

**ARCHDIOCESE OF HARTFORD**  
**ARCHBISHOP’S ANNUAL APPEAL OPERATIONAL MANUAL**

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# INTRODUCTION

The Archbishop's Annual Appeal is integral to the missions 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 may continue to serve thousands throughout the Archdiocese.

This manual provides important information to promote a successful 2016 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 2016 Annual Appeal Prayer;**
- **Key Dates**
  - **Kick-Off Weekend – March 5 & 6**
  - **Mailing Dates – March 2, March 28, April 13, May 4, and May 25**
  - **Commitment Weekend – May 21 & 22**
- **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 2016 PRAYER

Prayer of His Holiness Pope Francis for the Extraordinary Jubilee of Mercy

Lord Jesus Christ, You have taught us to be merciful like the heavenly Father, and have told us that whoever sees you sees Him. Show us your face and we will be saved.

Your loving gaze freed Zacchaeus and Matthew from being enslaved by money; the adulteress and Magdalene from seeking happiness only in created things; made Peter weep after his betrayal, and assured Paradise to the repentant thief.

Let us hear, as if addressed to each one of us, the words that you spoke to the Samaritan woman:  
“If you knew the gift of God!”

You are the visible face of the invisible Father, of the God who manifests his power above all by forgiveness and mercy: let the Church be your visible face in the world, its Lord risen and glorified.

You willed that your ministers would also be clothed in weakness in order that they may feel compassion for those in ignorance and error: let everyone who approaches them feel sought after, loved, and forgiven by God.

Send your Spirit and consecrate every one of us with its anointing, so that the Jubilee of Mercy may be a year of grace from the Lord, and your Church, with renewed enthusiasm, may bring good news to the poor, proclaim liberty to captives and the oppressed, and restore sight to the blind.

We ask this through the intercession of Mary, Mother of Mercy; you who live and reign with the Father and the Holy Spirit for ever and ever. Amen.



# KEY DATES FOR THE 2016 APPEAL

## KICKOFF WEEKEND: MARCH 5 AND MARCH 6

This year's Appeal Announcement Weekend—or Kickoff Weekend—is scheduled for March 5 and March 6, 2016. This year, Archbishop Blair has made an important change that will be implemented at all parishes and masses during the Kick-Off Weekend. Instead of an Appeal Video, Archbishop Blair has filmed a homily that uses the readings to address the year of mercy and the Archbishop's Annual Appeal. **All pastors must show the homily during this weekend.** If your parish does not have the proper equipment, please refer to the Archbishop's memo on how 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 2
Kickoff Weekend	Saturday & Sunday, March 5 & March 6
Follow-up letter #1	Monday, March 28
Follow-up letter #2	Wednesday, April 13
Follow-up letter #3	Wednesday, May 4
Commitment Weekend	Saturday & Sunday, May 21 & 22
Last Chance letter	Wednesday, May 25

## IN-PEW COMMITMENT WEEKEND

The “In-Pew” Commitment Weekend is scheduled for Saturday, May 21 and Sunday, May 22. 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 target.

However, 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 the 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 16, 2016.**

# 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 5 – March 6**;
- 4) Make your **own gift first**;
- 5) **Personalize the message** for the 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 give to 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 in 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) Enthusiastic presentation of the **publicity** materials;
- 4) A focused attempt to create **long-term relationships** with parishioners;
- 5) Maximum amount of **personal follow-up**;
- 6) A reminder to **honor** the pledge in full by December 31, 2016;
- 7) An emphasis on **pledged gifts** rather than one-time donations;
- 8) The suggestions of a **specific increased gift**;
- 9) **Education and communication** – parishioners who understand all of 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 talk;
- 3) Say “just give what you can,” or make negative statements about the Appeal.

