

WELCOME

2026 ANNUAL CATHOLIC APPEAL
GUEST SPEAKER TRAINING



archstl.org/aca



ANNUAL CATHOLIC APPEAL
BUILD MY CHURCH

OPENING PRAYER

Lord God, we thank You for the untold blessings You have bestowed upon us. We offer these blessings back to You. We lay before You the labors and fruits of the Annual Catholic Appeal.

We pray that our sole desire be to serve Your holy will. United as Catholics, let us be reminded of our baptismal call to follow our Lord Jesus Christ in His service to others. We make our prayer through Christ our Lord. Amen.

Saint Louis, pray for us.



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ANNUAL CATHOLIC APPEAL
BUILD MY CHURCH

THANK YOU!

- Many of you helped support this effort during 2025. THANK YOU!
- Guest Speaker program continues to be a “Best Practice” among parishes and one of the most appreciated resources we offer to the parishes.



2026 THEME – GRATEFUL HEARTS SERVING OTHERS



ARCHDIOCESE OF ST. LOUIS



ANNUAL CATHOLIC APPEAL
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ANNUAL CATHOLIC APPEAL
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GIVING OPTIONS

Scan the QR Code
Links directly to the ACA Microsite




archstl.org/aca



GIVING OPTIONS

Giving Flyer

- Ask your parish if they are using this flyer and, if so, refer to it in your talk.
- Encourage parishioners to make their gift, even during your talk.




Please consider a gift to the Annual Catholic Appeal.

Share the saving hope and love of Jesus Christ with those in need by supporting this year's Appeal.

Grateful Hearts Serving Others

ARCHDIOCESE OF ST. LOUIS

ANNUAL CATHOLIC APPEAL
BUILD MY CHURCH



SCAN TO GIVE

aca.archstl.org **GIVE ONLINE**

TO MAKE A PLEDGE OVER THE PHONE
CONTACT THE ACA OFFICE AT 314.792.7680



GIVING OPTIONS


Giving Options

- Feedback from last year's Launch sessions.
- Giving Options
 - Online or via Phone
 - Scan to Give
 - Gift of Stock
 - Donor Advised Fund/IRA
 - Pledge Card

ANNUAL CATHOLIC APPEAL GIVING OPTIONS

DONATE ONLINE
aca.archstl.org

CALL 314.792.7680
to pledge over the phone

 **SCAN TO GIVE**

TAX ID/EIN: 43-0653244


GIFT OF STOCK
Make a gift of stock and include the following info with the transfer order:

- Donor name
- Gift amount: # of shares
- Account name: Archdiocese of St. Louis
- Parish/Org/Campaign name: Annual Catholic Appeal

DTC: Smith Moore, RBC/Daine Rascher
DTC Participant # 0235
Credit account # 89103740

DONOR-ADVISED FUND/IRA
Use your Donor-Advised Fund or IRA to make a gift. Contact your financial advisor or fund administrator for details.

ACA PLEDGE CARD
Fill out the pledge card below and return to your parish; mail to 20 Archbishop May Dr, St. Louis, MO 63119; fax to 314.792.7229; or email to acaoffice@archstl.org

Name: _____		Select one of the following payment plans for your pledge balance: (1) <input type="checkbox"/> Ten monthly payments: Jul 2026–Apr 2027 (2) <input type="checkbox"/> Four quarterly payments: Jul and Oct 2026, Jan and Apr 2027 (3) <input type="checkbox"/> Three payments: Jul, Oct and Dec 2026 (5) <input type="checkbox"/> Specify payment months: _____
Address: _____		Select payment option (Automatic withdrawals and credit payments are processed on the 25th of the month): (1) <input type="checkbox"/> Bill Me <input type="checkbox"/> Gift of Stock <input type="checkbox"/> IRA <input type="checkbox"/> Donor-Advised Fund (2) Automatic Withdrawal: <input type="checkbox"/> Checking <input type="checkbox"/> Savings
Phone: _____	Give online at aca.archstl.org	Bank Name _____ Bank Routing # _____ Account # _____
Your gift matters. Thank you for giving to the 2026 Annual Catholic Appeal.	Total Pledge: \$ _____ <input type="checkbox"/> In-Kind to participate Today's Payment: \$ _____ <input type="checkbox"/> Check <input type="checkbox"/> Credit Card Pledge Balance: \$ _____ <input type="checkbox"/> My employer will match my gift	(3) Credit/Debit Card: <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Discover <input type="checkbox"/> American Express Card # _____ Exp Date _____ CVV Code _____ Billing Zip Code _____
Make checks payable to the Annual Catholic Appeal unless your employer will match your gift. Please complete pledge card to your parish or by mail to: Annual Catholic Appeal, P.O. Box 16700, St. Louis, MO 63116-6700	Signature _____ Date _____ Email _____	Stewards of the ACA Sustained Giving You can make ongoing monthly gifts automatically and securely from your bank account or credit card. To sign up, please visit aca.archstl.org and select "recurring gift" when making your online donation. *For more information, contact us at 314.792.7680 or acaoffice@archstl.org

APPEAL COPY



2026 UPDATES

- 62 Pastors have requested a Guest Speaker
- 67 Volunteers
- May receive additional requests in the coming weeks.



