



ANNUAL
CATHOLIC
APPEAL

BUILD MY CHURCH

Messengers of Hope

ANNUAL CATHOLIC APPEAL
LEADERSHIP MANUAL



ARCHDIOCESE OF ST. LOUIS

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BUILD MY CHURCH

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!

Letter from the Executive Director

Dear Parish Appeal Leader,

Thank you for accepting this important mission of helping to unify the Church in the Archdiocese of St. Louis through your parish's efforts to support the *Annual Catholic Appeal*. Your work will be a gift of mercy to those in need and help to draw your fellow parishioners closer to the Church.

This leadership manual will guide you through the four phases of implementing the *Annual Catholic Appeal* in your parish. It is also available online on our volunteer website, archstl.org/aca.

We need to be responsive to the different ways that donors wish to give. Many parish chairs want to make it easier for their fellow parishioners to give. Others are looking for more tax savvy solutions. Still others want to help their fellow parishioners set their giving for the foreseeable future, even beyond 2025. We are doing our best to be responsive to these parishioners with the following.

- **To help make it easier for your parishioners to give:** Parishioners can easily access our website, aca.archstl.org, through QR codes that they will find on almost all our materials. In addition, we have included easily printable brochures, with our QR code prominent, that you can post in pews, include in bulletins, or otherwise make available to your parishioners. You can find these on our volunteer website, archstl.org/aca.
- **To help your parishioners save on taxes:** Parishioners can increase their tax benefits by giving gifts of appreciated securities (stocks), by making Qualified Charitable Distributions from their IRA accounts, or by using Donor Advised Funds. We have included notes on these types of giving on our “**Tax Savvy Ways to Give**” document available on our volunteer website, archstl.org/aca. We will also include notes about these ways to give on our case statement and in other materials. Take a moment to learn more about these giving options. You may even find ways to improve your own tax situation.
- **To help parishioners seeking to set their gift beyond 2025:** Parishioners can commit to making a monthly recurring gift to the *Annual Catholic Appeal*. Unlike pledges, which are completed after a specific amount is met, the parishioner can allow us to automatically charge their credit card for a specific amount every month until they change the amount or ask us to stop. In this manner, a parishioner can make a monthly gift for years to come, giving you a head start on future appeals. Parishioners can select this option when giving at aca.archstl.org.

I hope this manual is helpful to you. Thank you, once again, for your support. This *Appeal* is dedicated to Mary, our Mother and the Mother of the Church, and I will ask for her intercession on your behalf every day. I will be praying for you.

Gratefully,



Brian Niebrugge

Executive Director

Office of Stewardship and the Annual Catholic Appeal

P.S. Don't forget, your first and most important job is to pray for the Appeal! Thank you!

LAUNCH MEETINGS AND KICKOFF DINNER

Feb 20, 2025	St. Gertrude Parish (Krakow)
Feb 25, 2025	Cardinal Rigali Center (Shrewsbury)
Feb 27, 2025	Virtual Event
Mar 4, 2025	The Care Service at Sts. Joachim & Ann (St. Peters)
Mar 6, 2025	Virtual Event
Mar 13, 2025	New Parish Chair Training, Cardinal Rigali Center (Shrewsbury)
Apr 6, 2025	ACA Kickoff Dinner, Sheraton Westport Chalet Hotel

PARISH PLEDGE WEEKENDS AND PROCESSING

Apr 26-27, 2025	ACA Weekend
Apr 28, 2025	Send first set of pledge cards to the lockbox*
May 3-4, 2025	ACA Weekend
May 5, 2025	Send second set of pledge cards to the lockbox*
May 10-11, 2025	ACA Weekend
May 12, 2025	Send third set of pledge cards to the lockbox*
May 19, 2025	Send fourth set of pledge cards to the lockbox*
May 26, 2025	Send fifth set of pledge cards to the lockbox*
May 30, 2025	Deadline for receipt of pledge cards by the lockbox to keep donors from receiving the Follow-up Mailing*

MAILINGS FROM THE ACA OFFICE

Feb 7, 2025	Advance Mailing (<i>includes Associates, \$500+ donors, clergy and religious</i>)
Late Mar/Early Apr	ACA Edition of <i>Catholic St. Louis</i> magazine mails
Apr 21, 2025	General Mailing
Jun 20, 2025	Follow-Up Mailing (<i>to those who have not yet made a pledge</i>)

DEADLINES

Apr 11, 2025	Deadline for delivery of ACA Pledge Cards and Parish Kits to parish office (<i>Parish kits will ship separately from pledge cards and will not be delivered to the parish on the same day</i>)
Jun 8-19, 2025	Telemarketing begins for <i>Associates</i> (\$1,000+)
Jul 10, 2025	Telemarketing begins for all donors
Aug 15, 2025	Final cut-off for 2025 <i>Appeal</i>
Sep 15, 2025	Final Progress Report published in the <i>St. Louis Review</i>

NOTE: Progress Reports will be emailed to each parish by the ACA office periodically throughout the *Appeal*. To update your parish Progress Report email distribution list, please contact the ACA office at acaoffice@archstl.org.

* Indicates Parish Chair responsibility

The Mission of The *Annual Catholic Appeal*

Through baptism, every Catholic has been given the grace to be God's servant, and we are called to be stewards of this grace. God fills us with His life so we can find joy in serving others. God showers us with blessings so we will have gifts to share. In the opening words of their pastoral letter on stewardship, the U.S. Catholic Bishops tell us, **"Once one chooses to become a disciple of Jesus Christ, stewardship is not an option."**

"You have heard of the stewardship of God's grace that was given to me for your benefit." – Ephesians 3:2

Everything we have has been given to us...our time, our work and leisure, our talents and skills, our family and friends, and our financial and material resources. When we joyfully return our gifts to God with gratitude, we come to realize that we are His sons and daughters, and we deepen our love for our brothers and sisters.

Our way of life, as joy-filled Christian stewards, makes Christ visible to those who know us. Please join us in sharing God's grace and love with others as together we *Build the Church*.

MISSION STATEMENT OF THE ACA

The *Annual Catholic Appeal* is the annual effort of the Catholic community to respond to the Gospel challenge of Jesus Christ to love one another, by reflecting on God's blessings in our lives and sharing them for the educational, pastoral, and charitable programs and ministries of the Archdiocese of St. Louis.

Introduction/Parish Preparations

TO HELP YOUR TEAM GET ORGANIZED...

- Parish Prep Packets are delivered to your pastor in early November.
In this packet, you will find:
 - Parish list update procedures and instructions
 - Launch meeting dates
 - Online parish prep questionnaire
 - Master calendar
 - Reporting and processing procedures
- Launch Meetings are a time to receive training to help you implement the *Appeal* in your parish. They are scheduled for February and March in different locations across the archdiocese. Now is a good time to plan your attendance.

WHAT ELSE IS HAPPENING?

Employee *Appeal*/Advanced Mailing

All employees of the Archdiocese of St. Louis are asked by Archbishop Rozanski to make a gift at a special meeting in January. All employee gifts are credited to their parish goals if they are registered at a parish. In February, a letter and pledge card are mailed to *Associates of the Archbishop*, priests and deacons, order priests, religious superiors, and prospective *Associates*, asking them to make, renew or increase their commitment. These early pledges give momentum to the *Appeal*. All gifts made during these pledge periods are credited to the parish goals.

Grant Allocations

Allocations of all grants are designated in advance of the *Appeal*. Recipients of an ACA grant must complete an application to ensure good stewardship of the resources contributed.

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BUILD MY CHURCH

Two

Four Phases of the *Appeal*

The *Annual Catholic Appeal* is one important way we gather the resources to actively *Build the Church* in our communities. There are four basic phases to conducting a successful *Appeal* at your parish.