### 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 material;
- 2) Records and processes all gifts, pledges, and payments as well as 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) Consider a personal gift;
- 2) Recruit a Parish Appeal Committee;
- 3) Implement the Appeal Plan;
- 4) Encourage participation from all parishioners;
- 5) Present the 2016 Appeal in a positive manner and set a positive tone in the parish for the Appeal;
- 6) Show the Appeal Homily from Archbishop Blair on Kick-Off Weekend;
- 7) Address the Appeal through homilies and pulpit announcements;
- 8) Pray for the success of the Appeal during Mass and at various parish functions;

## **The Parish Business Manager/Parish Staff:**

- 1) Consider a 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 any other Appeal-related support, e.g., financial 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 Committee:**

- 1) Make a 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 by the Pastor and Parish Staff;
- 5) If requested, give a lay testimonial at Mass stating why you support the Appeal
- 6) Ensure 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. **A Homily has been created to be shown at all masses across the Archdiocese of Hartford including personalized text thanking each parish for their generosity.** Please view and test this DVD on the same equipment that will be used during the Mass presentations.
- 2) Three (3) Archbishop's Annual Appeal posters to be displayed in your parish.
- 3) Spanish and Polish versions of the 2016 Appeal video have been created for those who need them.

## TIMELINE OF MATERIAL DISTRIBUTION TO PARISHES

### In March You Will Receive:

Materials 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 Accountability Report and a return 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 2016 Archbishop's Annual Appeal efforts.

Telephone: (800) 781-2550

Fax: (860) 828-7400

E-mail: [aaa@aohct.org](mailto:aaa@aohct.org)



# APPEAL REPORTING

Parishes receive regular reports on the status of their Appeal. Below is a chart that indicates when each report is scheduled to be distributed to the parishes. These reports will be e-mailed as attachments to all parishes (faxed if no e-mail address is on file).

Date	Web Report	Parish Changes (Pastor & Secretary)	Donor Activity Report (Pastor)	Donor Summary List (Pastor & Secretary)	Parish Summary Report (Pastor)	Event Phase (Pastor)
1/8/2016	X	X	X	X	X	
2/5/2016	X	X				
2/19/2016	X		X	X	X	X
3/4/2016	X	X	X	X	X	X
3/18/2016	X		X	X	X	X
4/1/2016	X	X	X	X	X	X
4/22/2016	X		X	X	X	X
5/6/2016	X	X				X
5/20/2016	X		X	X	X	X
6/3/2016	X	X				X
6/17/2016	X		X	X	X	
7/15/2016	X	X				
8/5/2016	X	X	X	X		
9/2/2016	X	X	X	X	X	
9/16/2016	X					
10/7/2016	X	X	X	X	X	
10/21/2016	X					
11/4/2016	X	X	X	X	X	
11/18/2016	X					
12/2/2016	X	X	X	X	X	
12/16/2016	X		X	X	X	
1/6/2017	X	X	X	X	X	

- 1) **Web Report:** Parish results are updated on the Archdiocesan website ([archdioceseofhartford.org](http://archdioceseofhartford.org)).
- 2) **Parish Changes:** This report reflects parishioner updates (name/address changes, deletes and additions) as reflected in the Archbishop’s Annual Appeal Database.
- 3) **Donor Activity Report:** Alphabetical listing of all parish donors, including name, address, amounts pledged in 2015 and 2016, 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. It is also important to support the Archdiocese of Hartford for programs that support services for the poor, food for the hungry, and education for our children in the faith. Together, we can do more than any one parish can 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. Billing extends to December 31, 2016.

## **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.

## **7. In this economic climate, is it wise to go forth with the Archbishop's Annual Appeal?**

In times such as these, the needs of the surrounding communities only increase, which is why we continue to persevere. Giving during economic downturns has not seen significant decreases over the last forty years, particularly in regards to the religious sector. We ask for those who have given in the past to continue to give at a level that they are able, and hope to encourage those who have not previously contributed to make a gift in 2016.

