



2023

Catholic Ministries Appeal

Building Christ's Church | Fulfilling Christ's Mission

Parish Guidebook

the 2023 Appeal to support ministries across Southern Minnesota

Dear Pastors and Administrators,

We are embarking upon the 2023 Catholic Ministries Appeal, which is scheduled to launch on February 18-19, 2023. I want to thank you for the work all of you do for the Catholic Ministries Appeal. The Catholic Foundation of Southern Minnesota is here to serve you and take every step necessary to roll out a seamless Appeal again this year, as well as provide you with the support and resources you need for a successful launch within your parishes.

This guidebook includes everything you need to launch the Appeal and continue your promotion throughout the campaign. As you review the guidebook, please take special note of the particular ministries that are funded by the CMA. This section provides a detailed overview of the 2023 Catholic Ministries Appeal “case for support.” Refer to this document as a helpful resource in composing your testimonials about the CMA’s overall impact and how these ministries help individuals in **Building Christ’s Church - Fulfilling Christ’s Mission**, which is this year’s theme.

Additionally, this guidebook includes a section dedicated to frequently asked questions about the Appeal and the Catholic Foundation of Southern Minnesota. I encourage you to review this section and to be prepared for communicating effectively with parishioners.

Again, this year, we will be providing a digital version of Appeal messages from several parishioners and pastors across the diocese that you can display on your website or use with your social media. We will also have an audio/video version of a message by Bishop Barron that can be played in church and/or added to your website. We have also included materials with Spanish translations to engage Hispanic parishioners.

Additional promotional materials in your parish kits, also available for individual download on our website catholicfsmn.org/parish-resources, include the following:

- Audio/Video of Message
- Full-color 11x17 Posters (English/Spanish)
- Intercessions, Pulpit Announcement and Communications Strategies
- Mini Stories for parish bulletin (English/Spanish)
- In-Pew Envelopes (English/Spanish)
- Parish Bulletin Inserts (English/Spanish)
- Goal Poster
- Brochure
- Parish Guidebook
- Teachings on Stewardship
- Parish Project Registration
- Follow up Mailing Sample Letter

Please let me know what questions you have. Yours in Christ,



Monica Herman

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Thank You from Bishop Barron

Dear Brother Priests and Parish Administrators,

I want to take a moment to sincerely thank you for your dedication and support of the 2023 Catholic Ministries Appeal. Each year, parishioners continue to give generously to the Appeal, and we see the impact of donors' giving in the vital ministries produced at our diocesan level.


Building Christ's Church - Fulfilling Christ's Mission, this year's campaign theme, encourages us to spread hope in light of a difficult time in our lives as we find new ways to be together and grow as a community. As Catholics, we are blessed to be strengthened and united by Christ in the Eucharist and sent forth to bring the peace and joy of our Triune God to all those we encounter. As individual members of the Body of Christ, we all possess different gifts and talents for furthering the ministry of Christ and His Church.

You may have doubts about promoting financial support for the Appeal and pastoral plans for parish re-clustering. How will people respond? I believe in the resiliency of the faithful throughout our diocese and in their desire to help ensure that the Church continues Her mission. So, I ask that you have faith and count on parishioners to respond generously to your well-planned efforts to engage, inform and inspire them.

Remember the strength of your message. Ministries made possible by the Appeal include: retreats and conferences through which our young people encounter Christ; faith formation education preparing our laity to share the story of our faith; catechetical training for hundreds of priests, parish staff and school staff; support with vocations discernment; and resources to strengthen marriages and families. Wide arrays of ministries are available for thousands to be **Building Christ's Church - Fulfilling Christ's Mission**, because you and others make it possible.

Again, thank you for your work dedicated to the 2023 Catholic Ministries Appeal. I am grateful for your continued generosity and lives of faith, as we work together to build up the Kingdom of God in southern Minnesota.

Sincerely yours in Christ,



Most Reverend Robert Barron
Bishop of the Diocese of Winona-Rochester

2023 Appeal Campaign Overview

The Catholic Ministries Appeal is one of the major efforts to financially support spiritual, educational, and social needs of the Catholic community in southern Minnesota. The Appeal is a primary source of funding for diocesan-led ministries that play a vital role in the mission of the Church.

The Appeal supports diocesan-led ministries in the following areas:

- Youth Ministry and Faith Formation
- Young Adult Ministry
- Lay Formation & RCIA
- Missionary Discipleship
- Vocations Discernment
- Life, Marriage, & Family
- Faith Formation
- Catholic Schools
- Communications
- Hispanic Ministries
- Newman Centers
- Cemeteries
- Parish Support
- Evangelization

This year's goal is set at \$1,975,000.

Appeal Campaign Theme

Theme: Building Christ's Church, Fulfilling Christ's Mission

As Catholics, we are blessed to be strengthened and united by Christ in the Eucharist and sent forth to bring the peace and joy of our Triune God to all those we encounter. As individual members of the Body of Christ, we all possess different gifts and talents for furthering the ministry of Christ and His Church. During this year, may we all strive in **Building Christ's Church - Fulfilling Christ's Mission** throughout the Catholic community, using our personal gifts of time, talent, and treasure.

Appeal Prayer

Heavenly Father, source of all good things, in every generation, You gather a people to Yourself and endow them with the means to spread Your Gospel. Through Your Son, Jesus Christ, You have formed the parishes of the Diocese of Winona-Rochester into one body working to build Your Kingdom across the 20 counties of southern Minnesota. Through Your Holy Spirit, give us generous and sacrificial hearts and transform us into good stewards of the blessings You bestow upon each one of us. As one family in faith, we pray that our gifts may strengthen our parishes, form Catholics in faith, and guide us to live Your Gospel. We ask all of this through our Lord, Jesus Christ. Amen.

Catholic Ministries Appeal Staff

The 2023 Catholic Ministries Appeal staff is composed of both Catholic Foundation of Southern Minnesota and Diocese of Winona-Rochester employees. Please contact us with questions regarding Appeal promotion in your parish, gift processing, online resources, parish goal information and update reports, donor lists, copies of Appeal materials such as return envelopes or additional In-Pew envelopes, or any other needs you may have. We are here to serve you!

Monica Herman
CFSM Executive Director

mherman@catholicfsmn.org
507.858.1276

Contact Monica to:

- Learn more about the Catholic Foundation of Southern Minnesota
- Schedule a stewardship/planned giving presentation at your parish
- Learn cultivation and solicitation strategies
- Receive more promotional materials
- Receive information on appeal-funded ministries
- Follow up of solicitation activities
- Parish project registration

Carlee Shimek

CFSM Communications and Marketing Associate

cshimek@catholicfsmn.org

507.858.1275

Contact Carlee for:

- Online access to CMA reports/updates
- Help with linking/posting Appeal videos to parish social media
- General advice on promoting Appeal via multimedia communications

Nick Reller

DOW-R Assistant Editor of the Courier

nreller@dowr.org

507.858.1257

Contact Nick for:

- Help with linking/posting Appeal videos to your parish website and/or social media
- General advice on promoting Appeal via multimedia communications

Morgan Lowney

CFSM Development and Stewardship Associate

mlowney@catholicfsmn.org

507.494.8844

Contact Morgan for:

- Gift processing questions
- General customer service
- Changes to constituent records (e.g., change of address, change of name, change of status, etc.)
- Donor lists
- Parish update questions
- Online access to CMA reports/updates

Appeal-Funded Ministries

Contributions to the 2023 Catholic Ministries Appeal are restricted for use of designated ministries and programs in five key areas: (1) Education and Youth, (2) Evangelization and Mission Advancement, (3) Community Service, (4) Parish Services and Outreach, and (5) Clergy Services. The Catholic Foundation of Southern Minnesota, an independent Minnesota non-profit corporation that is tax exempt under Internal Revenue Code section 501(c)(3), stewards all funds and ensures they are only distributed according to the donor's intent. The following ministry initiatives detailed summarizes the work completed in 2022, made possible by last year's Appeal. All gifts will be used solely for the restricted purposes of the 2023 Catholic Ministries Appeal and the ministries it supports.

Office of Youth Ministry and Faith Formation

The Office of Youth and Young Adult Ministries focuses on opportunities for young people across southern Minnesota to connect and grow closer to Christ through their ministry experiences.

