

WELCOME

2025 ANNUAL CATHOLIC APPEAL
GUEST SPEAKER TRAINING



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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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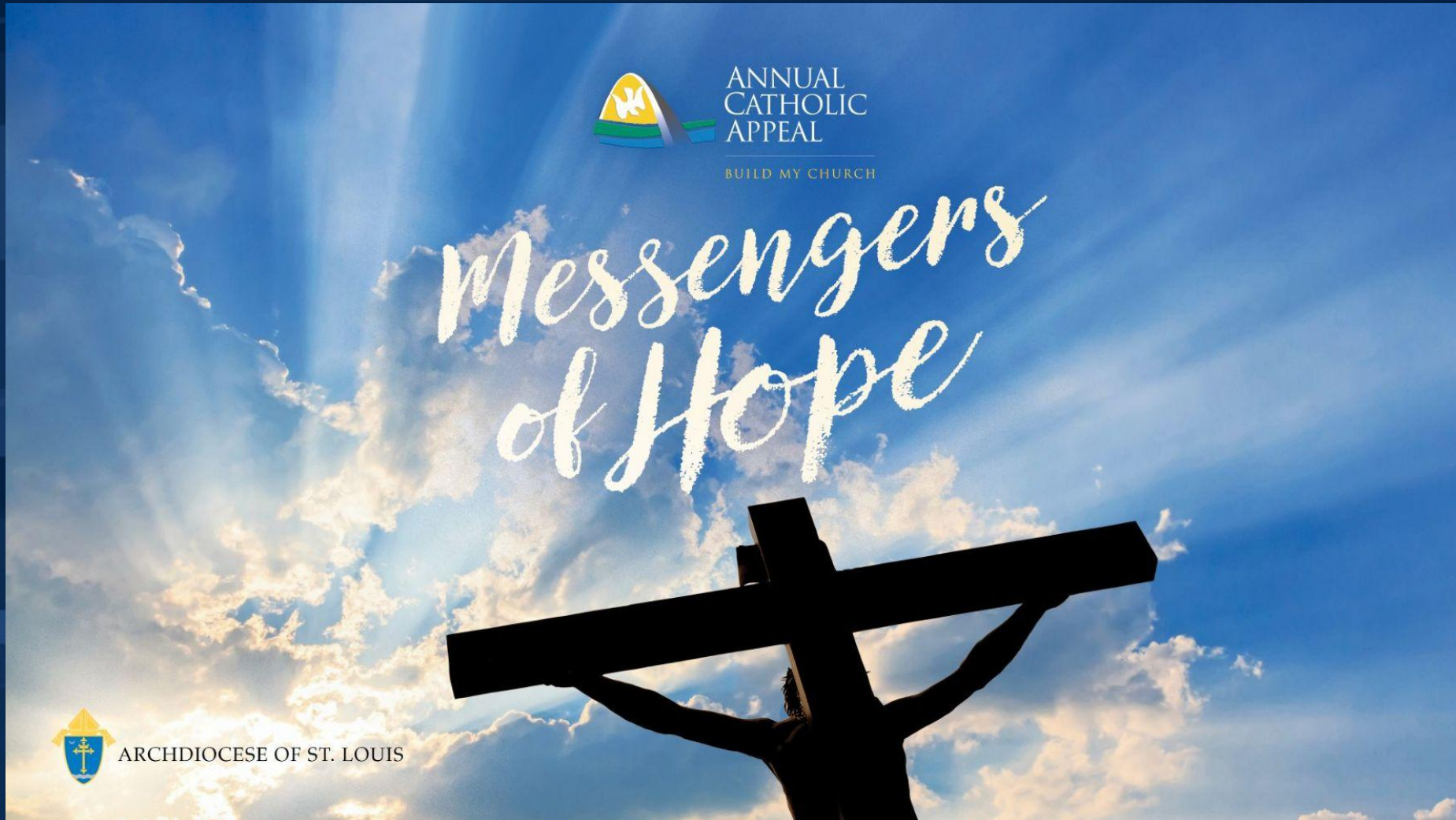
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THANK YOU!

