

# FUELING *the* MISSION *together*



2023

*Catholic Services Appeal*



DIOCESE OF ERIE





Parish Leadership Handbook  
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January 2023

Dear Pastors and Lay Leaders,

The **Catholic Foundation of Northwest Pennsylvania** is engaged by contract to provide Catholic Services Appeal (CSA) campaign resources and support to the Diocese of Erie. In this capacity we are pleased to share this Parish Leadership Handbook to assist you with your CSA appeal.

Each year, the bishop asks the faithful throughout the Diocese of Erie to support the CSA. This annual campaign helps to fund the work of diocesan administrative offices during the year the money is raised. Please look through the pages that follow for a detailed breakdown of how CSA funds will be used to help advance the mission of the church in northwest Pennsylvania through the work of diocesan offices. As designated gifts, CSA donations are placed in a unique account and used exclusively to support the mission and ministries of the diocese. Any funds raised over and above a parish's CSA goal remain at the parish level to support your local projects.

Promotion Weekend is February 11/12 and Commitment Sunday is February 19, 2023. Some pastors have requested flexibility with respect to the date that is used as "Commitment Sunday" in their parish, so we have intentionally left off a specific date on CSA marketing materials. Please plan to hold your Commitment Sunday during the month of February.

Should you need any assistance with your CSA campaign, please don't hesitate to reach out to Julia Cooney at the Catholic Foundation. She can be reached at [jcooney@cfnwpa.org](mailto:jcooney@cfnwpa.org) or 814-824-1253.

Sincerely,



Lisa R. Louis, CFRE  
Executive Director



### **Fueling the Mission Together 2023 Catholic Services Appeal**

Funds raised through the Catholic Services Appeal (CSA) help the Diocese of Erie fulfill its mission to evangelize, educate, serve, proclaim the word, and celebrate the sacraments throughout 13 counties in northwest Pennsylvania.

The CSA reminds us that we are all part of the same Catholic family and that together we can accomplish so much more than any one parish can accomplish on its own.

This year's CSA goal is \$4,235,000 which helps to fund the projects, ministries, and departments of the diocese.

Specific funded areas include:

Pastoral Services - \$324,000  
Catholic Schools Office - \$1,162,000  
Catholic Charities - \$922,000  
Clergy Services - \$411,000  
Office of Communications - \$668,000  
Office of Faith Formation - \$624,000  
Diocesan and International Mission Office - \$124,000

***Thank you for prayerfully and joyfully supporting the work of the Gospel.***



**Donations to the CSA make the following work of the Gospel possible:**

### **Catholic Schools Office**

Forming the hearts and minds of students to know, love and serve God is central to the mission of Catholic education. The Catholic Schools Office supports administrators and teachers across the 29 schools in northwest Pennsylvania to cultivate leadership and promote student growth in academic excellence and Catholic identity.

### **Office of Communications**

In 2004, the Diocese of Erie invested in *Faith* magazine to inspire Catholics to grow in their faith and share it with others. It's still mailed to all registered parishioners, free of charge, six times a year, enhanced with additional outreach through social media, websites and digital publications, all supporting Bishop Persico's efforts to evangelize.

### **Clergy Services**

Bishop Persico encourages prayer for vocations, but support doesn't end with ordination. Formation and fraternity among priests and deacons are facilitated through retreats, study days and worship opportunities. Clergy are accompanied in their pastoral assignments as they minister to the people of the diocese from day one through retirement.

### **Pastoral Services**

The work of the Catholic Church extends well beyond the church door. Pope Francis continues to call the church to reach out to the peripheries, to include those on the peripheries. The diocese collaborates with hospitals, prisons and nursing homes and responds to those in need. The Office for Divine Worship provides resources for the celebration of major liturgies including ordination and the annual Chrism Mass, during which every priest in the diocese is invited to renew his promises.



**Donations to the CSA make the following work of the Gospel possible:**

### **Catholic Charities**

Preaching in Greece, St. Paul said he had shown by his own hard work “that we must help the weak, and keep in mind the words of the Lord Jesus who himself said, ‘It is more blessed to give than to receive.’” (Acts 20:35) Both Catholic Charities and its affiliate agencies carry out so much of the work at the heart of the Gospel, bringing justice and love to those in need, always in the name of Christ.

### **Diocesan and International Mission Office**

Pope Francis said he continues “to dream of a completely missionary church and a new era of missionary activity” in his World Mission Day message this year. Every parish in the diocese welcomes a missionary each year, learning of their outreach and offering support. The Diocesan and International Mission Office also promotes mission work and activities among parishes, schools and religious and faith formation groups.

### **Office of Faith Formation**

The webpage of the Office of Faith Formation opens with their goal of responding “to Jesus’ desire for a relationship with his people by helping them make a joyful and authentic response to him through all stages of life.” Resources for individuals and parish faith formation leaders, as well as opportunities for people in every stage and phase of their lives, are focused on helping Catholics and those interested in the Catholic faith know God more fully.