Totus Tuus: Every summer, two teams of four young adults lead 19 parish cluster communities through the Totus Tuus children's catechetical program. Prior to heading out to the parishes, these young adults are given an in-depth background of what they will teach and spend time discerning their vocations. This year, the diocese hopes to expand to a third Totus Tuus team to meet the ever-growing demand for a team.

Steubenville: Picture an arena full of Catholics (grades 8-12) from all over the United States and Canada growing closer to Christ while adoring our Lord in the Blessed Sacrament as they are led in praise and worship songs. The Steubenville Conference, presented by the Franciscan University of Steubenville, Ohio, is a three-day gathering in July at the Mayo Civic Center in Rochester. Here, teens come to learn about the Catholic faith and take part in the sacraments – Mass, reconciliation, and adoration. Last year, 200 teens from the Diocese of Winona-Rochester joined 1,500 of their peers from other dioceses for the conference.

NCYC: Every other year, the office coordinates a trip to the National Catholic Youth Conference. More than 23,000 youths attend the conference. In 2021, NCYC was held in Indianapolis, Indiana. Participants are inspired with hope, prayer, and the sacraments as they experience the vibrancy of the Catholic Church alive in the United States.

TEC: Together Encounter Christ (TEC) retreats are for high school students focused on the Pascal Mystery.

Net Ministries: The office partners with NET Ministries to provide additional retreats for youth throughout the year.

Camp Summit: Join middle and high school youth from across the diocese every summer for Camp Summit, a Catholic adventure camp at Eagle Bluff in Lanesboro. Middle schoolers attend as campers, and high schoolers attend as leaders.

Local Parish Support: The Office of Youth Ministry and Faith Formation offers ongoing support to parishes to nurture the seeds planted at large-scale diocesan events and to intentionally support youth. For example:

- The Fiat team is a community of youth that meets regularly throughout the year. They connect in person and via social media. These teens are taught the faith so they can go forth and share it with others.
- The Y-Disciples program equips parish staff with the tools necessary to implement small-group discipleship with youth.

Youth Ministry and Faith Formation Leader gatherings are offered throughout the school year, including an annual retreat, to provide materials, resources, and training.

Office of Young Adult Ministry

World Youth Day: Every 3-4 years, the office leads a pilgrimage to World Youth Day, a universal gathering with the Pope that draws more than 1 million people, all desiring to be missionary disciples.

Fellowship of Catholic University Students (FOCUS) Missionaries: The Diocese of Winona-Rochester currently hosts two teams of missionaries at Minnesota State University, Mankato and Winona State University who lead bible studies and train students to make disciples and lead additional studies. Students in more than 50 bible studies are giving the Church hope for the future, thanks to the dedication of FOCUS.

Newman Centers: The Appeal funds staffing and programs for college students as they grow together through these centers at Winona State University and Minnesota State University, Mankato.

The St. Thomas Aquinas Newman Center serves the almost 8,000 students at Winona State University. We are here to “go and make disciples” (Matthew 28:19) as Jesus commands us to do. We do this by helping students encounter Jesus through the Holy Mass and bible studies, accompany students in a personal relationship with Jesus through mentoring, build community among each other through events at Newman, and being sent on mission to reach out to others with the Gospel message. The Newman Center is a vital place for the future of our Church because it is where young people can see truth, goodness, and beauty at work in their lives.

The St. Thomas More Newman Center at Minnesota State University, Mankato serves 12,000 students. It primarily serves as a place where students can come to encounter Christ in a genuine way. Students are alive and excited—they’re the future leaders of our Church and of our parishes—and the Newman Center helps them find their purpose. Additionally, FOCUS missionaries lead bible study groups and help create smaller groups to contribute to the larger Newman Center group.

Office of Lay Formation and RCIA

The Office of Lay Formation and RCIA supports women and men of our diocese in living out their Christian vocation through programs of education, prayer, reflection, and discernment. These ministries seek to form lay women and men who witness to Christ in their daily lives and serve as active and faith-filled leaders in their families, parishes, and communities. The diocese assists parishes in welcoming new Catholics coming into the Church through the Rite of Christian Initiation of Adults (RCIA). Specific initiatives and activities in these ministry areas include:

The Institute of Lay Formation: Forms lay women and men for discipleship and gospel witness, offering a program and process of prayer, study, and reflection on the Catholic Faith, on the life of discipleship and witness in the world, and on service and ministry within the Church.

- After completing a three-year program of prayer, study, and sharing, our diocese commissioned its seventh class of lay leaders this past spring for “service to the people of God” in our diocese.
- This past fall, over 40 people came together through the Institute to participate in a process of discerning their spiritual gifts, and to reflect on their call to share these gifts in service to others.

- A community of over 300 Institute alumni gives an ongoing faith-filled witness and service in the local parishes and communities of our diocese.

Ministry Days: Diocesan gatherings held each year to bring together clergy, religious, and lay leaders for education, conversation, prayer, and community. Our diocesan Ministry Days 2022, “My Flesh for the Life of the World’: Encountering Jesus Anew,” brought over 150 participants together to reflect on and plan for our diocesan participation in the National Eucharistic Revival. This is an initiative of the U.S. Catholic Bishops seeking to bring about a “grassroots revival of devotion and belief in the Real Presence of Jesus in the Eucharist.”

Parish Support: One of the primary works of the Office of Lay Formation is to accompany directors and coordinators of parish faith formation programs in the vital tasks of educating the youth throughout southern Minnesota. This is done in a variety of ways, from personal phone calls and visits, to workshops and newsletters.

Catechetical Day: Every fall, priests, catechists, directors of faith formation, Catholic schools faculty and staff, and all those who want to grow as evangelists and teachers of the faith come together for a day of formation and catechesis on both theological and practical insights into various topics pertaining to our Catholic faith and the vital task of catechesis.

Catechetical Institute – Franciscan at Home: The Diocese of Winona-Rochester is a partner with the Franciscan at Home Catechetical Institute, which provides online training in multiple tracks of ministry for catechists, parish employees, parents, and church leaders. Contact the diocese for more information.

Rite of Christian Initiation of Adults (RCIA): Through the RCIA process, people come to know and follow the way of Christ as they prepare to be initiated and received into the Catholic Church. The diocese provides support and guidance to our parish leaders working in this ministry through trainings and consultation, regional gatherings, and resources. In 2022, our diocese welcomed over 140 women and men into the Church who had been formed in the Catholic Faith through the RCIA process.

Office of Missionary Discipleship

The goal of the Office of Missionary Discipleship is to provide resources, brainstorming, assessment, and facilitation on a parish and diocesan level for how the people of God in southern Minnesota go deeper into our life in Christ, and go out to share that good news about Jesus Christ with others in love. The Office works directly with parishes seeking internal renewal and deeper intentional discipleship to the Lord and helps parishes create paths to evangelize the greater community. In addition, the Office works to foster diocesan apostolates of spiritual outreach to communities with particular needs (for example, Catholics in Recovery, Unbound Ministry, etc.). The Office strives to help parishes offer Christ to every person in southern Minnesota in word and deed.

Parish Visioning and Evangelization Support: The Office works with individual parishes to help

implement movement toward becoming mission-focused and evangelizing parishes. Dr. Susan Windley-Daoust has traveled or attended Zoom meetings at parishes across the diocese and created assessment and implementation processes to move parishes from waiting for people to come to going out confidently sharing God's goodness.

Collaboration with the National Catholic Partnership for Disability: The Office has undertaken an examination of our diocesan parishes' disability access, with the plan to offer more widely what has improved access to the life of the parish and introduce new possibilities for greater participation in parish life.

Unbound Prayer Ministry: Unbound prayer ministry continues and the trained prayer partners (English and Spanish) continue to receive specialized training through continuing education. There are now standing prayer teams in Winona, Rochester, Albert Lea, Fairmont, and Adrian, as well as a Hispanic prayer team composed of men and women across southern Minnesota. We offer a parish-based prayer day with presentations and prayer teams and are looking at extending the ministry into prisons.

Alpha, ChristLife, and Discipleship Quads: These processes are devoted to deepening discipleship and evangelizing people in the pew and in the street, and they continue to be explored and implemented throughout the diocese. The Office continues to run training and ongoing support on these methods of outreach for use in person or online.