- Promote the *Appeal*
- Obtain the pledge
- Conduct smart follow-up
- Thank the donors

This section will provide some basic best practices for each of these important phases.

PHASE I: Promote the *Appeal*

Here are several best practices to help you promote the *Appeal* at your parish and an overview of other things that the ACA office is doing. Promoting the *Appeal* prior to and during *Appeal* Sundays will show your parishioners that the *Appeal* is an important part of your parish life as it strengthens your unity to the larger Church.

BEST PRACTICES

- **Emphasize the pastor's leadership** — The pastor's support of the *Appeal* is critical to success.
- **Use new methods of communication** — Many parishes have an emailed newsletter, social media, and other channels of communication with their parishioners. Consider what these channels are for your parish and use them to promote the *Appeal*. Encourage people to visit aca.archstl.org.
- **Use homily messages** — Link the liturgical celebration to the mission of the ACA and provide a strong spiritual context for stewardship. Homily ideas can be found in Section 4.
- **Send a letter** — Ask your pastor to mail a letter encouraging participation. Sample letters can be found in the Appendix.
- **Thank donors and volunteers** — Publicly acknowledge those who help conduct the *Appeal* at your parish and those who have made a pledge and/or gift.
- **Show the *Appeal* video** — Show the video at Mass, at parish meetings, at school assemblies with parents, and link to it on your parish website. The video shows people how their gifts make an impact and helps show the good work of the larger Church beyond your parish borders.

Two

Four Phases of the *Appeal*

- **Utilize guest speakers** — Invite speakers to give a firsthand testimony of the impact of the *Appeal*. Keep the speaker's presentation under 5 minutes. The *Appeal* office coordinates the guest speaker program, connecting parishes with people from ministries supported by the *Appeal*.
- **Publish announcements** — Use the parish bulletin and school newsletters to promote the *Appeal*. Sample messages are found in the Section 4. You know your audiences the best; tailor these announcements for your parishioners.
- **ACA Microsite** — Link your promotional messages and letters to the ACA website: aca.archstl.org. Publish this website address to create interest and build awareness of the *Appeal*.
- **Social Media** — Use the ACA toolkit to promote the *Appeal* on social media channels.
- **Utilize the marketing support** — Several of these items, including brochures, bulletin covers and case statements, are available on our volunteer website: archstl.org/aca.
- **Use your own creativity** — Promote the *Appeal* in your parish in your own way.

WHAT ELSE IS HAPPENING?

In the weeks leading up to the *Appeal* weekends, the ACA office works to raise awareness of the *Appeal* through a number of channels:

- **Catholic St. Louis magazine** will feature the ministries and good works that are made possible through gifts to the *Appeal* and encourage people to make a gift.
- **Advertising and editorial content** will run in the *St. Louis Review* prior to and during the *Appeal*.
- **A personal letter from Archbishop Rozanski** is sent to many active Catholic households. Donors are thanked for their past support and encouraged to continue their faithful stewardship.
- **Word-of-mouth marketing** is the best and most cost-effective way to spread the good news of those helped by the *Appeal*. ACA marketing efforts are limited to keep costs low, so we rely on parish volunteers to tell their stories and personally invite participation.

Two

Four Phases of the *Appeal*

PHASE 2: Obtain the Pledge

The pledging process should be welcoming and focused on the practical needs of our fellow parishioners. One of the simplest ways we can grow participation in the *Appeal* is to make pledging easy, offering parishioners the opportunity to give without making them go out of their way to do so. In fact, we lose pledges every year just because people were too busy or were never asked to make their pledge in a moment when they had the time and inclination to do so. To further strengthen the unifying mission of the Church, we have introduced multiple channels of giving to make it easier than ever for parishioners to participate in the *Appeal*.

In addition to traditional pledge cards, they can now give online by using their mobile devices. The best practices below offer simple ways to make pledging more convenient.

BEST PRACTICES

- **Use electronic communications** — Make sure people using electronic forms of parish communication are invited to visit aca.archstl.org to make their pledge.
- **Make pledging convenient** — Select a location that is easily accessible after Masses.
- **Spread out the cards** — Make it easy for volunteers to help parishioners find their cards.
- **Have plenty of pens** — Make sure you have enough pens to fill out the pledge cards.
- **Recruit volunteers** — Invite friendly, engaging people to staff the tables.
- **Return the pledges** — Returning pledge cards quickly ensures that your parishioners will receive acknowledgment of their gift in a timely manner. Please see Section 3 of this document for detailed processing instructions.
- **ACA Microsite** — Link your promotional messages and letters to the ACA website: aca.archstl.org. Publish this website address in your promotions to create interest and build awareness of the *Appeal*.
- **Post QR Code Flyers** — Remind parishioners that they can also scan the QR code to give online. When they scan the code using their smartphone camera, they will be directed to our online giving page. Post the QR code flyer available at archstl.org/aca around your parish to make it easy for people to give.

Two

Four Phases of the *Appeal*

WHAT ELSE IS HAPPENING?

During the *Appeal* weekends, the ACA Office focuses its efforts on supporting parishes, processing gifts and preparing the follow-up.

Every parish is unique, and our goal is to give each parish the freedom to conduct the pledge portion of the *Appeal* in the way that works most effectively.

Once the *Appeal* is underway, the ACA will email regular progress reports to the parish.

PHASE 3: Conduct Smart Follow-Up

What is smart follow-up? It is the effective and efficient way to conduct continued outreach to your fellow parishioners, usually after the main *Appeal* Sundays. In an ideal world, our ACA parish volunteers would have the time to reach out personally to everyone in their parish who did not give during the main phase of the *Appeal*. However, most volunteers do not have the time or resources to make such a large volume of phone calls. By using the resources below, in addition to technology and electronic communications, parish volunteers can focus on those who are most likely to respond positively to their outreach. This leads to a better volunteer experience and lets everyone from each parish participate in our shared effort. We call these methods “smart” because they maximize the valuable time our volunteers sacrifice to support the *Annual Catholic Appeal*.

BEST PRACTICES

- ♦ **Ask donors who gave last year** — If a person gave last year, but has not yet donated this year, they are most likely to respond. Focus your energy here first to make the best use of your time. A report to help identify these donors, called the LYBUNTS report, is available through the online reporting system.
- **Next, focus on donors in recent years** — If a person has made a contribution to the *Appeal* in recent years, but not last year or this one, reach out to reestablish a connection and to ask for a gift this year. Again, this helps to make sure you make the best use of your time. A report to help identify these donors, called the SYBUNTS report, is available through the online reporting system.
- **Finally, reach out to everyone** — Sometimes a person might be registered at a parish but may not attend Mass regularly or be active in other facets of parish life. Invite everyone to make a gift and take the opportunity to share the stories of people helped by the ministries, schools and apostolates supported by the ACA.

Two

Four Phases of the *Appeal*

- **Send follow-up communications, including emails and letters** — Use both forms of communication. Not everyone will respond to letters, and others will hardly look at email at all. Using multiple channels of communication will help make sure everyone gets the good news about the work of the Church. Sample emails and letters are included in this manual and on our volunteer website: archstl.org/aca.
- **Share the printed materials and the video** — This helps motivate people to make a gift as you conduct the follow-up.
- **Utilize the online reporting system** — Use the online reporting system to review reports, see how close you are to your goals and generate a list of donors who have not yet made a gift to this year's *Appeal*. See page 24 for details about online reporting.
- **Be persistent** — Continue promoting the *Appeal*. Follow up with donors, and let us know if we can help.
- **ACA Microsite** — Link your promotional messages and letters to the ACA donor website: aca.archstl.org. Publish this website address in your promotions to create interest and build awareness of the *Appeal*.
- **Social Media** — Use the ACA toolkit to promote the *Appeal* on social media channels, actively engaging Catholic audiences.

WHAT ELSE IS HAPPENING?