# OVERVIEW OF 2016 ARCHBISHOP'S ANNUAL APPEAL ACTIVITY

Week Number & Dates	Key Dates	Activity
<p>#1 Monday, February 29 - Sunday, March 6</p>	<p>Wednesday, March 2  Saturday, March 5 and Sunday, March 6</p>	<ul style="list-style-type: none"> <li>• <b>Archbishop Blair's initial request letter mailed to all registered households</b></li> <li>• Display 2016 Appeal posters</li> <li>• Prayers of the Faithful Intercession</li> <li>• Kickoff of 2016 Appeal</li> <li>• Present the 2016 Archbishop's Homily Appeal video</li> </ul>
<p>#2 Monday, March 7 - Sunday, March 13</p>	<p>Saturday, March 12 and Sunday, March 13</p>	<ul style="list-style-type: none"> <li>• Pulpit Announcement</li> <li>• Bulletin Announcement</li> <li>• Prayers of the Faithful</li> <li>• Place additional gift request letters and brochures at the rear of the Church</li> </ul>
<p>#3 Monday, March 14 - Sunday, March 20</p>	<p>Saturday, March 19 and Sunday, March 20</p>	<ul style="list-style-type: none"> <li>• Pulpit Announcement</li> <li>• Bulletin Announcement</li> <li>• Prayers of the Faithful</li> </ul>
<p>#4 Monday, March 21 - Sunday, March 27  Easter</p>	<p>Saturday, March 26 and Sunday, March 27</p>	<ul style="list-style-type: none"> <li>• Pulpit Announcement</li> <li>• Bulletin Announcement</li> <li>• Prayers of the Faithful</li> </ul>
<p>#5 Monday, March 28 – Sunday, April 3</p>	<p>Monday, March 28  Saturday, April 2 and April 3</p>	<ul style="list-style-type: none"> <li>• <b>Pastor's reminder letter to non-responsive households</b></li> <li>• Pulpit Announcement</li> <li>• Bulletin Announcement</li> <li>• Prayers of the Faithful</li> </ul>

## OVERVIEW OF 2016 ARCHBISHOP'S ANNUAL APPEAL ACTIVITY, CONT.

Week Number & Dates	Key Dates	Activity
#6 Monday, April 4 - Sunday, April 10	Saturday, April 9 and Sunday, April 10	<ul style="list-style-type: none"> <li>• Optional Pulpit Announcement</li> <li>• Optional Bulletin Announcement</li> <li>• Optional Prayers of the Faithful</li> </ul>
#7 Monday, April 11 - Sunday, April 17	<b>Wednesday, April 13</b>  Saturday, April 16 and Sunday, April 17	<ul style="list-style-type: none"> <li>• <b>Archbishop's reminder letter to all non-respondent households</b></li> <li>• Pulpit Announcement</li> <li>• Bulletin Announcement</li> <li>• Prayers of the Faithful</li> </ul>
#8 Monday, April 18 - Sunday, April 24	Saturday, April 23 and Sunday, April 24	<ul style="list-style-type: none"> <li>• Pulpit Announcement</li> <li>• Bulletin Announcement</li> <li>• Prayers of the Faithful</li> </ul>
#9 Monday, April 25 - Sunday, May 1	Saturday, April 30 and Sunday, May 1	<ul style="list-style-type: none"> <li>• Pulpit Announcement</li> <li>• Bulletin Announcement</li> <li>• Prayers of the Faithful</li> </ul>
#10 Monday, May 2 - Sunday, May 8	<b>Wednesday, May 4</b>  Saturday, May 7 and Sunday, May 8	<ul style="list-style-type: none"> <li>• <b>Follow-up letter to all non-respondent households</b></li> <li>• Pulpit Announcement</li> <li>• Bulletin Announcement</li> <li>• Prayers of the Faithful</li> </ul>
#11 Monday, May 9 - Sunday, May 15	Saturday, May 14 and Sunday, May 15	<ul style="list-style-type: none"> <li>• Pulpit Announcement</li> <li>• Bulletin Announcement</li> <li>• Prayers of the Faithful</li> </ul>
#12 Monday, May 16 - Sunday, May 22	Saturday, May 21 and Sunday, May 22	<ul style="list-style-type: none"> <li>• <b>Commitment Weekend</b></li> <li>• Pulpit Announcement</li> <li>• Bulletin Announcement</li> <li>• Prayers of the Faithful</li> </ul>
#13 Monday, May 23 - Sunday, May 29	<b>Wednesday, May 25</b>	<ul style="list-style-type: none"> <li>• <b>Follow-up letter to all non-respondent households</b></li> <li>• Pulpit Announcement</li> <li>• Bulletin Announcement</li> <li>• Prayers of the Faithful</li> </ul>