DISCUSSION ITEM – MULTIPLE PARISHES

Main Goal

- Personalized pledge cards for parishioners.
- Pledge cards and parish reporting available when and where needed.

Multiple Sets of Pledge Cards

- One set available for each worship site

Speaking at Multiple Parishes or Multiple Worship Sites

- One speaker assigned to each pastor
- Multiple masses at multiple locations
- Perhaps even concurrent Masses



WEBSITES & RESOURCES

ACA Microsite! **aca.archstl.org**

Website for Donors

- Donor engagement
- Learn more about the Appeal
- Opportunity to donate
- Message from the Archbishop
- Prayer request

Annual Catholic Appeal Resource Website **archstl.org/aca**

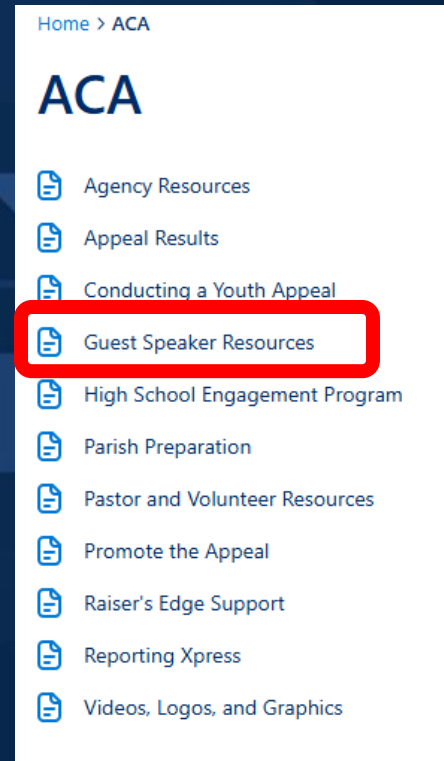
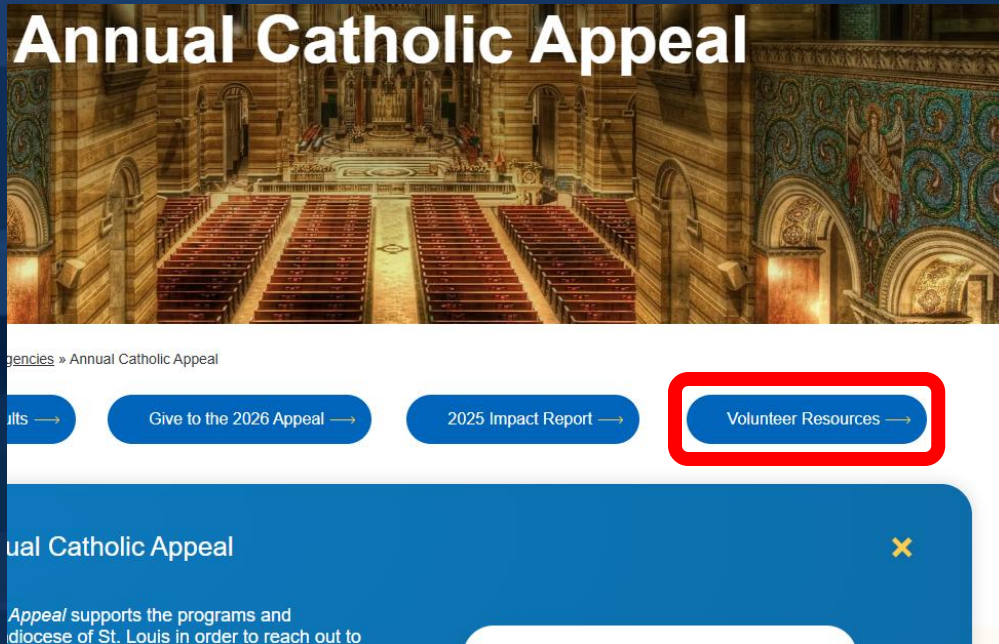
Resource Site for Pastors, Parish Chairs, and Volunteers

Contents: Logos, videos, sample letters, bulletin covers, leadership manual, and much more!



