



2018

Catholic Ministries Appeal

*Renew Faith. Extend Mercy. Inspire Hope.*

## **Parish Guidebook**

**The 2018 Appeal to support ministries across Southern Minnesota**

Dear Pastors and Administrators,

We are embarking upon the 2018 Catholic Ministries Appeal scheduled to launch in parishes on the third weekend in February, February 17-18. I want to thank you for the tremendous work all of you do for the Catholic Ministries Appeal. I am here to serve you and take every step necessary to roll out a seamless Appeal this year, and to 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 2018 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 *Renew Faith, Extend Mercy* and *Inspire Hope*, which is again this year’s Appeal 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 thoroughly review this section and to be prepared for communicating effectively with parishioners.

Last year we offered a full-color smaller brochure and we have elected to provide it again this year. The theme, *Renew Faith, Extend Mercy* and *Inspire Hope* is the same theme as last year. We have heard from many that the Rooted in Faith and Catholic Ministries Appeals are confusing to many. For this reason we elected to maintain the theme and format of CMA. We have also heard from many that the DVD of the Bishops message was not easily seen in many parishes. This year we will be providing a digital version of the Bishop that you can show on your website. We will also have several audio clips of the Bishops message that can be played in church and/or added to your website.

Catholic households across the diocese will receive a copy of the brochure at home, as well as a letter from Bishop Quinn. A limited number of additional brochures are included in your parish kits.

Additional promotional materials in your parish kits, also available for individual download on our website ([www.catholicfsmn.org/appeal](http://www.catholicfsmn.org/appeal)), include:

- Audio of Bishops Messages
- Full-color 11x17 Posters
- Intercessions, Pulpit Announcement and Communications Strategies
- Mini Stories for bulletin
- In-Pew Envelopes
- Bulletin Inserts

Please do not hesitate to contact me with any questions you may have.

Kind regards,



Monica Herman  
Executive Director 507.858.1276 / [mherman@catholicfsmn.org](mailto:mherman@catholicfsmn.org)



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## Thank You from Bishop Quinn

Dear Brother Priests and Parish Administrators,

I want to take a moment to sincerely thank you for your dedication and support to the Catholic Ministries Appeal year after year. It is humbling to know that this Appeal is now in its 27<sup>th</sup> year. Each year, people give generously to the Appeal, and we see the impact of donors' giving in the vital ministries produced at our diocesan level.

You make this Appeal possible. You are the front-liners who advocate for these ministries to your parishes. You preach inspiring words to the people about the ministries and encourage support of the Appeal. You are the first point of contact for inquiring donors and act as an intermediary between donors and Appeal staff. You are quick to recognize the generosity of those who give, and it is truly because of you that Appeal-funded ministries continue to thrive.

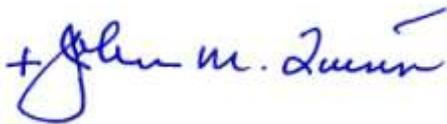
*Renew Faith, Extend Mercy, Inspire Hope*, the theme again of this year's Appeal, is fitting during this time in our history. The work of the Church is important, and, during this year of mercy, we draw closer to each other, knowing that we are called by Christ to continue His work. He is, after all, the head of our Church and the embodiment of who we are as Catholics. He offers us an infinite amount of love and mercy that flows from His Most Sacred Heart. We are strengthened through Him to go forth and *Renew Faith, Extend Mercy* and *Inspire Hope* together as one Church. The good works made possible through the Appeal create opportunities for thousands of Catholics throughout southern Minnesota in their lifelong journeys of faith.

You may have doubts about promoting financial support for the Appeal due to litigations 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; resources to strengthen marriages and families; and community outreach to the poor. Wide arrays of ministries are available for thousands to *Renew Faith, Extend Mercy* and *Inspire Hope* because you and others make it possible.

Again, thank you for your work dedicated to the Catholic Ministries Appeal. Together, we will see the fruits of our labor as we continue to build up Christ's Church in love.

Sincerely yours in Christ,



Most Reverend John M. Quinn  
Bishop of the Diocese of Winona

## 2018 Appeal Campaign Overview

The Catholic Ministries Appeal is one of the major efforts of the Catholic Foundation of Southern Minnesota to fulfill its mission of financially supporting 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 these areas:

- Youth and Young Adults
- Lay Formation
- Vocations Discernment
- Life, Marriage & Family
- Faith Formation
- Catholic Schools
- Safe Environment Training
- Evangelization & Mission Advancement
- Community Outreach (via Catholic Charities)

This year's goal is set at \$2.1 million.

### Appeal Campaign Theme

Theme: ***Renew Faith, Extend Mercy, Inspire Hope***

During this year, may we all strive to Renew Faith, Extend Mercy, Inspire Hope not only for ourselves, but as a Catholic community.

### Appeal Prayer

*Heavenly Father, we hear your invitation for discipleship as you call us to shape our lives in imitation of Christ. Help us as we respond to the 2018 Catholic Ministries Appeal. We thank you, Lord, for the unmeasurable blessings you have given us, in time, talent, and treasure. Help us to always use these gifts wisely and teach us to share them generously. We ask you, Lord, to send us forth in this spirit of love to serve our world with kind and generous hearts.*

*Amen.*

## Catholic Ministries Appeal Staff

The 2018 Catholic Ministries Appeal staff is composed of both Catholic Foundation of Southern Minnesota employees and Diocese of Winona 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**      Executive Director      [MHerman@catholicfsmn.org](mailto: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
- Cultivation and Solicitation Strategies
- Bishop's Guild
- Promotional Materials
- Information on Appeal-funded Ministries
- Update Reports
- Follow-Up of Solicitation Activities
- Parish Project Registration

**Nick Reller**      Assistant Editor of the Courier      [NReller@dow.org](mailto:NReller@dow.org)  
507.858.1257

**Phil Briskey**      Multi-Media Communications & Technology Specialist      [PBriskey@dow.org](mailto:PBriskey@dow.org)  
507.858.1252

Contact Nick or Phil for:

