

WELCOME

2026 ACA LAUNCH SESSION



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ANNUAL CATHOLIC APPEAL
BUILD MY CHURCH



2026 APPEAL CHAIR

MERRY MOSBACHER



ANNUAL CATHOLIC APPEAL
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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



ANNUAL CATHOLIC APPEAL

BUILD MY CHURCH

ARCHDIOCESE OF ST. LOUIS

AGENDA

- Celebrate Success of the 2025 Campaign
- What's New This Year!
- Introduce 2026 Theme - *"Grateful Hearts Serving Others"*
- 2026 Solicitation Schedules & Appeal Weekends
- Review Giving Options & Educating Donors
- Website, Resources, and Social Media Toolkit
- Discussion Items
- Parish Goals & Phases of the Appeal
- General Information, Q&A, and Wrap Up



CONGRATULATIONS

- \$17,374,202 raised
- Exceeded goal by over \$1.3M
- With the overage, we increased funds to:
 - Catholic Education
 - Catholic Charities
 - Affordable Housing Initiatives

HIGHLIGHTS

- \$21,922,027 including estate and matching gifts
- 29,958 households participated
- 87 parishes surpassed financial goal
- 46 parishes hit new donor goal
- 40 parishes improved participation



WHAT'S NEW?

- ACA Impact Report (2nd Report) – Released January 16th
- More Personal Outreach
 - Fall/Spring Efforts
- New Insert for mailings
 - Consider becoming an associate!
 - Your impact as an associate!
- New Areas of Support
 - Affordable Housing
 - Wellston Center
 - Ensuring Parish Viability





ARCHDIOCESE OF ST. LOUIS

Grateful Hearts Serving Others



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ARCHDIOCESE OF ST. LOUIS

Grateful Hearts Serving Others



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ACA BLUEPRINT



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MAILINGS

Direct Solicitations to Donors

- Advance Mailing – February 3rd
 - Sent to Priests, Deacons, Religious, Associates of the Archbishop, and Prospect Associates
- Stewards of the ACA Mailing – February 3rd
 - Random selection of approximately 15k donors
- General Mailing – April 13th
 - Past giving in the last 5 years
- Follow-Up Mailing – June 26th
 - Anyone who has not yet given but has made a gift in the last 5 years

ALL OF THE ABOVE MAILINGS INCLUDE A RESPONSE DEVICE



OTHER SOLICITATIONS

Direct Solicitations

- Employee
- Early Outreach from Council Members
- Follow up calls to Major Donors (\$5K+) by Council Members (June – August)
- Telemarketing
 - Two calling periods
 - June (Associate's)
 - July – September (General)
- Other direct contact throughout the year



PARISH APPEAL SCHEDULE

Parish Appeal Weekends

- April 18-19
- April 25-26
- May 2-3
- Parish Kits will be mailed to all parishes by April 9th
 - Kit includes posters, case statements, DVD, envelopes, etc.
- Pledge cards will be mailed separately from parish kit materials

There will be a preprinted pledge card for all active donors who have not made a gift to this year's Appeal.



GIVING OPTIONS



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PLEDGE CARDS

Select one of the following payment plans for your pledge balance:

- (1) Ten monthly payments: Jul 2026–Apr 2027
- (2) Four quarterly payments: Jul and Oct 2026, Jan and Apr 2027
- (3) Three payments: Jul, Oct and Dec 2026

ADDRESSEE
ADDR_LINE1
ADDR_LINE2
CITY, STATE ZIP
P_PHONE (PARISH)
EMAIL4 (PARISH)
LAST GIFT: LPPGIFT

Acct: CONS_ID



Give online at aca.archstl.org

Your gift matters. Thank you for giving to the 2026 Annual Catholic Appeal.

SUGGGFT1 SUGGGFT2 SUGGGFT3 SUGGGFT4 Other _____

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

Make checks payable to the **Annual Catholic Appeal** unless your employer will match your gift. See reverse side for details.
Return completed pledge card to your parish or by mail to: *Annual Catholic Appeal, PO Box 66780, St. Louis, MO 63166-6780*

Signature _____ Date _____

Email _____

SCANLINE

PARISH COPY

Select one of the following payment plans for your pledge balance:

- (1) Ten monthly payments: Jul 2026–Apr 2027
- (2) Four quarterly payments: Jul and Oct 2026, Jan and Apr 2027
- (3) Three payments: Jul, Oct and Dec 2026
- (5) Specify payment months: _____

Select payment option (Automatic withdrawals and credit card payments are processed on the 20th 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 _____ CVW 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 "recurring gift" when making your online donation.