## **About the 2023 Catholic Services Appeal**

The Catholic Services Appeal supports the mission of the Diocese of Erie to serve the people of northwest Pennsylvania. All CSA funds raised are placed in a designated account and used solely to support the programs and ministries of the diocese and cannot be used for any other purpose.

### **Why is the Diocese of Erie conducting the Catholic Services Appeal?**

Each year, the bishop asks the faithful throughout the Diocese of Erie to support the Catholic Services Appeal (CSA), the annual fundraising campaign of the diocese. Gifts to the CSA are put to work immediately to support the ministries and day-to-day programs of the Catholic Church in our diocese and are not invested or reserved for future use.

### **Why is my gift needed to support the work of the diocese?**

As unique as each is, together our parishes make up our diocesan community. The CSA funds programs and ministries that are beyond the resources of any one parish. Every diocesan office and ministry supported by the CSA, such as the Catholic Schools Office, the Office of Faith Formation, and Catholic Charities are available to assist in every area of the diocese. The CSA reminds us that we are all part of the same Catholic family and that together we can accomplish so much more than any one parish can accomplish on its own.

### **But I already give to my parish, why also give to the CSA?**

The ministry and programs of local parishes are very important. Diocesan leadership and expertise also play a role in our collective success. For example, parishes have access to resources and expertise in Catholic school administration, clergy support, social justice, and diocesan wide evangelization.

### **What happens if my parish raises more than its goal?**

If your parish collects funds beyond its diocesan goal, 100% of those funds are retained in the parish for its needs.

### **How can I make a gift?**

More information on how to give is available through your parish office. Please pledge your support on Commitment Sunday, February 19, 2023.

**DIOCESE OF ERIE  
ST. MARK CATHOLIC CENTER  
P. O. BOX 10397  
ERIE, PENNSYLVANIA 16514-0397**

**OFFICE OF FINANCIAL SERVICES**

**(814) 824-1180  
(814) 824-1181 (FAX)**

December 27, 2022

To: All Pastors, Administrators, Parish Business Managers

From: James A. Hubert  
Chief Financial Officer

Subject: **Parish Goals – 2023 Catholic Services Appeal**

I am pleased to report that the favorable experience most parishes have had in conducting the Catholic Services Appeal has continued. Not only did the Diocese of Erie realize the funding needed for the 2022 operating budget, but our parishes also retained over \$1.1 million for their own projects.

The amount which the diocese realizes from the CSA accounts for about 60 percent of our operating revenue. A successful CSA is essential to funding of the various programs and services administered through the Central Administrative Offices.

The 2023 operating budget was approved by the Diocesan Finance Council with no change in the overall parish quotas for the Catholic Services Appeal. As part of this process, the calculations of the 2023 individual parish goals have been completed. In reviewing this information, please keep in mind that the computed amount for each parish is based upon the average of its taxable income for the three most recent fiscal years. Therefore, the change from last year is the result of the change in the average taxable income of each parish over the most recent three-year period.

As a reminder, all CSA funds raised are placed in a designated account to ensure they are used exclusively to support the initiatives and ministries of the diocese. No funds donated to the CSA have been or will be used to defray expenses related to the sexual abuse crisis.

Although some parishes may find it more convenient to pay their CSA quota on a more frequent basis, our billing system will once again use the same quarterly payment schedule as in the past:

25% - Due April 30, 2023	25% - Due June 30, 2023
25% - Due September 30, 2023	25% - Due December 31, 2023

The Catholic Foundation of Northwest Pennsylvania provides CSA campaign resources and support. Please take full advantage of what they offer to assist your parish with the campaign. The effectiveness which pastors and administrators have demonstrated in promoting and conducting the Appeal in their individual parishes is a key contributor to the overall success of the Appeal.

We are most grateful for your participation and support in this annual effort. Thank you for your attention and continued cooperation.

