

ARCHDIOCESE OF HARTFORD
ARCHBISHOP’S ANNUAL APPEAL OPERATIONAL MANUAL

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INTRODUCTION

The Archbishop's Annual Appeal is integral to the mission and services of the Archdiocese of Hartford. As in the past, this year's efforts will create new opportunities and expand existing services for those living and working within the Vicariates of Hartford, New Haven and Waterbury. Additionally, the Appeal ensures the funding necessary so that our vital ministries, seminarians, retired clergy, catholic schools and agencies continue to thrive serving thousands throughout the Archdiocese.

This manual provides important information to promote a successful 2017 Archbishop's Annual Appeal for pastors, parochial vicars, parish administrators and lay leaders. The Appeal Office coordinates and assists with the implementation of this effort and is available to answer questions that arise in upcoming months.

Please take note you will find the following essential information for the Appeal:

- **The 2017 Annual Appeal Prayer;**
- **Key Dates**
 - **Kick-Off Weekend – March 4 & 5**
 - **Mailing Dates – March 1, March 29, April 26, May 24, and June 28**
 - **Commitment Weekend – May 13 & 14**
- **Keys to a Successful Campaign;**
- **Appeal Materials That Will Be Provided**
 - **Appeal letter, a brochure, a pledge card, the Accountability Report and a return envelope.**
 - **Homily DVD**
 - **Appeal Posters**
 - **Commitment Weekend Guide**
- **Frequently Asked Questions**
- **A summary of the 13-week Appeal timeline;**
- **A weekly breakdown of activity for the Appeal. The breakdown includes suggested pulpit and bulletin announcements and intercessions during the Prayers of the Faithful.**

ARCHBISHOP'S ANNUAL APPEAL 2017 PRAYER

Loving God,
every moment of our life is Your precious gift,
to be used wisely and well for building up treasure in heaven
by following in the footsteps of Christ on earth.

He came as the Light of the world;
may we be children of light amid the world's darkness.

He came to redeem the human race;
may we be instruments of healing and mercy
to all who are troubled in body or soul, mind or spirit.

He came to show us the way;
may we inspire hope
in those who feel lost amid the hardships and trials of life.

Moved by Mercy,
may we be revitalized as a church community
in the sure hope
that it is in giving that we receive
and that we become ever more perfectly your children.

Bless with success, Lord,
this year's Archbishop's Annual Appeal
for the sake of all who will benefit from it, especially the least of our brothers and
sisters.

We ask this through Christ our Lord. Amen.

KEY DATES FOR THE 2017 APPEAL

KICKOFF WEEKEND: MARCH 4 AND MARCH 5

This year's Appeal Announcement Weekend—or Kickoff Weekend—is scheduled for March 4 and March 5, 2017. As with last year, Archbishop Blair has developed a homily video to present during Mass on that weekend which will use the readings to address this year's Archbishop's Annual Appeal. **All pastors must show the homily during Mass on this weekend.** If your parish does not have the proper equipment, please contact Tina Poet Appeal Coordinator at (800-781-2550) for a referral to obtain this equipment.

MAILINGS

The Appeal mailings include a brochure, pledge card, and return envelope that is distributed to all registered Catholics in the Archdiocese as well as members of the clergy. The timing of these mailings allows for parishioners to make early pledges, payable over the course of the year.

Mailing	Date
Initial mailing	Wednesday, March 1
Kickoff Weekend	Saturday & Sunday, March 4 & March 5
Follow-up letter #1	Monday, March 29
Follow-up letter #2	Wednesday, April 26
Commitment Weekend	Saturday & Sunday, May 13 & 14
Follow-up letter #3	Wednesday, May 24
Follow Up Letter #4	Wednesday, June 28

IN-PEW COMMITMENT WEEKEND

The “In-Pew” Commitment Weekend is scheduled for Saturday, May 13 and Sunday, May 14. The Appeal Office encourages your parish to conduct the suggested Commitment Weekend activity as it provides a final opportunity to make a gift to the Appeal. It may enable your parish to meet and/or exceed the Appeal financial goal and increase your parish participation rate.

This year the “In-Pew” Commitment Weekend is an optional exercise. Please refer to the letter sent to you from the Appeal Office for more information regarding participation in this year's Commitment Weekend. If your parish decides to opt-in please contact the Appeal Office at (800) 781-2550 by **March 13, 2017.**

KEYS TO A SUCCESSFUL APPEAL

APPEAL ACTIONS:

- 1) **Educate yourself** on the many works of the Appeal;
- 2) Incorporate the **prayerful aspects of the Appeal**;
- 3) **Show the Homily** on Kickoff Weekend: **March 4 – March 5**;
- 4) Make your **own gift first**;
- 5) **Personalize the message** for parishioners by highlighting **local effects of the Appeal**;
- 6) **Thank your parishioners** who have given to the Appeal in the past;
- 7) Keep the Appeal in front of the parishioners by **utilizing all materials provided by the Appeal Office**;
- 8) Select a **small group of parishioners to help with the Appeal**.

PLEASE REMEMBER:

- 1) People who feel **inspired** to support a cause **give as much as they can**;
- 2) People who feel **obligated** to give tend to give the **minimum expected**;
- 3) **Do not underestimate the generosity of your parishioners**. Give thanks to God for the good stewardship instilled in the people of your parish.