**SCHEDULE OF ACTIVITY: WEEK #1**  
**MONDAY, FEBRUARY 29 THROUGH SUNDAY, MARCH 6**

<b>Activity</b>	<b>When</b>	<b>Whom</b>	<b>Comments/Notes</b>
Archbishop Blair's first request letter mailed to parish families	<b>Wednesday, March 2</b>	Appeal Office	Letter requesting support for the 2016 Appeal
Display Appeal posters in Church vestibule/lobby and other prominent locations prior to the weekend Masses	Before Saturday, March 5	Parish Staff	The Appeal Office will ship three posters to parishes
Parish Reports	Friday, March 4	Parish E-mail Address	Progress Reports E-Mailed to Parishes
Present 2016 Archbishop's Homily	During Masses the weekend of March 5 – March 6	Pastor/Parish Staff	Parish will receive 1 personalized copy of the DVD supplied by Appeal Office
Pulpit Announcement	During Masses the weekend of March 5 – March 6	Pastor	See suggested pulpit announcement, page 14
Prayer of the Faithful	During Masses the weekend of March 5 – March 6	Lector	See suggested Prayer of the Faithful, page 14
Bulletin Announcement	The weekend of March 5 – March 6	Parish Bulletin Coordinator	See suggested bulletin announcement, page 14

**KICKOFF WEEKEND TIPS**

- **Archbishop Blair requests that you present his Homily at all Masses. Plan in advance the use of audio/video equipment at all Masses this weekend.**
- **You will receive 1 copy of your parish DVD. Please test this DVD on the same equipment you will use during the presentation.**

## SUGGESTED PULPIT ANNOUNCEMENT

In 2015, the Appeal set an all-time record by raising more than 10,500,000+ and I am happy to report that we helped by contributing \$[AMOUNT RAISED AT CHURCH IN 2015].

During this great Jubilee Year of Mercy Pope Francis tells us, “*We are called to gaze even more attentively on mercy so that we may become a more effective sign of the Father’s action in our lives.*” The theme of this year’s Appeal, **God’s Mercy at Work**, is an opportunity for us to open the doors of the church and further provide the charitable actions by which we help our neighbors bodily and spiritual needs. Through the Annual Appeal, we can provide these genuine acts of charity to help our fellow brothers and sisters of Christ.

This week we officially launch our efforts for the 2016 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 target.

## PRAYER OF THE FAITHFUL

As we consider our gifts to the 2016 Archbishop’s Annual Appeal, may we remember God’s generosity to us and happily commit to **God’s Mercy at Work** for those individuals in need in our community. We pray to the Lord.

## BULLETIN ANNOUNCEMENT

This weekend marks the start of the 2016 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. The Good Works of the Church in social services, healthcare and pastoral services are exciting, challenging and fulfilling.

Through the generosity of individuals in our community, we helped provide the following:

- More than 8,500 clients received mental health counseling through Catholic Charities.
- More than 140,000 meals were served to those who are hungry.
- More than 39,000 free patient visits were provided to individuals without healthcare since 2006.
- Hundreds of families were kept from homelessness and helped through the Emergency Assistance Fund.
- 240+ local organizations are supported annually through the Vicariate Outreach Program.

These are some examples of how your gift to the Archbishop’s Annual Appeal is used. Please respond as generously as you can.

## SCHEDULE OF ACTIVITY: WEEK #2

### MONDAY, MARCH 7 THROUGH SUNDAY, MARCH 13

Activity	When	Whom	Comments/Notes
Pulpit Announcement	During Masses the weekend of March 12-13	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of March 12-13	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of March 12-13	Parish Bulletin Coordinator	See suggested bulletin announcement below
Place additional gift request letters and brochures at the rear of the Church	Friday, March 11	Parish Staff	Appeal Office to provide Rear-of-Church materials

### **PULPIT ANNOUNCEMENT**

The 2016 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 you are able to this important initiative that funds 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 2016 Archbishop’s Annual Appeal 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 2016 Archbishop’s Annual Appeal is now underway in our parish. Your support of this year’s Appeal ensures the 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 contact our parish secretary, visit the Archdiocesan website at [archdioceseofhartford.org](http://archdioceseofhartford.org) or call the Appeal Office at (800) 781-2550. Keep in mind that an early pledge will allow for a monthly payment plan.