Evangelization Retreats: The Office offers overnight retreats focused on helping people embrace their Christian identity and mission. The retreats offered confession, adoration, inspirational talks, Mass, and personal prayer.

Charismatic Renewal + Evangelization Conference: The Office, with the co-sponsorship of the Moderator of Charismatic Renewal, Deacon John Hust, supports the Holy Spirit Alive conference. This bilingual conference was held in Rochester in November 2022 with Matt Lozano from Heart of the Father Ministries, and it drew more than 120 people for an unforgettable weekend of sacraments, praise and worship, teaching, and devout prayer. This year's event closed with Eucharistic Adoration that focused on Christ the Healer, fitting for the diocesan year of Eucharistic Revival.

Eucharistic Congress: A large part of 2022 was spent in prepping and establishing the diocesan Eucharistic Congress, This is My Body, set for June 10, 2023 in Mankato, and helping create a Congress that people will remember the rest of their lives and invigorate parishes in 2023 and beyond.

Office of Vocations

The Vocations Office supports a culture of openness to God's will and discernment in the Diocese of Winona-Rochester. Young men and women who are discerning God's plan in their life receive support and information about their vocation and how to follow God's plan. In the Diocese of Winona-Rochester, more than 45 young men and women are active in discernment groups, and nearly twice as many have contacted the Office about discernment to the priesthood or religious life. The Diocese of Winona-Rochester has 19 seminarians this year, and much work has gone into helping these young men take steps forward and enter the seminary. The Office works to ensure that these men are receiving solid formation as they progress through seminary education.

One-on-One Discipleship: The Vocations Director invests in individuals as they discern their vocation by listening and praying with them as well as encouraging them and teaching them how to take the next step in their vocational path.

Vocations Presentations: The Vocations Director speaks at schools, retreats, parishes, conferences, and youth events about growing closer to Christ and how to listen to the will of God in their life. If you would like to host Fr. Kern as a guest speaker at your parish, school, or event, contact the vocations office at jkern@dowr.org.

Discernment Groups: These small groups are open to college students who have begun to ask the bigger question about what God wants them to do with their life. Groups meet in Mankato and Winona. Group members grow closer to Christ by praying for and supporting one another.

Priest and Youth Minister Formation: Resources are available to all priests and youth ministers to lead young people in their parishes who are discerning priesthood or consecrated life.

Office of Life, Marriage, and Family

Pre-Cana Marriage Preparation: These classes are offered five times per year at locations throughout southern Minnesota. Engaged couples attend a full-day class on a Saturday to learn about topics including communication, marriage expectations, finances, natural family planning, and the Sacrament of Marriage. Each class allows couples time to grow in prayer and to attend Mass together.

Married Couples Retreats: With all the pressures of married life, it can be challenging to find one-on-one time with your spouse to pray and grow together. Annually, couples have an opportunity to participate in a Married Couples Retreat offered by the Office of Life, Marriage, and Family.

Marriage Anniversary Mass: Every year in the fall, the Bishop celebrates a special Mass where married couples are blessed for their fidelity to one another and their commitment to marriage, their families, and the Church. This past year, couples met in Mankato and gave thanks to God for their spouse.

Men's and Women's Conferences: Each year, dynamic speakers are brought in to assist men and women to live out their vocation in a way that draws them closer to Christ. They enjoy fellowship with other Catholics throughout the diocese, and they learn ways they can share the love of Jesus with others.

Respect Life: The Office of Life, Marriage, and Family promotes the dignity of life by providing each parish across southern Minnesota with up-to-date materials for parishioners to stand up for life in society.

March for Life: Each year in January, the Office of Life, Marriage, and Family and the Office of Youth and Young Adult Ministries lead a pilgrimage to stand up for the dignity of human life. Pilgrims participate in the March for Life in Washington, D.C., and in St. Paul on the anniversary of Roe vs. Wade (1/22). A local prayer service for life also takes place each year at a parish within the diocese.

Office of Catholic Schools

The Office of Catholic Schools serves as a resource of leadership for Catholic schools in the Diocese of Winona-Rochester. Its purpose is to assist the Catholic schools in carrying out the three-fold mission: to proclaim the Gospel, to build community, and to serve our brothers and sisters. The office's focus is to provide support for schools to ensure every student receives a quality education in a welcoming and diverse community.

The Catholic schools system in the diocese consists of 18 elementary, nine middle/junior high, and four high schools throughout southern Minnesota, with a total enrollment of roughly 5,000 students. The Office provides professional development opportunities, particularly in the area of faith and curriculum. The Superintendent oversees key initiatives to guarantee excellence in Catholic education rooted in Gospel values in southern Minnesota. A new addition to the Office of Catholic Schools this year is the position of Coordinator of Curriculum & Assessment. This position, along with the Superintendent, assists each school with changing curriculum standards and testing to promote continued excellence in our schools.

The Office also monitors the professional certification of Catholic school personnel; establishes professional requirements for educators; and collaborates with MCC, NCEA, USCCB, Catholic School Leadership Council, MINNDEPENDENT, Minnesota Non-public School Accrediting Association, Cognia, and numerous advocacy organizations. It supports the Office of Safe Environment and reassures that the VIRTUS training policy is enforced.

Office of Communications

In addition to facilitating intraoffice connections at the pastoral center, the Communications Office plays a critical role in helping the bishop get the word out about various diocesan and Catholic-related ministries and initiatives. Video, radio, print, web, and social media are just some of the channels we use to engage both the Church and the wider culture with an invitation to encounter Jesus, who is the way, the truth, and the life (cf. Jn. 14:6). We engage local media outlets to encourage positive media coverage, and we also encourage and come alongside other Catholic institutions and apostolates in their work of evangelization.

Sunday TV Mass: Every Sunday, homebound and hospitalized Catholics take part in the Mass weekly, along with Christmas and Easter, on the following stations:

Minnesota

- Mankato - Channel 12 KEYC Sunday at 7:30 a.m., KEYC Digital Channel 12.2 or Charter Channel 19 Sunday at 9:30 a.m., and KMNF Digital Channel 7 (DirecTV) or Channel 11 (DISH) Sunday at 9:00 a.m.
- Minneapolis/St. Paul - Digital Channel 29 or Channel 9.2 WFTC Sunday at 11:30 a.m.
- Rochester/Austin - Channel 3 KIMT, Sunday at 7:30 a.m., and MyTV 3.2 at 9:00 a.m.
- Southeast Minnesota - HBC Cable Channel 20 Sunday at 3:00 p.m. and Wednesday at 3:30 p.m.
- Winona - Channel 25 WLAX, Sunday at 7:30 a.m.

Iowa

- Mason City - Channel 3 KIMT Sunday at 7:30 am and MyTV 3.2 at 9:00 am

- North Central Iowa - Channel 12 KEYC/12.2 NEYC 16
- Sioux City - Channel 44 KPTH at 8:30 am
- Spencer - Channel 21 KVBK-LP Sunday at 8:30 am

Nebraska

- Norfolk - Channel 31 KPTP-LD Sunday at 8:30 am
- Northeast NE - Channel 44 KPTH Sunday at 8:30 am

South Dakota

- Aberdeen - Channel 36 K36NW-D Sunday at 7:00 am
- Brookings - Channel 25 K25OU-D Sunday at 7:00 am
- Lowry - Channel 44 K44ME-D Sunday at 7:00 am
- Mitchell - Channel 5.2 KDLV Sunday at 7:00 am
- Pierre - Channel 14 K14IO-D Sunday at 7:00 am
- Sioux Falls - Channel 46.2 KDLT Sunday at 7:00 am
- Watertown - Channel 32 K32DK-D Sunday at 7:00 am

Wisconsin

- Eau Claire - Channel 48 WEUX Sunday at 7:30 am
- La Crosse - Channel 25 WLAX Sunday at 7:30 am
- Northwest Wisconsin - Digital Channel 29 or Channel 9.2 WFTC Sunday at 11:30 am

The weekly televised Mass has continued to be an invaluable means of connection for those who are homebound – either due to illness/infirmity, or extreme weather conditions. This Mass also serves as an opportunity for the casual viewer to explore the Catholic faith with minimal risk. Thanks to the generous support from our CMA donors, our TV Mass outreach covers practically every part of the diocese and beyond. We place a high priority on being good stewards of the resources given to us, a principle that has guided the steady growth of our broadcast reach.