A SUCCESSFUL APPEAL REQUIRES:

- 1) Strong, active leadership and involvement of **the pastor**;
- 2) Careful planning and adherence to the **Appeal plan**;
- 3) An enthusiastic presentation of the **publicity** materials;
- 4) A focused attempt to create **long-term relationships** with parishioners;
- 5) **Personal face to face follow-up**;
- 6) A reminder to **honor** the pledge in full by December 31, 2017;
- 7) An emphasis on **pledged gifts** rather than one-time donations;
- 8) Suggesting a reasonable, yet specific, **increased gift**;
- 9) **Education and communication** – parishioners who understand the vital programs made possible by the Appeal can educate others, ensuring more success in the parish.

KEYS TO A SUCCESSFUL APPEAL

WE ASK THAT YOU DO NOT:

- 1) Apologize for the Appeal;
- 2) Portray the Appeal as a chore or required obligation;
- 3) Say “just give what you can.”

THE IMPORTANCE OF ASKING FROM CARDINAL EDMUND SZOKA

“Very few people are self-sufficient. Most need others to provide goods and services. The Church lives in this world, so it needs money to purchase goods and services for its ministries.

Every bishop and priest must have a clear vision of his responsibility for acquiring the resources the Church needs to carry out its mission. It is essential to their mission. We must have personal conviction in order to convince others and touch their hearts. Fund-raising in this context is both good and holy.

If we are to be effective in fund-raising, we must present clearly the purposes and needs for the funds. People have the right to know, since they have the responsibility to support the Church.

Priests who “do not speak about money” are failing to teach their people how to give and how to fulfill their stewardship responsibilities. It’s not about “asking for money;” it’s about helping people use their treasure to fulfill their responsibilities to the Church and to other people.

We must teach our young people to be good stewards. A wealthy man once told me, “If I hadn’t begun to share some of the first dollar I made, I never would have given from the first million.” Pastors should never give people a reason not to give. Don’t make excuses — people already have enough of those. Instead, state the importance of the cause and the reasons to give; then let people make up their own minds. You never insult anyone by asking for more than he/she appears able to afford. They are flattered and encouraged by such a request.”

PARISH PARTICIPATION – RESPONSIBILITIES

The Archbishop's Annual Appeal is designed to be a partnership between the **parishes and the Appeal Office**.

The Appeal Office:

- 1) Prepares and implements all mailings and Appeal education materials;
- 2) Records and processes all gifts, pledges, and payments as well as thanks parishioners for their gifts produces the pledge payment reminder statements;
- 3) Reports the progress of the Appeal on a regular basis to all parishes, donors, and Archdiocesan staff.

The Pastor, Parochial Vicar, Parish Priests, and Deacons:

- 1) Prayerfully consider your personal gift;
- 2) Recruit Parish lay leaders for the Appeal;
- 3) Implement the Appeal Plan;
- 4) Encourage lay leadership and all parishioners to help increase your parish participation;
- 5) Present the 2017 Appeal in a positive manner and set a positive tone in the parish for the Appeal;
- 6) Present the Appeal Homily video of Archbishop Blair all Masses on Kick-Off Weekend;
- 7) Address the Appeal through homilies, pulpit announcements and parish bulletins;
- 8) Pray for the success of the Appeal during Mass and at various parish functions;

The Parish Business Manager/Parish Staff:

- 1) Prayerfully consider your personal gift;
- 2) Remain in regular contact with the Pastor, Parish Appeal Committee, and Parish Staff;
- 3) Contact the Appeal Office for additional materials or Appeal-related support, e.g., Appeal reports, any adds, deletes, or changes to your parish roster;
- 4) Ensure the Appeal materials are included in the bulletins, at the rear of the church and/or in the pews as needed.

Parish Appeal Lay Leadership:

- 1) Prayerfully consider making your pledge during the early stages of the Appeal;
- 2) Demonstrate consistent support for the Appeal;
- 3) Encourage all parishioners to consider a sacrificial gift;
- 4) Promote the Appeal and provide additional support as needed to the Pastor and Parish Staff;
- 5) Present a testimonial at Mass stating why you support the Appeal;
- 6) Ensure that every parish household has an opportunity to learn about the Appeal.

PARISH APPEAL MATERIALS

The Appeal Office will provide each Parish with the following materials:

- 1) One (1) copy of the Archbishop's Annual Appeal Homily Video. **A Homily has been created to be viewed at all Masses on March 4th and 5th across the Archdiocese of Hartford including personalized text thanking each parish for their generosity.** Please view and test this DVD prior to March 4th on the same equipment that will be used during the Mass presentations. Any issues with the DVD contact Tina Poet, Appeal Coordinator at 800-781-2550 as soon as possible
- 2) Three (3) Archbishop's Annual Appeal posters to be displayed in your parish.
- 3) Spanish and Polish versions of the 2017 Appeal video have been created will be distributed to applicable parishes.
- 4) In mid March one copy of AAA Dinner Video will be provided to each parish, to be shown in various Parish settings including; Bible Study, Rosary groups, coffee hour, special events, Religious Education.

TIMELINE OF MATERIAL DISTRIBUTION TO PARISHES

In March You Will Receive:

Additional Request Packets to be placed in the rear of the Church. These materials are similar to Appeal mailings and will be distributed to parishes in envelopes that include: an Appeal letter, a brochure, a pledge card, the 2016 Appeal Accountability Report and a reply envelope.

If you Opt to Conduct a Commitment Weekend in May, You Will Receive:

All necessary materials for a successful **Commitment Weekend**, including:

- 1) A Guide to Commitment Weekend
- 2) In-pew pledge envelopes

As always, please contact the Appeal Office if you have any questions or need any assistance with your parish's 2017 Archbishop's Annual Appeal efforts.