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

PARISH_NAME
CARDTYPE/ MATCHGIFT PARISHSEQ

There will be a preprinted pledge card for all active donors who have not made a gift to this year's Appeal.

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.

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SCAN-TO-GIVE

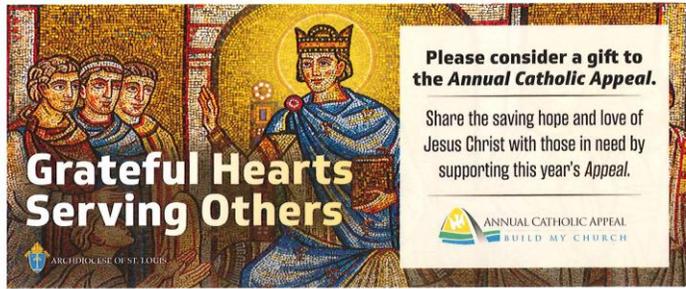
Scan the QR Code
Links directly to the ACA Microsite



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GIVING FLYERS & GIVING OPTIONS



◀ **SCAN TO GIVE**

aca.archstl.org

◀ **GIVE ONLINE**

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

GIVING FLYER

- Available for download
- Print and post in pews
- Makes giving easy and convenient

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: _____

Address: _____

Phone: _____

Give online at aca.archstl.org

Your gift matters. Thank you for giving to the 2026 Annual Catholic Appeal.

Total Pledge: \$ _____ I'm unable to participate

Today's Payment: \$ _____ Check Credit Card

Pledge Balance: \$ _____ My employer will match my gift. (Please verify)

Make checks payable to the Annual Catholic Appeal unless your employer will match your gift. Return completed pledge card to your parish or by mail to: Annual Catholic Appeal, PO Box 86780, St. Louis, MO 63186-6780

Signature _____ **Date** _____

Email _____

Select one of the following payment plans for your pledge balance:

(1) Ten monthly payments: Jul 2026-Apr 2027

(2) Four quarterly payments: Jul and Oct 2026, Jan and Apr 2027

(3) Three payments: Jul, Oct and Dec 2026

(5) Specify payment months: _____

Select payment option (Automatic withdrawals 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 gift" when making your online donation.

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

APPEAL COPY



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ANNUAL CATHOLIC APPEAL
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MAILING INSERTS

Lead with Joy. *Inspire Hope.*
Will you join the *Associates of the Archbishop?*

Please consider joining the *Associates of the Archbishop*, helping parishes, schools, families, and individuals facing many difficult challenges. In response to their commitment of \$1,000 or more, the Archbishop of St. Louis gathers with the *Associates* every year to personally express his gratitude and share the impact of their gifts. Visit aca.archstl.org to learn more or to make a gift.

 Dollars raised from the
4,140 Associates in 2025
\$12,358,124

 Percentage of the *ACA* raised
from the *Associates* in 2025
71%

Giving Levels

SPONSOR • \$1,000 - \$2,499
AMBASSADOR • \$2,500 - \$4,999
ENDORSER • \$5,000 - \$9,999
GUARANTOR • \$10,000 - \$14,999
BRONZE GUARANTOR • \$15,000 - \$19,999
SILVER GUARANTOR • \$20,000 - \$24,999
GOLDEN GUARANTOR • \$25,000 - \$34,999
PLATINUM GUARANTOR • \$35,000 - \$49,999
DIAMOND GUARANTOR • \$50,000 - \$99,999
CENTURION • \$100,000+



Tax-Savvy Ways to Give

DID YOU KNOW you can maximize your charitable impact and enjoy tax benefits through strategic giving to the *Annual Catholic Appeal*?

- **Stocks:** Gifts of appreciated stocks held for more than a year may reduce capital gains taxes and qualify for a deduction based on fair market value.
- **Donor-Advised Funds (DAF):** Commit funds for charitable gifts now for an immediate tax deduction and decide where they should go later, while allowing these funds to grow tax-free. Many firms, including the Roman Catholic Foundation of Eastern Missouri, offer these accounts.
- **Individual Retirement Accounts (IRA):** If you are 70½ or older, you can make income tax-free gifts directly from your IRA. At age 73+, gifts from your Required Minimum Distribution (RMD) may lower your taxable income.

Benefits can vary based on your individual tax situation. Please consult your tax advisor for details or with any tax or account-specific questions.