## SCHEDULE OF ACTIVITY: WEEK #3

### MONDAY, MARCH 14 THROUGH SUNDAY, MARCH 20

Activity	When	Whom	Comments/Notes
Parish Reports	Friday, March 18	Parish E-mail Address	Progress Reports E-Mailed to Parishes
Pulpit Announcement	During Masses the weekend of March 19-20	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of March 19-20	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of March 19-20	Parish Bulletin Coordinator	See suggested bulletin announcement below and WeGather

### PULPIT ANNOUNCEMENT

The theme of this year's Archbishop's Annual Appeal, *God's Mercy at Work*, is the name 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 2016 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 2016 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 21 THROUGH SUNDAY, MARCH 27**  
***HOLY WEEK – OPTIONAL ACTIVITIES***

<b>Activity</b>	<b>When</b>	<b>Whom</b>	<b>Comments/Notes</b>
Pulpit Announcement	During Masses the weekend of March 26-27	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of March 26-27	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of March 26-27	Parish Bulletin Coordinator	See suggested bulletin announcement below

### **PULPIT ANNOUNCEMENT**

I want to thank everyone that has already contributed to the 2016 Archbishop’s Annual Appeal. If you have not yet made your 2016 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 [archdioceseofhartford.org](http://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] 2016 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 all of the services provided by the Archdiocese, far too many to list here. If you have not yet made your gift or pledge, please pray about your decision and consider making a pledge or one-time gift. Join us, your Catholic community, as we share our blessings and join in ***God’s Mercy at Work.***

## SCHEDULE OF ACTIVITY: WEEK #5

### MONDAY, MARCH 28 THROUGH SUNDAY, APRIL 3

Activity	When	Whom	Comments/Notes
Pastor's follow-up letter mailed to parish families yet to respond to the Appeal	<b>Monday, March 28</b>	Appeal Office	A second letter requesting support for the 2016 Archbishop's Annual Appeal
Parish Reports	Friday, April 1	Parish E-mail Address	Progress Reports E-Mailed to Parishes
Pulpit Announcement	During Masses the weekend of April 2-3	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of April 2-3	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of April 2-3	Parish Bulletin Coordinator	See suggested bulletin announcement below and WeGather

### **PULPIT ANNOUNCEMENT**

You may have recently received a letter and pledge card from Father \_\_\_\_\_ asking you to support 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 that are served in our Archdiocese through the Appeal.

The 2016 Archbishop's Annual Appeal, *God's Mercy at Work* presents each of us with the opportunity to give back to the Lord by helping those in need in our parish communities. 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 many blessings from the 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**

Thank you to the parish families who have made a gift or pledge commitment to the 2016 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 #6

### MONDAY, APRIL 4 THROUGH SUNDAY, APRIL 10

Activity	When	Whom	Comments/Notes
Pulpit Announcement	During Masses the weekend of April 9-10	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of April 9-10	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of April 9-10	Parish Bulletin Coordinator	See suggested bulletin announcement below

### **PULPIT ANNOUNCEMENT**

I want to thank everyone that has already contributed to the 2016 Archbishop's Annual Appeal. If you have not yet made your 2016 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 [archdioceseofhartford.org](http://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 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 2016 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 11 THROUGH SUNDAY, APRIL 17

Activity	When	Whom	Comments/Notes
Follow-up letter from Archbishop mailed to parish families yet to respond to the Appeal	<b>Wednesday, April 13</b>	Appeal Office	Third letter requesting support for the 2016 Archbishop's Annual Appeal
Pulpit Announcement	During Masses the weekend of April 16-17	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of April 16-17	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of April 16-17	Parish Bulletin Coordinator	See suggested bulletin announcement below or WeGather

### PULPIT ANNOUNCEMENT

We have just passed the midway point of the 2016 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 shared previously, our parish target is \$[parish goal]. This goal is our parish's fair portion of the overall Appeal effort. By reaching or exceeding our goal we support the many Good Works and services our Archdiocese offers to the people who need religious education, pastoral support, and charitable care – all made possible by the Appeal.

As of last week, a total of \$[amount raised 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 your pledge to the Archbishop's Annual Appeal. If you have yet to secure your commitment, your help and generosity is very much needed. I again ask that you please participate in this year's Appeal to the best of your ability. Gifts of all sizes will make the Appeal a success. Please join me once again in making a gift to this year's Annual Appeal, *God's Mercy at Work*.

### 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 to the Lord. In addition to assisting the underserved of our communities, your gift helps those cultivating 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 2016 Archbishop's Annual Appeal. If you have not yet participated, please prayerfully consider doing so. Although we need a number of extraordinary commitments to meet our goal, please know that every dollar of your gift will have a major impact.