Telephone: (800) 781-2550

E-mail: tinap@letterconcepts.com

APPEAL REPORTING

Parishes receive regular reports on the status of their Appeal. The chart below indicates when each report is scheduled to be distributed to the parishes. These reports will be e-mailed as attachments to all parishes.

Date	Web Report	Parish Changes (Pastor & Secretary)	Donor Activity Report (Pastor)	Donor Summary List (Pastor & Secretary)	Parish Summary Report (Pastor)	Event Phase (Pastor)
1/6/2017	X	X	X	X	X	
2/3/2017	X	X				
2/17/2017	X		X	X	X	X
3/3/2017	X	X	X	X	X	X
3/17/2017	X		X	X	X	X
3/31/2017	X	X	X	X	X	X
4/21/2017	X		X	X	X	X
5/5/2017	X	X				X
5/19/2017	X		X	X	X	X
6/2/2017	X	X				X
6/16/2017	X		X	X	X	
7/14/2017	X	X				
8/4/2017	X	X	X	X		
9/1/2017	X	X	X	X	X	
9/15/2017	X					
10/6/2017	X	X	X	X	X	
10/20/2017	X					
11/3/2017	X	X	X	X	X	
11/17/2017	X					
12/1/2017	X	X	X	X	X	
12/15/2017	X		X	X	X	
1/5/2018	X	X	X	X	X	

- 1) **Web Report:** Parish results are updated on the Archdiocesan website (archdiocesefhartford.org).
- 2) **Parish Changes:** This report reflects parishioner updates (name/address changes, deletes, additions) as reflected in the Archbishop’s Annual Appeal Database that have occurred over the last month.
- 3) **Donor Activity Report:** Alphabetical listing of all parish donors, including name, address, amounts pledged in 2016 and 2017, amount paid, and date the pledge was initially received.
- 4) **Donor Summary List:** A list of your individual parish donors in alphabetical order; please insert into your bulletin to recognize your parish’s Appeal donors. No dollar amounts are listed. **Note: parishioners who indicate on their pledge card “do not publish my name” are omitted from this report.**
- 5) **Parish Summary Report:** Appeal progress of every parish in the Archdiocese.
- 6) **Event Phase Progress Report:** Provides a status report on your parishioners who were invited to a cultivation/solicitation luncheon or dinner in January, February, and March.

RESPONSES TO FREQUENTLY ASKED QUESTIONS

1. I give to my parish, why should I give to the Archbishop's Annual Appeal?

Your support of your parish is very important. Yet it is also important to support the poor, the marginalized, those suffering from addiction in both our local and regional communities. We must also provide for the faith education of our children and support ministries of the Archdiocese of Hartford that collectively serves God's people in ways our individual parish cannot do alone.

2. Why should I support the Archdiocese?

Each one of us is the beneficiary of blessings from God. Our time, talent and treasure are all gifts. We are called to share our gifts with those who are less fortunate than ourselves.

3. This is a large request for my family to consider...

The gift request is a suggestion only. We ask you to consider a gift amount commensurate with your financial capacity. Please remember, gifts may be pledged over a five-month period. Gifts may also be made in the form of cash and securities or a combination of both.

4. Is my pledge legally binding?

No. A pledge is a commitment made under a particular set of circumstances. If those circumstances change, you may adjust the pledge payments and/or balance accordingly.

5. Why are pledges emphasized?

Our Appeal emphasizes gifts over a period of time because it allows individuals and families the opportunity to consider a larger commitment—and more significant impact—than a one-time contribution. Experience demonstrates that donors who pledge are able to consider gifts significantly larger than those who make one-time gifts. The earlier a gift is made, the more time the donor has to fulfill the pledge. Payments can be made through December 31, 2017.

6. To what extent are gifts to the Archbishop's Annual Appeal tax deductible?

Gifts to the Archbishop's Annual Appeal are tax deductible to the full extent of the law. Donors with specific questions regarding tax deductibility should contact their financial advisors or tax preparers.

OVERVIEW OF 2017 ARCHBISHOP'S ANNUAL APPEAL ACTIVITY

WEEKS RUN MONDAY TO SUNDAY

Week Number & Dates	Key Dates	Activity
#1 Monday, February 27 - Sunday, March 5	Wednesday, March 1 Saturday, March 4 and Sunday, March 5	<ul style="list-style-type: none"> • Archbishop Blair's initial request letter mailed to all registered households • Display the 2017 Appeal posters • Present Archbishop Blair's 2017 Homily Video for the Kickoff of the Archbishop's Annual Appeal • Prayers of the Faithful Intercession
#2 Monday, March 6 - Sunday, March 12	Saturday, March 11 and Sunday, March 12	<ul style="list-style-type: none"> • Place additional gift request packets at the rear of the Church • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
#3 Monday, March 13 - Sunday, March 19	Saturday, March 18 and Sunday, March 19	<ul style="list-style-type: none"> • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
#4 Monday, March 20 - Sunday, March 26	Saturday, March 25 and Sunday, March 26	<ul style="list-style-type: none"> • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
#5 Monday, March 27 - Sunday, April 2	Wednesday, March 29 Saturday, April 1 and April 2	<ul style="list-style-type: none"> • Pastor's reminder letter to non-respondents • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful

OVERVIEW OF 2017 ARCHBISHOP'S ANNUAL APPEAL ACTIVITY, CONT.