Mailed Follow-up: Any active registered household that made a gift to the *Appeal* in the last 5 years and has not made a gift by early June will receive a follow-up mailing with a pledge card that can be mailed directly to the ACA. The *Appeal* closes in mid-August.

Four Phases of the *Appeal*

PHASE 4: Thank the Donors

Saying “Thank you!” when someone makes a gift is always the right thing to do. Even Jesus noticed when people did not stop to thank Him for the blessings He provided (Luke 17:17). While most do not give because they expect to be thanked, they like to know their gifts are important and have made a difference. Using the ideas outlined below, you can express heartfelt gratitude that will provide satisfaction and recognition to the ACA donors from your parish. By saying thanks, you can strengthen parishioners’ relationship with the larger Church and encourage them to support the *Appeal* in the future.

BEST PRACTICES

- **Say “thank you” often** — As parishioners turn in their pledge cards, let them know you are grateful on behalf of those who are helped by the *Appeal*.
- **Send personalized thank-you notes** — Invite the pastor to send thank-you notes.
- **Celebrate generosity** — Incorporate messages of thanksgiving that celebrate faithful stewardship, and ask the priest to include a “thank you” in his homily.
- **Share your success** — Publish positive statistics and recognition of donors and volunteers in the weekly bulletin.
- **ACA Microsite** — Link your thank you messages and letters to the ACA website: aca.archstl.org. Publish this website address in your messages to extend the thank you messages to donors.

WHAT ELSE IS HAPPENING?

- The ACA announces the results of each parish in the *St. Louis Review*. Special note is given to dollars raised, participation rates, the strongest areas of growth and other notable accomplishments.
- Archbishop Rozanski hosts *Associates of the Archbishop* appreciation events in the fall.
- Every donor receives a thank-you letter from the archbishop.

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Three

Parish Goals

QUESTIONS AND ANSWERS

What is a “Parish Goal?” Your Parish Goal for the *Annual Catholic Appeal* is based on the following:

1. Previous year’s offertory
2. Median income of your parish
3. Presence of a school supported by the parish

The purpose of your Parish Goal is to motivate your parish to reach a level of giving to the *Annual Catholic Appeal* that is fair, just and compatible with your parish’s giving ability. The goal also provides opportunities for your parish to celebrate success.

What is a “Challenge Goal?” If your Parish Goal for the coming *Appeal* is less than what was raised last year, your parish will receive a Challenge Goal. This goal is equal to the amount raised last year. The *Annual Catholic Appeal* Council counts on parishes achieving their Challenge Goal to meet the overall goal of \$16 million. If this goal is not met, grants to ministries supported by the *Appeal* will have to be reduced to make up for the shortfall. People in need may not receive help. If your parish has a Challenge Goal, it is important that you strive to meet it.

What is a “New Donor Goal?” To increase participation, it is critical to bring in new donors to the *Appeal* every year. With this in mind, every parish receives a New Donor Goal to encourage them to seek new donors to the *Appeal*. Your New Donor Goal is based on the total number of parishioners in your parish.

Why is last year’s “Parish Participation Percentage” included on my goal sheet? Although the New Donor Goal is important, it is also critical to maintain the donors you already have. Parishioners who gave to the *Appeal* last year are the most likely to give again this year. Please review the list of donors from the previous year’s LYBUNTS Report to ensure that everyone who made a pledge last year is personally asked to renew their donation.

Thank you for your efforts on behalf of this important *Appeal*.

Three

Filling Out a Pledge Card

All pledge cards for the *Annual Catholic Appeal* are three-part forms:

1. **Privacy Slip (white):** This ensures that the donor's giving history stays confidential. It also has a message from the archbishop.
2. **Parish Copy (yellow):** Keep this copy for your parish records.
3. **Appeal Office Copy (manila):** Send to the lockbox (bank) for processing.

Customized data for each individual or household is imprinted on each pledge card:

- First and last name of household
- Parishioner's home address, city, state and ZIP code
- Home phone
- Email address
- Last gift amount
- Donor's account number
- Requested gift amount(s)
- Parish name
- Parish number, card type (Advance/General), any applicable Matching Gift information

To complete the pledge card, please ask the donor to complete the following steps:

1. Select a gift from the suggested amounts, or fill in another amount in the area marked "other." Complete the "total pledge," "today's payment," and "pledge balance" sections.
2. Choose a payment plan and option as indicated, if applicable.
3. For automatic payment from checking or savings, include bank name, nine-digit bank routing/transit number and account number.
4. For credit cards, select the proper credit card box. Enter the credit card number, expiration date, CVV code, and billing zip code. Please make sure the credit card number is legible.

Three

Filling Out a Pledge Card

For volunteers: If donors are making an automatic payment from checking, savings or credit card, please let them know that this deduction will be made on or around the 20th of the month.

5. **Provide name of employer if participating in the Matching Gift Program.**
6. **Sign and date the pledge card.**
7. **Provide email address.**

NOTE:


- Please make sure the donor fills out all appropriate information on the pledge card.
- Since the pledge card is a three-part form, please make sure the donor writes hard enough so all the information is clearly transferred to “*Appeal Copy*” of the card.
- If someone is unable to participate, please ask them to check the box “I’m unable to participate” and sign the pledge card, so they will not be included in the follow-up mailing.
- Donors participating in the Matching Gift Program should complete the matching gift sections on the front and back of the pledge card (back of the manila-colored card). Refer to pages 23 and 24 of this document for more information on processing Matching Gifts.
- If donors do not have a pre-printed pledge card, they can complete a blank pledge card. Please be sure they complete the card with their full name and address (including city, state and zip code), and make sure the parish number appears on the blank pledge card.

Three


Filling Out a Pledge Card

TOP COPY: PRIVACY SLIP


LAST_NAME, PARSAL (PARISH SALUTATION)
P_PHONE (PARISH PHONE)



SCAN TO GIVE
or visit
aca.archstl.org



Please join me and thousands of other faithful Catholics across the Archdiocese of St. Louis in bringing Christ's love to our community through the 2025 *Annual Catholic Appeal*. Thank you for considering my request. May God bless you and your loved ones.



BARCODE
ADDRESSEE
ADDR_LINE1
ADDR_LINE2
CITY, STATE ZIP

Sincerely yours in Christ,

+ Mitchell T. Rozanski


Most Reverend Mitchell T. Rozanski
Archbishop of St. Louis

CONS_ID PARISH PARISHSEQ

Please make your pledge on the following page.

PARISH COPY

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 2025 *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 _____

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 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 _____ 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 "recurring gift" when making your online donation.

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

SCANLINE

PARISH COPY

CARDTYPE/ MATCHGIFT PARISH_NAME PARISHSEQ

Three

Filling Out a Pledge Card

FRONT OF APPEAL COPY

ADDRESSEE
ADDR. LINE1
ADDR. LINE2
CITY, STATE ZIP
P. PHONE (PARISH)
EMAIL4 (PARISH)
LAST GIFT: LAPPGIFT

Acct: CONS_ID

Give online at aca.archstl.org

Your gift matters. Thank you for giving to the 2025 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 _____

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 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 _____ 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 "recurring gift" when making your online donation.

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

SCANLINE

APPEAL COPY

PARISH_NAME
CARDTYPE/ MATCHGIFT
PARISHSEQ

BACK OF APPEAL COPY

Companies typically have guidelines that must be met before your gift can be matched. Please check with your employer to determine if your company will match gifts to the schools supported by the Annual Catholic Appeal.

HOW TO COMPLETE THE MATCHING GIFT PROCESS

1. Obtain a matching gift form from your employer or submit a request online.
2. For paper forms, complete the donor section, enter the name of school, and SIGN THE FORM. If paying in the future, DO NOT DATE the form.
3. If making an online request, please email a copy of your company's confirmation to the ACA Office at matching_gifts@archstl.org.
4. If you prefer to mail a copy of your confirmation, please write your name on it, and send to:
ACA Office, 20 Archbishop May Drive, St. Louis, MO 63119
5. During parish Appeal weekends, return the pledge card, matching gift form, and payment or installment instructions to your parish coordinator.

