



## ARCHDIOCESE OF ST. LOUIS

*Cardinal Rigali Center*  
20 Archbishop May Drive  
Saint Louis, MO 63119-5738

Stewardship and the  
Annual Catholic Appeal  
*p*) 314.792.7680  
*f*) 314.792.7229  
[acaoffice@archstl.org](mailto:acaoffice@archstl.org)

Dear Pastors, Parish Life Coordinators, and Parish Chairs,

As you make your plans for conducting the *Appeal* in your parish, please consider the various ways you might promote the *Annual Catholic Appeal* to your parishioners. Making your parishioners aware of the ways in which they themselves and their fellow parishioners benefit from the *Appeal* will encourage them to make their pledge. Suggestions for promoting the *Appeal* include the following:

- Pastor encourages participation from the pulpit
- Guest Speakers
- Parish social media
- Bulletin, pulpit, and parish marquee announcements
- Parish website and e-newsletter
- Pastor letter to parishioners
- Any other media the parish uses to communicate with parishioners

Your parish may benefit both directly and indirectly from the *Appeal*. Indirect benefits may include:

- Future pastors from the parish are formed by Kenrick-Glennon Seminary.
- Families with financial or other difficulties receive help from Catholic Charities.
- Deacons receive formation and training through the Permanent Diaconate.
- Married couples receive training in Natural Family Planning.
- Women with difficult pregnancies receive help from the Respect Life Apostolate.
- Young people attend events sponsored by the Office of Youth Ministry.
- Catechists and other ministers receive training through Evangelization and Discipleship and the Adult Faith Formation program.
- Young men and women receive help in discerning a priestly or religious vocation through the Office of Vocations.
- And the Church helps to serve in so many other ways.
- **The list goes on...**

Thank you for your service to the Archdiocese of St. Louis and your help in promoting the good works of the *Annual Catholic Appeal*.



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