



Parish Goal – Questions and Answers

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

1. Previous fiscal year's parish offertory collection.
2. Median Income of the population within your parish boundaries.
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 and compatible with your parish's giving ability.

What is a "Challenge Goal"? If your parish's goal for the coming appeal is less than what was raised last year, your parish will receive a "Challenge Goal". This Challenge 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 \$16.5 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 and people may not receive the help they need. **If your parish has a Challenge Goal, it is vitally important that you strive to meet this goal.**

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". Your new donor goal is 6% of the total number of parishioners in your parish.

Why is last year's Parish Participation Percentage significant? Although the "New Donor Goal" is important, it is also critical to maintain your current donors as well. Parishioners who gave to the *Appeal* last year are the most likely to give again this year. A *Last Year But Not This Year* (LYBUNTS) report is available for download on Reporting Xpress. Please review this list 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*.