Csa letter 2023.doc

2023 CATHOLIC SERVICES APPEAL		3 Yr. Avg.	2023
PARISH CODE	PARISH NAME	Taxable Income	\$4,235,000 Parish Goal
10201	Holy Rosary/Erie	\$115,557	\$ 26,265
10202	Holy Trinity/Erie	56,796	\$ 12,909
10203	Mount Calvary/Erie	40,676	\$ 9,245
10204	Our Lady of Mercy/Harborcreek	310,766	\$ 70,634
10205	Our Lady of Mount Carmel/Erie	229,079	\$ 52,067
10206	St. Boniface/Erie	278,436	\$ 60,920
10208	St. Gregory/North East	294,690	\$ 66,980
10209	St. James/Erie	401,237	\$ 91,197
10210	St. John/Erie	72,602	\$ 16,502
10211	St. Luke/Erie	287,315	\$ 65,304
10212	St. Mark/Lawrence Park	138,950	\$ 31,582
10219	St. Patrick/Erie	429,648	\$ 97,654
10220	St. Stanislaus/Erie	102,376	\$ 23,269
10221	Our Mother of Sorrows/Erie	168,152	\$ 35,165
10301	Blessed Sacrament/Erie	282,545	\$ 64,220
10302	Holy Cross/Fairview	307,024	\$ 69,783
10303	Our Lady of Peace/Erie	603,422	\$ 137,152
10304	Our Lady of the Lake/Edinboro	273,073	\$ 62,067
10305	Sacred Heart/Erie	234,285	\$ 53,251
10306	St. Francis/McKean	216,372	\$ 49,179
10307	St. George/Erie	428,857	\$ 97,475
10308	St. John/Girard	203,240	\$ 46,194
10309	St. Joseph and Bread of Life/Erie	269,680	\$ 61,295
10310	St. Jude/Erie	470,426	\$ 106,923
10311	St. Julia/Erie	127,828	\$ 29,054
10312	St. Lawrence/Albion	126,074	\$ 28,655
10314	St. Stephen/Erie	17,947	\$ 3,290
10315	St. Andrew/Erie	165,736	\$ 37,670
10316	St. Paul/Erie	50,033	\$ 11,372
10317	St. Peter Cathedral/Erie	414,799	\$ 94,279
10320	All Saints/Waterford	158,235	\$ 35,965
10401	Holy Redeemer/Warren	219,542	\$ 49,900
10404	St. John/Tidioute	105,464	\$ 23,971
10405	St. Joseph/Warren	291,345	\$ 66,220
10407	St. Teresa/Union City	105,833	\$ 24,055
10408	St. Thomas/Corry	173,421	\$ 39,417
20502	St. Bernard/Bradford	262,646	\$ 49,765
20503	St. Bibiana/Galeton	40,671	\$ 9,244
20504	St. Callistus/Kane	181,187	\$ 41,182
20505	St. Elizabeth/Smethport	111,409	\$ 25,322
20506	St. Eulalia/Coudersport	117,412	\$ 26,687
20507	St. Francis/Bradford	98,913	\$ 22,482
20508	St. Gabriel/Port Allegany	58,140	\$ 13,215
20510	St. Raphael/Eldred	89,725	\$ 20,394
20602	Holy Rosary/Johnsonburg	208,616	\$ 47,416
20603	Queen of the World/St. Marys	415,714	\$ 94,487
20604	Sacred Heart/St. Marys	199,328	\$ 45,305
20606	St. Boniface/Kersey	145,075	\$ 32,974
20607	St. Joseph/Force	139,793	\$ 31,773
20608	St. Leo/Ridgway	232,469	\$ 52,838
20609	St. Mark/Emporium	162,068	\$ 36,836
20610	St. Mary/St. Marys	360,683	\$ 81,979

2023 CATHOLIC SERVICES APPEAL		3 Yr. Avg.	2023
PARISH CODE	PARISH NAME	Taxable Income	\$4,235,000 Parish Goal
20701	Christ the King/Houtzdale	\$149,509	\$ 30,844
20703	Immaculate Conception/Osceola Mills	59,568	\$ 13,539
20704	St. Agnes/Morrisdale	115,797	\$ 26,319
20705	St. Basil/Coalport	142,254	\$ 32,333
20706	St. Bonaventure/Grampian	60,911	\$ 13,844
20708	St. Francis/Clearfield	285,413	\$ 64,871
20709	St. Mary/Frenchville	82,393	\$ 18,727
20710	St. Timothy/Curwensville	92,864	\$ 21,107
20801	Assumption of the BVM/Sykesville	97,191	\$ 22,090
20802	Immaculate Conception/Brookville	183,444	\$ 41,695
20804	St. Bernard/Falls Creek	131,291	\$ 29,841
20805	St. Catherine/DuBois	345,473	\$ 78,522
20806	SS. Cosmas & Damian/Punxsutawney	351,855	\$ 79,973
20808	St. Mary/Reynoldsville	105,123	\$ 23,893
20809	St. Michael/DuBois	151,639	\$ 34,466
20810	St. Tobias/Brockway	306,576	\$ 69,682
30902	Immaculate Conception/Clarion	382,553	\$ 86,950
30904	St. Charles/New Bethlehem	182,139	\$ 41,398
30905	St. Eusebius/East Brady	68,874	\$ 15,654
30906	St. Joseph/Lucinda	129,159	\$ 29,356
30907	St. Joseph/Oil City	264,435	\$ 60,103
30908	St. Mary/Crown	103,518	\$ 23,529
30909	St. Michael/Emlenton	72,763	\$ 16,538
30910	St. Michael/Fryburg	156,580	\$ 35,589
30911	St. Patrick/Franklin	332,232	\$ 75,513
30913	St. Titus/Titusville	200,099	\$ 45,480
31001	Our Lady Queen of the Americas/Conneaut Lake	116,502	\$ 26,480
31003	St. Anthony/Cambridge Springs	100,350	\$ 22,809
31006	St. Hippolyte/Frenchtown	121,572	\$ 27,632
31008	St. Peter/Conneautville	45,806	\$ 10,411
31010	St. Philip/Linesville	101,379	\$ 23,042
31012	The Epiphany of the Lord/Meadville	497,549	\$ 113,088
31101	Beloved Disciple/Grove City	303,399	\$ 68,959
31102	Good Shepherd/West Middlesex	212,202	\$ 48,231
31104	Immaculate Heart of Mary/Mercer	206,231	\$ 46,874
31105	Notre Dame/Hermitage	342,032	\$ 74,478
31110	St. Anthony/Sharon	88,779	\$ 20,179
31111	St. Bartholomew/Sharpville	206,374	\$ 46,907
31112	St. Columbkille/Stoneboro	76,154	\$ 17,309
31113	St. Joseph/Sharon	275,685	\$ 62,660
31114	St. Michael/Greenville	362,178	\$ 82,319
31116	Our Lady of Fatima/Farrell	126,654	\$ 28,787