DO NOT MAIL THE CHECK OR MATCHING GIFT FORM TO THE SCHOOL.

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

MATCHING GIFT RECIPIENT ORGANIZATIONS (Select One)

☐ (01) Kenrick-Glemon Seminary (also known as St. Louis Roman Catholic Theological Seminary)

☐ (02) St. Louis University-Glemon Education Fund*

☐ (03) Bishop DuBourg High School

☐ (04) St. Dominic High School – O'Fallon

☐ (06) Duchesne High School – St. Charles

☐ (08) Valle Catholic High School – Ste. Genevieve

☐ (10) St. Vincent High School – Perryville

☐ (12) St. Francis Borgia High School – Washington

☐ (14) St. Pius X Catholic High School – Festus

☐ (15) Cardinal Ritter College Prep High School

☐ (16) Annual Catholic Appeal

*Individual and matching gifts to this fund are sent to St. Louis University and are used to pay tuition, educational expenses, and room and board for seminarians, deacons, and lay ministers who take classes at St. Louis University under the written sponsorship of the Archdiocese of St. Louis.

Annual Catholic Appeal
20 Archbishop May Drive
St. Louis, MO 63119
Federal Tax ID/EIN: 43-0653244

Three

Processing Pledge Cards

Every week, the pledge cards will need to be properly batched and sent to the bank (lockbox) for processing. Timely remittance will ensure that your Parish Progress Reports reflect your current parish totals and that your donors are thanked in a timely manner.

Please follow this procedure on a weekly basis:

1. **Separate each pledge card.** Remove privacy slip and separate “Parish Copy” and “Appeal Copy.” Retain “Parish Copy” for your records.
2. **Pair the donor’s check (if applicable) with the corresponding pledge card.**
Please place the check behind the “Appeal Copy” of the pledge card. Please do not staple or paperclip the checks to the pledge cards.
3. **Batch the “Appeal Copy” of the pledge card into the following categories:**
 - Handwritten pledge cards and their associated payments (pledge cards without preprinted information). This batch will be placed in the envelope marked “Handwritten Pledges” and mailed separately to the ACA office. These envelopes will be included in the parish kit sent to the parish by April 11.
 - Credit card single payment.
 - Credit card installment payments.
 - Matching gift pledges. If a matching gift form is available, it should be placed behind the donor’s check.
 - Direct debit pledge (ACH).
 - Direct debit single payment (ACH).
 - Stock payment pledges.
 - Pledge cards with checks.
 - Pledge cards with partial payment via credit card.
 - Pledges without checks, credit cards, automatic payments or stock payments.
 - Pledge cards without a pledge or payment (refusal to give, pledge cards with no gift).
 - Pledge cards with special notations (moved, deceased, etc.).

Three

Processing Pledge Cards

- Pledge cards with cash. The bank (lockbox) will not accept cash. The parish should deposit the cash and write a check for the exact amount to the *Annual Catholic Appeal*. If multiple cash payments are received, a single check may be written; however, please keep handwritten pledge cards in separate batches from preprinted pledge cards. Keep these pledge cards together and place the single check behind them. Please include an adding machine tape listing all cash pledge amounts and a total equal to the face value of the parish check.
4. **Bundle the batches.** Use rubber bands to bundle each batch separately.
 5. **Mail the batches.** All batches except the handwritten pledge cards should be placed in the bank/lockbox envelopes, included in the parish kit. Handwritten pledge cards should be placed in the specially marked envelope, also included in the parish kit, and mailed directly to the ACA office.

Thank you for your assistance with this important task of the *Appeal*.

Three

Processing Matching Gifts

Donors can potentially double the impact of a gift through a match from their company. Some companies will match gifts for retirees or give more than a one-to-one match. Matching gift guidelines vary from company to company.

To obtain a matching gift, the donor must request and complete a matching gift form from their company. If the matching gift request is for a pledge that will be paid in installments, please sign the forms but do not date them. The date will be filled in when the pledge is completed. There will need to be a corresponding form for each installment (e.g., ten installments, ten forms).

Important Note: *If the donor uses an online matching gift form, please ask the donor to forward the confirmation email to matching_gifts@archstl.org.*

If donors do not have a matching gift form from their company when they fill out the pledge card, provide them with a matching gift return envelope from the parish kit. Please send the pledge card to the bank/lockbox. The matching gift form can be sent separately.

A STEP-BY-STEP GUIDE FOR MATCHING GIFTS:

1. Identify potential matching gift donors with the help of the online reporting system. The Previous Year Matching Gift Detail Report will provide a list of matching gift donors from the previous year. A list of matching gift donors from the previous year will also be included in your parish kit.
2. Contact potential matching gift donors by telephone before *Appeal* Sundays, asking them to consider applying for a matching gift again this year. Remind them to complete the matching gift sections on the front and back of the pledge card and to bring a matching gift form on one of the *Appeal* Sundays.
3. Work with the pastor and parish volunteer staff to ensure the matching gift program is adequately promoted using the matching gift posters, bulletin and pulpit announcements and any other appropriate medium at your parish.
4. Ensure parish volunteers are trained about matching gifts. Specifically, the volunteers should look for pledge cards with “MG” printed on them and ask these donors to complete the matching gift information on the back of the pledge card.
5. Compare the current year matching gift report to the previous year, to identify the previous year’s matching gift donors who have not yet completed a matching gift form. Follow up with these donors from the previous year who have not completed a matching gift form, inviting them to do so.

Three

Processing Matching Gifts

Please follow this procedure for processing all matching gifts:

- Have the donor complete a pledge card and matching gift sections on the front and back of the pledge card.
- Ask the donor to obtain the matching gift form from their employer or complete online if they do not have the form with them.

Important Note: If the company requires that the matching gift be made to a school, the check should be made payable to the school designated, not to the Annual Catholic Appeal.

- Check to be sure that all information is complete, including the back of the pledge card and the company's matching gift form, if available.
- Forward the pledge card, check and matching gift form to the lockbox (bank) with the other pledges.

NOTE:

- Most companies will only match gifts to schools.
- If the company does not match gifts directly to the ACA, then the *Annual Catholic Appeal* is not able to collect the company portion and therefore the matched gift cannot count towards your parish goal.

The donor portion of a matched gift is counted towards your parish goal as usual.

- For previous matching gift donors, "MG" is printed in the lower right corner of the pledge card.

Three

Online Reporting Tools

The *Annual Catholic Appeal* offers **online reporting for your parish**. The system is secure and updated daily. Parish volunteers can access these reports in the format we provide or download them into a spreadsheet to analyze the data, conduct mail merges, etc.

To register, sign up at the *Appeal* Launch Sessions or complete the registration form in Section 4 of this manual. The form is also available on the ACA Resource website: archstl.org/aca.

AVAILABLE REPORTS

Below is a list of some of the available online reports, including descriptions and suggested uses.

REPORT NAME	DESCRIPTION	WHAT, WHEN AND WHERE TO USE THIS REPORT
2025 Parish Progress Report	Summary information for the current year, including parish goal, challenge goal, new donor goal and progress toward each goal.	Use this to measure progress in this year's <i>Appeal</i> .
2025 Parish Pledge Detail	Reports total gift for each parishioner who has given this year.	Use this list to ensure all gifts have been properly recorded or to see who has contributed to your parish total.
2025 Advanced Mailing	Parishioners who were solicited in the Advanced Mailing.	Use this report to identify donors who were included in the Advanced Mailing.
2025 Parish List	A list of all parishioners associated with the parish.	Use this list to ensure that the <i>Appeal</i> has the most current parishioner list.
2025 Online Pledge Detail	Parishioners who gave online to the current <i>Appeal</i> .	Use this report to identify those who made a gift online.