Website & Social Media: To quickly learn what is happening throughout the diocese, visit www.dowr.org, like us on Facebook at Diocese of Winona-Rochester (@DioceseWinonaRochester), tune into YouTube: Diocese of Winona-Rochester (@DioceseofWinonaRochester), tweet us @WinonaRochester on Twitter, or follow us on Instagram @WinonaRochester.

The Courier: The Courier is the official newspaper of the Diocese of Winona-Rochester. Any parishioner requesting home delivery of the paper is added to our home delivery list free of charge. In addition to global and national headlines and local news submitted from across the diocese, the pages of The Courier are dedicated to the missions of diocesan offices, whose directors serve as our regular 17 contributors. The Courier builds unity across a wide diocese, offers various levels of catechesis, and is a tool for evangelization. Read it online at <https://www.dowr.org/offices/courier/index.html>.

Virtual Conference Rooms: Five virtual conference rooms – one in each in Blue Earth, Adrian, Albert Lea, Rochester, and Winona – have been installed to more efficiently connect priests and parish staff across southern Minnesota for meetings, collaborations, and communal prayer.

Office of Divine Worship

The Office of Divine Worship organizes, coordinates, and celebrates diocesan liturgies, such as the annual Chrism Mass, the Rite of Election, and Call to Continuing Conversion and Ordinations. The funds help bring our diocesan church together with our bishop to celebrate God's goodness, create a welcoming atmosphere for all to pray, and to beautifully execute the solemn rituals of our Catholic faith.

Office of Hispanic Ministry

The Office of Hispanic Ministry provides leadership in the development and implementation of the Diocesan Pastoral Plan for Hispanic Ministry grounded on the principles of the USCCB's National Pastoral Plan for Hispanic Ministry. It collaborates with the other diocesan offices in all matters related to the Hispanic population and, when needed, carries out its own equivalent programs to be sensitive to the Hispanic culture and language. It offers consultation, resources, and support to pastors, Hispanic priests and nuns, pastoral staff, volunteers, and the Hispanic population.

Spanish Mass: Masses held in Spanish are available at 12 parishes throughout the diocese. Information for hours and locations can be found at <https://www.dowr.org/offices/hispanic-ministries/spanish-mass.html>.

RICA (Rito de Iniciación Católica para Adultos): Rite of Christian Initiative of Adults (RCIA) programs are available in Spanish in some parishes. Contact Fr. Raul Silva at rsilva@dowr.org for more information.

Hispanic Ministry Leaders Retreat: This is an opportunity for those in the Hispanic community in the diocese to address current and future needs of the Hispanic Ministry program. This retreat assists the diocese with creating the Pastoral Plan for Hispanic Ministry and seeks to enhance communication efforts.

Youth Faith Formation: One of the great blessings of the Hispanic community is that it brings to our diocese numerous children and youth. They fill the parishes' faith formation programs, and some attend our Catholic schools. Catechetical programs and retreats are needed to increase attendance and better serve the Hispanic youth in our diocese.

Marriage Preparation Program in Spanish: Around two or three marriage preparation retreats in Spanish are offered annually throughout the diocese. These one-day retreats are led by the three diocesan Hispanic priests, together with the cooperation of some couples. Usually, 20-40 couples attend these retreats every year.

Additional Appeal-Funded Services

Cemeteries: Funds from the annual Catholic Ministries Appeal enable the Diocese of Winona-Rochester to provide resources, support, and training to the many volunteers and staff who work in the Catholic cemeteries throughout our diocese.

Clergy Services: Priestly life and ministry, retreats, continuing education and formation opportunities; pastoral care for active and senior priests and deacons; Hispanic chaplaincy; and diaconate formation program.

2023 Direct Mailings

Catholic households in the Diocese of Winona-Rochester will receive a personal invitation of support by direct mail. Bishop's Guild donors will be contacted in conjunction with the general public. All registered/active parishioners should receive their mailings in advance of the Appeal kick-off weekend.

Name of Mailing:	Materials Included	Mail Drop Date:	Mailed Via:
Bishop's Guild (donors who have given \$1,000+ in past years to a variety of Appeals/Campaigns)	<ul style="list-style-type: none"> • Addressed Envelope to Donor • Letter from Bishop Barron • Ministries Brochure • Envelope addressed to CFMS (Winona PO Box) • Prayer Card 	2/13/2023	1st Class

Name of Mailing:	Materials Included	Mail Drop Date:	Mailed Via:
Parish Kit	<ul style="list-style-type: none"> • 11 x 17 Goal Poster • 11 x 17 Poster • In Pew Envelopes • Additional Ministries Brochures • Transmittal Form and Return • Envelopes • Bulletin Inserts • Prayer Care <p>** NOTE: All materials in the parish kit, as well as additional promotional materials, will also be available online beginning February 2023</p>	2/13/2023	UPS
Public Direct Mail #1	<ul style="list-style-type: none"> • Addressed Envelope to Donor • Letter from Bishop Barron • Ministries Brochure • Return Envelope Addressed to CFSM • Prayer Care 	2/13/2023	Bulk Mail
Acknowledgement Letters	<ul style="list-style-type: none"> • Handled on a regular basis by CFSM staff 	Ongoing	1st Class
Public Direct Mail Follow up	<ul style="list-style-type: none"> • Addressed envelope to those donors who have not yet given to the 2023 CMA • Letter from Bishop Barron (may also include pastor's signature) • Return envelope addressed to CFSM (Winona PO Box) 	TBD	Bulk Mail

Promoting the Appeal

A full promotional toolkit is available online at catholicfsmn.org/parish-resources. Explore the many resources available to you on the website, and download what works best for your parish.

Appeal Videos

There is a video of Bishop Barron promoting the CMA available to you as a resource. Carlee Shimek or Nick Reller can help you download, if you would like to use it. The audio/video clip can be used in the parish setting, on your website, on social media, or shown in your parish.

Ministries Brochure

The purpose of the brochure is to clearly communicate all 2023 ministry initiatives that are funded by the Appeal. Catholic households across the diocese will receive a copy of the brochure at home. A limited number of additional brochures are included in your parish kits. A PDF version is available for download online on the CFSM website.

Make the Case for Support

Review the ministries featured in the ministries brochure and in the Appeal-funded ministries section of this guidebook. From the pulpit and in your bulletins, share how these ministries have affected you personally or how your parishioners have benefited directly. The more you personalize through real-life examples, the more informed parishioners are about the Appeal, and the more motivated they will be to support.

Demonstrate Value

The Appeal funds crucial ministries and programs that many parishes and schools cannot provide on their own due to limited resources. For example, all parishes and schools benefit from such initiatives as assessing schools to help them achieve academic excellence and accreditation; screening and supervising all members of clergy, employees, and volunteers to ensure a safe environment in our parishes and schools; and training parish and school staff to be competent and faithful in their work. Let your parishioners know that these initiatives are provided at no charge to parishes and schools.

Feature Mini Stories, Video, and Audio Clips

A compilation of mini stories in both English and Spanish, which can be used as bulletin inserts or featured on your website/social media, are available online. Individuals from throughout the Diocese of Winona-Rochester have come forward to share their stories of how Appeal-funded ministries have helped them in **Building Christ's Church - Fulfilling Christ's Mission**. Their stories are inspirational and relatable. It is recommended to feature 1-2 testimonials in your bulletin each week of the Appeal.

Bulletin Inserts

Double-sided bulletin inserts are available in English and Spanish. Please consider using these during your kickoff weekend. PDFs of the inserts are available online at catholicfsmn.org/parish-resources-bulletins.

Localize and Personalize

Compile your own series of testimonials from your parishioners. Ask them to share stories of their ministry experiences and how their participation in Appeal-funded ministries has helped them in **Building Christ's Church - Fulfilling Christ's Mission**.

Teaching Moment

The theme, **Building Christ's Church - Fulfilling Christ's Mission**, emphasizes the importance of using our time, talent, and treasure for the benefit of our wider church community. As individual members of the Body of Christ, we all possess different gifts and talents for furthering the ministry of Christ and His Church. God's generous gifts should be returned with increase to Him by sharing the peace and joy of Christ with all those we encounter.