CSA 2023 Info Bulletin "B"

18,731,809 \$ 4,235,000



## How to Conduct the CSA Appeal

This section is designed to provide parishes with suggestions for implementing the Catholic Services Appeal. Over the years, parishes have utilized different approaches for soliciting gifts to the CSA. The two methods typically used are the in-pew method and the direct mail method. Also, including **digital communications** in your CSA efforts is wise. Whatever method you choose, it is recommended that you include the following in your appeal:

- Commitment Sunday is **February 19, 2023**.
- Promote the CSA using posters, brochures, CSA video, digital messaging, introductory letter, and bulletin inserts.
- Refer to the information in the CSA feature in the February 2023 issue of *Faith* magazine, the CSA brochure, and the Parish Leadership Handbook for talking points.
- All parishes should have someone encourage CSA participation from the pulpit.
- Parishes will be provided CSA materials including posters, brochures, pledge cards and/or pledge envelopes if ordered. Additional supplies are available by calling (814) 824-1253.
- Pledge payments are to be made directly to the parish. Payment reminders will be sent to parishioners who make a pledge. Those who make a pledge will have the option to choose the frequency of their reminder; monthly, bi-monthly, or twice (May & November) during the ten-month pledge period.
- **CSA Best Practice** – parishes who identify a specific project for their CSA overage do well. Parishioners like to know how their CSA funds help their parish as well as the entire diocese.

## **In-Pew Solicitation:**

While this is the recommended method for obtaining donations from a large segment of your parish at one time, **parishes are still experiencing reduced in person Mass attendance so you should not rely solely on this method as you may have in the past.** It is best to combine this approach with the direct mail method.

### **Steps to a Successful In-Pew Solicitation:**

1. Be sure that parishioners have plenty of notice prior to Commitment Sunday. Segmented introductory letters can be mailed to parishioners in early February after the February issue of *Faith* magazine has arrived in parishioner homes. Pulpit, bulletin, and digital announcements should be used. Posters should be prominently displayed.
2. It is up to each parish to decide when to do lay witness talks and when the pastor should speak about the CSA. Ideally, parishes should have both the pastor and a lay person or persons speak. The importance of the CSA will be conveyed by having multiple speakers on separate weekends.
3. Use a spiritual element. Consider including in the Prayers of the Faithful a reference to the CSA for several Sundays leading up to Commitment Sunday as well as on Commitment Sunday.
4. On Commitment Sunday place pledge envelopes and pencils at the ends of the pews. Ask parishioners to look at the pledge envelope and concentrate on the suggested giving guide. Ask everyone to reflect on the pledging options while you tell them the amount of your parish goal. Every family is being asked to consider supporting the many things provided by the diocesan church and the parish by making a commitment today. Let them know that you are also making a commitment right now.
5. The pastor should then give instructions on how to fill out the pledge envelopes. Be sure to encourage parishioners to complete the envelopes in church. This will save the parish time and expense by not having to follow-up with those who do not complete an envelope today. Ask them to consider making a pledge and including an initial payment with their pledge.
6. Let them know of the option to receive a pledge reminder via e-mail which will also save on expenses. Be sure to explain that they have the option to choose how often they would like to get a reminder; monthly, bi-monthly, or twice during the ten-month period. Allow two to three minutes for parishioners to make their pledge/gift.
7. Collect CSA pledge envelopes in a designated area next to, but separate from, where you collect your offertory envelopes.
8. Extend heartfelt gratitude and thanks to all who participate.
9. As with all methods of solicitation, the follow-up is an essential and integral part of the appeal. In some cases, circumstances may prevent someone from making a gift on that Sunday. **It is important that every parishioner has the opportunity to give, and it may require making multiple requests to accomplish this.**

## Direct Mail Method

Many of the steps taken in implementing this method are similar to the steps for the in-pew method. The main difference is parishioners will be asked to give through a letter from the pastor. **This approach combined with the in-pew method will help you reach the most parishioners.** Plan to include a CSA brochure with your letters.

### Consider segmenting your mailing list

Using a segmented approach makes letters to parishioners more personalized. The more personal a letter, the better chance it will be read, and a gift given.