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

**Amie Pierce**      Development & Stewardship Associate      [APierce@dow.org](mailto:APierce@dow.org)  
507.858.1255

Contact Amie 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

## 2018 Direct Mailings

Every registered Catholic in the Diocese of Winona will receive a personal invitation by direct mail to participate in this year's Appeal. Bishop's Guild donors will be contacted prior to the general public. All registered parishioners will 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)	<ul style="list-style-type: none"> <li>• Addressed Envelope to donor</li> <li>• Letter from Bishop</li> <li>• Ministries Brochure</li> <li>• Window Return Envelope addressed to CFSM (Winona PO Box) – <i>gifts handled by internal staff</i></li> </ul>	2/12/2018	1 <sup>st</sup> Class
Parish Kit	<ul style="list-style-type: none"> <li>• 11 x 17 Color Posters</li> <li>• Bang-Tail In Pew Envelopes</li> <li>• Additional Ministries Brochures</li> <li>• Transmittal Form and return envelopes</li> <li>• Bulletin Inserts</li> </ul>	2/7/2018	UPS
<p>**NOTE: All materials in the parish kit as well as additional promotional materials will also be available online beginning 2/12/2018</p>			
Public Direct Mail 1	<ul style="list-style-type: none"> <li>• Addressed Window Envelope to donor</li> <li>• Letter from Bishop</li> <li>• Ministries Brochure</li> <li>• Return Envelope addressed to CFSM– <i>gifts handled by internal staff</i></li> </ul>	2/12/2018	Bulk Mail
Acknowledgement Letters	<ul style="list-style-type: none"> <li>• Handled on a regular basis by internal staff</li> </ul>	ongoing	1 <sup>st</sup> Class
Public Direct Mail 2	<ul style="list-style-type: none"> <li>• Addressed Envelope to those donors who have not yet given to the 2018 CMA</li> <li>• Letter from Bishop with detachable form (may also include pastor's signature)</li> <li>• Return Envelope addressed to CFSM– <i>gifts handled by internal staff</i></li> </ul>	4/27/2018	Bulk Mail

## Promoting the Appeal

A full promotional toolkit is available online at [www.catholicismn.org/appeal](http://www.catholicismn.org/appeal). Explore the many resources available to you on the website and download what works best for your parish.

- **Appeal Audio Clips**

There are (5) audio clips from Bishop Quinn and are available to you as a resource. Phil Briskey from the Communications Department can help you download, if you would like to use them. Audio Clips can be used in the parish setting, on your website or social media.

- **Ministries Brochure**

The purpose of the brochure is to clearly communicate the entire ministry initiatives planned for 2018 funded by the Appeal. Every registered Catholic 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.

- **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 benefitted 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 give.

- **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 Written Witness Testimonial Mini Stories**

A compilation of Witness Testimonial Mini Stories, which can be used as bulletin inserts or featured on your website/social media, are available online. Witnesses from throughout the Diocese of Winona have come forward to share their stories of how Appeal-funded ministries have helped them Renew Faith, Extend Mercy and Inspire Hope. Their stories are inspirational and relatable. It is recommended to feature 1-2 Witness Testimonials in your bulletin each week of the Appeal.

- **Bulletin Inserts**

This year we are providing bulletin inserts again. Please consider using these during your kickoff weekend. PDFs of the inserts are available online at [www.catholicismn.com/appeal](http://www.catholicismn.com/appeal).



- **Localize and Personalize**

Compile your own series of Witness Testimonials from your parishioners. Ask them to share stories of their ministry experiences and how their participation in Appeal-funded ministries has helped them Renew Faith, Extend Mercy and Inspire Hope.

- **Teaching Moment**

This year's theme, *Renew Faith, Extend Mercy, Inspire Hope*, is a compelling reminder that through God's love and mercy, we come to know our authentic selves and view all that we have as a gift from Him. In our love for Him, we go forth to build up His Church in love, offering ourselves in time, talent and treasure. The future of the Church is secure if people enter deeper into a personal relationship with Christ, where they feel and live His love and mercy. Despite our daily challenges and hardships, and the negative news that surrounds us every day, we know that we can find in Christ all we need and desire.

- **Lead by Example**

As pastor 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. And remember, you are not asking others for yourself, you are asking for God.

- **Online Giving**

Electronic 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 [www.catholicismn.org/Donate-Now](http://www.catholicismn.org/Donate-Now).

## 2018 Catholic Ministries Appeal Timeline

February 7	Parish Kit Mailing drops <i>*All promotional materials available online beginning this date</i>
February 12	Bishop's Guild Mailing drops <i>*Bishop's Guild donors are those who have given \$1,000+ in past years</i>
February 12	Public Direct Mailing #1 drops
May 31	Parish Project Registration form due <i>*form included in this guidebook</i>
February 17/18	Kick-Off Weekend
Ongoing	Update Reports + Donor Lists reported daily on Giving Trend <i>*Reports also updated each day</i>
April 27	Public Direct Mailing #2 drops

## Appeal-Funded Ministries

Contributions to the \$2.1 million 2018 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 2017, made possible by last year's Appeal.

- **Youth and Young Adult Ministries** - focus 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 grow in their service to 16 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 on during retreat in discernment of their vocations. New 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 the music group Sonar leads



them 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, where teens come to learn about the Catholic faith and take part in the Sacraments – Mass, Reconciliation, and Adoration. Last year, 300 teens from the Diocese of Winona joined 1,500 of their peers from other dioceses for the conference.

InterMISSION/Unite/Blaze: Our teens have the opportunity to *Renew Faith, Extend Mercy and Inspire Hope* by participating in deanery-wide rallies. These events take place in Adrian, Mankato, and Rochester and include a speaker, music, Mass, dinner and Adoration.

Camp Summit: What started in 2012 with just 60 youths has now exploded to 300 youths in 2017! Camp Summit is a four-day long summer camp for junior high and high school-aged youth to grow closer to Christ. The Fiat team (high-schoolers) mentors the younger participants, shares their testimonies and leads small group discussions. New this year, Camp Summit is now expanding to a second week of programming to expand our reach to serve more than 400 youth. This expansion would not be possible without the generous support of the diocesan faithful through the CMA appeal.

World Youth Day: Every 3-4 years, the Office of Youth and Young Adults leads a pilgrimage to World Youth Day, a universal gathering with the Pope that draws over 1 million people, all desiring to grow *Renew Faith, Extend Mercy and Inspire Hope*.

NCYC: Every other year, the Office of Youth and Young Adults coordinates a trip to the National Catholic Youth Conference. More than 23,000 youths attend the conference. This year, 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: Three times per year, high school-aged teens attend Together Encounter Christ (TEC) retreats. The three-day retreat focuses on the Pascal Mystery.

Net Ministries: The Office of Youth and Young Adults partners with NET Ministries to provide additional retreats for youth to renew faith, extend mercy and inspire hope throughout the year.