- Many of you helped support this effort during 2024. 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.



2025 THEME – MESSENGERS OF HOPE



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GIVING OPTIONS

Scan the QR Code
Links directly to the ACA Microsite




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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.



The flyer features a background image of a person holding a large cross against a bright, cloudy sky. The text "Messengers of Hope" is written in a cursive font across the top. In the bottom left corner, the "ARCHDIOCESE OF ST. LOUIS" logo is visible. A white text box on the right contains the following text:

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*.

Below the text box is the "ANNUAL CATHOLIC APPEAL BUILD MY CHURCH" logo.

Below the flyer image, there is a QR code on the left and the text "SCAN TO GIVE" on the right, with a black arrow pointing from the QR code to the text.

Below the QR code is the website address "aca.archstl.org" and the text "GIVE ONLINE" on the right, with a black arrow pointing from the website address to the text.

At the bottom of the flyer, the text reads: "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
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

 Give online at aca.archstl.org

Your gift matters. Thank you for giving to the 2025 Annual Catholic Appeal.

Total Pledge: \$ _____ ☐ I'm unable to participate
Today's Payment: \$ _____ ☐ Check ☐ Credit Card
Pledge Balance: \$ _____ ☐ My employer will match my gift

Make checks payable to the Annual Catholic Appeal unless your employer will match your gift. For more info, see details. Return completed pledge card to your parish or by mail to: Annual Catholic Appeal, PO Box 68760, St. Louis, MO 63168-6760

Signature _____ Date _____
Email _____

Select one of the following payment plans for your pledge balance:
(1) ☐ Ten monthly payments: Jul 2025–Apr 2026
(2) ☐ Four quarterly payments: Jul and Oct 2025, Jan and Apr 2026
(3) ☐ Three payments: Jul, Oct and Dec 2025
(5) ☐ Specify payment months: _____

Select payment option (Automatic withdrawal and credit card payments are processed on the 28th of the month):
(1) ☐ Bill Me ☐ Gift of Stock ☐ IRA* ☐ Donor-Advised Fund*
(2) Automatic Withdrawal: ☐ Checking ☐ Savings

Bank Name _____
Bank Routing # _____
Account # _____

(3) Credit/Debit Card: ☐ Mastercard ☐ Visa ☐ Discover ☐ American Express

Card # _____
Exp Date _____ CVV Code _____ Billing Zip Code _____

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 "sustained giving" when making your online donation.