Past CSA data in the parish database is very helpful in assisting with segmentation. The goal is to send different letters based on a person's giving history. This includes all CSA letters sent (letters prior to Commitment Sunday and follow up letters.) You may consider sending your prior year's donors a letter thanking them for their previous gift(s) and ask them for their continued support at a 2% higher rate. Others could get letters based on how they have given previously. Consider grouping your parishioners as follows:

- Those who gave to the 2022 CSA.
- Those who did not support the 2022 CSA but have given in prior years.
- Those who have never made a gift to the CSA.

If you need assistance with segmenting your mailings, please contact Ministry Platform support.

### Best Practices for your solicitation letters

1. The best letter is personal. Personalize each letter with a specific salutation, instead of addressing all letters to 'Dear Parishioner.'
2. Make the letter about your parishioner (not about your parish) and how your parishioner is a hero to your parish.
3. Underline and bold key ideas.
4. Consider adding a 'P.S.' [it captures the reader's attention]
5. 14 Times New Roman font is easy to read.
6. Consider adding a handwritten note. This makes the letter even more personal and is most effective on thank you letters.
7. Don't be afraid to ask for continued support. [invite them to support your mission in other areas of parish life]

### Direct Mail Follow-Up

Using mail is the most common form of follow-up. Personalized letters sent to parishioners who have yet to give to the CSA are most effective. If you are only using this method for follow-up, we suggest sending out more than one letter. The first letter should be sent out a few weeks after Commitment Sunday. A second letter to those who still have not given should come a few weeks after the first follow-up letter. It is recommended a third letter be sent a few weeks after the second for anyone who has not yet responded.

## **Phone Follow-Up**

Telephone contact is a very effective follow-up method. We particularly recommend you consider this method as a way of reaching out to lapsed donors. Invite a group of parishioners to come to a room at the parish. We suggest doing it as a group as opposed to giving out lists for people to call at home. This is more effective and can be an enjoyable way of securing gifts for the CSA. Callers can record information from the phone call on a pledge envelope or card. The completed pledge envelope/cards should be returned to the parish office for recording in the database.

## **Digital Communications**

Communicating with your parishioners using a digital format is now more important than ever. Consider utilizing the following means to communicate with your parishioners about the CSA:

- Email/e-newsletter
- Website
- FB/other social media
- Mention CSA during your live stream Masses

## 2023 CSA Checklist and Timeline

(Adjust as needed if your parish is holding your Commitment Sunday earlier than February 19)

<u>DATE</u>	<u>ITEM</u>	<u>PARISH ACTION</u>	<u>COMPLETED</u>
January	Planning	Decide your parish project	<input type="checkbox"/>
February 4/5	Announcement Weekend	Hang posters, share bulletin announcements and begin digital communications. Send intro letter. Tell people that they will be asked for a commitment in 2 weeks.	<input type="checkbox"/>
February 11/12	Promotion Weekend	Continue bulletin and digital Announcements. Show CSA video.	<input type="checkbox"/>
February 18/19	Commitment Sunday	Ask people to make a commitment to the CSA.	<input type="checkbox"/>
February 25/26	Follow-Up Sunday	Continue to mention the CSA at all masses and in digital communications.	<input type="checkbox"/>
March 20	Follow-Up Mailing	Send out a mailing to those who have not yet given to the CSA.	<input type="checkbox"/>
March 24	First CSA Input Deadline	Have all pledges/gifts updated in your database. Deadline dates can be found on the diocesan website.	<input type="checkbox"/>
April 17	Thank You	Pastor letter – thank all who have pledged/donated.	<input type="checkbox"/>



The following pages include suggested text for letters and messaging to assist you in your CSA campaign. Feel free to adjust and personalize them for your own parish. The examples include:

1. CSA Introductory Letter
2. CSA Ask Letter
3. CSA Thank You Letter
4. CSA Lapsed Donor Letter (LYBUNT)
5. CSA Follow Up Ask Letter
6. CSA Sample Script for in person/phone asks
7. CSA Bulletin Announcements
8. CSA Sample Pulpit/Homily Messages

# Sample CSA Introductory Letter

Dear \_\_\_\_\_, [personalize each salutation]

The **Catholic Services Appeal** (CSA) is the annual fundraising campaign of the Diocese of Erie to support the work of the church. I humbly ask you to help our parish meet our CSA goal.

As an individual parish, we are called to help our diocese to serve the faithful throughout northwest Pennsylvania. Through your support of the CSA, the Diocese of Erie can evangelize, educate, serve, proclaim the Word, celebrate the sacraments, and give hope to thousands. **Your support of the CSA makes this important work of the Gospel possible.**

Additionally, we hope to exceed our parish goal and have funds left over for [describe your **parish project** here].

Funds donated to the CSA are placed in a designated account and used solely to support the programs and ministries of the diocese and cannot be used for any other purpose.

Commitment Sunday is February 19. Please prayerfully consider how you are able to share your gifts in support of this year's CSA to help **advance the mission** of the church in our community.

Sincerely,

Pastor

P.S. Thank you for considering a gift to this important appeal!