Give or pledge online
at: aca.archstl.org



Or make checks payable to:
Annual Catholic Appeal
20 Archbishop May Dr
Saint Louis, MO 63119-5738
acaoffice@archstl.org
314.792.7680
Federal Tax ID: 43-0653244



ARCHDIOCESE OF ST. LOUIS

Your Impact as an Associate of the Archbishop

Your generous support enlivens the mission and ministries of the archdiocese and directly impacts the lives of those served. *Thank you!*

 Dollars raised from the
4,140 Associates in 2025
\$12,358,124

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DIAMOND GUARANTOR • \$50,000 - \$99,999
CENTURION • \$100,000+



ASSOCIATES & NON-ASSOCIATES

- Your impact as an associate of the archbishop.
- Considering becoming an associate

TAX-SAVVY WAYS TO GIVE

- Flyer added to Advance Mailing



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ANNUAL CATHOLIC APPEAL
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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**

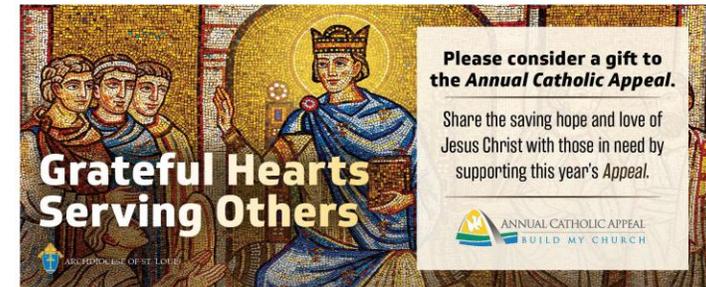
Resource Site for Pastors, Parish Chairs, and Volunteers

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



SOCIAL MEDIA TOOLKIT

- Add the ACA video and banner to your parish website
- Sample social media posts
- Links to ACA video and logos



ACA Video

To place the 2026 ACA video on your website, paste the following code into your editor using HTML.	<code><iframe width="560" height="315" src="https://www.youtube.com/embed/uw-GHG576ew?si=DS35Io4oDzjfCaII" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture; web-share" referrerpolicy="strict-origin-when-cross-origin" allowfullscreen></iframe></code>
Use this link to view and share the 2026 ACA Video on social media.	https://youtu.be/uw-GHG576ew

ACA Video Shorts for Social Media

Links to social media video shorts can be found at this link.	https://resources.archstl.org/article/747032/videos--logos--and-graphics
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ACA Banner Image and Appeal Graphics

Download the banner image for use on your website. The ACA Logos and other Appeal graphics can also be found here.	https://resources.archstl.org/article/747032/videos--logos--and-graphics
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Sample Social Media Posts

<i>Grateful Hearts Serving Others</i> through the <i>Annual Catholic Appeal</i> . Become a witness of God's abundant goodness to those in need. Visit aca.archstl.org today – your gift matters!
We witness God's abundant goodness when we serve others with grateful hearts. Please support this year's <i>Annual Catholic Appeal</i> with prayerful generosity. Learn more at aca.archstl.org .
Our parish <Parish Name> gets help from the <i>Annual Catholic Appeal</i> , and we are proud that our parishioners are so generous in supporting it! Please give to the <i>Annual Catholic Appeal</i> today at aca.archstl.org .
The <i>Annual Catholic Appeal</i> invites us to see our giving not as an obligation, but as a joyful response to the gifts we have received. We witness God's abundant goodness when we serve others with grateful hearts. Visit aca.archstl.org to find out how you can help.
Did you know that our parish, <Parish Name>, gets help from the <i>Annual Catholic Appeal</i> ? Some of our parishioners receive assistance and some serve others by volunteering with agencies supported by ACA. Please support this work by giving generously at aca.archstl.org .



DISCUSSION ITEMS



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DISCUSSION ITEMS

ACA Master Class Workshop

- New in 2025
- Main Purpose – Assist parishes in developing strategies and plans to make it easier for you to increase participation in – and giving to – the ACA, while also increasing parish engagement throughout the year.
- Attendance/participation
 - 38 Parishes Represented
 - 67 Attendees



DISCUSSION ITEMS

ACA Master Class Workshop

- What We Learned
 - Importance of Pastor Support
 - Team Building
 - Importance of Online Reporting



DISCUSSION ITEMS

Mailing Packages for Pledge Cards/Donations

- Issues with oversized packages
- Delay in packages being delivered
- Supply of envelopes



PHASES OF THE APPEAL

Promote the Appeal

- Show the video
- Utilize a guest speaker

Obtain the Pledge

- Make pledging convenient
- No gift too small

Conduct Smart Follow-up

- Send follow-up mailings
- Utilize online reporting system

Thank the Donors

- Send personalized thank you notes
- Share your success throughout the year

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PARISH GOALS

- Purpose of the parish goals!
- Appeal Goal Process
- Other Goals
 - Challenge
 - Participation
 - New Donor goals



KICKOFF DINNER

Sunday, April 12th, 2026

Sheraton Westport Chalet

RSVP: 2026acakickoff.eventbrite.com

ATTENDANCE PRIZES

All guests attending this year's kickoff dinner will be entered into a drawing for prizes!