Week Number & Dates	Key Dates	Activity
#6 Monday, April 3 - Sunday, April 9	Saturday, April 8 and Sunday, April 9	<ul style="list-style-type: none"> • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
#7 Monday, April 10 - Sunday, April 16	Holy Week Saturday, April 15 and Sunday, April 16 Easter	<ul style="list-style-type: none"> • Optional Pulpit Announcement • Optional Bulletin Announcement • Optional Prayers of the Faithful
#8 Monday, April 17 - Sunday, April 23	Saturday, April 22 and Sunday, April 23	<ul style="list-style-type: none"> • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
#9 Monday, April 24 - Sunday, April 30	Wednesday, April 26 Saturday, April 29 and Sunday, April 30	<ul style="list-style-type: none"> • Archbishop's reminder letter to non-respondents • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
#10 Monday, May 1 - Sunday, May 7	Saturday, May 6 and Sunday, May 7	<ul style="list-style-type: none"> • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
#11 Monday, May 8 - Sunday, May 14	Commitment Weekend Saturday, May 13 and Sunday, May 14	<ul style="list-style-type: none"> • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
#12 Monday, May 15 - Sunday, May 21	Saturday, May 20 and Sunday, May 21	<ul style="list-style-type: none"> • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
#13 Monday, May 22 – Sunday, May 28	Wednesday, May 24	<ul style="list-style-type: none"> • Pastor follow-up letter to non-respondents • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful
	Wednesday, June 28	<ul style="list-style-type: none"> • Archbishop reminder letter to past donors

SCHEDULE OF ACTIVITY: WEEK #1

MONDAY, FEBRUARY 27 THROUGH SUNDAY, MARCH 5

Activity	When	Whom	Comments/Notes
Ensure Appeal bulletin cover will be used for this year's bulletin	Monday, February 27	Parish Staff	Contact Appeal office (800-781-2550) for PDF if needed
Archbishop Blair's first request letter mailed to parish families	Wednesday, March 1	Appeal Office	Letter requesting support for the 2017 Appeal
Display Appeal posters in Church vestibule/lobby and other prominent locations prior to the weekend Masses	Before Saturday, March 3	Parish Staff	The Appeal Office will ship three posters to parishes
Parish Reports	Friday, March 3	Appeal Office	Progress Reports E-Mailed to Parishes
Present 2017 Archbishop's Homily	During Masses the weekend of March 4 – March 5	Pastor/Parish Staff	Parish will receive a personalized version of the Video DVD supplied by Appeal Office
Pulpit Announcement	During Masses the weekend of March 4 – March 5	Pastor	See suggested pulpit announcement, page 13
Prayer of the Faithful	During Masses the weekend of March 4 – March 5	Lector	See suggested Prayer of the Faithful, page 13
Bulletin Announcement	The weekend of March 4 – March 5	Parish Bulletin Coordinator	See suggested bulletin announcement, page 13

KICKOFF WEEKEND TIPS

- All parishes are to show Archbishop Blair's homily to their parishioners at all Masses this weekend throughout the whole Archdiocese.
- You will receive 1 copy of your parish DVD. Plan in advance for the use of audio/video equipment at all Masses this weekend. Please test this DVD in advance on the same equipment you will use during the presentation. Any issues please contact Tina Poet, Appeal Coordinator, at 800-781-2550.

SUGGESTED PULPIT ANNOUNCEMENT

In 2016, the Archbishop's Annual Appeal set an all-time record by raising more than \$11,000,000 and I am pleased to report that we helped by contributing \$[amount raised in your parish in 2016].

Pope Francis recently shared, *"Today, every land is 'mission territory,' every dimension of the human being is mission territory... and today seems to expand every day with men and women in desperate situations."* The theme of this year's Appeal, *Moved by Mercy*, is an opportunity for us to serve people who are less fortunate than ourselves. When we strengthen our commitment to serve one another as a family of faith, we benefit from the grace that flows from our service to our fellow brothers and sisters. Through the Annual Appeal, we can provide for genuine acts of charity to help our fellow brothers and sisters of Christ.

This week we officially launch our efforts for the 2017 Archbishop's Annual Appeal. Our parish goal is \$[parish goal]. If you have not received a letter and Appeal information from Archbishop Blair, you will receive it shortly. I am confident that together, with everyone's participation, our parish will exceed our goal.

PRAYER OF THE FAITHFUL

As we consider our gifts to the 2017 Archbishop's Annual Appeal, may we remember God's generosity to us and graciously be *Moved By Mercy* for those in need throughout our community. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

This weekend marks the start of the 2017 Archbishop's Annual Appeal in our parish. If you haven't already, you will receive a letter from Archbishop Blair seeking your support. Together we can change the lives of thousands of God's people. The "Good Works" performed by our Church in the areas of social services, healthcare, pastoral services are critical for so many in need.

Through the generosity of Appeal donors, we helped provide the following:

- Through the Catholic Charities basic needs program 750 families avoided homelessness in 2016. More than 140,000 meals were served to those who are hungry.
- In our Catholic elementary schools' 2,370 eligible students benefited from scholarship awards.
- More than 44,000 free-patient-visits to the Malta House of Care has been provided to individuals since 2006.
- 218 families benefited from the Emergency Assistance Fund and received emergency funding for basic human needs.
- In 2016 Archbishop's Annual Appeal Vicariate Outreach Program provided over \$1,000,000 to 246 local organizations in Hartford, Litchfield and New Haven counties.
- Organizations such as [VOP Programs/organizations in your parish community] right here in our own town received funding from the Appeal's Vicariate Outreach Program that made a difference in serving our local neighbors.