Lead by Example

As the pastor, deacon, or parish lay leader, you set the tone and expectation for giving. Your personal example of stewardship and financial support to the Appeal speaks volumes. How well you make the case for support and share your motivations for giving invites your parishioners to reflect on their own stewardship call. The degree to which you talk about the Appeal and encourage support at Mass will be measured by the level of response demonstrated by your parishioners.

Online Giving

Online giving continues to grow in popularity as a giving preference because of its convenience. Please encourage your parishioners to use the online giving options available to them at catholicismn.org/catholic-ministries-appeal.

2023 Catholic Ministries Appeal Timeline

February 13

Parish Kit Mailing drops

*All promotional materials available online beginning February

February 13

Bishop's Guild Mailing drops

*Bishop's Guild donors are those who have given \$1,000+ in past years

February 13

Public Direct Mailing #1 drops

February 18-19

Kick-off Weekend

May 31

Parish Project Registration form due

*form included in this guidebook and online

Ongoing

Update Reports + Donor Lists reported typically Fridays on CFSM website. Reminder: Parish updates are available by logging in at www.catholicfsmn.org/login. Contact Carlee Shimek at cshimek@catholicfsmn.org to learn more or with help accessing.

TBD

Public Direct Mailings #2 drops

Carrying Out the Appeal

As leaders of your parish, you play an essential role in communicating to your parishioners the importance of their involvement with the Church beyond their own parish.

Catholic Ministries Appeal brochures, pledge envelopes, video clips, posters, bulletin insert, prayers of the faithful, and pulpit announcements are important tools that help build a successful Appeal. However, there is no replacement for the parish leaders. As people of faith and as leaders of your parish, your personal request to parishioners is of utmost importance.

You are the principal motivators. No poster, letter, insert, or other item can replace the impact of your personal support. A successful campaign is directly related to the leadership, enthusiasm, and motivation you provide to your parishioners.

The involvement of spiritual leaders in your parish is essential. If you intend to personally participate in the Appeal, thank you in advance; however, please consider sharing with parishioners that you have made your donation in support of the 2023 Catholic Ministries Appeal.

The 2023 Catholic Ministries Appeal emphasizes the call of all in the Church in **Building Christ's Church - Fulfilling Christ's Mission** through acts of charity, and it calls on each person to recognize his or her responsibility in supporting not only the local parish, but also the larger diocesan Church and the programs and services it offers that are carried out through the CMA.

We encourage you to follow the Appeal's timeline, view the videos on the CFSM website, and use all the resources made available to each parish as effective tools to reach and exceed your parish goal. You can find these resources at catholicfsmn.org/parish-resources.

This year's theme, **Building Christ's Church - Fulfilling Christ's Mission**, reminds us that we are all called to be generous with the gifts God has given to us. Please ask for 100% participation. Ask that every household consider a sacrificial gift to the Catholic Ministries Appeal. Remember, no gift is too small or too large. With everyone's participation, our support of diocesan ministries will continue to grow.

Thank you for the time you give to make the appeal a success, your talent for teaching His word, and your commitment to the 2023 Catholic Ministries Appeal.

Role of Parish Leadership

The commitment of the pastor, administrator, and parish council is necessary in all phases of stewardship. Generally, people will be lifted to the level of stewardship in the Bible to the extent the pastor and stewardship leaders inspire them. The ideas listed below are some recommendations for you to implement in your parishes.

- Make prayer the foundation of every ministry, including stewardship, flowing from your parish.
- Pray that people in the parish will grow spiritually as a result of embracing stewardship as a way of life.
- Spend time reading about and studying stewardship to more fully understand its meaning and focus.
- Encourage the parish council to read about and study stewardship.
- Commit the parish to conduct its own annual stewardship effort of time, talent, and financial resources.
- Form a stewardship committee to develop and implement the stewardship program.
- Utilize training and consulting services available through the Catholic Foundation of Southern Minnesota for parish councils and stewardship committees.
- Commit the parish to carry out stewardship awareness efforts throughout the year.
- Prepare stewardship homilies for the stewardship weekends.
- Incorporate comments about stewardship into homilies regularly throughout the year.
- Thank people for all they do to serve God by serving others.
- Encourage the parish to set an example for parishioners by giving a portion of its offertory to other causes and/or by committing to provide volunteers for community projects to serve beyond the walls of the parish.
- Publicly support and work to ensure that stewardship is not just a one-time activity, but an ongoing part of parish life.

Role of the Stewardship Committee

For stewardship to be understood, practiced, and nurtured in the lives of parishioners and in the life of the parish itself, it is important to have an active stewardship committee. We suggest the parish form a stewardship committee as a standing committee of the parish council, charged with increasing awareness of the annual stewardship efforts, both for the parish and for the Catholic Ministries Appeal.

We also urge that the stewardship committee not be placed under the auspices of the finance committee because that tends to put too much emphasis on the budgetary needs of the parish rather than the proper focus of the individual's spiritual development and the inherent need to give. It also tends to place the emphasis on financial giving and neglects the equally important aspects of time and talent.

The committee should consist of six or more members. It is recommended for continuity that members be asked to serve a term of 2-3 years. Who is the ideal member? Recruit people who may be

- involved in the parish;
 - spiritually motivated;
 - givers of time, talent, and financial resources;
 - good communicators, both oral and written;
 - comfortable talking about money and its relationship to our faith;
 - willing to implement accountability in reporting back to parishioners; and
 - versed in fundraising, marketing, or public relations.
-

Tips for a Successful Appeal

- Prayer: All parishioners will be asked to prayerfully support the campaign.
- Proportionate Gift Requests: Not all parishioners can give at the same level. Similar to the ideals of Christian stewardship, we ask for equal sacrifice—not equal amount.
- Form an Appeal team for your parish.
- Encourage pledges that can be paid over several months instead of a one-time gift. It is important that everyone be encouraged to pledge an amount that they are committed to completing. The CFSM will send reminders.

- Use the bulletin inserts, mini stories, video, parish email, social media, pulpit announcements, and prayers of the faithful.
 - Follow the suggested Appeal timeline.
 - Personal Solicitation: Personal requests to participate in the Appeal at receptions, during Mass, or on one-on-one visits result in a greater response from those being invited to participate.
 - Strive to obtain 100% participation by encouraging a pledge from everyone. Remember, no gift is too small.
 - Parishioners are generous and will give even more when given a suggested gift plan.
 - Parishioners give in relation to the person who asks because giving is contagious.
 - Parishioners give when they are invited to participate.
 - A successful 2023 Catholic Ministries Appeal is directly related to the leadership, enthusiasm, and motivation provided to the parishioners.
-

Stewardship Thoughts

A Catholic steward reaches out in many ways. Through the Catholic Ministries Appeal, we support many programs, ministries, services, and most importantly, people. Here are a few examples of stewardship thoughts and quotes for inclusion in your bulletin:

The Christian steward is one who receives God's gifts gratefully, cherishes and tends them in a responsible and accountable manner, shares them in justice and love with others, and returns them with increase to the Lord.

*Please support the 2023 Catholic Ministries Appeal so that we may **Build Christ's Church and Fulfill Christ's Mission***

The amount of time, talent, and treasure we decide to share with others, our parish, the diocese, the poor, and all those who need our help usually corresponds to how well we understand and accept all that we are, have, and can do in an undeserved gift from God. Living in faith and doing the good works of our Lord, as a way of life, flows like a river from hearts that have gained this wisdom.

*Please support the 2023 Catholic Ministries Appeal so that we may **Build Christ's Church and Fulfill Christ's Mission***

"Let us have charity and humility and give alms. At death, we lose all that we have in the world, but we take with us charity and alms—deeds we have done, and for these, we shall receive a great reward from God." – St. Francis of Assisi

*Please support the 2023 Catholic Ministries Appeal so that we may **Build Christ's Church and Fulfill Christ's Mission***

As Christian stewards, we need to respond in gratitude for the many gifts God has given to us and also become responsible for taking care of them. Additionally, we are called to make our gifts grow lovingly and in justice with others. We stand before the Lord in the spirit of accountability for all that we are given.

