledge. They may also indicate if they would like to fulfill their pledge through a credit card or electronic funds transfer from their checking account.
- Thank all parishioners for their time and commitment.
- Ask the ushers to come forward and collect the envelopes.

In-Pew Pastor Script

Suggested Script for Pastors on Catholic Service Appeal Weekend April 30 – May 1, 2011

Please Note: After the pastor has edited the following script, please double space it, enlarge it to 14 or 16 point, print it and place it in his notebook.

- **Good morning. Today, we are conducting the annual Catholic Service Appeal that asks all Catholic families of our diocese to make a financial commitment to support the shared ministries of the Diocese of Jackson.**
- **As your Pastor, I want to thank all of you who have given to the CSA in the past years. I can assure you that the funds you gave are deeply appreciated by the parishes, schools, and other ministries who are served by our Diocese. We are asking every family in our parish to contribute their prayers and financial support to the CSA effort.**
- **Each of us is called to share his or her gifts in support of the Church. We must first support our parish and then the shared ministries of our Diocese. The Catholic Service Appeal is a very effective way to support the shared ministries that take place outside of our parish boundaries.**
- (Have the pledge cards passed or at the end of pews to be passed down)
(Make sure you have a pledge envelope and pen)
- **So, I ask one member of each household to take the pledge envelope. I'm going to take a moment to lead us all through the process. I only do this because CSA is important. I thank you for understanding and for your patience.**
- Pause and make sure that everyone has an envelope.
- **Please open up the flap of the envelope.**
- **On the bottom right, please print your first and last name.** (This is a great time to fill out your pledge card)
- Pause and wait until everyone is finished.
- **On the second line, please print your address including an apartment number if there is one.**
- Pause
- **On the third line, please print your city.**
- **On the fourth line, please print your state and zip code.**
- **On the fifth line, please print the name of (parish name), so that we get credit for your gift.**
- **Now, on the left side please check the first box if you are making a pledge and fill in your total pledge amount. There is a giving chart on the top right side for your convenience.**
- **If you are enclosing your first payment on your pledge today, please check the second box.**
- **Next, please indicate how you would like to be reminded - monthly, quarterly, twice yearly**

In-Pew Pastor Script (cont.)

- **For those of you who choose to make a one-time gift please check the fourth box and indicate the amount of your gift.**
- **Finally, for those of you who cannot make a financial commitment at this time we ask you to check the fifth box and pledge your prayers for those in need.**
- Pause
- **Please seal your envelopes.**
- **The ushers will now collect your pledge envelopes.**
- **On behalf of Bishop Latino and myself, I thank you for your contribution to the Catholic Service Appeal. May God bless you for everything you do to build up this parish and the Church throughout the Diocese of Jackson.**

FedEx Instructions

If you reside outside the Jackson area and are unable to drive your **Catholic Service Appeal** pledge envelopes to the Chancery Office, you may use FedEx *at no expense to your parish*.

You have been supplied a FedEx envelope. It is completely filled out and ready to be returned to us in three easy steps.

1. Insert the pledge envelopes inside the FedEx package.
2. Seal
3. **Keep the top "Sender's Copy"** from the Airbill for your records for tracking purposes.
4. Drop it off at the nearest FedEx office or call Federal Express at 1-800-463-3339 to pick up your package.

If you have any questions or need assistance, please do not hesitate to call us at (601) 969-1880.

Processing

1. Keep all envelopes sealed.
2. Put all loose checks and money in one or more pledge envelopes and mark as 'parish loose gifts'. You do not have to count the checks or loose cash.
3. No parish processing is needed.

5. Best Practices

- ❖ Display **posters** prominently throughout your parish.
- ❖ Run Weekly **Bulletin Announcements**.
- ❖ Consider making a pledge yourself and filling out your pledge card at Appeal weekend.
- ❖ Play the Bishop's **video / audio** message at all masses on CSA Awareness Weekend.
- ❖ Walk parishioners through the **pledge process**.

Dos	Don'ts
<ol style="list-style-type: none"> 1. Review last year's results with your parishioners and develop a plan that will meet or exceed last year's results. (Executing the steps in this procedural guide, particularly the in-pew request, can make a huge impact on your parish CSA results.) 2. Give advance notice from both the pulpit and the parish bulletin so that parishioners are prepared to make a pledge on CSA weekend. 3. Exhibit a positive, sincere attitude toward CSA, the Diocese and our shared ministries. <ol style="list-style-type: none"> a. Describe the Appeal as an opportunity to show love for God and thanks for His gifts by sharing them. b. Remind people that we belong to a Universal Church, not just our parish; so we serve each other. (On Awareness Weekend) c. Ask people to pray to learn what God expects of them. d. Emphasize generous participation as a sign of unity with the whole church. 4. Make your own public commitment to the CSA. 5. Give a motivational message about how CSA helps others. 6. Play the CSA audio at all Masses on CSA Weekend and invite them to go online to learn more about the CSA. 7. Ask every parishioner to fill out a pledge envelope. Emphasize that every gift makes a difference. 8. Encourage people to make a pledge that can be paid over time. The Stewardship Office will mail reminders. Give parishioners plenty of time to fill out the pledge envelope. It is helpful if you walk them through filling out every part. <p>9. THANK EVERYONE!</p>	<ol style="list-style-type: none"> 1. Apologize for the annual Catholic Service Appeal. 2. Portray the CSA as a chore or just another demanding task. 3. Convey that the CSA is a misfortune that must be endured. 4. Assume someone cannot give a gift. Particularly during this economic downturn, it's important that we not convey to parishioners that we assume some will cut back on their support of the parish and the Diocese. For parishioners who haven't lost their jobs, we need them to sustain or increase their support. 5. Try to justify the CSA purely in terms of "what's in it for us?" Instead, focus on your parishioners' willingness to give as Jesus did without expecting something in return.