



Catholic Appeal of South Carolina

2023
Leadership Guide



2023 Catholic Appeal of South Carolina LEADERSHIP MANUAL *Table of Contents*

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ROMAN CATHOLIC
DIOCESE
OF CHARLESTON
OFFICE OF THE BISHOP

January 2023

Dear Brothers and Sisters in Christ,

Each year, our diocese embarks on a mission to invite every Catholic household in South Carolina to offer a gift in support of the statewide schools, programs, and ministries that are sharing the love of Christ with all who seek it. This effort has been known as the Bishop's Annual Appeal since 2013. In this new era for the Diocese of Charleston, I have directed the Office of Stewardship & Mission Advancement to rebrand this appeal as a way of rejuvenating our outreach and growing overall support. It will be through your leadership that the inaugural year of the **Catholic Appeal of South Carolina** will ensure a flourishing, community-driven future for the Catholic Church in our state.

I am deeply grateful that you have chosen to assist your pastor by leading this effort for your parish. Not only will the Catholic Appeal of South Carolina (CASC) offer a renewed call to your parishioners to participate as members of our greater Catholic family, but new tools will be offered to you and your fellow volunteers to maintain a strong spirit of thankfulness for their generosity. As you know, much of what we are able to accomplish as a diocese is reliant upon a robust response from the faithful, and I pray that you remain devoted to this cause throughout the year and utilize the numerous resources that will be provided to your parish to encourage generous giving.

Our goal for the Catholic Appeal of South Carolina in 2023 is **\$5,000,000**. While this monetary target will fund our critical educational, catechetical, and charitable outreach programs, I believe that our participation target of 25% of registered households is the goal that we can certainly achieve through your leadership. Thus, confirming the growing vibrancy of our Church in every corner of South Carolina. We will accomplish this by stressing that gifts of **any size** can make a difference.

By assisting with the Appeal, you are offering a personal testimony of support for others to follow; your service is very valuable. Should you have questions or need assistance, please contact the Office of Stewardship & Mission Advancement at (843) 261-0437; our staff is available to help you.

Please know that you are in my prayers. I wish you much success in promoting these important ministries to your parish families. May God bless you, and may He grant you and your loved ones a Happy New Year.

In Christ's Love,

Most Reverend Jacques Fabre-Jeune, CS

INTRODUCTION

The Diocese of Charleston is:

199,543 Catholics
79,116 Households
94 Parishes and 21 Missions (115 total)
32 Catholic Schools
31,189 Square Miles

One Diocese in Faith and Family

The Catholics of our diocese, however diverse, are united by our faith in Christ. We are members of a universal Church that we celebrate in our parishes and homes. We live out and practice our faith as members of one family, the Body of Christ.

In each of our communities, we are led by our pastors – our shepherds – who, as our spiritual leaders, are responsible for guiding us in our everyday lives. Our bishop, the Most Reverend Jacques Fabre-Jeune, continues to provide the leadership and spiritual guidance to the larger Catholic family in South Carolina.

While parishes rely on the financial support of parishioners through weekly offertory collections, the Diocese relies on the faithful to make possible the many services it provides. The Appeal is an opportunity for each and every Catholic household to help further the mission of the Church in South Carolina.

This manual has been prepared to familiarize the clergy and lay leadership of the Diocese of Charleston with the operational plan for the 2023 Catholic Appeal of South Carolina.

The Office of Stewardship and Mission Advancement will assist you and your parish with the implementation of the appeal plan to make it a successful endeavor. The Appeal is an organized effort to give every Catholic family in the Diocese of Charleston the opportunity to make a gift to the best of their financial ability.

Thank you for your leadership and support in helping to carry this message to your parishioners!

The Catholic Appeal of South Carolina is designed to:

- Reach out to every Catholic in the Diocese by promoting a *true stewardship way of life*.
- Encourage sacrificial giving in the form of a pledge that is payable over ten months.
- Encourage maximum participation of parishioners.

Throughout the Appeal, the Office of Stewardship & Mission Advancement will provide continued assistance to you and your parish. We are ready to assist you in every reasonable way, **but cannot substitute for effective parish leadership**; success depends upon your enthusiasm and willingness to do what is necessary to make this effort work.