Local Parish Support: The Office of Youth and Young Adults offers ongoing support to parishes to nurture the seeds planted at the 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.

Young Adults:

- Fellowship of Catholic University Students (FOCUS) Missionaries – The Diocese of Winona is currently hosting two teams of four missionaries at MSU and WSU, who teach bible studies and train students to lead additional studies. Students in over 50 Bible studies are Renewing Faith, Extending Mercy, and Inspiring Hope thanks to the dedication of FOCUS.



- **Lay Formation and RCIA** – supports women and men of the diocese in living out their Christian vocation through programs of formation, reflection, prayer and discernment. The office seeks 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. Through the Rite of Christian Initiation of Adults (RCIA), the office assists parishes in welcoming new Catholics coming into the church. Specific initiatives of the office include:

Institute of Lay Formation: is a three-year program of prayer, study and reflection on the Catholic faith and on the life of discipleship and service within the Church. The sixth class of the Institute was commissioned by Bishop Quinn in the spring of 2017 for "leadership in service to the people of God." A community of over 285 Institute alumni give faith-filled witness and service in the communities of the diocese. Through the Office, they stay connected to one another and to the institute through communications, seasonal days of reflection and various events and activities.

Ministry Days: Every year in June we bring together clergy, religious and lay leaders for education, conversation, prayer and community. Over 200 people come together on the campus of Saint Mary's University for two days of presentations and workshops, prayer and liturgy and the sharing of ideas and experiences relating to ministry across southern Minnesota.

Pentecost Vigil Mass: In the spring of 2017, Bishop Quinn celebrated a first-ever diocesan Pentecost Vigil Mass. Over 300 people, representing some 10 lay groups and movements active in the diocese, gathered at the Cathedral to pray for an outpouring of the Holy Spirit upon the people and ministries of the diocese.

Rite of Christian Initiation of Adults (RCIA): At the Easter Vigil, the diocese welcomed 152 men and women into the Catholic Church through RCIA. The Office of Lay Formation and RCIA provides support to parish leaders working in this ministry through trainings and workshops, regional gatherings, and consultation and resources. The Office coordinates the diocese Rite of Election and Call to Continuing Conversion liturgy, held on the First Sunday of Lent, to bring the bishop together in prayer with all of those preparing to enter the Church.

- **Vocations** – is dedicated to providing support for young men and women to grow as disciples of Jesus as they discern their specific call to the priesthood or consecrated life while inspiring all to live with renewed hope and joy as they follow Jesus in their vocation.

One-on-One Discipleship: Fr. Jason Kern 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: Fr. Kern has spoken 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.

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.

- **Life, Marriage and Family** - provides opportunities for individuals to grow through promoting the dignity of life, preparing for marriage as well as renewal of marriage, and protecting lives in our parishes and schools.

March for Life: Each year in January, the Office of Life, Marriage and Family with the Office of Youth and Young Adults, leads others on a pilgrimage in honor of the dignity of life. Pilgrims participate in the March for Life, which Pilgrims participate in the March for Life, which takes place on the anniversary of Roe vs. Wade (1/22). This year, pilgrims traveled to Washington D.C. to participate in the national March for Life and were present at our own State Capitol. A local Prayer Service for Life takes place each year as well at a parish within the diocese.

Pre-Cana Marriage Preparation: These classes are offered seven times throughout the year at locations throughout southern Minnesota. Engaged couples attend a full day class on a Saturday to learn about such topics as communication, marriage expectations, finances, communicating with your spouse, sex and Natural Family Planning, marriage expectations, finances, and the Sacrament of Marriage, sex, and Natural Family Planning the Sacrament of Marriage. Each class offers couples time to grow in prayer and to attend Mass together.

Marriage 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. Now, couples have an opportunity to participate in the annual Marriage Retreat offered by the Office of Life, Marriage and Family.

Marriage Anniversary Mass: Every year in the fall, Bishop Quinn 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.

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.

- **Safe Environment** – ensures the safety of children and young people who have been entrusted to our care in our parishes, schools, religious education classes, and other programs. We pursue this mission in five ways:

Background Checks: We thoroughly screen and supervise all members of the clergy (priests, deacons and religious), as well as all employees and volunteers who work with children and young people as part of their ministry. Background checks are re-run every five years.

Code of Conduct: In the spirit of the Gospels, personnel who minister and work in the diocese must always seek to uphold Christian values and conduct. Christ calls us as his disciples to a high standard, the same standard he lived and taught. The Charter for the Protection of Children and Young People, promulgated by the bishops of the United States, calls for "clear and well-publicized diocesan/eparchial standards of ministerial behavior and appropriate boundaries for clergy and for any other church personnel in positions of trust who have regular contact with children and young people" (Art. 6). The Code of Conduct instructs all who minister and work in our faith communities on appropriate ethical standards.

Virtus® Protecting God's Children: This program helps prevent child sexual abuse by first making every adult employee and volunteer aware of the issues surrounding child sexual abuse. It provides awareness of the many ways that sexual abuse harms its victims, their families, the parish, and the community. The live awareness session also helps adults learn to recognize suspicious behavior. Finally, the awareness session



empowers each person with five steps to help prevent child sexual abuse. A trained facilitator leads these live awareness sessions. Recertification training continues every five years.

Circle of Grace: Through Circle of Grace, adults help children and youth recognize that each of us lives within a Circle of Grace that holds our very essence in body, mind, heart, soul, and sexuality. Children and youth are taught to identify and maintain appropriate physical, emotional, spiritual and sexual boundaries; recognize when boundary violations are about to occur; and demonstrate how to take action when boundaries are threatened or violated. This program is taught every year and at every grade level in our parishes and schools.

Victim Assistance Coordinator: Our Victim Assistance Coordinator (VAC) works with those who have experienced abuse in their lives or have been affected by abuse experienced by family members or friends. This person serves as the main contact for complaints and offers advocacy and resources to those who are hurting. The coordinator can be reached at 507-454-2270 Ext. 255.

- **Faith Formation** – seeks to evangelize, catechize and form disciples throughout Southern Minnesota by helping those within the Diocese to respond to Pope Francis’ invitation “to a renewed personal encounter with Jesus Christ, or at least openness to letting him encounter them” (Evangelii Gaudium 3).

Parish Support: One of the primary works of the Office of Faith 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. Currently over 7,000 children are educated in the beauty and truth of the Catholic Faith and are invited to encounter Christ through parish faith formation programs.