Three

Online Reporting Tools

REPORT NAME	DESCRIPTION	WHAT, WHEN AND WHERE TO USE THIS REPORT
2025 Last Year But Not This Year	Also called “LYBUNTS”; lists parishioners who gave last year but not yet to the current <i>Appeal</i> .	Use when conducting follow-up after <i>Appeal</i> Sundays, to identify those most likely to respond. This report can also be used to send a letter prior to <i>Appeal</i> Sundays, encouraging participation.
2025 Some Years But Not This Year or Last Year	Also called “SYBUNTS”; lists parishioners who gave in the last 5 years but not last year or yet this year.	Use this report to conduct the follow-up after <i>Appeal</i> Sundays to identify those most likely to give. This report can also be used to send a letter prior to <i>Appeal</i> Sundays, encouraging participation.
2025 Signed Refusals	Parishioners who have sent in a “signed refusal,” which is a pledge card stating that they will not give to the <i>Appeal</i> .	Use this to determine if someone not on your Parish Detail Report should receive a special follow-up contact. People who have made signed refusals often have special questions that follow-up contact may help to resolve.
2025 Individuals Who Have Not Yet Pledged	Parishioners who have not yet given this year. Combines the LYBUNTS and SYBUNTS with those who have not given in the last 5 years.	Use this list when conducting follow-up to determine which parishioners to contact. This report can also be used to send a letter prior to <i>Appeal</i> Sundays, encouraging participation.
2025 Prior Year Matching Gifts	List of parishioners whose gift was matched last year.	Use this list to determine who may be able to make a matching gift.
2025 General Mailing	Parishioners who were solicited in the General Mailing	Use this report to identify donors who were included in the General Mailing.

Three

Online Reporting Tools

REPORT NAME	DESCRIPTION	WHAT, WHEN AND WHERE TO USE THIS REPORT
2025 Added Constituents	Parishioners who were added as part of the annual parish list update process.	Use this report to view those who were added as registered parishioners this year.
2025 Deleted Constituents	Parishioners who were removed as part of the annual parish list update process.	Use this report to view those who were removed as registered parishioners this year.
2025 Matching Gift Detail	List of parishioners whose gift to the current <i>Appeal</i> will be matched.	Use this list to determine who has already requested that their gift be matched by their employer.
2025 New or Renewed Donors	List of parishioners counted as “new” givers for the current <i>Appeal</i> .	Use this list to view parishioners who are giving to the <i>Appeal</i> for the first time or have resumed giving after a lapse.
2025 Parish Stewards of the ACA	List of “ <i>Stewards</i> ,” those parishioners who give ongoing gifts to the <i>Appeal</i> .	Use this list to view parishioners who have made a recurring (typically monthly) gift. Since their gift is automatically recorded, Stewards will not receive a pledge card or further follow-up mailings.
2025 Registered Users	List of parish staff and volunteers who have access to online parish reports via Reporting Xpress.	Use this list to see who is registered with access to parish reports. If changes are needed, please contact the ACA office.
2025 Three Year Pledge Detail	List of all parishioners who have given in the last three years.	Use this list to view giving history for parishioners who have given either to the current or prior two <i>Appeals</i> .

Section Four

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ANNUAL
CATHOLIC
APPEAL

BUILD MY CHURCH

Four

Parish Incentive Program 2025

Purpose: *Encourage and Promote Parish Participation and Financial Goals.*

Award 10 grants of \$5,000 each for achieving participation and financial goals.

- Tickets are mailed directly to the parish to the attention of the ACA committee in late March.
- Tickets are earned by reaching certain goals.
- 10 tickets will be drawn by Archbishop Rozanski at the Kickoff Dinner on Sunday, April 6, 2025.

Parishes are awarded tickets based on the following objectives:

- One ticket for reaching your 2024 Financial Goal.
- One ticket for reaching your 2024 Challenge Goal.
- One ticket for Increased Participation in 2024.
- One ticket for greater than 50% Total Participation in 2024
- One ticket for meeting your 2024 New Donor Goal.
- One ticket for increasing the number of *Associates* from 2023 to 2024.
- One ticket for showing the ACA Video during the 2024 *Appeal*.
- One ticket for attending a 2025 *Appeal* Launch Session.
- One ticket for submitting the 2025 parish list and completing the survey questionnaire by the December 8, 2024 deadline.

Important Note: The objectives for which tickets are awarded may be changed. Any changes will be announced at the Appeal Launch Meetings.

Reporting Xpress

Access Request Form for New Users

Please return the completed form to the ACA office. Once access has been granted, we will send you an email with the login instructions. If you have any questions, please contact us at 314.792.7680

Email: acaoffice@archstl.org

Fax: 314.792.7229

20 Archbishop May Drive
Saint Louis, MO 63119

Please complete the information below:

Name: _____

Email Address: _____

Phone: _____

Parish Name: _____

Parish Number: _____

Parish City: _____

User ID and Password

Your Reporting Xpress User ID will be assigned as your 'first name+last name' with the domain @archstl.rxlogin.org (e.g., johnsmith@archstl.rxlogin.org).

Your initial password will be provided in a welcome email from the ACA office.
When logging in the first time, you will be prompted to change your password.

User's Signature: _____ Date: _____

YOUR PASTOR'S SIGNATURE IS REQUIRED:

Pastor's Signature: _____ Date: _____

Four

Sample Letters

The following pages contain sample letters and a sample email that can be customized and sent to parishioners. While the *Appeal* can provide you with a basic letter, it is important that each letter be personalized—you know your parish best.

These letters are available online at archstl.org/aca. Just click on “Volunteer Resources.”

The information needed to mail these letters (i.e., names of parishioners, addresses) is available for download from the *Annual Catholic Appeal* Online Reporting System. The data can be downloaded as a spreadsheet, then mail-merged with the appropriate letter from this section.

SAMPLE LETTERS

- A. Sample Letter from Pastor to Those Who Gave Last Year (LYBUNTS)
- B. Sample Letter from Pastor to Those Who Have Given in the Past But Not Last Year (SYBUNTS)
- C. Sample Letter from Pastor to Those Who Have Never Given
- D. Sample Letter to Those Who Have Not Yet Given After *Appeal* Sundays — Follow-up Letter
- E. Sample Letter to be Sent Home by School Principal/DRE Prior to the *Appeal*
- F. Sample Letter from Pastor to Those Who Gave Between \$500 – 999 Last Year
- G. Sample Thank-You Letter from Pastor to Non-Associates (Gave Less Than \$1,000 This Year)
- H. Sample Thank-You Letter from Pastor to Associates (Gave More Than \$1,000 This Year)
- I. Sample Email to Parishioners

Four

Sample Letters

A) Sample Letter from Pastor to Those Who Gave Last Year (LYBUNTS)

What: The following letter could be sent from the pastor on parish letterhead to parishioners who made a gift last year.

When: Just prior to *Appeal* Sundays.

<<Date>>

«name»

«addr_line1»

«city», «state» «zip»

Dear <<NAME>>,

As Catholics, our hope comes from Jesus Christ. Our mission as His Church is to joyfully proclaim the Good News of salvation. We are called to be *Messengers of Hope*.

The *Annual Catholic Appeal* is the lifeblood of so much of the vital work of the Archdiocese of St. Louis. Your support allows us to expand our reach, deepen our impact, and build a brighter future together.

Through the *Appeal*, we lead others to Christ; educate our children; form young men to be priests; help religious orders; and bring the love and mercy of Christ to the most vulnerable among us. We also provide hope with our affordable housing fund initiative which helps move individuals and families into stable homes.

I am grateful for your generosity to the *Appeal* last year. It made a tangible difference in the lives of so many. Please prayerfully consider a gift to this year's *Appeal*.