The Office of Stewardship & Mission Advancement is responsible for the following CASC activities:

- Establishing the CASC timeline and case statement of needs.
- Creating and distributing all operative materials, including manuals, brochures, pledge cards, posters, etc.
- Training pastors and volunteers on the CASC presentations and timeline.
- Recording and tracking all contributions to the CASC.
- Providing monthly, online updates regarding donations made to the CASC.
- Sending pledge reminders to donors for the ten-month pledge period.
- Generating thank-you cards and letters to all donors.
- Generating tax letters to all who contribute at least \$100 or specifically request a letter.
- Issuing rebates to those parishes that have exceeded their goal.

NEW IN 2023: RESOURCES TO THANK EACH DONOR FROM YOUR PARISH

The Office of Stewardship & Mission Advancement has partnered with *Reporting Xpress*, a secure third-party data service that will provide electronic reports to designated representatives of each parish in our diocese. These reports will list the contact information of your parish's current donors to the Catholic Appeal of South Carolina, as well as your parish's overall progress toward its goal.

This service is being provided so that your parish (the pastor or chairperson) is able to offer a personal message of thanks to each parishioner who helps your parish reach its CASC goal. **Please take some time with your pastor** to determine a system for how your parish will offer thanks to your donors. The diocese will continue to offer a message of thanks from the Bishop to each donor.

What is the significance of this service?

Nationwide surveys have shown that donors who are directly thanked for their donations by their parish are not only more likely to continue supporting their local annual appeal but may also increase their giving levels to your parish's offertory and other fundraising initiatives. In our ongoing effort to surpass 25% participation, implementation of this strategy for the CASC will undoubtedly help with donor retention year-over-year and will likely ensure your parishioners feel appreciated for their gift.

How will it work?

- ◆ CASC parish volunteers who are diocesan employees with a @charlestandiocese.org e-mail address will be able to access an online portal where they will be able to download their parish's current donor report whenever they want. Instructions to access the online portal will be provided to all parish volunteers who are diocesan employees.
- ◆ CASC parish volunteers who are not diocesan employees will receive automatic reports once a month to an e-mail address they provide to the Office of Stewardship & Mission Advancement.

What will the reports show?

- ◆ The reports will include each individual donor to the CASC from your parish, along with their phone number, e-mail address, and home address. This will allow the pastor or chairperson to offer a message of thanks either by phone, e-mail, or letter.

How should the reports be utilized?

- ◆ The reports will be arranged by the most recent gifts, which will make it easy to identify who the newest donors are throughout the year and who should be thanked.
- ◆ When you receive a report, please take a minute to look it over to see if your parish has a new CASC donor. If so, please coordinate with your pastor about who will reach out to the donor to thank them for their gift in a timely manner. Sample language for thank-you e-mails and/or letters are included on page 22.

CATHOLIC APPEAL OF SOUTH CAROLINA

LEADERSHIP ROLES

While our office will be responsible for the preparation of all Appeal materials and offer assistance and support, the most significant aspects of the Appeal are **organization** and **leadership** at the parish level. Success is very closely tied to these factors and to the individuals who assume leadership roles in the Appeal. We ask for your enthusiasm and willingness to do what is necessary to make this effort successful!

On the **DIOCESAN LEVEL**, the Diocese will be responsible for the preparation of the appeal plan, timetable, and the production of appeal printed materials such as pledge cards, posters, etc. The Diocese also will be responsible for mailing the CASC packet of information to every registered household. The staff also will be available to provide advice, encouragement, and motivation to parish volunteers and staff.

On the **PARISH LEVEL**, leadership includes the pastor, general chairperson(s), parish secretary, and a small group of appeal volunteers.

The **PASTOR** or parish life facilitator is responsible for the implementation of the appeal plan in his parish. Enthusiastic support by the pastor is **CRITICAL** to the success of the Appeal. He is asked to set the pace and the tone of the endeavor so that optimum results are achieved. He is asked to make the appropriate pulpit presentations so parishioners are adequately informed, prepared, and motivated to participate generously in the Appeal. The pastor also is responsible for recruiting the general chairperson or other lay speaker to make a presentation at all Masses on the appropriate weekend.

The **PARISH SECRETARY** is responsible for inserting appeal newsletters into the bulletin, processing pledge cards, and keeping in contact with the Office of Stewardship.

The **GENERAL CHAIRPERSON(S)** will be responsible for assisting the pastor during the Appeal, coordinating volunteers, as well as making a pulpit presentation at all Masses on one weekend.