Media Center: The Diocese offers hundreds of DVDs and study programs to parishes throughout Southern Minnesota. All are welcome to borrow teaching materials from a wide array of DVDs to help with both instruction in the content of the Faith and formation as disciples of Christ. To borrow the full media library catalog, visit the Media Center online at [www.dow.org/offices/media-center/index.html](http://www.dow.org/offices/media-center/index.html)

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.

- **Office of Catholic Schools** – serves as a resource of leadership for Catholic Schools in the diocese. Its purpose is to assist the Catholic schools to carry out the three-fold mission: to proclaim the Gospel, to build community, and to serve our brothers and sisters through service. Its main focus is providing support for schools to ensure each student receives a quality education in a welcoming and diverse community.

There is a total of 30 Catholic schools throughout southern Minnesota with a total enrollment of 10,000 students. The office provides professional development opportunities particularly in the area of faith and curriculum. The Superintendent, Marsha Stenzel, oversees key initiatives to guarantee Catholic education in southern Minnesota is at its best.

The Office of Catholic Schools monitors the professional certification of Catholic school personnel, establishes professional requirements for educators, collaborates with MCC, NEAA, USCC, Catholic



School Leadership Council, MISF, and numerous advocacy organizations. It supports the Office of Safe Environment and reassures the Virtus® training policy is enforced.

Faith formation offered by the Office of Catholic Schools begins each school year with a Catechetical Day fostering Catholic identity including affirmation of faith and Mass celebrated by Bishop Quinn. It is the mission of the Catholic Schools to strengthen the Catholic Church and defend, cultivate, and promote values that provide important direction to the Christian family and society. A Catholic Identity accreditation and report is completed at each school at the time of MNSAA or AdvancED accreditation. All Catholic schools in the diocese are accredited schools through one or the other aforementioned accrediting organizations.

- **Mission Advancement & Evangelization** - tells the stories of Faith, Mercy and Hope alive in southern Minnesota and responds to the call to provide timely and accurate information to our media-driven society.

Sunday TV Mass: Every Sunday, homebound and hospitalized Catholics take part in the Mass broadcasted on KEYC-TV Channel 12 (Mankato) at 7:30 a.m., Charter Channel 19 (Mankato) at 9:30, or KTTC-TV Channel 10 (Rochester) at 9:00 a.m. The Mass is filmed in parishes throughout southern Minnesota. All Masses are broadcasted in closed-captioning.

Radio/TV: Seasonal messages from Bishop Quinn inspiring us to **Renew Faith, Extend Mercy and Inspire Hope** are aired on 8-10 radio stations during Advent/Christmas and Lent/Easter. A special message from the Bishop is also televised during Holy Week/Easter.

Website & Social Media: To quickly learn what is happening throughout the diocese, visit [www.dow.org](http://www.dow.org), like us on Facebook: Diocese of Winona, or tune into YouTube: Winona Diocese.

The Courier: Every month, grow closer to Christ by reading *The Courier*, our diocesan newspaper, which is mailed to every registered Catholic household (approx. 35,000) in southern Minnesota and available online at <https://www.dow.org/offices/courier/index.html>.

Virtual Conference Rooms: Five virtual conference rooms—one in each of the following cities: 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.

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.

### **Additional Appeal-Funded Services:**

- **Community Service** – a collaboration with Catholic Charities to serve southern Minnesota in these key areas:
  - Parish Social Ministry – helps parishes across southern Minnesota live out the precepts of Catholic Social Teaching. The program provides leadership, education, guidance and service to the people and institutions of our diocesan church in their task of bringing the church’s social mission to life.
- **Parish Services and Outreach** – Hispanic ministry; tribunal services, including annulments and counseling; parish financial services
- **Clergy Services** – priestly life and ministry, retreats, continuing education and formation opportunities; pastoral care for active and senior priests and deacons; Hispanic chaplaincy; permanent diaconate

## Teachings on Stewardship

### What is Stewardship?

Stewardship is part of our Catholic belief system. Our hope is for Catholics to embrace the teachings on stewardship, understanding that stewardship is a way of life, a way to give back what God has blessed us with. This giving back isn't limited to the parish or the diocese; rather, it encompasses both and much more.

A full description of 'stewardship' is found in the 1993 pastoral letter from the National Conference of Catholic Bishops entitled *Stewardship: A Disciple's Response*. We are called to:

- Receive God's gifts gratefully
- Cultivate them responsibly
- Share them lovingly with others, and
- Return them with increase to God

Stewardship includes the concept of safeguarding – using wisely and justly – our human and financial resources. It is frequently expressed as a call to give our time, talent and financial resources to God, especially through the Church.

Advocating stewardship does not mean we ask people to relinquish all of their possessions. Stewardship requires education and the effort to connect it with our relationships. Stewardship education is about how we care for the possessions that God has entrusted to us. Stewardship calls us to nurture our relationships with God, our families, our workplace, our environment, our neighbors, and our world.

Stewardship is our personal response to the Gospel's call to conversion of mind and heart. Stewardship is a faith response to share all we have and thus participate fully in God's plan for our world. It is an expression of discipleship – how we understand and live our lives according to Christ's teachings. Whatever we are and have is in actuality God's gift that we hold in trust. God calls us to be collaborators in the work of creation, redemption and sanctification. Christ enjoins us to live in witness to His love with such an enthusiasm that we freely and gratefully share our gifts with others.

Stewardship is part of our Catholic tradition and who we are as a Church. God is the source of all we have and are, and we can learn to see ourselves as carrying on the work of God by the way we live and by the way we use our time, talents and financial resources. Stewardship calls for commitment and, for some of us, that might mean a radical conversion. We need to avoid the temptation to make giving an end in itself – it is part of something much larger.

### Stewardship is Also about Money

We are constantly hearing, "Stewardship is NOT just about money." And it isn't. By embracing the lessons of stewardship, we learn to receive our gifts gratefully from God, tend them responsibly, share them with others, and give back with increase to God. We know in our hearts that if all were to live a life of stewardship, resources would flow as people gave of themselves to the Church without thought or question.

Reality is, however, that people must learn that money is part of the sharing of resources good stewardship requires. In our zeal to convince people that a stewardship presentation isn't just a "money talk," we may have swung the pendulum too far the other way. Time and talent are now being wonderfully (and rightly) emphasized.

But somewhere along the way, money was branded as a "dirty word" in stewardship efforts and is now sometimes ignored completely!