\*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 18 THROUGH SUNDAY, APRIL 24

Activity	When	Whom	Comments/Notes
Parish Reports	Friday, April 22	Parish E-mail Address	Progress Reports E-Mailed to Parishes
Pulpit Announcement	During Masses the weekend of April 23-24	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of April 23-24	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of April 23-24	Parish Bulletin Coordinator	See suggested bulletin announcement below

### **PULPIT ANNOUNCEMENT**

Thank you to the parish families who have made a gift or pledge commitment to the 2016 Archbishop's Annual Appeal. This is an unparalleled 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 me once again in making a gift to this year's Annual Appeal, *God's Mercy at Work*.

### **PRAYER OF THE FAITHFUL**

That during the Appeal of *God's Mercy at Work*, we may take time to reflect, pray and decide how we will share our blessings with our Catholic family through 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 2016 Archbishop's Annual Appeal. In these trying times, the need of our surrounding community grows and the assistance provided by the Appeal is crucial. If you have not yet made your commitment 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.

## SCHEDULE OF ACTIVITY: WEEK #9

### MONDAY, APRIL 25 THROUGH SUNDAY, MAY 1

Activity	When	Whom	Comments/Notes
Pulpit Announcement	During Masses the weekend of April 30 – May 1	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of April 30 – May 1	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of April 30 – May 1	Parish Bulletin Coordinator	See suggested bulletin announcement below and WeGather

### PULPIT ANNOUNCEMENT

As the active portion of the 2016 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 “fair share” of the overall Appeal goal of \$8.5 million. Our parish goal is \$[parish goal], and to date we have raised [percent raised] % with gifts from [number of parish donors] families 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 still very much needed. Each contribution ensures the ministries, activities, programs, and services of the Church remain strong in 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 are used wisely. Be assured that your gift to the Archbishop’s Annual Appeal only supports the ministries and programs indicated in the 2016 Appeal literature. For more information please visit the Appeal website at [archdioceseofhartford.org](http://archdioceseofhartford.org).

\*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 #10

### MONDAY, MAY 2 THROUGH SUNDAY, MAY 8

Activity	When	Whom	Comments/Notes
Pastor's follow-up letter mailed to parish families yet to respond to the Appeal	<b>Wednesday, May 4</b>	Appeal Office	A fourth letter requesting support for the 2016 Archbishop's Annual Appeal
Pulpit Announcement	During Masses the weekend of May 7-8	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of May 7-8	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of May 7-8	Parish Bulletin Coordinator	See suggested bulletin announcement below

### PULPIT ANNOUNCEMENT

Stewardship reminds us to count our blessings, acknowledge God's gifts to us, and express thanks to Him. We do this by proportionate 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 2016 Archbishop's Annual Appeal. By doing so you are helping many people with many 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

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 the *God's Mercy at Work* Appeal. We pray to the Lord.

### BULLETIN ANNOUNCEMENT

This month, after years of study, 3 men are being 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 9 THROUGH SUNDAY, MAY 15

Activity	When	Whom	Comments/Notes
Pulpit Announcement	During Masses the weekend of May 14-15	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of May 14-15	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of May 14-15	Parish Bulletin Coordinator	See suggested bulletin announcement below and WeGather

### PULPIT ANNOUNCEMENT

Next weekend is Commitment Weekend for *God's Mercy at Work* – the 2016 Archbishop's Annual Appeal. As we near the end of our effort for this year, we thank those who have given, and encourage those who have not to join us in this important endeavor.

### PRAYER OF THE FAITHFUL

For the success of the 2016 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

Next weekend is Commitment Weekend! All parishioners will have the opportunity to make a pledge to the 2016 Archbishop's Annual Appeal during Mass.

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

### 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



## SCHEDULE OF ACTIVITY: WEEKS #12 & #13 MONDAY, MAY 16 THROUGH WEDNESDAY, MAY 25

Activity	When	Whom	Comments/Notes
Parish Reports	Friday, May 20	Parish E-mail Address	Progress Reports E-Mailed to Parishes
In-Pew Commitment Weekend Activity (Optional)	During Masses the weekend of May 21-22	Pastor	See Commitment Weekend guide, sent separately
Pulpit Announcement	During Masses the weekend of May 21-22	Pastor	See suggested pulpit announcement below
Prayer of the Faithful	During Masses the weekend of May 21-22	Lector	See suggested Prayer of the Faithful below
Bulletin Announcement	The weekend of May 21-22	Parish Bulletin Coordinator	See suggested bulletin announcement below
Archbishop's follow- up letter mailed to parish families yet to respond to the Appeal	<b>Wednesday, May 25</b>	Appeal Office	Archbishop's last letter requesting support for the 2016 Archbishop's Annual Appeal

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

Phone: (800) 781-2550  
Email: [aaa@aohct.org](mailto:aaa@aohct.org)

### PULPIT ANNOUNCEMENT

Today is Commitment Weekend across the Archdiocese for the 2016 Archbishop's Annual Appeal. Please be as generous as possible. Thank you in advance for your support.