MUST RSVP AND BE PRESENT TO WIN!



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PARISH INCENTIVE PROGRAM

- One ticket is awarded for each of the following achievements:
 - Reaching 2025 financial goal
 - Achieving 2025 Challenge Goal
 - Increasing participation in 2025
 - Achieving 50% or better participation in 2025
 - Meeting 2025 New Donor Goal
 - Attending a 2026 Launch Session (for attending tonight)
 - Showing the 2025 Video to your parish
 - Increasing your Associates of the Archbishop from 2024 to 2025
 - Submitting your parish list and Appeal questionnaire by the Dec 12, 2025 due date
- Ten tickets will be drawn by Archbishop Rozanski during the Kickoff Event on April 12th.
- Ten parishes will be awarded \$5,000

TICKETS WILL BE MAILED TO YOUR PARISH ON MARCH 13TH - PLEASE BRING TO KICKOFF DINNER!



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GUEST SPEAKER PROGRAM

- Request for a Guest Speaker
 - Guest Speakers Weekends - April 18-19 & April 25-26
 - Multiple Worship Sites
- Request for guest speaker emailed on February 11th
- Sign up tonight
- Survey (New)
- Please submit your request by March 10th
- Scan the QR code to the right to start the request



REPORTING SYSTEM

Reporting Xpress

- 24/7 Access/Availability
- Multiple file formats (PDF, XLS)
- Use export files with letter templates to create personalized follow-up letters
- Access archived reports from prior years
- Signup form available at archstl.org/aca



ACA PROGRESS REPORTS

- Sign up to receive your ACA parish progress report by email
- Will begin emailing weekly progress reports each Friday once the Appeal weekends start
- Scan the QR Code below to fill out the Launch Session form



ACA Progress Report

Cathedral Basilica of Saint Louis-101

news to share with you today. The people of the Archdiocese of St. Louis have once again fulfilled their mission of the Church through the *Annual Catholic Appeal*!

Thank you for all your work on the 2025 *Appeal*! Because of the efforts of our pastors, parish life coordinators, parish staff, and parish volunteers, the *Appeal* was able to raise over \$17.3 million for our parishes in 100 households! I am grateful for all you did these past few months. [Please watch this video with Bishop Rozanski](#) to hear his thoughts on the remarkable success of this year's *Appeal*.

As a result of your work, 40 parishes improved their participation percentage from last year. 87 parishes met their financial goals and 40 parishes surpassed their challenge goal. Your work, and the work of our other volunteers across the archdiocese, will become of the love and mercy of Jesus Christ who helps those who are suffering.

Final 2025 *Annual Catholic Appeal* progress report. These numbers reflect the total amount received for your parish by August 15, 2025. Pastors, parish life coordinators have already received a written report as well as a preview copy of the Final Report which will appear in the *St. Louis Review* which includes more information about the success of the *Appeal*, including exciting news about our largest estate gift ever. This gift, worth over \$17.3 million raised in annual gifts, will support the mission of the Archdiocese. You can also learn more from this story at the [St. Louis Review](#).

God who continues to bless His Church in St. Louis so many dedicated volunteers and ours, for her guidance, protection, and inspiration.

Thank you for all you have done. I am proud to work with you and I will be praying for you.



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THINGS TO REMEMBER

- New Chair Training – Sign-up! March 10, 2026 @ 6PM
- Complete surveys
 - Request a guest speaker
 - Claim your extra incentive ticket for showing the 2025 video
 - Sign up to receive the parish progress report
- Keep an eye out for your red tickets
- Parish kits and pledge cards shipped by April 9th
- RSVP to ACA Kickoff Event at 2026acakickoff.eventbrite.com



THANK YOU!

PLEASE CONTACT THE ACA OFFICE AT 314.792.7680
OR ACAOFFICE@ARCHSTL.ORG WITH ANY QUESTIONS



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