These are some examples of how your gift to the Archbishop's Annual Appeal was used. Please respond as generously as possible.

SCHEDULE OF ACTIVITY: WEEK #2

MONDAY, MARCH 6 THROUGH SUNDAY, MARCH 12

Activity	When	Whom	Comments/Notes
Pulpit Announcement	During Masses the weekend of March 11-12	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of March 11-12	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of March 11-12	Parish Bulletin Coordinator	See suggested bulletin announcement below
Place additional gift request letters and brochures at the rear of the Church	Friday, March 10	Parish Staff	Appeal Office to provide Rear-of-Church materials

PULPIT ANNOUNCEMENT

The 2017 Archbishop’s Annual Appeal has begun in our parish and throughout the Archdiocese. Last week was the Appeal Kick-off; I hope you have all received a request for support from Archbishop Blair. Please be as generous as your means permit to fund the charitable works of our Archdiocese.

Our goal is to engage our entire parish family in this year’s Appeal. Please pray for the success of the Appeal, both here in our parish and across the three counties of the Archdiocese.

If you did not receive the 2017 Archbishop’s Annual Appeal request mailing, please find pledge cards and envelopes at the rear of the Church.

PRAYER OF THE FAITHFUL

That as we share the benefits of our blessings through the Archbishop’s Annual Appeal, we may better know Jesus by following His example of charity and love. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

The 2017 Archbishop’s Annual Appeal is now underway in our parish. Your support of this year’s Appeal ensures that essential charitable, educational, and pastoral ministries of the Archdiocese of Hartford are carried forward.

We hope you can help meet our parish goal of **\$[parish goal]**. If you would like to make a gift, kindly mail in your pledge card. You may also visit the Archdiocesan website at archdioceseofhartford.org or call the Appeal Office at (800) 781-2550. Keep in mind that an early pledge will allow the donor to best use the monthly payment plan.

SCHEDULE OF ACTIVITY: WEEK #3

MONDAY, MARCH 13 THROUGH SUNDAY, MARCH 19

Activity	When	Whom	Comments/Notes
Parish Reports	Friday, March 17	Appeal Office	Progress Reports E-Mailed to Parishes
Pulpit Announcement	During Masses the weekend of March 18-19	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of March 18-19	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of March 18-19	Parish Bulletin Coordinator	See suggested bulletin announcement below and WeGather

PULPIT ANNOUNCEMENT

The theme of this year's Archbishop's Annual Appeal, *Moved by Mercy*, is the focus that Pope Francis has given to the challenge facing the Church in our time. As believers we experience the joy of the gospel because we know Jesus, and because we encounter Him in one another and in the least of our brothers and sisters. The Appeal is one way to share our blessings with our neighbors and express thanks for the blessings with which God has graced us. Our gifts to the Appeal benefit Catholic communities throughout the Archdiocese.

As of the last report, **[number of participating families]** of our parish families have made a gift to the 2017 Appeal. Thank you for your generosity. If you have yet to make your own pledge, please participate to the best of your ability. Pray for its success and let us remember God's love for us. Thank you.

PRAYER OF THE FAITHFUL

That we may recognize our call to support the ministries of our Church through the Archbishop's Annual Appeal, and resolve to practice our faith in this very meaningful and practical way. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

The Archbishop's Annual Appeal helps provide the critical funding needed to feed the hungry, shelter the homeless, counsel those in despair, offer much-needed assistance to the unemployed, and make medical care available to those without health insurance. Your gift to the 2017 Appeal will help to continue these and other vital ministries, services, and programs that reach out to so many in need.

*Please look for an additional bulletin announcement to be emailed to the parish and placed in WeGather highlighting the Good Works of the Appeal.

SCHEDULE OF ACTIVITY: WEEK #4

MONDAY, MARCH 20 THROUGH SUNDAY, MARCH 26

Activity	When	Whom	Comments/Notes
Pulpit Announcement	During Masses the weekend of March 25-26	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of March 25-26	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of March 25-26	Parish Bulletin Coordinator	See suggested bulletin announcement below

PULPIT ANNOUNCEMENT

I want to thank everyone that has already contributed to the 2017 Archbishop's Annual Appeal. If you have not yet made your 2017 Archbishop's Annual Appeal gift please join your fellow parishioners and make a gift today by returning the pledge card mailed to you. Gifts can also be made online at www.archdioceseofhartford.org.

PRAYER OF THE FAITHFUL

For the thousands of people needing assistance from the various ministries supported by the Archbishop's Annual Appeal that their needs will be met. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

In just a few short weeks, our parish has raised \$**[amount raised]** for the 2017 Archbishop's Annual Appeal. The Archbishop's Annual Appeal supports many important ministries and programs. Gifts are allocated towards religious education programs, youth ministries, local charities, the education of our seminarians, our retired clergy, our Catholic schools, and the many ministries provided by the Archdiocese. If you have not made a gift, please prayerfully consider making a pledge or one-time gift. Join us, your parish community, and be *Moved by Mercy*, to share your blessings.