# Sample CSA Ask Letter

Dear \_\_\_\_\_,

I write to humbly request your support of this year's Catholic Services Appeal.

As an individual parish, we are called upon to join with our Catholic community throughout northwest Pennsylvania to **build up the mission of the church**. Only through our support can the Diocese of Erie continue its mission to evangelize, educate, serve, proclaim the Word, celebrate the sacraments, and give hope to thousands. Many of these needs are beyond the scope and resources of any one parish. We are all in this together.

Additionally, we hope to exceed our parish goal and have funds left over for [describe your **parish project** here].

Funds donated to the CSA are placed in a designated account and used solely to support the programs and ministries of the diocese and cannot be used for any other purpose.

Enclosed is an envelope for your convenience in making your pledge to the CSA. Also enclosed is a brochure explaining more about the CSA and how the funds are used. Please complete your pledge or contribution and drop it in the collection basket, or mail it to the parish office, by Sunday, February 19.

**Please give what you can** out of the abundance of your gifts and through prayerful consideration. I also ask for you to pray for the success of the CSA throughout the year. Thank you in advance for sharing your gifts and responding to Jesus's call to serve the people in need, act with justice, and build up his church.

Sincerely,

Pastor

P.S. Thank you in advance for your generous support!

## Sample CSA Thank You Letter

Dear \_\_\_\_\_,

I write in gratitude for your generous support of the 2023 Catholic Services Appeal. Thank you for being willing to help fund the important work of the church.

By saying 'yes' with a gift to the CSA, you have joined with our Catholic community in the work of the Gospel. You directly aid in important diocesan ministries that feed those who hunger, educate our children, administer the sacraments, and provide hope to many. The CSA reminds us that we are all part of the same Catholic family.

You've also directly helped our parish community with your generous gift, putting us closer to reaching our parish goal and completing our own parish project. For this I am grateful.

Your generosity shows that you are a true steward of your gifts. As your pastor, I am inspired and grateful for your support.

Sincerely,

Pastor

**Here is a proposed follow-up letter for people who have not made a pledge or gift to this year's CSA but have given to the CSA in other years. For assistance in creating your mailing list for this 'LYBUNT' follow up letter, please contact Ministry Platform support. ['LYBUNT' stands for 'last year but unfortunately not this']**

Dear \_\_\_\_\_,

This is the time of year when our bishop asks the faithful throughout the diocese to participate with a gift to the annual **Catholic Services Appeal**. I hope you have had an opportunity to review the February issue of *Faith* magazine, CSA brochure, and diocesan website to learn about the many ways the CSA helps to spread the faith and serve those in need throughout our Catholic community.

In addition, the CSA **directly benefits our parish** too. This year, funds we raise over our CSA goal will be used for (describe parish project here).

I am grateful for your past support of the CSA and invite you to consider a gift this year. If this letter and your gift have crossed in the mail, please accept my genuine thanks. If you have not yet made a gift, please consider a pledge to the 2023 CSA, and return the enclosed completed pledge envelope to the parish office.

Thank you, and may God bless you during this holy Lenten season!

Sincerely,

Pastor

**P.S. Your gift is needed!** Thank you in advance for your generous support.

## Sample CSA Follow Up Ask Letter

Dear \_\_\_\_\_,

During these past few weeks, our parish faith community has been actively raising funds to support the **Catholic Services Appeal**, the annual fundraising campaign of the Diocese of Erie. The CSA assists the diocese in its mission to evangelize, educate, serve, proclaim the Word, celebrate the sacraments, and give hope to people in need. Many of these important ministries are beyond the scope and resources of any one individual or parish. **By working together, we can accomplish more.**

If you have not had an opportunity to participate yet this year, please know that your gift is needed. I assure you that it will be put to good use as illustrated in the February issue of *Faith* magazine that you recently received. Funding from the annual CSA is strictly designated for spending on the ministries and services coordinated through diocesan offices.

Additionally, we hope to exceed our parish goal and have funds left over for (**parish project**).

If you haven't already made a pledge, please complete and return the enclosed pledge envelope. Whether a one-time gift or a pledge over several months, remember every gift is important and none too small if given in a faith-filled spirit of Christian stewardship.

I encourage you to support the Catholic Services Appeal and to pray for its success throughout the year.

Sincerely,

Pastor

P.S. Thank you for considering this request!



### **Sample Telephone Script for Callers**

Hello, may I speak with Mr./Mrs. (name)

Hello, (Mr./Mrs./or first name), this is *(caller name)* and I am calling on behalf of *(Parish Name)*, Do you have a few minutes? I am a volunteer for this year's Catholic Services Appeal, and my goal is to encourage contributions from as many parishioners as possible. The appeal supports critical ministries and programs that are important to individuals, families, and parish life. Many Catholics within our area and parish are served by the CSA and thousands throughout our diocese have services and ministries provided to them as a result of the CSA. Additionally, our parish also can benefit this year. Every dollar raised over our goal will go towards *(details of parish project.)*

### **Previous Donor**

Last year you gave a very generous gift of \$ to the appeal. Would you be able to increase your contribution or match what you gave last year?