At the 1999 National Catholic Stewardship Council conference, Fr. Tony Nugent and Marianne Murphy of the Diocese of Joliet, Illinois, spoke eloquently on the importance of talking about money. Their ideas are compelling and thought-provoking.

## **Our Responsibility to Talk About Money**

The Church needs to have a voice in this societal discussion of money. As people are bombarded with the message to spend and borrow, it is the Church's responsibility to let its members know that what they are giving makes a difference. Parishioners need to understand that money is necessary to accomplish mission and vision and that the Church is every bit as important a place to put money as the shopping mall.

People are not going to change their spending habits until they are challenged to do so. They need to learn that when money is asked for, it is because it is needed, that it has an importance and will have an impact on lives.

Too many requests for money are prefaced with, "I hate to ask you this but..." or "I don't like talking about this but..."

Instead, the message should be, "Just think what we could do with..." or "Do you realize what would happen if your giving increased..."

There should be no shame in asking but rather joy in helping people to give of their resources to an important mission, to fulfill their lives as faithful stewards.

We have prevented people from experiencing the good life of a faithful steward. By our reluctance to talk about money, we are not providing the opportunities we should for people to give. And, at the same time, we are not allowing our ministries to realize their full potential because of the lack of adequate funding – funding that may be available if we just ask for it!

To truly realize our potential as a Church and as a people of faith, the issue of money must be addressed. Approach the subject by emphasizing the power of money's potential to affect change. Challenge parishioners to examine their own attitudes toward spending and sharing. And above all, keep the stewardship message front and center throughout the year. In that way, you will change the mind and heart together.

## 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 in order 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 in 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

In order 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 are:

- 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

## Frequently Asked Questions About the Appeal

### 1) Why do we need the 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. The CMA covers approximately one third of the diocese's budget.

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

No Appeal money has ever been used for victim settlements or legal costs related to clergy sex abuse cases. Gifts to the 2018 Appeal will be used only for the benefit of designated ministries and programs identified and for no other purposes. An independent board of directors stewards all funds and ensures they are only distributed according to the donor's intent.

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

As noted on the Catholic Ministries Appeal pledge card, "All gifts will be used solely for the restricted purposes of the 2018 Catholic Ministries Appeal. The Appeal supports specific ministries and programs of the Diocese of Winona and other Catholic organizations."

### 4) Who administers the Catholic Ministries Appeal?

The Catholic Ministries Appeal (formerly known as the Annual Diocesan Appeal) is one of the major efforts of the Catholic Foundation of Southern Minnesota in fulfilling its mission to financially support 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.

### 5) Why does it cost so much to run the Catholic Ministries Appeal?

It doesn't. Only 5% of the dollars collected, or five cents of every \$1.00 raised from the Appeal are used for its administration. 5% is at or below the standard cost (state-wide and nationally) of administering a like-size Appeal.

6) 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, bequests 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 Families in the parish. This number is taken from the most recent calendar year-end census report. The number of registered families in a given 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.

Example (for a \$2.1 million goal):

	Reported	Targeted Revenue	Diocesan Goal	Ratio %
Church Support	\$200,000	\$200,000		
School Subsidy	\$50,000	\$(25,000)		
Gambling Revenue	\$10,000	\$5,000		
Net Targeted Revenue		\$180,000	\$18,000,000	1.0%
Parish Census	450		45,000	1.0%
Parish Factor (avg. of church support and census ratio)				1.0%
			Diocesan Target	\$2,100,000
			Parish Factor	1.0%
			Parish Target	\$21,000

7) What happens if our parish exceeds our goal?

This year, 100% of every dollar exceeding the goal will be returned to the parish if your parish is participating in a capital project (refer to pgs. 40-41 in this guidebook for more details). Note that you must return a Parish Project Registration form (included in this guidebook) designating how the funds

will be used before the Foundation will distribute the rebate. **Return your completed Parish Project Registration form to the Foundation by May 31, 2018.**

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

For the 2018 Catholic Ministries Appeal, any parish 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.

## Frequently Asked Questions About the Foundation

- 1) What is the Catholic Foundation of Southern Minnesota?

The Catholic Foundation of Southern Minnesota supports parishes, schools and ministries with the necessary resources to be vibrant centers of faith and service in southern Minnesota and to assist faithful Catholics in fulfilling their stewardship call.

Since its founding in 1991, the Foundation has faithfully managed and distributed contributions according to donors' wishes in areas of greatest need in the wider community. The Foundation stands as a Center for Catholic Philanthropy across southern Minnesota and beyond in service of Catholic Responsible Investing and sophisticated planned giving that celebrates our Catholic identity.

Over the life of the Foundation, nearly \$80 million has been redistributed back into the southern Minnesota Catholic community made possible by the generosity of Catholics like you.

- 2) What do you mean by "foundation?"

Our foundation is a public charity established to serve Catholic charitable interests throughout southern Minnesota. Donors have the option of creating funds in support of their interests with respect to the foundation's purpose. Currently, the Catholic Foundation of Southern Minnesota stewards approximately 70 different funds, each in alignment with Catholic means and ends. Donors are able to designate which organizations will benefit through a restricted gift, or they may make an unrestricted gift in support of the overall mission of the Foundation. Since all funds are invested, the funds continue to grow so that over time more and more charitable causes will benefit from the donors' gifts.

- 3) What composes the Foundation portfolio?

Current holdings total approximately \$24 million. The Foundation administers the following campaigns and appeals: Seeds of Faith, Rooted in Faith-Rejoice in Hope, Catholic Ministries Appeal, and Seminarian Burse. In addition to these fundraising efforts, the portfolio comprises parish and school endowments, as well as restricted and unrestricted gifts made by individual donors.

4) What are some of the causes funded by the 70 funds?

- Parishes
- Schools
- Cemeteries
- Seminarian Education
- Foreign Mission
- Catholic Education
- Higher Education
- Hispanic Education
- Faith Formation
- Clergy Formation
- Individual Charitable Trusts and Annuities
- And more!

Gifts of perpetuity will ensure the longevity of our Catholic Church throughout southern Minnesota. As more and more Catholics pray about and answer their call to stewardship, the list of supported causes will grow.

5) Why would a donor use the Foundation to make his/her charitable gifts?