The **APPEAL VOLUNTEERS** are asked to staff tables after Masses to assist fellow parishioners with appeal and pledge card-related questions. Appeal volunteers also are asked to help place extra pledge envelopes in the pews for Pledge Weekend.

Role of the Pastor

- ◆ Pray for the success of the Catholic Appeal of South Carolina during Mass and at various parish functions.
- ◆ Recruit a chairperson to deliver a pulpit presentation during the Appeal.
- ◆ Speak enthusiastically about the Catholic Appeal, outline the program to the entire parish family, and challenge each to consider a pledge over the next ten months to the best of their financial ability.
- ◆ Draft an appeal letter to be mailed to all households or printed in the bulletin.
- ◆ Assist in making arrangements to show CASC video one weekend at all Masses and also deliver via email communication.
- ◆ Be personally involved with your own gift. This is the type of leadership that parishioners will follow.

Role of the Chairperson(s)

- ◆ Be a well-known and recognized parish leader who is a generous and consistent supporter of the parish, making a gift or pledge by the end of January.
- ◆ Make a presentation at Mass during the Appeal effort, and encourage all parishioners to consider a gift to the best of their financial ability.
- ◆ Be sure that all promotional materials and information are presented to parishioners.
- ◆ Remain in regular contact with the pastor, appeal volunteers, and Office of Stewardship and Mission Advancement throughout the Appeal.
- ◆ **NEW IN 2023:** As overviewed on the previous page, each chairperson may receive electronic reports to their e-mail accounts that list your parish's current donors to the CASC on a monthly basis. These reports will contain the contact information of each participating parishioner and will be organized by the most recent donations. This information should be used by the pastor and/or chairperson to reach out to each donor (by letter, e-mail, or phone call) and thank them for their support.

Role of the Parish Secretary

- ◆ Remain in regular contact with the pastor, general chairperson(s), and Appeal volunteers.
- ◆ Ensure that Appeal newsletters provided by our office are copied and inserted into the parish's weekly bulletin and that pledge cards are placed in the pews. Also, place a petition for the Catholic Appeal of South Carolina in the weekly bulletin.
- ◆ Maintain regular contact with the Office of Stewardship for materials (brochures, pledge cards, etc.), reports, and other Appeal information.
- ◆ Remit all pledge envelopes to the Diocese.
(See page 18 for procedure)

Role of the Appeal Volunteers

- ◆ Assist the pastor, general chairperson(s), and parish secretary throughout the Appeal.
- ◆ Be familiar with all Appeal materials (brochures, pledge cards, etc.).
- ◆ Volunteer at information tables after Mass on the appropriate weekends in order to answer questions concerning the Appeal and assist your fellow parishioners with completing pledge cards.

The following pages contain the calendar and timeline for the 2023 Catholic Appeal of SC.

January 2023						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1 New Year's Day	2 New Year's Day Holiday-offices closed	3	4	5	6 2022 BAA & Bicentennial Campaign Books Close	7
8	9	10	11 2:00 PM RCM Columbia St. Joseph's	12 2:00 PM RCM Greenville St. Mary Magdalene	13	14
15	16 Martin Luther King Day-offices closed	17 2:00 PM RCM 6:00PM LGR Aiken St. Mary's Help of Christians	18 2:00 PM RCM Charleston DOC Assembly Hall	19 2:00 PM RCM Beaufort St. Gregory the Great	20	21
22	23	24 2:00 PM RCM 6:00PM LGR Rock Hill St. Philip Neri	25	26	27	28
29	30	31 2:00 PM RCM 6:00PM LGR Myrtle Beach Our Lady Star of the Sea	1 2:00 PM RCM Florence St. Ann			
Notes: <ul style="list-style-type: none"> • Each parish is responsible for sending a representative(s) to one of the Regional Committee Meetings (RCM). It is strongly encouraged that the parish pastor and CASC General Chairperson(s) attend one of the events as well. • The details of the 2023 CASC will be reviewed at each RCM. • LGR- Stands for Leadership Gift Reception and people MUST register to attend • Materials will be delivered to your parish before the Appeal begins. • Please RSVP to the Stewardship Office to indicate which event your representative(s) will be attending and the name of your parish Chairperson. 						