Your compassionate support allows us to share the love of Jesus Christ and reach out to our brothers and sisters in need. They, in turn, can be *Messengers of Hope*, serving the Lord with gladness.

Sincerely,

«signature»

Pastor – «pastor_name»

Parish – «parish_name»

P.S. Our parish benefits from the *Appeal*, too! Did you know that <<local ministry>> is supported in part by gifts to the ACA? To learn more about the impact of your generosity, please visit aca.archstl.org.

Four

Sample Letters

B) Sample Letter from Pastor to Those Who Have Given in the Past But Not Last Year (SYBUNTS)

What: The following letter could be sent from the pastor on parish letterhead to parishioners who have given in the past but did not make a gift last year.

When: Just prior to *Appeal* Sundays.

<<Date>>

«name»

«addr_line1»

«city», «state» «zip»

Dear <<NAME>>,

As Catholics, our hope comes from Jesus Christ. Our mission as His Church is to joyfully proclaim the Good News of salvation. We are called to be *Messengers of Hope*.

The *Annual Catholic Appeal* is the lifeblood of so much of the vital work of the Archdiocese of St. Louis. Your support allows us to expand our reach, deepen our impact, and build a brighter future together.

Through the *Appeal*, we lead others to Christ; educate our children; form young men to be priests; help religious orders; and bring the love and mercy of Christ to the most vulnerable among us. We also provide hope with our affordable housing fund initiative which helps move individuals and families into stable homes.

I am grateful for your past generosity to the *Appeal*. It made a tangible difference in the lives of so many. Please prayerfully consider a gift to this year's *Appeal*.

Your compassionate support allows us to share the love of Jesus Christ and reach out to our brothers and sisters in need. They, in turn, can be *Messengers of Hope*, serving the Lord with gladness.

Sincerely,

«signature»

Pastor – «pastor_name»

Parish – «parish_name»

P.S. Our parish benefits from the *Appeal*, too! Did you know that <<local ministry>> is supported in part by gifts to the ACA? To learn more about the impact of your generosity, please visit aca.archstl.org.

Four

Sample Letters

C) Sample Letter from Pastor to Those Who Have Never Given

What: The following letter could be sent from the pastor on parish letterhead to parishioners who have never made a gift to the *Appeal*.

When: Just prior to *Appeal* Sundays.

<<Date>>

«name»

«addr_line1»

«city», «state» «zip»

Dear <<NAME>>,

As Catholics, our hope comes from Jesus Christ. Our mission as His Church is to joyfully proclaim the Good News of salvation. We are called to be *Messengers of Hope*.

The *Annual Catholic Appeal* is the lifeblood of so much of the vital work of the Archdiocese of St. Louis. Your support allows us to expand our reach, deepen our impact, and build a brighter future together.

Through the *Appeal*, we lead others to Christ; educate our children; form young men to be priests; help religious orders; and bring the love and mercy of Christ to the most vulnerable among us. We also provide hope with our affordable housing fund initiative which helps move individuals and families into stable homes.

Please prayerfully consider a gift to this year's *Appeal*. Your compassionate support allows us to share the love of Jesus Christ and reach out to our brothers and sisters in need. They, in turn, can be *Messengers of Hope*, serving the Lord with gladness.

Sincerely,

«signature»

Pastor – «pastor_name»

Parish – «parish_name»

P.S. Our parish benefits from the *Appeal*, too! Did you know that <<local ministry>> is supported in part by gifts to the ACA? To learn more about the impact of your generosity, please visit aca.archstl.org.

Four

Sample Letters

D) Sample Letter from Pastor to Those Who Have Not Yet Given After Appeal Sundays — Follow-up Letter

What: The following letter could be sent from the pastor on parish letterhead to parishioners who have not yet made a pledge after *Appeal* Sundays have occurred in your parish.

When: Soon after *Appeal* Sundays.

<<Date>>

<<name>>

<<addr_line1>>

<<city>>, <<state>> <<zip>>

Dear <<NAME>>,

As Catholics, our hope comes from Jesus Christ. Our mission as His Church is to joyfully proclaim the Good News of salvation. We are called to be *Messengers of Hope*.

As you may know, the *Annual Catholic Appeal* is once again uniting us in Christ's mission of love through the vital work of the Archdiocese of St. Louis. Your support allows us to expand our reach, deepen our impact, and build a brighter future together.

Through the *Appeal*, we lead others to Christ; educate our children; form young men to be priests; help religious orders; and bring the love and mercy of Christ to the most vulnerable among us. We also provide hope with our affordable housing fund initiative which helps move individuals and families into stable homes.

Please prayerfully consider a gift to this year's *Appeal*. Your compassionate support allows us to share the love of Jesus Christ and reach out to our brothers and sisters in need. They, in turn, can be *Messengers of Hope*, serving the Lord with gladness.

Sincerely,

<<signature>>

Pastor – <<pastor_name>>

Parish – <<parish_name>>

P.S. Our parish benefits from the *Appeal*, too! Did you know that <<local ministry>> is supported in part by gifts to the ACA? To learn more about the impact of your generosity, please visit aca.archstl.org.

Four

Sample Letters

E) Sample Letter to be Sent Home from School Principal/DRE Prior to the Appeal

What: The following letter could be sent from the School Principal/DRE to families with children in the parish school or PSR program.

When: Prior to Youth *Appeal* in parish.

<<Date>>

«name»

«addr_line1»

«city», «state» «zip»

Dear <<NAME>>,

As Catholics, our hope comes from Jesus Christ. Our mission as His Church is to joyfully proclaim the Good News of salvation. We are called to be *Messengers of Hope*.

The *Annual Catholic Appeal* is the lifeblood of so much of the vital work of the Archdiocese of St. Louis. Your support allows us to expand our reach, deepen our impact, and build a brighter future together.

Through the *Appeal*, we lead others to Christ; educate our children; form young men to be priests; help religious orders; and bring the love and mercy of Christ to the most vulnerable among us. We also provide hope with our affordable housing fund initiative which helps move individuals and families into stable homes.

Additionally, the *Appeal* provides a wonderful way to share the joy of giving with your family and introduce your children to the importance of our faith, the need for generosity, and how they can help bring the Lord's love into our world through their words and actions. Your participation will build an awareness of the needs of others and help instill a spirit of charity.

Please prayerfully consider a gift to this year's *Appeal*. Your compassionate support allows us to share the love of Jesus Christ and reach out to our brothers and sisters in need. They, in turn, can be *Messengers of Hope*, serving the Lord with gladness.

Sincerely,

«signature»

Pastor – «pastor_name»

Parish – «parish_name»

P.S. Our parish benefits from the *Appeal*, too! Did you know that <<local ministry>> is supported in part by gifts to the ACA? To learn more about the impact of your generosity, please visit aca.archstl.org.

Four

Sample Letters

F) Sample Letter from Pastor to Those Who Gave Between \$500-999 Last Year

What: The following letter could be sent from the pastor on parish letterhead to parishioners who made a gift last year of \$500 or more, asking them to consider becoming an Associate.

When: Just prior to *Appeal* Sundays.

<<Date>>

«name»

«addr_line1»

«city», «state» «zip»

Dear <<NAME>>,

As Catholics, our hope comes from Jesus Christ. Our mission as His Church is to joyfully proclaim the Good News of salvation. We are called to be *Messengers of Hope*.

The *Annual Catholic Appeal* is the lifeblood of so much of the vital work of the Archdiocese of St. Louis. Your support allows us to expand our reach, deepen our impact, and build a brighter future together.

Through the *Appeal*, we lead others to Christ; educate our children; form young men to be priests; help religious orders; and bring the love and mercy of Christ to the most vulnerable among us. We also provide hope with our affordable housing fund initiative which helps move individuals and families into stable homes.