Here are several reasons why we can help you fulfill your stewardship calling:

- We practice Catholic Responsible Investing (CRI), an investment strategy designed specifically to help Catholic institutions pursue their missions by providing sound financial returns while remaining faithful to the teachings of the Church.
- We offer a higher return on investment than what banks and CDs can offer.
- A gift made to CFSM is tax-deductible, as we are a 501(c) (3) non-profit organization.
- You retain the flexibility to create a fund tailored to your charitable interests.
- We adhere to public accountability in our annual reports certified by independent auditors that our funds are being used for charitable purposes.
- You receive access to our professional network of financial and legal advisors for guidance on planned giving.
- You save on administrative, investment management, and grant activities, since funds are combined into larger pools.
- You gain the satisfaction of knowing your charitable interests will be supported for generations to come.

6) What is planned giving in a nutshell?

Planned giving is a way for you to integrate your personal, financial and estate planning goals by making lifetime or testamentary charitable gifts. Some common types of planned gifts are:

- Bequest – a gift made through your will, trust or life insurance policy
- Charitable Gift Annuity – You make a gift of cash or property to us, and we agree to make fixed payments for an individual or a couple.
- Life Estate Reserved – You transfer your personal residence or farm to us and retain the right to use the property for your lifetime.

- Family Lead Trust – You transfer your cash or property to a trust that makes payments to our organization for a number of years and then passes the trust property to your family with no additional tax.

7) If our parish wants to set up an Endowment, how can the Foundation help us?

We will work closely with you to secure the Endowment option that meets your expectations. You can rest assured that you are in good hands with us as we provide you with investment and administrative services, stewardship and development assistance and planning, and greater exposure to the philanthropic community of southern Minnesota. Contact us today to schedule a presentation at your parish: 507.858.1249.

8) How can I learn more about the Catholic Foundation of Southern Minnesota?

For more information about the Catholic Foundation of Southern Minnesota, please visit our website, [www.catholicfsmn.org](http://www.catholicfsmn.org).

## Bishop's Guild Leadership Through Giving

Every structure has a foundation that enables the structure to stand strong through the ages. Since its inception 27 years ago, the Appeal has been supported by a foundation of Bishop's Guild donors. These donors have demonstrated leadership through their giving. The Bishop's Guild comprises a total of 600 households, or 1.5%, of more than 39,500 Catholic households in the Diocese of Winona. Annually, nearly 40% of all Appeal revenue comes from these generous and dedicated people. Members of the Bishop's Guild are united in the vision to financially build up our Church in love and ensure that vital ministries continue to invite many more to encounter Christ. We are so very grateful for their leadership and commitment.

### Levels of Support

The Bishop's Guild is comprised of four levels of support. Membership is automatic with a minimum annual gift of \$1,000. Contributors are asked to select a level that most closely reflects their stewardship calling and current financial position.

Deo Juvante	\$1,000 - \$2,499
Deo Duce	\$2,500 - \$4,999
Deo Favente	\$5,000 - \$9,999
Deo Gratias	\$10,000 and above

The names of these levels form a prayer for Bishop's Guild members:

*With God's help (Deo juvante), you come forward in loving response to Him, your Leader (Deo duce). In His favor (Deo favente), you graciously give to Christ's Church. Thanks be to God (Deo gratias) for each and every one of you!*

*Amen.*

## **Membership Recognition**

In honor and recognition of their generosity, Guild members receive:

- ❖ Prayer Intentions in Bishop's personal chapel
- ❖ Invitations to special events with Bishop Quinn
- ❖ Special communications from the Bishop, including Christmas and Easter cards

## **Lumen Christi Society Leaving a Legacy**

*Lumen Christi*, the Light of Christ, was chosen as the name of the Foundation's legacy society because those who leave a planned gift to the Church allow Christ's light to shine brightly for the generations who follow them.

### **Who Qualifies as a Member?**

Anyone who makes a planned gift to the Diocese of Winona, a parish or a school through the Catholic Foundation of Southern Minnesota is automatically enrolled in membership.

A planned gift is considered one of the following:

- Bequest – a gift made through your will, trust or life insurance policy
- Charitable Gift Annuity – You make a gift of cash or property to us, and we agree to make fixed payments for one or two lives.
- Life Estate Reserved – You transfer your personal residence or farm to us and retain the right to use the property for your lifetime.
- Family Lead Trust – You transfer your cash or property to a trust that makes payments to our organization for a number of years and then passes the trust property to your family with no additional tax.
- Bargain Sale – We purchase your property for less than fair market value; you receive cash or debt relief and a charitable deduction.

## **Membership Recognition**

In honor and recognition of their generosity, Lumen Christi Society members receive:

- ❖ Prayer Intentions in Bishop's personal chapel
- ❖ Invitations to special events with Bishop Quinn
- ❖ Fellowship and Prayer Gatherings with Lumen Christi Society members
- ❖ Special communications from the Bishop, including Christmas and Easter cards

### **Why is Planned Giving Important?**

Catholic stewardship impacts all phases of our life including plans for our worldly goods and resources after our death. For many, leaving a planned gift creates an optimal way to culminate their stewardship calling. Planned gifts are typically larger and more sophisticated than regular Sunday contributions, capital campaigns or other fund-raising efforts.

An education program designed to promote planned giving is a positive way to help parishioners who want to deepen their stewardship commitment to the Church. It can remind them of their overall stewardship responsibility and provide practical suggestions about how to use their accumulated assets to increase their income, save taxes, and contribute to sustaining the mission and ministries of the Church for future generations.

#### **Benefits of a Parish Planned Giving Program:**

- If you are not asking your parishioners for planned gifts, someone else is.
- Cash-starved times are best times for planned giving because people are more aware of what is most important.
- A typical planned gift is 2-3 times the size of a parishioner's annual gift to the Church.
- Planned gifts do not affect a parishioner's cash flow.
- Many parishioners are eager to make a planned gift, but don't know how.
- Parishioners making gifts through their wills will typically increase their annual fund support.
- Anyone can make a planned gift but they might not know they can.
- Some parishioners have already named you in their wills and you may not know it.
- There is great potential to increase financial support for your parish today and in the future.

#### **Benefits of Making a Planned Gift:**

When parishioners prepare their planned gifts to include charitable giving for your parish, they can:

- Continue to support the ministries of the Church that mean the most to them through a gift that can live on perpetually
- Gain charitable deductions now, even for future gifts
- Reduce or avoid capital gains tax
- Lower their estate taxes
- Protect and potentially increase the size of their estate for their heirs
- Increase their existing income

For more information about Planned Giving resources available to you or to schedule a Planned Giving seminar at your parish or school-

***Contact the Catholic Foundation of Southern Minnesota today:***

Monica Herman

Amie Pierce

Executive Director

Development & Stewardship Associate

[MHerman@catholicfsmn.org](mailto:MHerman@catholicfsmn.org)

[APierce@dow.org](mailto:APierce@dow.org)

507.858.1276

507.858.1275

### **Gift Processing Procedures**

This year all gift processing will be handled by internal staff in Winona. All return envelopes will be addressed to our Winona PO Box. However, 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 Winona 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 Winona 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 Winona 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 Winona 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 Amie Pierce at 507.858.1255 or email her at [APierce@dow.org](mailto:APierce@dow.org).