February 2023

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
<p>Bishop Fabre's CASC Letter mailed to all registered households this week. Mailing includes:</p> <ul style="list-style-type: none"> • CASC Letter • CASC Brochure • Personalized pledge card with return envelope 			1	2	3	4 Kickoff Weekend Presentation by Pastor Show CASC Video CASC Petitions Newsletter #1
5 Kickoff Weekend Presentation by Pastor Show CASC Video CASC Petitions Newsletter #1	6	7	8	9 6:00PM LGR Charleston DOC Pastoral Center	10	11 Week #2 Chairperson Presentation *Schedule "B" Kickoff Weekend Newsletter #2
12 Week #2 Chairperson Presentation *Schedule "B" Kickoff Weekend Newsletter #2	13	14	15	16	17	18 Week #3 Pledge Weekend *Schedule "B" Chairperson Talk Newsletter #3
19 Week #3 Pledge Weekend *Schedule "B" Chairperson Talk Newsletter #3	20 President's Day-Offices Closed	21	22 Ash Wednesday	23	24	25 Week #4 Follow Up Weekend *Schedule "B" Pledge Weekend Newsletter #4
26 Week #4 Follow Up Weekend *Schedule "B" Pledge Weekend Newsletter #4	27	28				

2023 CATHOLIC APPEAL OF SOUTH CAROLINA TIMETABLE

The following highlights the events/deadlines that take place during the active phase of the Appeal on a week-by-week basis.

January 4th to January 31st: Training and Preparation

- ◆ Attend a Regional Committee Meeting in your Deanery
- ◆ Appeal materials will be distributed to all parishes
- ◆ Pastor's letter mailed or inserted into bulletin
- ◆ Invitations to Mass and a Reception with the Bishop will be extended to His Garden Society members

February 4th and 5th: Kickoff Weekend

- ◆ Pastor to speak at all Masses announcing the beginning of the 2023 CASC
See Pulpit Presentation #1 on page 13
- ◆ Newsletter #1 to be inserted into the parish bulletin and circulated via email
- ◆ Video presentation at all Masses
- ◆ Posters should be placed in the church
- ◆ Diocesan mailing is sent to all registered parishioners in the parish and will include:
 - Personal letter of appeal from Bishop Fabre
 - Appeal brochure
 - Personalized pledge card and return envelope

February 11th and 12th: Chairperson Weekend

- ◆ General chairperson(s) to speak at all Masses
See Pulpit Presentation #2 on page 15
- ◆ Newsletter #2 to be inserted into the parish bulletin and circulated via email
- ◆ Additional brochures and pledge cards made available at Masses

February 18th and 19th: Pledge Weekend

- ◆ Pastor to speak
See Pulpit Presentation #3 on page 16
- ◆ Newsletter #3 inserted into parish bulletin and circulated via email
- ◆ Additional pledge cards to be placed in pews and in the back of church
- ◆ Volunteers set up and staff "information tables" after all Masses to meet parishioners who have questions about making a pledge
- ◆ Pledge cards are given to the parish Secretary who will send them to the Diocese
 - *(See page 18 for procedure)*

- All CASC presentations should take place either at the start of Mass or before the homily
- Please have ushers pass out pledge envelopes the weekend of Pledge Weekend

**Schedule "B" is designed exclusively for parishes that might need to move the overall schedule one week.
Please notify the Stewardship Office if this is necessary!*

February 25th and 26th:

Follow-Up Weekend

- ◆ Pastor to make follow-up announcement at all Masses
See Pulpit Presentation #4 on page 17
- ◆ Newsletter #4 inserted into parish bulletin and circulated via email
- ◆ Pledge cards are given to the parish secretary who will send them to the Diocese

Week of June 5th:

Follow-Up Diocesan Mailing

- ◆ ***Follow-up mailing*** from the Diocese to all families who have not participated:
 - Follow-up Appeal letter from Bishop Fabre
 - Newsletter #5 inserted into parish bulletin and circulated via email
 - Personalized pledge card and return envelope

PULPIT PRESENTATION #1

KICKOFF WEEKEND (2/4 and 2/5)

(To be delivered by the pastor in each parish, either before each Mass or as part of the homily)

Today, I would like to announce that our parish is beginning its participation in the annual appeal to strengthen the many critical elements of the Catholic Church in South Carolina. Formerly known as the Bishop's Annual Appeal, this effort is taking a new direction and – going forward – will be known as the Catholic Appeal of South Carolina, or the C.A.S.C.