*Please support the 2023 Catholic Ministries Appeal so that we may **Build Christ's Church and Fulfill Christ's Mission***

"We must show charity toward the sick, who are in greater need of help. Let us take them some small gift if they are poor, or at least let us go and wait on them and comfort them." – St. Alphonsus Maria de Liguori

*Please support the 2023 Catholic Ministries Appeal so that we may **Build Christ's Church and Fulfill Christ's Mission***

"At the end of our life, we shall all be judged by charity." – St. John of the Cross

*Please support the 2023 Catholic Ministries Appeal so that we may **Build Christ's Church and Fulfill Christ's Mission***

Frequently Asked Questions About the Appeal

Why is the diocese conducting the Catholic Ministries Appeal?

Each year, the Bishop asks for the participation of roughly 38,000 households living in the diocese to support the Catholic Ministries Appeal. He asks us to generously support the many ongoing ministries of the Church that provide educational, pastoral, and charitable outreach to those living in the diocese.

Why do we need CMA-funded ministries?

The Catholic Church serves the needs of many people across southern Minnesota. While some of these services are offered at the parish level, it is often more effective when many join together in ministry and service of the people of our diocese. Each diocesan ministry exists to support and further the work of our local parishes. By having the diocese coordinate programs such as religious education, vocations, lay ministry formation, youth and young adults ministry, and many more ministries, we eliminate the duplication of services and save both time and money. Historically, the CMA covers approximately one-third of the diocese's budget.

Are CMA funds used to pay legal fees or settlements from sexual abuse cases?

No, funds contributed through the 2023 Catholic Ministries Appeal are considered donor-restricted to the purposes described in the annual appeal materials.

Is it important to give to the Catholic Ministries Appeal even though I am already giving to my parish?

The programs of local parishes are very important because much of the work of the Church and the diocese takes place at the local level. But there are certain specialized services such as education, vocations, diocesan conferences, and training for which the diocese takes the major responsibility. There are services no one parish can provide and must be shared by all of us.

What should I give to the Catholic Ministries Appeal?

God has given each one of us gifts, graces, talents, and abilities that are to be shared responsibly and wisely with others. Faithful stewardship is more than occasional acts of charity and service. It is a way of life, a commitment to the giving of our time, talent, and treasure in gratitude for all the blessings we have received. We are continuously challenged to make our financial gifts from substance, not abundance, in proportion to the blessings we have received. As a guide, some give 10% of their income. Often they break it down to 5% to their parish, 1% to the Catholic Ministries Appeal, and the remaining 4% to other favorite charities. For some families, 10% is right, for others, 10% may be too high or low. Your decision on how much to give needs to be personal and prayerful.

What can you tell me about the security of donations made to the CMA?

The Catholic Foundation of Southern Minnesota is a separate section 501(c)(3) organization and managed by an independent Board of Directors. This means that the Catholic Foundation of Southern Minnesota's finances are not co-mingled with those of the diocese. In addition, donations to the Catholic Foundation of Southern Minnesota are restricted to the purposes described in the Catholic Ministries Appeal materials.

Who administers the Catholic Ministries Appeal?

The Catholic Ministries Appeal is one of the major efforts in fulfilling financial support to spiritual, educational, and social needs of the Catholic community in southern Minnesota. The Foundation is an independent Minnesota nonprofit corporation that is tax exempt under Internal Revenue Code section 501(c)(3). An independent board of directors stewards all funds and ensures they are only distributed according to the donor's intent.

How are parish goals determined?

The formula to calculate parish goals is based on two factors: church support and registered families.

The formula takes into consideration the ability of the parish to raise money based on the number of registered families and the actual amount of money the parish generates from church support. Gifts, requests, and special fundraising are not included in church support. However, 50% of gambling revenues are included as church support.

Church support from the most recently completed fiscal year is calculated for each parish. If a parish financially subsidizes a Catholic school, then the amount of church support is reduced

by 50% of the amount of subsidy paid to the school in the most recently completed fiscal year. The net amount of church support for a parish is then divided by the total church support for all parishes in the diocese. The result of this calculation is the church-support percentage.

The second factor is the number of registered/active families in the parish. This number is taken from the most recent calendar year-end census report. The number of registered families in each parish is divided by the total registered families in the diocese. The result of this calculation is the registered-families percentage.

The two percentages are then averaged (added together and divided by two). The average of the two factors is the percentage of the Appeal goal that the parish is targeted to achieve

What happens if our parish exceeds our goal?

100% of every dollar exceeding the goal will be returned to the parish. Your parish will need to submit a project registration form (page 30). Return your completed Parish Project Registration form to the Foundation by May 31, 2023.

Are there goals for parishes that are scheduled to go into oratory status?

Again, for the 2023 Catholic Ministries Appeal, any parish previously scheduled to go into oratory status will have a \$0 goal. However, we encourage financial support from the entire Catholic community to fund ministries and programs across southern Minnesota, and parishioners of churches scheduled for oratory status will still receive direct mail soliciting their help.

Gift Processing Procedures

All gift processing will be handled by Catholic Foundation of Southern Minnesota staff in Winona. All return envelopes will be addressed to PO Box 30098, Winona, MN, 55987. If a parishioner chooses to deliver his/her gift to your parish office, send the gift in care of:

Catholic Foundation of Southern Minnesota
PO Box 30098
Winona, MN 55987

To save postage, you may send return envelopes in one large envelope.

- Should you receive any Catholic Ministries Appeal contributions with pledge cards but not in an official CMA return envelope, please forward them to the PO Box with a transmittal form in the provided return envelopes.
- If you receive checks without pledge cards, please fill out one of the in-pew envelopes with the donor's name, parish name and city, and amount of gift; complete a transmittal form and send the gift(s) and form to the PO Box in the provided return envelopes.
- If you receive cash without pledge cards, please make out a parish check to cover the amount. **DO NOT SEND CASH IN THE MAIL.** Fill out one of the in-pew envelopes with the donor's name, parish name and city, and amount of gift; complete a transmittal form and send the gift(s) and form to the PO Box in the provided return envelopes.
- If you receive an anonymous gift, fill out a blank in-pew envelope with your parish name and city, the amount of the gift, and write "anonymous" on the card; complete a transmittal form and send the gift(s) and form to the PO Box in the provided return envelopes. Your parish name and city will ensure proper credit to your parish for the gift.
- If you have any questions about gift processing procedures, please call Morgan Lowney at 507-494-8844 or email her at mlooney@catholicfsmn.org.

Online Giving

The secure online giving option located at catholicfsmn.org/catholic-ministries-appeal provides donors with convenience and flexibility. A donor has the option to make a one-time credit/debit card gift to the Appeal. Donors can also set up a pledge and make monthly payments through their bank/credit card. Once the donor authorizes a transaction, he/she receives an acknowledgement for his/her records, thus reducing the lag time of sending a gift in the mail and waiting for a response. Please encourage your parishioners to take advantage of this online service.

If they have questions, please have the donor contact Morgan Lowney at 507-494-8844 or email her at mlooney@catholicfsmn.org.

Parish Updates

We have updates available on the CFSM website.

To access, login at www.catholicfsmn.org/login to view Parish Updates, which are available weekly on Friday afternoons. To receive a username and password for the CFSM website, please contact Carlee Shimek at (507) 858-1275 or cshimek@catholicfsmn.org.

NOTE: You may also contact Morgan Lowney to request an updated report and donor list to be emailed to you at any time.

Role of Parish Administrators and Bookkeepers

Oftentimes, parish administrators and book keepers are the first points of contact for Appeal questions from parishioners. You are important partners in our efforts to communicate the Appeal's message. Parish administrators, business managers, pastors, and other parish staff should all work together to ensure that everyone has the information they need about the Appeal.

Responsibilities:

- Be sure to update the Catholic Foundation of Southern Minnesota with any changes to your parish membership. Call Morgan Lowney at (507) 494-8844 or email her at mlooney@catholicfsmn.org with any changes. We do not want to anger your parishioners by sending mail to those who have died, moved from the parish, or who have had changes of name or circumstance.
- Keep in mind that our list of your parishioners is available to you upon request. You can use this list to verify information is accurate with your parish records, make corrections and mail or email a revised list back to us. Contact Morgan to obtain your list.
- Send Appeal gifts that are given to your parish office to our PO Box promptly. Many donors become concerned if their gifts have not cleared the bank in a timely manner. We want to keep your parishioners satisfied with their participation in the Appeal. Promptly sending in gifts will also positively affect your parish update report.
- Please do not send cash to us through the mail. If you receive cash gifts, make out a parish check to cover the amount. If you know who the donors of the cash gifts are, please fill out a blank In-Pew envelope with the donor's name, your parish name and city, and amount of gift. We want to be able to thank and credit the donors who made the gift to the Appeal.
- If you receive checks to the Appeal, do not make out a parish check for all of them. Simply send the check to our PO Box following the instructions on the previous page.