Thank you for your generous support of the *Appeal* last year. It made a tangible difference in the lives of so many. This year, we ask that you please prayerfully consider joining the *Associates of the Archbishop* with a gift of \$1,000 or more.

Your leadership, generosity, and stewardship will allow us to share the love of Jesus Christ and reach out to our brothers and sisters in need. They, in turn, can be *Messengers of Hope*, serving the Lord with gladness.

Sincerely,

«signature»

Pastor – «pastor_name»

Parish – «parish_name»

P.S. Our parish benefits from the *Appeal*, too! Did you know that <<local ministry>> is supported in part by gifts to the ACA? To learn more about the impact of your generosity, please visit aca.archstl.org.

Four

Sample Letters

G) Sample Thank You Letter from Pastor to Those Who Gave Less Than \$1,000 — Non-Associate Level

What: The following letter could be sent from the pastor on parish letterhead to parishioners who have made a pledge of less than \$1,000.

When: At pastor's discretion.

Associated Report: Current Year Pledge Detail.

<<Date>>

«name»

«addr_line1»

«city», «state» «zip»

Dear «salutation»,

Thank you for your response to the *Annual Catholic Appeal*. Your gift of <<GIFT_AMT>> will help those we serve become *Messengers of Hope*.

I am grateful for you and for your love of the mission of our Church. Your generosity will provide hope for many people you will never meet.

Please continue to pray for the success of the *Appeal* and for those served by the agencies and programs we support.

Sincerely,

«signature»

Pastor – «pastor_name»

Parish – «parish_name»

Four

Sample Letters

H) Sample Thank You Letter from Pastor to Those Who Gave More Than \$1,000 — Associate Level

What: The following letter could be sent from the pastor on parish letterhead to parishioners who have made a pledge of \$1,000 or more.

When: At pastor's discretion.

Associated Report: Current Year Pledge Detail.

<<Date>>

<<name>>

<<addr_line1>>

<<city>>, <<state>> <<zip>>

Dear <<salutation>>,

Thank you for your response to the *Annual Catholic Appeal*. Your gift of <<GIFT_AMT>> will help those we serve become *Messengers of Hope*.

Your generosity and leadership as an *Associate of the Archbishop* will provide hope for many people you will never meet. I am grateful for you and for your love of the mission of our Church.

Please continue to pray for the success of the *Appeal* and for those served by the agencies and programs we support.

Sincerely,

<<signature>>

Pastor – <<pastor_name>>

Parish – <<parish_name>>

Four

Sample Letters

I) Sample Email to Parishioners

What: The following email can be sent from the pastor to parishioners, either through the parish itself or through various organizations in the parish.

When: Just prior to *Appeal* Sundays.

Dear <<NAME>>,

As Catholics, our hope comes from Jesus Christ. Our mission as His Church is to joyfully proclaim the Good News of salvation. We are called to be *Messengers of Hope*.

The *Annual Catholic Appeal* is the lifeblood of so much of the vital work of the Archdiocese of St. Louis. Your support allows us to expand our reach, deepen our impact, and build a brighter future together.

Through the *Appeal*, we lead others to Christ; educate our children; form young men to be priests; help religious orders; and bring the love and mercy of Christ to the most vulnerable among us. We also provide hope with our affordable housing fund initiative which helps move individuals and families into stable homes.

Please prayerfully consider making a gift to this year's *Appeal* after Mass on <<date>>. Your contribution will help strengthen ministries and programs like <<example>> right here in <<parish>>. You can learn more about the impact of your generosity or make a gift today by visiting aca.archstl.org.

Your compassionate support allows us to share the love of Jesus Christ and reach out to our brothers and sisters in need. They, in turn, can be *Messengers of Hope*, serving the Lord with gladness.

Sincerely,

Pastor – «pastor_name»

Parish – «parish_name»

Follow us on Facebook: (contact)

Four

Scripture Reflections

APRIL 26/27 Second Sunday of Easter - Sunday of Divine Mercy

Christ is Risen! He is risen indeed! On this Second Sunday of Easter, as we celebrate Divine Mercy Sunday, we are reminded of God's limitless love and forgiveness, and our call to be *Messengers of Hope*.

Imagine how the disciples felt after Jesus was crucified. The leader in whom they had had so much hope was dead; they had abandoned Him as He predicted; and now they feared that the Jews would come after them, too. They were huddled together and afraid.

In today's Gospel, Jesus appears to the disciples and offers them His peace. Then, he breathes on them and says, "Receive the Holy Spirit. Whose sins you forgive are forgiven them, and whose sins you retain are retained" (*Jn 20:23*), empowering them to be instruments of His mercy.

Thomas doubts until he touches Jesus's wounds, but Jesus doesn't rebuke him. He meets Thomas in his doubts and gives him what he needs to believe. He demonstrates mercy in action.

There are many in our communities who need someone to reach out and encourage them to believe in God's love. We are called to be *Messengers of Hope*, sharing Christ's mercy through our words and actions, offering peace, kindness, and compassion.

Each year, the *Annual Catholic Appeal* allows us to come together as a family in Christ to share the Good News and reach out to the suffering, the doubting, and the weary throughout the Archdiocese of St. Louis. Our gifts become hope and healing for the most vulnerable and spread His boundless love and mercy.

Today, let's embrace our call to be *Messengers of Hope*. Please give to the Appeal <<date and place>> or visit aca.archstl.org to learn more about the impact of your generosity.

Four

Scripture Reflections

MAY 3/4 Third Sunday of Easter

As we continue our celebration of Easter, in today's Gospel, we find the disciples returning to the familiar task of fishing. While their own efforts don't produce fruit, when they work together, with the Lord's guidance, their struggle is transformed into a huge success.

Jesus invites the disciples to have breakfast. The reading tells us, "When they climbed out on shore, they saw a charcoal fire with fish on it and bread. Jesus said to them, 'Bring some of the fish you just caught'" (Jn 21, 9-10).

Jesus chose not to prepare everything for them, but rather to involve them in providing for themselves, with His guidance. We also see this in some of Jesus's other miracles, such as the multiplication of the loaves and fishes. Jesus invites us to collaborate with Him.

Christ meets us in the everyday, and He calls us to work together in love and service as *Messengers of Hope*. All the Lord's work that we carry out in our parish would not be possible without the commitment of our clergy and you, our parishioners.

In the same way, when we come together as an archdiocese in support of the *Annual Catholic Appeal*, we sustain vital ministries and services that share Christ's love and reach out to the most vulnerable. Your gifts transform lives in our communities and sow the seeds of hope that will bear fruit for generations to come.

Today, let's embrace our call to be *Messengers of Hope*. Please give to the *Appeal* <<date and place>> or visit aca.archstl.org to learn more about the impact of your generosity.

Four

Scripture Reflections

MAY 10/11 Fourth Sunday of Easter

The readings today invite us to reflect on our identity and mission as followers of Christ.

In the Gospel, Jesus tells us:

"My sheep hear my voice;

I know them, and they follow me.

I give them eternal life, and they shall never perish.

No one can take them out of my hand." **Jn 10:27-28**

Through Christ's resurrection, we have received the hope of eternal life. He is the Good Shepherd, and He wants all people to know Him, love Him, and follow Him. Our mission as His Church is to joyfully proclaim the Good News of salvation.

In today's first reading from the Acts of the Apostles, we see Paul and Barnabas living out this mission. Despite challenges and persecution, they boldly continue to preach the word of the Lord, inspiring joy and faith in the Gentiles. Courageously preaching the Gospel in word and in deed, they become *Messengers of Hope*.

These readings call us to hear Jesus' voice, trust in Him, and share His message of hope. We may face difficulties, but He assures us that no one can take us out of His hand (**Jn 10:28**).