We join our Catholic brothers and sisters throughout our state to provide support for several essential ministries of our church. Every year, the Appeal challenges us to look outside our parish boundaries and recognize the universal causes of our church. This challenge will not change under the CASC, as it is more important than ever that the statewide programs and ministries are supported by our Catholic community.

Today, we have arranged to watch the 2023 Catholic Appeal video, which highlights some of the ministries that are funded through your generosity.

*****SHOW APPEAL VIDEO***
(Duration - 5 minutes)**

Over the next few weeks, you will receive information regarding the Appeal in the mail. You also will be hearing more about the CASC during Mass over the next few weeks.

We ask you to make your commitment by or on the weekend of **February 11th and 12th**.

Thank you for your prayerful consideration and support of these important ministries that support our diocese and our local parish.

Additional Comments to Consider:

- Report last year's statistics (did your parish reach goal?)
- Deacons who serve the parish are supported by the CASC
- Is there a local Catholic Charities office that serves and supports your community?
- Are there local college or universities with campus ministry programs?
- Are there seminarians or recently ordained priests who have served or are serving in your parish?
- Do you have youth that have attended CLI, DYC, SEARCH, or other Youth Ministry retreats?

Why Have a Lay Witness?

Inviting the CASC Chairperson (or another lay witness) to speak to the congregation provides increased motivation to participate in the Appeal. The use of a lay witness is an effective means of increasing participation, identifying with a fellow parishioner, and hearing a different perspective on the importance of supporting the funded ministries. It often is said that “**people give to people.**” The lay witness presentation provides parishioners with a peer-to-peer example of why the Catholic Appeal of South Carolina is an important responsibility shared by all members of the Diocese.

Who Should Be Asked To Make The Lay Witness Presentation?

- Generally, this is the role of the CASC Chairperson.
- In any case, the speaker should be the following:
 - An active parishioner
 - An energetic and enthusiastic speaker
 - A contributor to the Catholic Appeal of South Carolina
 - An active and engaged member of the parish

What Are You Asked To Do As A Lay Witness Presenter?

- Meet with your pastor and attend a Committee Meeting Webinar to review your role as a lay presenter.
- Ensure that the pastor will introduce you at each Mass during the designated weekend.
- Arrange with the pastor for an opportunity to practice from the pulpit in the church.
- Your talk should augment the pastor’s thoughts, not serve as a replacement.

Basic Hints for Developing Your Presentation:

- Jot down and outline your thoughts.
- Write out the outline using large, double-spaced print.
- Actual stories and experiences work better than statistics.
- Try to keep your talk less than five minutes in duration.
- Speak from the heart – strive to deliver the talk in a sincere, enthusiastic, and friendly manner.

Suggestions in Preparing Your Presentation:

1. Speaking from the pulpit requires a level of reverence – be aware of your appearance.
2. Practice, practice, practice! Rehearse your talk and deliver it to your spouse, family, or friend.
3. Speak clearly and more slowly than usual to give your listeners time to follow the presentation.
4. Make your gift first! Tell the parishioners that you have pledged your financial support.
5. Express gratitude and thanks in your talk and enjoy the experience.

PULPIT PRESENTATION #2

CHAIRPERSON WEEKEND (2/11 AND 2/12)

(To be delivered by the general chairperson or another lay speaker)

Good evening / good morning!

I have been asked by (Pastor Name _____) to speak to you briefly today about my experience with participating in the efforts of the greater Church. For well over 50 years, our diocese, through its parishes, schools, and ministries, has enjoyed serving and supporting the people of South Carolina. We support our parish, but it is important to reach out beyond our walls. Starting this year, the annual appeal formerly known as the Bishop's Annual Appeal will take a new direction and going forward, will be known as the Catholic Appeal of South Carolina. A gift to the 2023 Catholic Appeal of South Carolina helps address the needs of our entire diocesan family, Catholic or not, which makes up the entirety of our state.

Part of our responsibility as Christian stewards is giving back financially. As stewards, we are called to give of our time through service and prayer, our talents through work and ministry, and our treasure by supporting our Church and our brothers and sisters in Christ who need us. Participating in the Catholic Appeal of South Carolina is an opportunity to practice living out stewardship of our treasure.

The Appeal supports Catholic Charities, funding for retired priests, youth ministry, outreach ministries to the poor, formation for our seminarians, college campus ministries, and so much more.

This year, we have a parish goal of raising \$_____ over the next ten months.