## On Line Giving

The secure online giving option located at [www.catholicismn.org/Donate-Now](http://www.catholicismn.org/Donate-Now) provides donors with convenience and flexibility. A donor has the option to make a one-time Bank 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 a donor would like to have funds taken directly from their checking/savings account, please have them contact Amie Pierce at 507-858-1255 or email her at [apierce@dow.org](mailto:apierce@dow.org).

## Update Reports and Donor Lists

Please log in to Giving Trend at [dow.givingtrend.com/login](http://dow.givingtrend.com/login). To receive a username and password for Giving Trend, please contact Amie Pierce at 507-858-1255 or [APierce@dow.org](mailto:APierce@dow.org). Giving Trend information is updated on a regular basis.

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

## Role of Parish Administrators and Business Managers

Oftentimes, parish administrators and business managers 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 necessary information on-hand about the Appeal.

Responsibilities:

- Be sure to update the Catholic Foundation of Southern Minnesota with any changes to your parish membership. Call Amie at 507.858.1255 or email [apierce@dow.org](mailto:apierce@dow.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 fax a revised list back to us. Contact Amie to obtain your list.
- Send Appeal gifts that are given to your parish office to our Winona 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 Winona PO Box following the instructions on the previous page.

## 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 [www.catholicfsmn.org/appeal](http://www.catholicfsmn.org/appeal) for easy access. The Appeal staff is at your service to answer questions you may have.

**NOTE:** It is important to continually reassure Catholics about how their 2018 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 2018 Catholic Ministries Appeal. The Appeal supports specific ministries and programs of the Diocese of Winona and other Catholic organizations.*

### **Mid-February-April 1<sup>st</sup>:**

- 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 [www.catholicfsmn.org/appeal](http://www.catholicfsmn.org/appeal) 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:
  - Color Posters
  - Bang-Tail In Pew Envelopes
  - Additional Ministries Brochures
  - Transmittal Form and return envelopes
  - Bulletin Inserts
- 4) One week prior to Kick-Off Weekend,
  - Display your Appeal posters in prominent places in the parish.
  - Post a link to the [www.catholicfsmn.org/appeal](http://www.catholicfsmn.org/appeal) website on your parish website.
  - If you have a Facebook page, post the Appeal video to your wall.
  - Include a Mini Story in the February 17-18 bulletin, or on the following weekend. These Witness Testimonials emphasize the Appeal's broad reach and impact.

- Include a Bulletin Insert in the February 17-18 bulletin.
- 5) Review the Gift Processing Procedures (pg. 27) so you will know how to handle contributions that may come to your parish office.

### **February 17-18 – Kick-Off Weekend:**

- 1) Highlight this year's Appeal theme, *Renew Faith, Extend Mercy, Inspire Hope*.
- 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 from Bishop Quinn at Masses. The audio should be preceded or followed by 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 Catholic in Diocese of Winona) and visit the Appeal website, [www.catholicfsmn.org/appeal](http://www.catholicfsmn.org/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 [www.catholicfsmn.org/appeal](http://www.catholicfsmn.org/appeal) 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, [www.catholicfsmn.org/appeal](http://www.catholicfsmn.org/appeal) 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 fulfill rebate requirements. We recommend that the pastor use the parish donor list to send a personal thank-you card 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 2018 Appeal. The follow-up mailing should be sent in early July.

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:

- 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 thank-you cards 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 donors' pastor.
- 4) Continue to update your parish on progress to-date by checking Giving Trend. 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 selected donors
  - Small Group Socials
  - Personal Notes
  - 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.
- 3) Review the Appeal process with your parish staff, complete the Evaluation forms that will be mailed to you, and return it to the Catholic Foundation of Southern Minnesota in the provided return envelope. Your input matters for future Appeal planning – *help us to better serve you!*

## **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 are a sampling of *Prayers of the Faithful* to use during your parish liturgies. It is recommended that you include one intercession per week beginning with the Kick-Off Weekend.

- ❖ Week 1 (Kick-Off Weekend) – That as we are called to support the ministries of our Church through the Catholic Ministries Appeal, we resolve to practice our faith in this very practical, meaningful way... We pray to the Lord.
- ❖ Week 2 – That through our participation in the Catholic Ministries Appeal, we continue to be channels of the living and loving presence of Christ and His Promises in our world... We pray to the Lord.
- ❖ Week 3 – That as we participate in the 2018 Catholic Ministries Appeal to Renew Faith, Extend Mercy and Inspire Hope, we give thanks to our God for His gifts and many promises... We pray to the Lord.
- ❖ Week 4 – That as we make our commitment to the Catholic Ministries Appeal, we may remember God's generosity to us... We pray to the Lord.
- ❖ Week 5 – That God's blessings be upon all those in our parish family and in every parish throughout our Diocese for their part in supporting the many ministries funded through the Catholic Ministries Appeal... We pray to the Lord.

- ❖ Week 6 – That as we share the benefits of our blessings with the 2018 Catholic Ministries Appeal, we may Renew Faith, Extend Mercy and Inspire Hope by following Christ’s example of caring and sharing... We pray to the Lord.
- ❖ Week 7 – That we may respond generously to the 2018 Catholic Ministries Appeal as faithful stewards of the gifts God has entrusted to us... We pray to the Lord.
- ❖ Week 8 – That each of us will seriously consider how we can Renew Faith, Extend Mercy and Inspire Hope for others through our support of the Catholic Ministries Appeal... We pray to the Lord.
- ❖ Week 9 – That those who have not taken the opportunity to support the Catholic Ministries Appeal in the past will find it in their hearts to lovingly contribute to these vital ministries... We pray to the Lord.
- ❖ (When you see fit) – In thanksgiving for the people’s generous support of the Catholic Ministries Appeal ensuring that these vital ministries continue to Renew Faith, Extend Mercy and Inspire Hope in our diocese... 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 17-18) along with the Appeal Video at all Masses*

You recently received a packet in the mail from the Catholic Foundation of Southern Minnesota requesting your support of the 2018 Catholic Ministries Appeal. Please prayerfully consider making a gift, and know that your gift will help fund critical ministries that benefit more than 147,000 Catholics 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]

***Renew Faith, Extend Mercy, Inspire Hope***, the theme for this year’s Appeal, directs us to the example set by Christ, who is the head of our Church and the embodiment of who we are as Catholics. He offers us an infinite amount of love and mercy that flows from His Most Sacred Heart. We are strengthened through Him to Renew Faith, Extend Mercy and Inspire Hope for the world as we come together as one body, the Church.