### **Non-Donor**

I noticed you have not responded to the appeal this year, and we are hoping we can count on your support. Your gift can help us reach our parish goal, and we need more contributors in order to be successful. Can we count on your support?

### **If Gift Is Secured**

Thank you for your generosity. I will record your pledge on a card and forward it to the parish office. They will send you a pledge reminder and reply envelope for your convenience. Thank you again for your time and for supporting the appeal.

### **Unable to Give**

I am sorry you are not able to give at this time. Your prayers for the success of the appeal would be much appreciated. Thank you for your time.



### **Sample Bulletin / Pulpit Messages**

#### **February 4/5 Announcement Weekend (2 weeks prior to Commitment Sunday)**

The 2023 Catholic Services Appeal will be conducted throughout our diocese on February 19. The CSA is the main source of support for projects and services of the diocese which serve parishes and the wider community in northwestern Pennsylvania. Our diocese does the work of the Gospel and needs your help to continue this important work.

Bishop Lawrence Persico assures us that funds donated to the CSA are placed in a designated account and used solely to support the programs and ministries of the diocese and cannot be used for any other purpose.

The CSA is essential to helping the Diocese of Erie fulfill its mission to evangelize, educate, serve, proclaim the Word, celebrate the sacraments, and provide hope to people in need. Your participation ensures the success of the CSA and is important to the health of our parish. Please join other Catholics from across the 13 counties of our diocese in supporting this important appeal.

#### **February 11/12 Promotion Weekend (1 week prior to Commitment Sunday)**

The 2023 Catholic Services Appeal will be held next weekend in our parish. The CSA is an opportunity for Catholics throughout the diocese to join together in doing the work of the Gospel. The CSA reminds us that we are all part of the same Catholic family and that the work of the diocese is the work of the church. The church serves each of us and our support is essential in continuing God's work in our area. Every CSA donation also brings us closer to being able to complete our own parish project [describe parish project]. No gift is too small, but please give as generously as you can.

## **February 18/19 Commitment Sunday**

Today is Commitment Sunday for the 2023 CSA. Only by working together can we make it possible for parishes, Catholic schools, Catholic Charities, clergy and the Catholic faithful to live and share Christ's teaching.

You may wonder why you should support the CSA. The truth is, as members of the Diocese of Erie, we play an important role in the diocesan activities of Catholic education, evangelization, promoting justice and serving people in need throughout our diocese. Our diocese has work to do on behalf of the Lord and we are all asked to share our gifts to help advance the mission of the church.

Our bishop assures us that donations to the CSA are placed in a designated account and used solely to support the programs and ministries of the diocese and cannot be used for any other purpose

Your gift is so important. Thank you for giving.

## **February 25/26 (the week following Commitment Sunday)**

A sincere thank you to all who made a pledge and/or gift to the Catholic Services Appeal. You have joined together with Catholics throughout the Diocese of Erie to share of your blessings to help advance the mission of the church. I am grateful.

If you have not yet made a commitment, it is not too late. Just drop your pledge card or envelope marked 'CSA' in the collection basket or turn it in at the parish office. Your generosity is appreciated.

### **Pulpit remarks given on Promotion Sunday (1 week prior to Commitment Sunday).**

Every year the diocese runs the Catholic Services Appeal. Do you wonder what this appeal actually funds? Referring to the February issue of *Faith* magazine, we see that each year, the bishop asks the faithful throughout the Diocese of Erie to support the Catholic Services Appeal (CSA), which is the annual fundraising campaign of the diocese. The CSA funds programs and ministries that are beyond the resources of any one parish. Every diocesan office and ministry supported by the CSA, such as the Catholic Schools Office, Office of Faith Formation, Catholic Charities, and Office of Communications, are available to assist in every area of the diocese. The CSA reminds us that we are all part of the same Catholic family and that the work of the diocese is the work of the church. By joining together, we can accomplish more than any one parish can accomplish on its own.

Next week we will ask each of you to complete a CSA pledge envelope during Mass. [or soon you will be receiving a letter and pledge envelope in the mail asking for your support]. Please prayerfully consider making a gift to support the CSA.

### **Pulpit remarks given on Commitment Sunday**

The Catholic Services Appeal is the annual fundraising campaign of the Diocese of Erie. It is important because it calls us to join together with Catholics from throughout the diocese to do the work of the Gospel - to evangelize, educate, serve, proclaim the Word, celebrate the sacraments and give hope to people in need.

Gifts to the CSA are put to work immediately to support the ministries and day-to-day programs of the Catholic Church in our diocese and are not invested or reserved for future use.

Our Catholic Services Appeal reminds us that we are all part of the same Catholic family and that the work of the diocese is the work of the church. Despite the challenges we face as a Catholic Church, there are still hungry people who need to be fed. There are still homeless who need shelter, and there are still people who need to be formed in the faith. I ask for your support to help us do the work of the Gospel with a donation to the CSA. Please give.