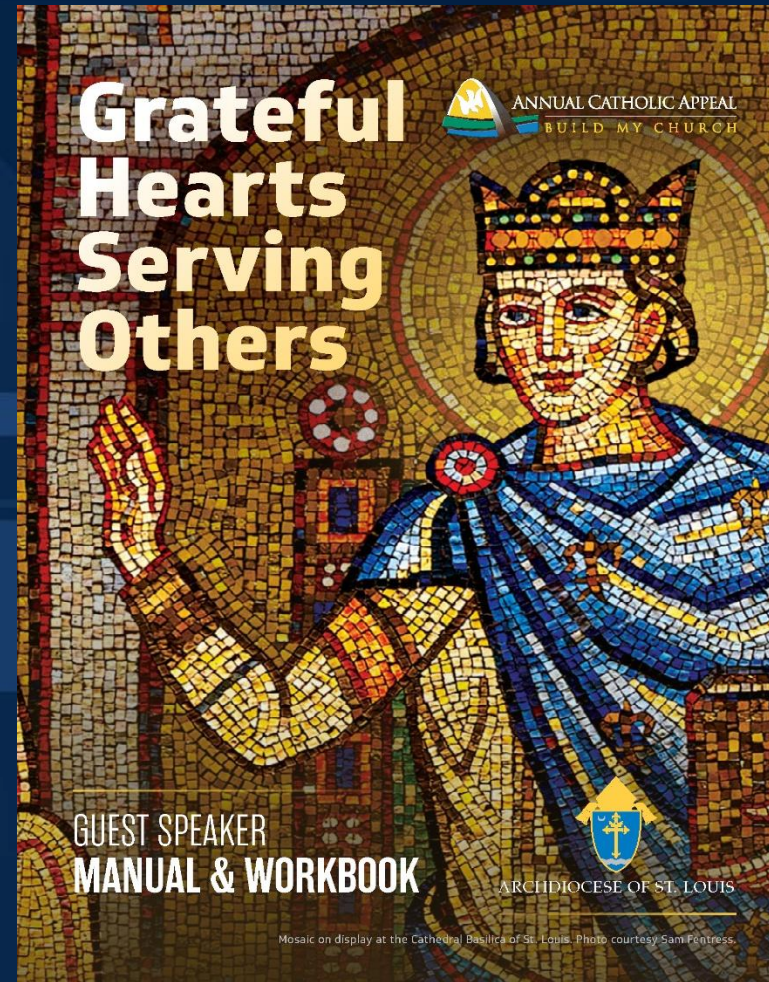
GUEST SPEAKER RESOURCES

- Everything you need can be found at <https://archstl.org/aca> under Leadership and Volunteer Resources > Guest Speaker Resources



GUEST SPEAKER MANUAL & WORKBOOK

- The Guest Speaker Manual & Workbook can be found online on the Guest Speaker Resources webpage
- Can be filled in electronically or downloaded and printed



STEP 1 – COORDINATE WITH THE PARISH

Contact the Pastor

- Set up logistics for the day.
- What part of Mass will you speak?
- Are there any specific issues to address?
- Any ways the parish has been helped by the ACA?
- How is the parish handling the pledge cards?
- Where and when are all of the Masses, especially for those parishes or parish groups that have multiple worship sites?
- Is your parish using the Giving Flyer?

Call Guide on Page 4 of Guest Speaker Manual



STEP 1 – COORDINATE WITH THE PARISH *(CONT)*

Coordinating Worship Sites

- Confirm Mass times and locations
 - Our listing of Mass times is accurate based on the most up-to-date information that we have, but it may be changing quickly in some parishes.
 - It is important to confirm locations, if a parish has multiple sites. They may vary from week to week.
- If Mass times seem to be close or even concurrent at separate locations, speak with the pastor about the best way to be present at all of them.



STEP 2 – PREPARING TO WRITE YOUR TALK

- Personal Story About the Program you Represent – Page 6
- Impact of the *Appeal* in your assigned parish – Page 7
- Overall impact of the Appeal in the Archdiocese – Page 8
- Scripture References – Pages 9, 14 – 25
 - 1st and 2nd Readings
 - Gospel
 - Reflection



STEP 3 – WRITING YOUR TALK

- Invest your speech time wisely
- Be personal in your story
- Be specific on how they can pledge (Pledge card or giving flyer.)
- Be brief and spiritual
- Make the Ask (most important part of your talk)
- Say Thank You
- Writing Guide on Pages 10 – 11 of Guest Speaker Manual