SCHEDULE OF ACTIVITY: WEEK #5

MONDAY, MARCH 27 THROUGH SUNDAY, APRIL 2

Activity	When	Whom	Comments/Notes
Pastor's follow-up letter mailed to parish families yet to respond to the Appeal	Wednesday, March 29	Appeal Office	Pastor Letter requesting support for the 2017 Archbishop's Annual Appeal
Parish Reports	Friday, March 31	Appeal Office	Progress Reports E-Mailed to Parishes
Pulpit Announcement	During Masses the weekend of April 1-2	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of April 1-2	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of April 1-2	Parish Bulletin Coordinator	See suggested bulletin announcement below and WeGather

PULPIT ANNOUNCEMENT

You may have recently received a letter and pledge card from Father _____ seeking your support of this year's Archbishop's Annual Appeal. Please prayerfully consider your response. Know that your financial support will touch the lives of thousands of people who are served in our Archdiocese through your support of the Appeal.

The 2017 Archbishop's Annual Appeal, *Moved by Mercy* presents each of us with the opportunity to give back to the Lord by helping those in need. Thank you for your support of this year's Appeal and please pray for its success – so many are counting on us. Thank you.

PRAYER OF THE FAITHFUL

As we have received the blessings of our Lord, no matter how large or small, may we find it in our hearts to be charitable and help those in need by supporting the Archbishop's Annual Appeal. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

In just a few short weeks, our parish has raised \$[amount raised] for the 2017 Archbishop's Annual Appeal. In these trying times, the need of our surrounding community grows and the assistance provided by the Appeal becomes all the more crucial. If you have not yet made your gift to this year's Appeal, please consider doing so in the days ahead. Your gift to the Archbishop's Annual Appeal will help continue the vital services, ministries and programs that help so many throughout our Archdiocese.

*Please look for an additional bulletin announcement to be emailed to the parish and placed in WeGather highlighting the Good Works of the Appeal

SCHEDULE OF ACTIVITY: WEEK #6

MONDAY, APRIL 3 THROUGH SUNDAY, APRIL 9

Activity	When	Whom	Comments/Notes
Pulpit Announcement	During Masses the weekend of April 8-9	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of April 8-9	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of April 8-9	Parish Bulletin Coordinator	See suggested bulletin announcement below

PULPIT ANNOUNCEMENT

I want to thank everyone that has already contributed to the 2017 Archbishop's Annual Appeal. If you have not yet made your 2017 Appeal gift please join your fellow parishioners and make a gift today by returning the pledge card mailed to you. Gifts can also be made online at www.archdioceseofhartford.org.

PRAYER OF THE FAITHFUL

That we may recognize how the Archbishop's Annual Appeal unites us as one family united in Christ through the Eucharist, and how we are called to offer our gifts as followers of Jesus mindful that in doing so we are working together for the salvation of the world. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

The Archbishop's Annual Appeal provides help to those in need! Together, we can and do make a profound difference in the lives of many individuals and families, in a way that exceeds anything we could hope to achieve on our own. Please consider supporting this important initiative. Every gift makes a difference.

If you did not receive the 2017 Archbishop's Annual Appeal mailing or have misplaced the pledge card and envelope mailed to your home, please feel free to pick up one of the extra pledge cards and envelopes located in the rear of the Church. Thank you for your continued generosity and support.

SCHEDULE OF ACTIVITY: WEEK #7
MONDAY, APRIL 10 THROUGH SUNDAY, APRIL 16
HOLY WEEK
OPTIONAL ACTIVITIES

Activity	When	Whom	Comments/Notes
Pulpit Announcement	During Masses Easter weekend of April 15-16	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses Easter weekend of April 15-16	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	Easter weekend of April 15-16	Parish Bulletin Coordinator	See suggested bulletin announcement below or WeGather

OPTIONAL PULPIT ANNOUNCEMENT

Thank you to the parish families who have made a gift or pledge commitment to the 2017 Archbishop’s Annual Appeal. This is a tangible opportunity for us to help individuals and families through the many charitable programs made possible by the Appeal. Every gift makes a difference. Please join us once again in making a gift to this year’s Annual Appeal, *Moved by Mercy*.

OPTIONAL PRAYER OF THE FAITHFUL

That during *Moved by Mercy* this year’s Annual Appeal, we may take time to reflect, and pray and decide how we will share our blessings with our Catholic family through the Archbishop’s Annual Appeal. **We pray to the Lord.**

OPTIONAL BULLETIN ANNOUNCEMENT

Thank you to the parish families who have made a gift or pledge commitment to the 2017 Archbishop’s Annual Appeal. If you have not yet had the opportunity, please consider prayerfully supporting the many Good Works of the Archdiocese. Every gift will be gratefully received and sincerely appreciated.

*Please look for an additional bulletin announcement to be emailed to the parish and placed in WeGather highlighting the Good Works of the Appeal

SCHEDULE OF ACTIVITY: WEEK #8

MONDAY, APRIL 17 THROUGH SUNDAY, APRIL 23

Activity	When	Whom	Comments/Notes
Parish Reports	Friday, April 21	Appeal Office	Progress Reports E-Mailed to Parishes
Pulpit Announcement	During Masses the weekend of April 22-23	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of April 22-23	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of April 22-23	Parish Bulletin Coordinator	See suggested bulletin announcement below

PULPIT ANNOUNCEMENT

We have just passed the midway point of the 2017 Archbishop’s Annual Appeal and I am excited to share our progress. Each parish has received a goal for this year’s Appeal. As I have mentioned previously, our parish goal is \$[parish goal]. This goal is our parish’s offering to the overall Appeal effort. By reaching or exceeding our goal we support the many Good Works and ministries our Archdiocese offers to those who seek religious education, pastoral support, and charitable care – all made possible by the Appeal.