The Appeal-funded ministries provide ample opportunities for you and others to Renew Faith, Extend Mercy and Inspire Hope. Whether it is through social outreach programs that help families in crisis, Catholic schools 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 on pgs. 11-16 in this guidebook.]

Please note that all gifts will be used solely for the restricted purposes of the 2018 Catholic Ministries Appeal. The Appeal supports specific ministries and programs of the Diocese of Winona and other Catholic organizations.

Now is the time to pull 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 Renew Faith, Extend Mercy and Inspire Hope through our support of the 2018 Catholic Ministries Appeal. We thank you, Lord, for the many blessings you have bestowed upon us. 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, [www.catholicismn.org/appeal](http://www.catholicismn.org/appeal). 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.



**Mini Story**  
**John & Rebecca Gust**  
St. Augustine, Austin

*With faith  
KEEPING  
mercy  
hope*

We are thankful for the support that the Diocese of Winona offers our marriage through opportunities like the **Couples Retreat** that we attended last fall. Between multiple jobs and multiple children, we are often tempted to neglect our marriage relationship in favor of more pressing tasks, but attending the Couples Retreat allowed us to take time to focus on the vocation that God has called us to live out daily by loving one another. In addition to growing in our relationship with God and one another through the time we spent together free of distractions, our lives were touched through the stories we heard and the people we met on the retreat, which continue to inspire us to persevere in our daily efforts to be good spouses and parents.

**Please give generously to the Catholic Ministries Appeal.**  
[www.catholicismn.org/appeal](http://www.catholicismn.org/appeal)



### Mini Story

**Fr. Andrew Vogel**

St. Joseph, Good Thunder  
St. Matthew, Vernon Center  
St. Teresa, Mapleton  
St. Thomas More  
Newman Center, Mankato



I know youth often get a bad rap when it comes to church involvement. However, as a priest who has been involved in **Youth & Young Adults** ministry for students in junior high through college, I am so excited for what our youth bring, and will bring, to their Catholic Church communities. The young people who do get it, get it. They don't want the Catholic Faith watered down. They want the Jesus, who is the Way, the Truth, and the Life. There were 13,000 college students at the last Seek Conference. The line for Confessions got so long that some students had to sit to avoid breaking fire code for the facility. I know that the next generation of Catholics are going to set the world on fire for Christ. It is imperative that we provide the opportunities for the youth of the Diocese of Winona to participate in this springtime of the Church.

*Please give generously to the Catholic Ministries Appeal.*  
[www.catholicismn.org/Appeal](http://www.catholicismn.org/Appeal)



### Mini Story

**Maureen & Brooke Pronschinske**

St. Joseph, Rushford



The **Institute of Lay Formation** has been a great program for learning about the Faith. It has helped to prepare us to think of ourselves as witnesses to Christ's call and to really think about our place in the New Evangelization. We all have gifts to give, and this program helps each person to recognize those gifts and decipher how to use them. We have been able to participate, learn and grow while still keeping up with our "regular lives." We look forward to participating in future events, where we can meet and pray with people from across the diocese and learn what they are doing to build up the Body of Christ in their parishes. We are very thankful to the Diocese of Winona for offering such amazing programs where everyone benefits!

*Please give generously to the Catholic Ministries Appeal.*  
[www.catholicismn.org/Appeal](http://www.catholicismn.org/Appeal)

## 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 2018 Catholic Ministries Appeal by mid-June (to be mailed in early July – refer to the Parish Communications Strategy section on pgs. 30-33 in this guidebook).*

Dear [Parishioner's Name],

As Catholics, we know our faith is an important part of our lives. Renewing Faith, Extending Mercy and Inspiring Hope, however, is not an easy task, especially in a world that doesn't always put a high value on Jesus and our faith. And when our daily lives are packed full with responsibilities, it becomes difficult at times for us to give Christ the priority He deserves.

In our faith, Christ takes the initiative. Faith is God's gift. To grow closer to Him, however, requires conscious decisions on our part to believe and to respond in love to Him. We are asked to give witness to what we believe in our daily lives. We do so by converting our faith into real, visible, tangible expressions of Christ's own love by what we do and how we live. This is our mission as the body of Christ, as His Church built up in love.

I write to you with an immediate need in support of the Church through the 2018 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...

[Here it is recommended that you briefly share some examples of how your parish directly benefits from Appeal-funded ministries. Refer to the *Appeal-Funded Ministries* section on pgs. 12-16 in this guidebook.]

You can see the direct benefit we receive as a parish through the Appeal. I am also giving a gift of <Amount> in addition to my weekly tithe to the Catholic Ministries Appeal. I would not ask of you if I did not contribute myself.

For whatever amount you are able to give, I thank you for your continued generosity of time, talent and treasure to our parish. I pray that you will continue to Renew Faith, Extend Mercy and Inspire Hope through your generosity to Christ's Church.

Yours in Christ,

*Your Signature*

[Your Name]

Return your gift to Catholic Foundation of Southern Minnesota in the enclosed envelope or drop it by the parish office.

*All gifts will be used solely for the restricted purposes of the 2018 Catholic Ministries Appeal. The Appeal supports specific ministries and programs of the Diocese of Winona and other Catholic organizations. The restricted purposes are identified specifically on the Catholic Foundation of Southern Minnesota website, [www.catholicfsmn.org](http://www.catholicfsmn.org).*



## Capital Projects and Rebates

In the Catholic Ministries Appeal, 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 will be returned to the parish 100% free of assessment. To qualify for a full rebate, return the Parish Project Registration form to the Catholic Foundation of Southern Minnesota by May 31, 2018.

Rebate checks will be distributed quarterly to those parishes that have met the requirements to receive rebates. Note: Rebates are based upon actual payments received, not pledges.



2018  
Catholic Ministries Appeal  
*Renew Faith, Extend Mercy, Inspire Hope.*

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