Each year, the *Annual Catholic Appeal* allows us to come together as a family in Christ to make His love present throughout the Archdiocese of St. Louis and lead others to Him through life-giving ministries and programs. Our gifts become hope and healing for the most vulnerable and spread His boundless love and mercy.

Today, let's embrace our call to be *Messengers of Hope*. Please give to the *Appeal* <<date and place>> or visit aca.archstl.org to learn more about the impact of your generosity.

Four

Bulletin/Pulpit Announcements

APRIL 26/27 Second Sunday of Easter - *Sunday of Divine Mercy*

Christ's boundless mercy compels us to act. The *Annual Catholic Appeal* provides us an opportunity to be *Messengers of Hope* throughout the Archdiocese of St. Louis and support the mission of the Church, sharing Christ's love with those who need it most. This week, we are launching the *Appeal* in our parish.

Please consider supporting the *Annual Catholic Appeal* this year. You can pick up your pledge card after Mass or make a gift online at aca.archstl.org.

MAY 3/4 Third Sunday of Easter

Jesus is our hope. When we remain in Him, our words and actions witness to His love. United as one Church through our gifts to the *Annual Catholic Appeal*, we become *Messengers of Hope* as we sustain life-giving ministries and services that lead others to Christ and help countless people of all faiths in situations of need and suffering.

If you have not yet made a gift to the *Annual Catholic Appeal* this year, please consider doing so today. You can pick up your pledge card after Mass or make a gift online at aca.archstl.org.

MAY 10/11 Fourth Sunday of Easter

Christ is the source of our hope, and His love must shine through in our love for one another. The *Annual Catholic Appeal* is an opportunity to be *Messengers of Hope*. Each year, our gifts make His love present throughout the Archdiocese of St. Louis and lead others to Him through life-giving ministries and programs.

As we prepare to launch the *Appeal* follow-up efforts in our parish, please consider making a gift today. You can pick up your pledge card after Mass or make a gift online at aca.archstl.org.

Four

Contact List

FOR ASSISTANCE, PLEASE CONTACT A MEMBER OF THE ACA STAFF AT ANY TIME

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Four

How Your Gift Helps

Parishes receive direct assistance in a variety of ways, including gifts to schools and food pantries. Gifts to the ACA enable a network of schools and parishes to:

- Educate elementary and high school students.
- Feed the hungry through parish food pantries in our community.
- Cultivate a culture of stewardship more deeply in our parishes.
- Respond to emergency situations.

Through programs that support the young people of our archdiocese, the ACA helps schools and agencies to:

- Educate high school students each year and instill a stewardship lifestyle through an annual essay contest.
- Keep families that have children with special needs together in Catholic schools.
- Support the education of our future priests and deacons at Kenrick-Glennon Seminary.
- Provide resources for schools to engage students with special needs and their families.
- Foster vocations among those who are discerning a call to the priesthood or religious life.
- Keep college and university students engaged in their faith through Newman Centers on college and university campuses.
- Reach young adults through the Office of Youth Ministry.
- Keep students in Catholic schools through the Today and Tomorrow Educational Fund scholarship programs.

Four

How Your Gift Helps

The people of the archdiocese benefit from programs that enrich parish life. Funding from the ACA enables apostolates and parishes to:

- Prepare engaged couples for marriage and provide ongoing support for those struggling with issues in their union.
- Support the Hispanic community that enriches our archdiocese.
- Provide ongoing faith formation and education for teachers and the laity through adult catechesis programs and the Catholic Renewal Center.
- Defend the unborn, teach Natural Family Planning and advocate for the elderly through the Respect Life Apostolate.
- Promote leadership and spiritual formation in underserved communities through the St. Charles Lwanga Center.
- Engage and educate all Catholics on issues in the archdiocese through *Catholic St. Louis* magazine.

Gifts to the *Annual Catholic Appeal* directly impact people who are in need. Ministries and agencies that receive support are able to:

- Extend a wide range of services to people through Catholic Charities.
- Support immigrant and refugee families who are seeking safety and freedom in our community.
- Connect people living in rural areas with social services and assistance.
- Advocate on behalf of people in need of legal assistance and representation.
- Shelter men and women without a place to live in our own community, and work for sustainable, systemic change through the Bridge of Hope Lincoln County Housing Initiative and The Care Service at Sts. Joachim and Ann.

Gifts to the *Appeal* also support those who have given their lives to the Church. Agencies are able to provide ongoing faith formation for active priests and deacons, care for priests in retirement and support for the wide variety of religious orders in our archdiocese.

Four

How Your Gift Helps

HOW YOUR GIFT IS USED

The *Annual Catholic Appeal* supports the following programs and ministries. If you need assistance or help in any way, please call today. All gifts are designated in advance for the services listed.

SERVING THE NEEDS OF OUR PARISHES

Elementary School Assistance	\$2,000,000
Stewardship and Development Support for Parishes, Schools and Agencies	\$425,000
Office of Peace and Justice	\$140,000
Parish Emergency Assistance Fund	\$100,000
Parish Food Pantries	\$100,000
Cathedral Basilica of St. Louis	\$100,000
Basilica of St. Louis, King of France	\$50,000
	\$2,915,000

SERVING THE NEEDS OF OUR YOUTH

Archdiocesan & Parochial High Schools	\$1,480,000
Archdiocesan Seminary	\$450,000
Vocation Programs	\$300,000
Newman Centers on College Campuses	\$272,000
One Classroom	\$250,000
Religious Formation	\$200,000
Special Education	\$200,000
Today and Tomorrow Educational Fund	\$150,000
High School Stewardship Essay Program	\$75,000
Office of Youth Ministry	\$60,000
	\$3,437,000

SERVING THE NEEDS OF THE PEOPLE IN OUR PARISHES

Respect Life Apostolate	\$450,000
Evangelization and Discipleship	\$400,000
Adult Faith Formation	\$370,000
Natural Family Planning	\$221,000
Hispanic Ministry	\$215,000
Office of Racial Harmony	\$130,000
Catholic Deaf Ministry	\$112,000
Catholic Renewal Center	\$85,000
Catholic St. Louis Magazine	\$80,000
Elementary Teachers Educational Fund	\$40,000
St. Charles Lwanga Center	\$25,000
	\$2,128,000

SERVING THE NEEDS OF THE POOR

Catholic Charities	\$1,650,000
Affordable Housing Fund	\$500,000
Rural Parish Clinic	\$360,000
The Care Service at Sts. Joachim and Ann	\$165,000
Criminal Justice Ministry	\$75,000
Immigrant and Refugee Ministry	\$60,000
Bridge of Hope Lincoln County	\$60,000
The Wellston Center	\$60,000
Archbishop's Charity Fund	\$50,000
Meals Program at Sts. Peter & Paul Church	\$30,000
Messengers of Peace Mission Work	\$25,000
	\$3,035,000

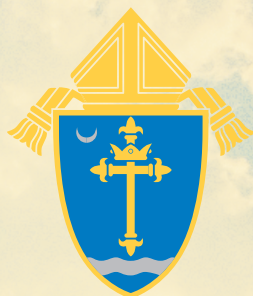
SERVING THE NEEDS OF THOSE WHO SERVE US

Care for Active and Retired Priests	\$750,000
Regina Cleri Priests Retirement Home	\$370,000
Continuing Formation for Priests	\$200,000
Permanent Diaconate	\$150,000
Support for Religious Orders	\$75,000
	\$1,545,000

OTHER

Annual Catholic Appeal Expenses	\$1,500,000
Reserve for Unpaid Pledges	\$960,000
Archdiocesan Services	\$480,000
	\$2,940,000

2025 APPEAL GOAL:
\$16,000,000



ARCHDIOCESE OF ST. LOUIS

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/archstl



@archstl



/arch_stl

*"For the needy will never be forgotten,
nor will the hope of the afflicted ever fade."*

Psalm 9:19