Capital Projects and Rebates

If your parish decides to include funding for a capital project above and beyond the predetermined parish goal, any monies raised beyond the predetermined goal 100% will be returned to the parish. To qualify for a full rebate, return the parish project registration form to the Catholic Foundation of Southern Minnesota by May 31, 2023.

Rebate checks will be distributed as of June 30, September 30, and December 31 to those parishes that have exceeded their financial goal. Note: Rebates are based upon actual gifts received, not pledges.

Parish Project Registration

IMPORTANT: 100% of funds received over parish goal is returned back to the parish Return this form to the Catholic Foundation of Southern Minnesota **NO LATER THAN MAY 31, 2023**

Parish Name: _____

Pastor Name: _____

Parish City: _____

I certify that our parish will participate in the capital project component of the 2023 Catholic Ministries Appeal.

Through the 2023 Catholic Ministries Appeal, we intend to raise \$ _____
for our parish project.

Include a brief description of the project:

Pastor Signature: _____ Date: _____

Return to: **Catholic Foundation of Southern Minnesota**
PO Box 30098
Winona, MN 55987

For Office Use Only:

Date Received:

Parish Communication Strategies

You play an important role in your parish's goal achievement and in the overall success of the Catholic Ministries Appeal. Thank you for your dedication and commitment to the Appeal.

In this section, you will find recommendations for promoting the Appeal on a weekly basis in your parish. All promotional materials are available online at catholicfsmn.org/parish-resources.

These Include the following:

1. Timeline
2. Prayers of the faithful
3. Bulletin announcements
4. Mini stories
5. Audio/video clip of Bishop Barron
6. Follow-up letter

NOTE: It is important to continually reassure Catholics about how their 2023 Appeal gift will be used. Please use the following language from the Appeal pledge card:

All gifts will be used solely for the restricted purposes of the 2023 Catholic Ministries Appeal. The Appeal supports specific ministries and programs of the Diocese of Winona-Rochester.

Catholic Ministries Appeal Timeline

Mid-February-April 1st:

1. Speak to your parish council and stewardship committee about the Appeal. Provide an overview of the Appeal-funded ministries, particularly noting the direct effect of such ministries on your parish and communicate the parish goal.
2. Go online to catholicfsmn.org/parish-resources to familiarize yourself with the online stewardship resources available to you.
3. When you receive your parish kit via UPS, verify that you have received the following:
 - Goal posters
 - In-pew envelopes (English/Spanish)
 - Additional ministries brochures
 - Transmittal form and return envelopes
 - Bulletin inserts (English/Spanish)
 - Prayer Cards

4. Prior to kick-off weekend, you should do the following:
 - Display your Appeal posters in prominent places in the parish.
 - Post a link to the catholicfsmn.org/catholic-ministries-appeal website on your parish website.
 - If you have a Facebook page, post an Appeal video to your wall.
 - Include a mini story in the February 18-19 bulletin or on the following weekend. These witness testimonials emphasize the Appeal's broad reach and impact.
 - Include a Bulletin Insert in the February 18-19 bulletin.
5. Review the Gift Processing Procedures so you will know how to handle contributions that may come to your parish office.

February 18-19—Kick-off Weekend

1. Highlight this year's Appeal theme, **Building Christ's Church - Fulfilling Christ's Mission**.
2. Make a brief pulpit announcement about the Appeal.
3. Ensure that the parish bulletin contains a mini story about the Appeal, or use the bulletin insert.
4. Include an intercession regarding the success of the Appeal in the prayers of the faithful.
5. Play the audio/video message from Bishop Barron on your website or social media. At Mass, share a few words about the importance of the Appeal from you, the presider, or another testimonial speaker. This brief talk should emphasize the impact the Appeal has and motivate those present to financially give to the Appeal. A sample pulpit announcement is online for your consideration.
6. Encourage parishioners to peruse their ministries brochure (mailed to every registered/active Catholic in Diocese of Winona-Rochester) and visit the Appeal website, catholicfsmn.org/catholic-ministries-appeal to learn more about the Appeal-funded ministries and read/hear compelling testimonials from Catholics throughout southern Minnesota who have renewed faith, extended mercy, and inspired hope by participating in these ministries.

February—April

We recommend incorporating any of the following materials into a weekly action plan for optimal Appeal results. Swapping out messaging and materials from week to week keeps your Appeal promotion fresh and exciting among your parishioners. Check out the library of materials available to you online at catholicfsmn.org/parish-resources and design a marketing plan that works best for your parish.

1. Mini stories for bulletins – Insert the new witness testimonials (1-2 stories) into your weekly bulletins. These stories emphasize the Appeal's broad reach and impact.
2. Prayers of the faithful – Include intercessions in the prayers of the faithful on weekend Masses.
3. Parish newsletter – Include witness testimonials as well as personal notes encouraging generosity from your parish. Direct readers to the Appeal's website, catholicfsmn.org/parish-resources to learn more about the Appeal-funded ministries.
4. Update reports – Use the financial information provided in your update report available on Giving Trend.
5. Communication with staff – Communicate frequently with your parish administrator or business

manager. They are often on the front line for fielding questions about the Appeal. Ensure that they are knowledgeable about the Appeal and feel supported in their work. We recommend that open dialogue about the Appeal occur in weekly staff meetings. Share personal stories with your staff about how the parish has benefitted from the Appeal and invite them to share their Appeal-funded ministries experiences with the group as well.

Late May

1. If you have met your goal, congratulations! Any gifts that are made beyond your parish goal are rebated back to the parish, pending your parish fulfills rebate requirements. We recommend that the pastor use the parish donor list to send a personal card of thanks or letter to those parishioners who contributed to the Appeal.
2. If your parish has not yet reached its goal, we recommend that you organize a follow-up mailing to those names on the parish donor list who have not yet given to the 2023 Appeal. The follow-up mailing should be sent in early May.

Even if your parish has reached its goal at this point, you may still want to plan a follow-up letter to those who did not give, explaining to them your parish project (i.e. the intent of funds collected to be used in the parish). The follow-up mailing should be sent in late June or early July.

Pieces to be included in the mailing are as follows:

- Personalized letter from pastor with pastor's signature
 - Appeal return envelopes (available from Appeal staff upon request)
 - Addressed mailing envelopes
 - Postage
3. Continue to update your parish on progress to-date by using your update report. We recommend you update parishioners via announcements made at all Masses, in the bulletin, and on your website/social media.

July

1. Send your follow-up mailing in early July. This is an extremely important and critical strategy for parishes that have not yet reached their goals.
2. Contact the Appeal staff if there is anything we can help you with during your follow-up process.
3. We also recommend sending personalized cards of thanks or letters to your parishioners who have contributed to the Appeal. Each donor will receive an acknowledgement letter from the Catholic Foundation of Southern Minnesota, but it is also a nice gesture to receive a card or letter in the mail from the donor's pastor.
4. Continue to update your parish on progress to-date by logging into the CFMS website and checking your parish updates. We recommend you update parishioners via announcements made at all Masses, in the bulletin, and on your website/social media.

August—September

1. If you have not yet met your parish goal, don't lose hope! Continue to promote the Appeal using creative strategies such as
 - phone calls,
 - home visits to select donors,
 - small-group socials,
 - personal notes, and
 - other ideas you may have.
 2. Contact Appeal staff to access additional follow-up resources or to request an update report or donor list at any time.
-

Prayers of the Faithful

The Catholic Ministries Appeal, in addition to meeting the financial needs of programs and services across southern Minnesota, calls on others to actively practice their faith. Prayer, therefore, plays a key role in conversion of heart that leads people to give generously in service to others.