### PRAYER OF THE FAITHFUL

For the success of our 2016 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

This weekend is Commitment Weekend at our parish and across the Archdiocese for the 2016 Archbishop's Annual Appeal.

If you have not yet made a gift or pledge, please pray about your decision and make a pledge or one-time gift. Please be as generous as possible. Thank you in advance for your support.

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

# PLEDGE REMINDERS

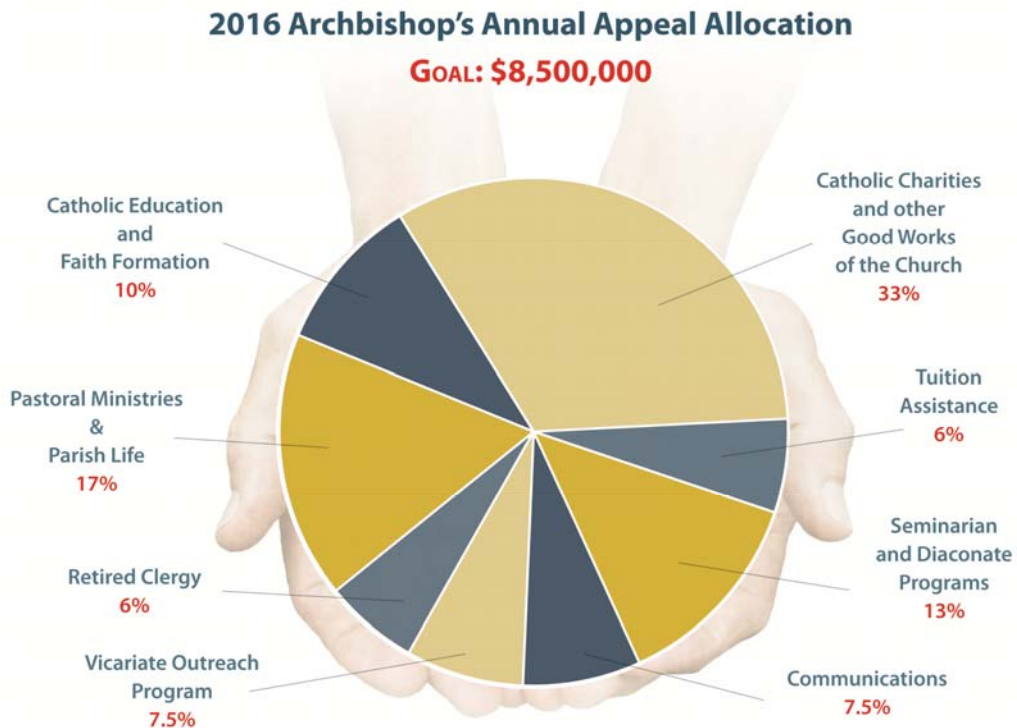
Pledge reminders will be mailed from the Appeal Office the first week of each month beginning in March 2016. Reminders will cease when the pledge is fully paid. **Payments received after the twenty-fourth (24<sup>th</sup>) of the month will be reflected in the following month's statement.** We ask each parish to encourage its parishioners to mail their pledge payments by the fifteenth (15<sup>th</sup>) 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 2016 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 2016 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 [aaa@aohct.org](mailto:aaa@aohct.org).**

## 2016 ARCHBISHOP'S ANNUAL APPEAL GOAL - \$8,500,000



## 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 2016 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 214 parishes and missions journey together in hope. We pray to the Lord.
- That we may spread the gospel message *God's Mercy at Work* through our good deeds as we generously support the Archbishop's Annual Appeal as faithful stewards of the gifts God has entrusted us with. We pray to the Lord.
- For all who seek to learn more about *God's Mercy at Work* the 2016 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.