*For more information, contact us at 314.792.7680 or acaoffice@archstl.org

PHYSICAL COPY



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2025 UPDATES

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



DISCUSSION ITEM – RECENT PARISH CHANGES

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**

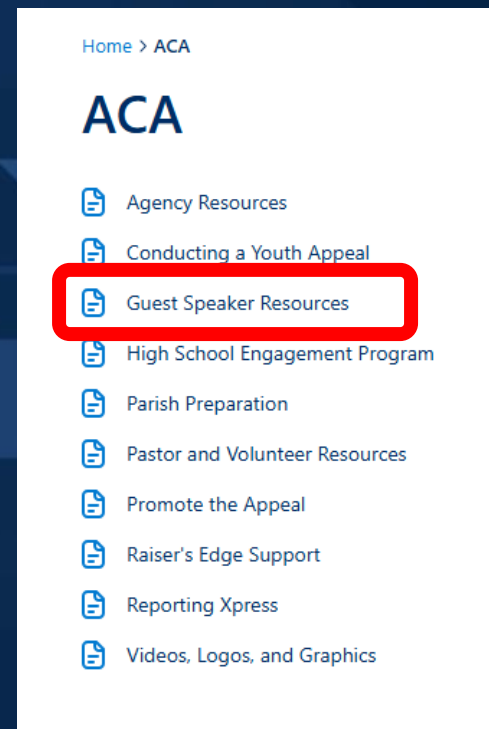
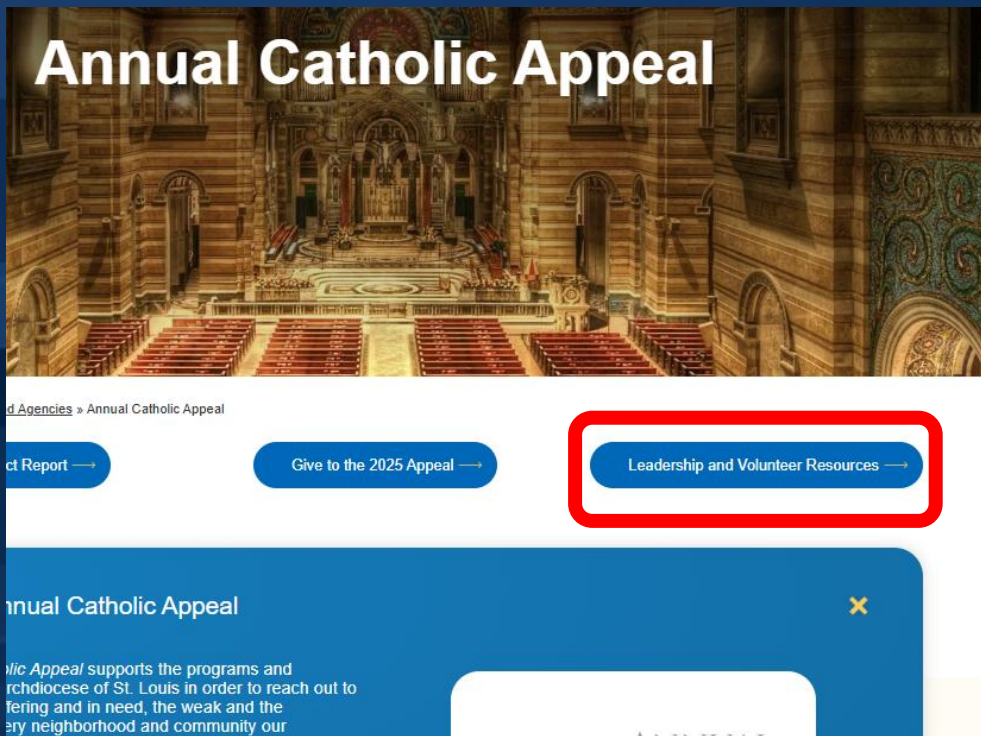
Resource Site for Pastors, Parish Chairs, and Volunteers