TIPS FOR WRITING YOUR TALK

- Share stories with names, even if they are changed to protect the privacy of your clients
- Share what your agency WILL accomplish with their help, not just what has already been accomplished
- Don't focus solely on your agency
- Be sure to mention Catholic Education, Catholic Charities, and the Seminary
- Always make sure to highlight the ways to give, especially the online website and the Scan-to-Give QR Code



STEP 4 – REHEARSING YOUR TALK

- Give your talk out-loud
- Speak loudly and clearly, just as you will at the parish
- Ask a friend or colleague to listen
- Time yourself
- Record yourself
- Rehearsal Guide on Pages 12 of Guest Speaker Manual



STEP 5 – THE DAY OF YOUR TALK

- Arrive early
- Meet and thank volunteers
- Learn where the pledge cards are and where the posters, giving flyers, and case statements are displayed
- It is not necessary to attend the full Mass every time you speak.
- Be available for parishioners after Mass, if possible
- Offer to help the volunteers
- Send a thank you note
- Delivering Your Talk on Page 13 of Guest Speaker Manual



ASSIGNMENTS

- Assignments were emailed on March 23rd
- Attempted to meet assignment/area requests, but it was not always possible
- Thank you for being flexible with your availability
- EMAIL TO PASTORS WITH YOUR ASSIGNMENTS WILL BE SENT ON THURSDAY, MARCH 26th
- It is important for alternates to remain available.



NEW THIS YEAR

- Survey to Pastors after Speaker weekends are over
- Want to make sure Speakers are the best we can find
- Help identify opportunities for improvement

We want to ensure that the parishioners have a great experience.



PRAYER - YOUR MOST IMPORTANT PREPARATION

- Every time you open the workbook
- Before contacting your pastor
- While rehearsing your talk
- The day of your talk

Pray for yourself, for the ACA, and for all who will hear you speak.

You are Building the Church.

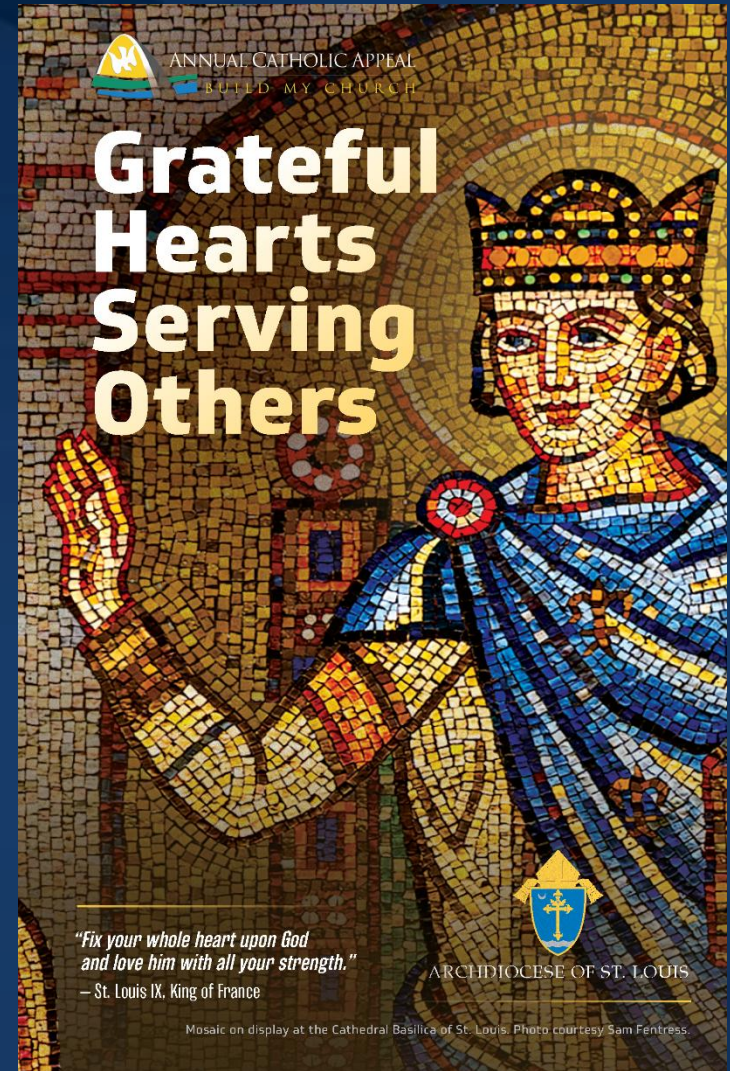


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THANK YOU

Please contact the ACA Office at
314.792.7680 or acaoffice@archstl.org
with any questions.



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