As of last week, a total of \$[amount pledged to date] has been raised in our parish with gifts from [number of donors] individuals and families. Already, we have accomplished so much. Thank you to those who have made a pledge to the Archbishop’s Annual Appeal. If you have yet to make your commitment, your generosity is very much needed. I again ask that you please participate in this year’s Appeal according to your means. Gifts of all sizes will make the Appeal a success. Please join us in supporting *Moved by Mercy*, the 2017 Archbishop’s Annual Appeal.

PRAYER OF THE FAITHFUL

We pray for the success of the Archbishop’s Annual Appeal so that we may continue to build on the wonderful heritage of our Catholic faith and prepare the way of the future. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

The Archbishop’s Annual Appeal changes lives through service. In addition to assisting the underserved of our communities, your gift helps those discerning a vocation to the priesthood. Your gift to the Appeal is an investment in the future of our Church and our faith.

Thank you to the parish families who have made a gift or pledge to the 2017 Archbishop’s Annual Appeal. If you have not yet participated, please prayerfully consider a gift today. Please know that every dollar of your gift will have a positive impact in someone’s life.

*Please look for an additional bulletin announcement to be emailed to the parish and placed in WeGather highlighting the Good Works of the Appeal

SCHEDULE OF ACTIVITY: WEEK #9

MONDAY, APRIL 24 THROUGH SUNDAY, APRIL 30

Activity	When	Whom	Comments/Notes
Follow up letter from Archbishop mailed to parish families yet to respond to Appeal	Wednesday, April 26	Appeal Office	Third letter requesting support for 2017 Appeal
Pulpit Announcement	During Masses the weekend of April 29 – April 30	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of April 29 – April 30	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of April 29 – April 30	Parish Bulletin Coordinator	See suggested bulletin announcement below

PULPIT ANNOUNCEMENT

As the active phase of the 2017 Archbishop’s Annual Appeal begins to draw to a close, I want to express my gratitude to those who have already made a gift or a pledge.

Each parish is asked to raise a target amount – essentially, our parish’s portion of the overall Appeal goal of \$10 million. Our parish goal is \$[parish goal], and to date we have raised [percent raised] % with gifts from [number of parish donors] households here in our parish.

If you have not yet made your contribution to the Appeal, I ask that you take a few moments in the days ahead to consider prayerfully your gift decision. Your help is very much needed. Each contribution ensures that the ministries, programs, and services of the Church remain strong throughout the Archdiocese of Hartford.

PRAYER OF THE FAITHFUL

That our participation in the Archbishop’s Annual Appeal puts us in solidarity with those who suffer or are in need of any kind...those to whom the Lord has promised comfort, mercy, gentleness, purity of heart, freedom from persecution and peace in the kingdom of heaven. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

It is important that when you give to any charitable organization, you are confident that the funds received are being used wisely. Be assured that your gift to the Archbishop’s Annual Appeal supports the ministries and programs indicated in the 2017 Appeal literature only! For more information please visit the Appeal website at www.archdioceseofhartford.org.

SCHEDULE OF ACTIVITY: WEEK #10

MONDAY, MAY 1 THROUGH SUNDAY, MAY 7

Activity	When	Whom	Comments/Notes
Pulpit Announcement	During Masses the weekend of May 6-7	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of May 6-7	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of May 6-7	Parish Bulletin Coordinator	See suggested bulletin announcement below

PULPIT ANNOUNCEMENT

Next weekend is Commitment Weekend for the 2017 Archbishop’s Annual Appeal, *Moved by Mercy*. As we near the completion of the active appeal, we thank those who have given, and encourage those who have not to join us in this important endeavor.

PRAYER OF THE FAITHFUL

That we as members of the Archdiocese of Hartford may unite in service to the Lord and support the educational, spiritual, pastoral, and charitable works of our Archdiocese through our *Moved by Mercy* Appeal. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

(IF PARTICIPATING IN COMMITMENT WEEKEND)

Next weekend is Commitment Weekend! All parishioners will have the opportunity to make a pledge to the 2017 Archbishop’s Annual Appeal during Mass.

This month, after years of study, 2 men are scheduled to be ordained to the priesthood. During their years of preparation for this vocation, they were supported by family and friends – and by everyone who made a gift to the Archbishop’s Annual Appeal. When you make a gift to the Appeal, **you** help meet the cost of priestly formation and education. Please support our seminarians by making a gift to the Appeal today.

SCHEDULE OF ACTIVITY: WEEK #11

MONDAY, MAY 8 THROUGH SUNDAY, MAY 14

COMMITMENT WEEKEND

Activity	When	Whom	Comments/Notes
In-Pew Commitment Weekend Activity (Optional)	During Masses the weekend of May 13-14	Pastor	See Commitment Weekend guide, sent separately
Pulpit Announcement	During Masses the weekend of May 13-14	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of May 13-14	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of May 13-14	Parish Bulletin Coordinator	See suggested bulletin announcement below and WeGather

*Please contact the Appeal Office for further information and materials regarding Commitment Weekend activity.

Phone: (800) 781-2550
 Email: tinap@letterconcepts.com

PULPIT ANNOUNCEMENT

Today is Commitment Weekend for the 2017 Archbishop’s Annual Appeal across the Archdiocese. Please respond as generously as your means permit. Thank you in advance for your support.