The following petitions are suggested to be used either for announcement weekend, the weekend before your in-pew, or spread out one a week starting on announcement weekend (February 18-19) as an opportunity to reflect on the case elements of the appeal and the breadth of the diocesan family and the services they depend upon.

Week 1 (kick-off weekend) – Lord, we pray for the success of the Catholic Ministries Appeal in our parish and our diocese. Foster in our hearts a yearning to financially support those projects that build your Kingdom on earth, assist those who seek to know Christ better, and promote vocations of those called to minister the good news of Jesus Christ for years to come. We pray to the Lord.

Week 2 – We pray for this community of believers, that as we strive to be living witnesses of Your goodness, we may grow in faith and charity through our support of the 2023 Catholic Ministries Appeal and those ministries and services it funds. We pray to the Lord.

Week 3 – That as we participate in the 2023 Catholic Ministries Appeal, we will continue to embrace our calling of **“Building Christ's Church - Fulfilling Christ's Mission.”** We pray to the Lord.

Week 4 – That we will use the 2023 Catholic Ministries Appeal as an opportunity to come together with those in our parish and throughout the diocese as stewards committed to building up God's kingdom through faith and charitable works. We pray to the Lord.

Week 5 – For the destitute of our diocese, both in life's necessities and faith, that they may feel God's compassion through each one of us as our gifts to the 2023 Catholic Ministries Appeal support the programs that provide for their needs. We pray to the Lord.

Week 6 – For the seminarians of our diocese who are discerning a call to the priesthood, and for all contemplating a vocation to religious life, that through our support of the 2023 Catholic Ministries Appeal, their journeys may be blessed and that one day, God willing, they will serve as humble shepherds and servants of God's people. We pray to the Lord.

Week 7 – That we may respond generously to the 2023 Catholic Ministries Appeal as faithful stewards of the gifts God has entrusted to us. We pray to the Lord.

Week 8 – For an increase in faith-filled men who hear God's gentle call to the priesthood. By our support of vocations through the Catholic Ministries Appeal, may they be encouraged to explore a lifetime of service to God's people in the Church. We pray to the Lord.

Week 9 – For the children of our parish and in our diocese, that we, as the Body of Christ, continue to educate the youngest among us in the faith through our Catholic schools and religious education programs, which are supported by the Catholic Ministries Appeal. May we continue to take seriously this responsibility to teach and pass on the Gospel of Jesus Christ. We pray to the Lord.

(When you see fit) – In thanksgiving for our parish's generous support of the Catholic Ministries Appeal, which ensures that the vital ministries it funds will aid us in our journey of **Building Christ's Church - Fulfilling Christ's Mission**. We pray to the Lord.

Pulpit Announcement

Appeal Kick-Off Weekend

The following sample pulpit announcement is recommended for use on the kick-off weekend (February 18-19), along with the audio/video message from Bishop Barron.

You recently received a packet in the mail requesting your support of the 2023 Catholic Ministries Appeal. Please prayerfully consider making a gift, and know that your gift will help fund critical ministries that benefit the roughly 38,000 Catholic households and countless others throughout southern Minnesota.

St. Paul reminds us in Ephesians that we are to “live the truth in love and grow in every way into Him who is the head, Christ, from whom the whole body, joined and held together by every supporting ligament with the proper functioning of each part, brings about the body's growth and builds itself up in love.” [Ephesians 4: 15-16]

The theme, **Building Christ's Church - Fulfilling Christ's Mission**, emphasizes the importance of using our time, talent, and treasure for the benefit of our wider church community. As individual members of the Body of Christ, we all possess different gifts and talents for furthering the ministry of Christ and His Church. God's generous gifts should be returned to Him with increase by sharing the peace and joy of Christ with all those we encounter.

The Appeal-funded ministries provide ample opportunities for you and others in **Building Christ's Church - Fulfilling Christ's Mission**. Whether it be through social outreach programs that help families in crisis, Catholic school education, training and support for catechists involved in parish religious education programs, youth ministry, college campus ministry, lifelong faith formation for all ages, retreats and pilgrimages, and so much more, you make it possible through your sacrificial gift.

[Now you may want to briefly share some examples of how your parish directly benefits from Appeal-funded ministries. Refer to the Appeal-Funded Ministries section in this guidebook.]

Please note that all gifts will be used solely for the restricted purposes of the 2023 Catholic Ministries Appeal. The Appeal supports specific ministries and programs of the Diocese of Winona-Rochester.

Now is the time to come together as the Body of Christ to support the Catholic Ministries Appeal. Each of us plays an important role, as St. Paul names us the "ligaments of the body," and we, through our support, bring about the Church's growth by building it up in love.

Give the most generous gift you can. We need not only your financial gifts, but your prayers as well, in order that we may fulfill our parish goal for the Appeal. Thank you for your support, and let us pray:

"Heavenly Father, may we become Your disciples through our support of the 2023 Catholic Ministries Appeal. We thank you, Lord, for the many blessings of our lives. We cherish the gifts of time, talent, and treasure that each member of our universal Church family makes to build up Christ's Church in love. We ask you, Lord, to send us forth in this spirit of love to serve our communities and our world with open hearts. Amen."

Bulletin Announcements

A number of bulletin announcements are available for you to use. To retrieve the announcements, go to the Appeal website, catholicismn.org/parish-resources. The following is a sampling of available announcements. Whether you prefer to use the provided announcements or create your own, please include the official Appeal logo, which is also available on the website for download.

Mini Stories

Select 1-2 witness testimonial mini stories each week to include in your bulletin. Here is a sampling of the mini stories. Visit the website to view all the mini stories available to you.

The following people and ministries are featured in this year's mini stories:

- Pastoral Perspective - Fr. James Steffes and Fr. Michael Churchill
 - Life, Marriage, and Family - Angela Schultz
 - Catholic Schools - Mike and Amy Donnenwerth
 - Totus Tuus - Stacey Dorsey
 - RCIA - Roxane Kadrlik Chlachula
 - Permanent Diaconate - Kevin Aaker
 - Woman's Conference - Paula Harrigan
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Video/Audio Clip

Feature the video of Bishop Barron on your website, posting the video clip to Facebook, or playing the audio clip before Mass will all help your parish to reach its goal. Visit the website to access the video/audio clip, and contact Carlee Shimek at the CFSM to assist in downloading these for your use.

Follow-Up Letter

The following is a sample template letter you may choose to use in follow-up to your parishioners who have not given to the 2023 Catholic Ministries Appeal by mid June. The CFSM will be sending a follow-up letter to past donors in June.

Dear [Parishioner's Name],

As Catholics, we are blessed to be strengthened and united by Christ in the Eucharist and sent forth to bring the peace and joy of our Triune God to all those we encounter. As individual members of the Body of Christ, we all possess different gifts and talents for furthering the ministry of Christ and His Church.

Here in the Diocese of Winona-Rochester, many of the ministries that serve parishes and the wider community are made possible through the financial generosity of Catholics across southern Minnesota. It is through the Catholic Ministries Appeal that the Church is able to be **Building Christ's Church - Fulfilling Christ's Mission.**

Thanks to you, 20 men are currently discerning the vocation to the priesthood, and roughly 5,000 children in our Catholic schools are being formed in lives of faith and virtue. Additionally, hundreds of students on our college campuses receive formation as disciples of Christ, with the help of Newman Centers and FOCUS missionaries. The TV Mass provides the presence of Christ and the Catholic community to the homebound, and the permanent diaconate supports education and formation of candidates to proclaim the Gospel.

I write to you with an immediate need in support of the 2023 Catholic Ministries Appeal. To date, our parish has raised <\$Amount> toward our goal of <\$Amount>. Our parish directly benefits from the Appeal through such vital ministries as... [briefly share examples of how your parish directly benefits from Appeal-funded ministries]

As your pastor, I am grateful for your continued generosity and lives of faith, as we work together to build up the Kingdom of God in southern Minnesota. I ask that you prayerfully consider how you might give to this year's Catholic Ministries Appeal, and assure you that the funds raised for the Catholic Ministries Appeal are donor restricted.

For whatever amount you are able to give, I thank you for your gifts of time, talent, and treasure to our parish. I pray that you will continue to be a Disciple of Christ through your generosity to His Church.

Yours in Christ,

Your Signature

[Your Name]