Your participation is essential to the success of the CSA as well as to the health of our parish. Thank you for joining other Catholics from across the 13 counties of our diocese in supporting this important appeal.



The Catholic Foundation of Northwest Pennsylvania is the only community foundation in northwest Pennsylvania guided by Catholic values. The Foundation inspires and unites Catholics in supporting their faith community and creating a Catholic legacy, assisting donors and investors to provide for the long-term needs of the Catholic ministries in their community. For more information visit [www.MyCatholicFoundation.org](http://www.MyCatholicFoundation.org).

Working with the Catholic Foundation to establish endowments will help further your parish mission today and strengthen your financial future by providing perpetual annual income. Some of the benefits of investing through the Catholic Foundation include:

- **Asset security:** As an independent 501(c)3 corporation led by a governing board of laypersons, the Foundation uniquely secures assets through designated endowment agreements that are binding in both civil and canon law.
- **Donor designation safeguarded:** Endowment agreements ensure that funds benefit, in perpetuity, the ministry and purpose stated by the investor.
- **Rigorous oversight:** Funds are monitored closely by an investment committee that meets regularly, following a robust investment policy.
- **Long-term investment objective:** The Foundation's primary investment objective is the long-term growth of principal and generation of income sufficient to offset distribution and investment fees and to keep pace with inflation.
- **Attract donors:** Others can contribute to an endowment you establish. Some donors prefer to give to endowment funds. Your future donor solicitations can include this giving option.
- **Promotion:** Your named agency endowment is publicized in Catholic Foundation promotional materials which gives it added exposure to prompt additional giving.
- **Not part of the assessment:** Investment income from parish assets invested through the Catholic Foundation is not included in the calculation of the parish's annual diocesan assessments.

The Catholic Foundation has tools to help you grow your agency endowment. Contact Lisa Louis at (814) 824-1237 or [llouis@cfnwpa.org](mailto:llouis@cfnwpa.org) for more information.

Save the Date for **#iGiveCatholic** on **November 28, 2023**.

# FUELING *the* MISSION *together*

## Support the Catholic Services Appeal 2023 Goal - \$4.235 million

### PURPOSE

Funds raised through the Catholic Services Appeal (CSA) help the Diocese of Erie fulfill its mission to evangelize, educate, serve, proclaim the Word of God and celebrate the sacraments throughout 13 counties in northwest Pennsylvania. The CSA reminds us that we are all part of the same Catholic family and that together we can accomplish so much more than any one parish can accomplish on its own. Thank you for prayerfully and joyfully supporting the work of the Gospel.

### DIOCESAN AND INTERNATIONAL MISSION OFFICE

Pope Francis said he continues "to dream of a completely missionary church and a new era of missionary activity" in his World Mission Day message this year. Every parish in the diocese welcomes a missionary each year, learning of their outreach and offering support. The Diocesan and International Mission Office also promotes mission work and activities among parishes, colleges, schools, religious and faith formation groups.

### CLERGY SERVICES

Bishop Persico encourages prayer for vocations, but support doesn't end with ordination. Formation and fraternity among priests and deacons are facilitated through retreats, study days and worship opportunities. Clergy are accompanied in their pastoral assignments as they minister to the people of the diocese from day one through retirement.

### OFFICE OF COMMUNICATIONS

In 2004, the Diocese of Erie invested in Faith magazine to inspire Catholics to grow in their faith and share it with others. It's still mailed to all registered parishioners, free of charge, six times a year, enhanced with additional outreach through social media, websites, and digital publications, all supporting Bishop Persico's efforts to evangelize.

### CATHOLIC CHARITIES

Preaching in Greece, St. Paul said he had shown by his own hard work "that we must help the weak, and keep in mind the words of the Lord Jesus who himself said, 'It is more blessed to give than to receive.'" (Acts 20:35) Both Catholic Charities and its affiliate agencies carry out so much of the work at the heart of the Gospel, bringing justice and love to those in need, always in the name of Christ.



### CATHOLIC SCHOOLS OFFICE

Forming the hearts and minds of students to know, love and serve God is central to the mission of Catholic education. The Catholic Schools Office supports administrators and teachers across the 29 schools in northwest Pennsylvania to cultivate leadership and promote student growth in academic excellence and Catholic identity.

### OFFICE OF FAITH FORMATION

The web page of the Office of Faith Formation opens with their goal of responding "to Jesus' desire for a relationship with his people by helping them make a joyful and authentic response to him through all stages of life." Resources for individuals and parish faith formation leaders, as well as opportunities for people in every stage and phase of their lives, are focused on helping Catholics and those interested in the Catholic faith know God more fully.

### PASTORAL SERVICES

The work of the Catholic Church extends well beyond the church door. Pope Francis continues to call the church to reach out to the peripheries, to include those on the peripheries. The diocese collaborates with hospitals, prisons and nursing homes and responds to those in need. The Office for Divine Worship provides resources for the celebration of major liturgies including ordination and the annual Chrism Mass, during which every priest in the diocese is invited to renew his promises.



# DIOCESE OF ERIE