PRAYER OF THE FAITHFUL

For the success of our 2017 Archbishop’s Annual Appeal on this Commitment Weekend, that the people of our parish and throughout the Archdiocese will respond generously to the call to help support the many ministries and services made possible by the Appeal. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

Today is Commitment Weekend at our parish and across the Archdiocese for the 2017, Archbishop’s Annual Appeal. If you have not yet made a gift or pledge, please pray about your decision before computing your pledge or one-time gift. Please be as generous as possible thanks for your support.

Note: Commitment Weekend is an optional activity for Parishes.

*Please look for an additional bulletin announcement to be emailed to the parish and placed in WeGather highlighting the Good Works of the Appeal

SCHEDULE OF ACTIVITY: WEEK #12 & #13 MONDAY, MAY 15 THROUGH WEDNESDAY, MAY 24

Activity	When	Whom	Comments/Notes
Parish Reports	Friday, May 19	Appeal Office	Progress Reports E-Mailed to Parishes
Pulpit Announcement	During Masses the weekend of May 20-21	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of May 20-21	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of May 20-21	Parish Bulletin Coordinator	See suggested bulletin announcement below
Pastor's follow-up letter mailed to parish families yet to respond to Appeal	Wednesday, May 24	Appeal Office	Pastor's last letter requesting support for 2017 Appeal

PULPIT ANNOUNCEMENT

Stewardship asks us to be grateful for our blessings by acknowledging God's gifts, and expressing thanks to Him. We do this by giving of our time, talent, and treasure. We sincerely thank the **[number]** of households in our parish who, as good stewards, have made a gift to the 2017 Archbishop's Annual Appeal. By doing so you are supporting so many people with extraordinary needs. If you have not yet made your pledge, please consider supporting the Appeal and help our parish meet its goal.

PRAYER OF THE FAITHFUL

For the success of the 2017 Archbishop's Annual Appeal, and for the success of the many services and programs your generosity to the Appeal makes possible. **We pray to the Lord.**

BULLETIN ANNOUNCEMENT

This month, after years of study, 2 men are scheduled to be ordained to the priesthood. During their years of preparation for this vocation, they were supported by family and friends – and by everyone who made a gift to the Archbishop's Annual Appeal. When you make a gift to the Appeal, **you** help meet the cost of priestly formation and education. Please support our seminarians by making a gift to the Appeal today.

SAMPLE GIFT PLAN

Total Pledge	5 Monthly Payments	Daily Sacrifice	Daily Cost Comparison
\$1,000	\$200	\$6.67	Cost of a deli sandwich
\$500	\$100	\$3.34	Cost of a coffee and muffin
\$250	\$50	\$1.67	Cost of a cup of tea
\$100	\$20	\$0.67	Cost of a bag of chips

PLEDGE REMINDERS

Pledge reminders will be mailed from the Appeal Office the first week of each month beginning in March 2017. Reminders will cease when the pledge is fully paid. **Payments received after the twenty-fourth (24th) of the month will be reflected in the following month's statement.** We ask each parish to encourage its parishioners to mail their pledge payments by the fifteenth (15th) of the month in order to avoid any confusion.

PLEASE NOTE

Parishioners should be reminded by the pastor to clearly mark any payments toward the 2017 Archbishop's Annual Appeal submitted through collection at Mass. We are often told a payment was dropped in the basket for which we have no record. It is most likely that the payment was not clearly marked for the Archbishop's Annual Appeal.

Thank you for your dedication of time and effort to make the 2017 Archbishop's Annual Appeal a success. If any questions should arise, please do not hesitate to contact the Appeal Office at 800-781-2550 or via email at tinap@letterconcepts.com

2017 ARCHBISHOP'S ANNUAL APPEAL GOAL - \$10,000,000



PRAYERS OF THE FAITHFUL

The Archbishop's Annual Appeal, in addition to meeting the financial needs of our Church, calls one another to actively practice our faith. Prayer is vital in the conversion of the heart, which leads people to give generously to serve the needs of others.

The following are some sample Prayers of the Faithful that you may want to consider adding to your parish liturgies.

- That we may see the work of the Archbishop's Annual Appeal as an opportunity to extend our love and service beyond the boundaries of our parish and local community. **We pray to the Lord.**
- For all those in need, that they may find guidance and assistance from the many services available through our generous support of the Archbishop's Annual Appeal. **We pray to the Lord.**
- That the Holy Spirit may continue to guide the work of the Church throughout our Archdiocese, and that Christ's message of love may be realized by all. **We pray to the Lord.**
- That as we make our commitment to the Archbishop's Annual Appeal, we may remember God's generosity to us. **We pray to the Lord.**
- That as we participate in the 2017 Archbishop's Annual Appeal to help others, we give thanks to our God for the gifts and blessings we have received. **We pray to the Lord.**
- That the Holy Spirit may continue to guide the work of the Church and that Christ's message of faith, hope, and love may be realized by all. **We pray to the Lord.**
- That the Holy Spirit continues to guide the work of the Church throughout our Archdiocese, as parishioners in all parishes and missions journey together in hope. **We pray to the Lord.**
- That we may spread the gospel message *Moved by Mercy* through our good deeds as we generously support the Archbishop's Annual Appeal as faithful stewards of the gifts God has entrusted to us. **We pray to the Lord.**
- For all who seek to learn more about *Moved by Mercy* the 2017 Archbishop's Annual Appeal, may they see that through unity and stewardship we enrich our faith. **We pray to the Lord.**
- For all contributors to the Archbishop's Annual Appeal, that their generosity will give them joy and peace. **We pray to the Lord.**