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



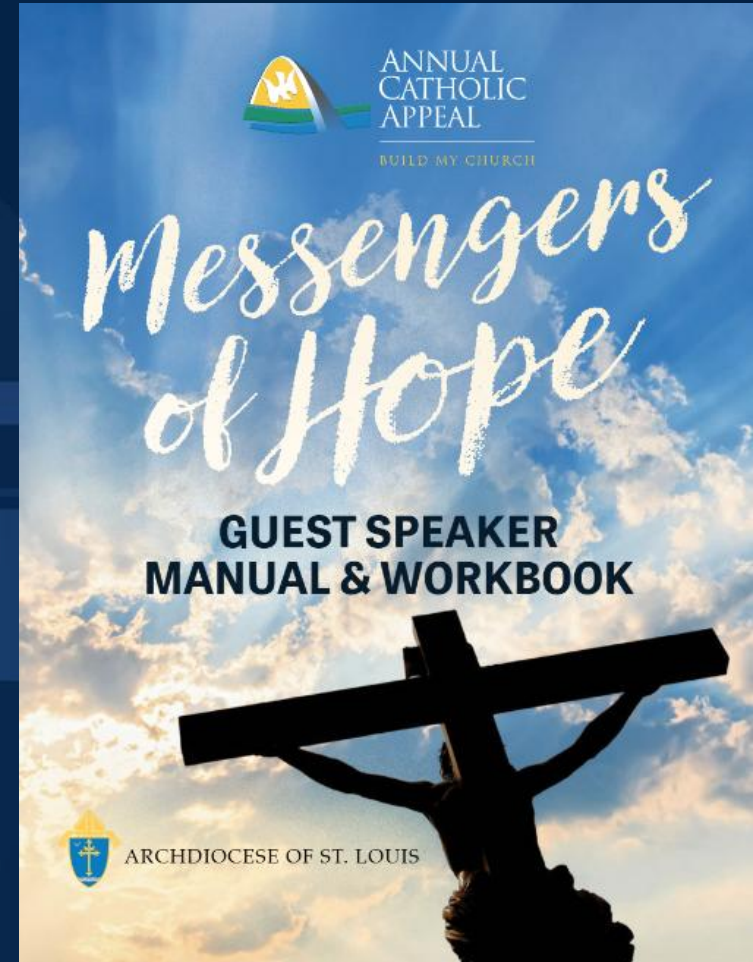
GUEST SPEAKER RESOURCES

- 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
- Refer people to aca.archstl.org
- Make the Ask (most important part of your talk)
- Say Thank You
- Make notes about the Mass times and locations on your talk notes itself or enter them into your calendar. Do not try to rely on memory.
- 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 Monday, March 24th
- 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 27th
- It is important for alternates to remain available.



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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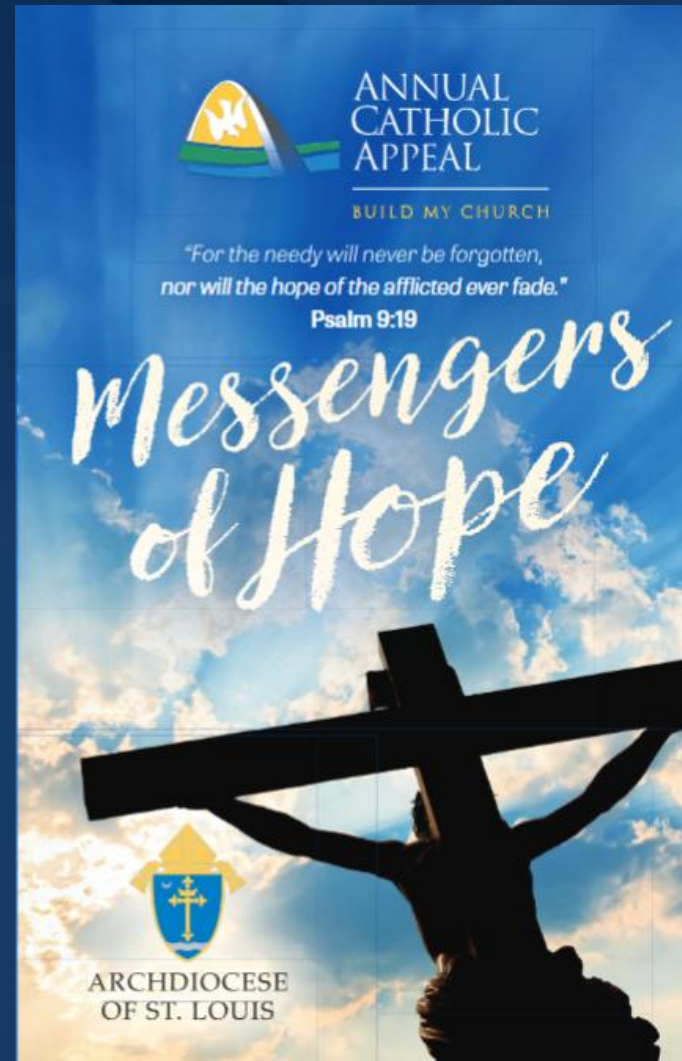
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THANK YOU

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



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