(Mention the success of previous years' appeals if you have consistently reached your target and also state your parish participation rate.)

The details of the Appeal are outlined in your campaign brochure that was mailed to you this week. If you did not receive this material in the mail, it is available today in the back of church.

Take this time to share your personal testimony as to why you feel it important to support the needs of our broader church in South Carolina

Next weekend will be Pledge Weekend in our parish. At Mass, we will take a moment to ask for your gift and will collect your completed pledge envelope. As you consider your contribution to this year's Catholic Appeal of South Carolina, I would encourage you to reflect on the many gifts and blessings that you have in your life. All of the ministries in the Appeal are worthwhile, and the needs are great. But when we come together, we can do so much more.

Please join me and my family in donating to the 2023 Catholic Appeal of South Carolina. Thank you again for your support of our local parish and the Diocese.

PULPIT PRESENTATION #3

PLEDGE WEEKEND (2/18 and 2/19)

(To be delivered by the pastor, either before Mass or during the homily)

I want to thank you for your attention and interest as we've presented the 2023 Catholic Appeal of South Carolina the past few weeks.

As your Pastor, I want you to know that I support this effort, and I know that we will do our best to achieve our parish goal. The Catholic Appeal of South Carolina provides the means to continue the mission that Christ has entrusted to us: to serve, to educate, to care for the poor, and to be an inspiration of hope. The ministries, seminarians, retired priests, and programs that benefit from this effort allow us to fulfill the mission given to us all. The Appeal is also one way that we are passing on our faith to the next generation.

At this point, I will ask everyone over the next few minutes, to make your commitment and complete a pledge envelope. For those of you who have already made a gift, I thank you for your generosity. In a few minutes, I will have the ushers pick up all envelopes and pledge cards, including those that have been brought today. Please remember that any gift of any size is a tremendous blessing. It is not about how much you can give, but that you are making the choice to do so.

For parishes that distribute their own CASC envelopes:

If you are already contributing to the Appeal through a monthly CASC envelope that we provide, please continue to do so. Thank you once again for listening today and over the past few weeks. In several weeks, we will give you an update on our progress, participation, and the success of the Appeal.

PULPIT PRESENTATION #4

FOLLOW-UP WEEKEND (2/25 and 2/26)

(To be delivered by the pastor or priest)

I would like to thank everyone for their participation and support of the 2023 Catholic Appeal of South Carolina. I also would like to thank all of those who volunteered their time to help make this effort the success it has become.

If you have not yet made a gift to the CASC, I encourage you to do so today or as soon as possible. Remember, our challenge this year is to reach 25% parish participation from our parish families. Even a gift of \$20 or \$10 means you are participating and helping us reach this goal.

I, along with Bishop Fabre, would like to thank you for your help in making this year's Catholic Appeal of South Carolina.

****PLEASE SHARE CURRENT APPEAL PROGRESS, WHICH CAN BE FOUND ON THE REPORTS
GENERATED BY REPORTING XPRESS (COVERED ON PAGE 6)***

REMITTANCE OF PLEDGES TO THE DIOCESE OF CHARLESTON

In order to expedite the remittance of pledges received at each parish to the Diocese and the posting of progress reports, the following procedures have been established:

- ◆ Beginning the weekend of **February 5th** each parish should expect to receive pledges in both a special collection as well as through the offertory collection in the following weeks.
- ◆ The Office of Stewardship will provide each parish with a self-addressed Tyvek “mailing bag.”
- ◆ ***Please DO NOT send cash!***
- ◆ **Open up all envelopes to remove any cash donations.** Please write one parish check to cover the amount of any cash donations. With the parish check, please include either (i) a list of parishioners who made cash donations (including their address and donation amount), or (ii) the empty CASC envelopes that contained parishioners’ cash donations or both. This allows us to credit the donor for his/her gifts. Include a note if any portion of a parish check represents anonymous cash contributions.
- ◆ If a new parishioner is listed on a cash donation list (see previous bullet point), then please include all parishioner information (e.g., name, spouse, address, phone number, etc.).
- ◆ Leave all envelopes with checks intact. Bundle and mail them in “as is” condition.
- ◆ **Do NOT** write anything on the “pay to order of” line of the check. Checks are perfectly acceptable whether they are made out to CASC, the Diocese, or the name of your parish.

Send in contributions to the Stewardship Office *at least* ONCE A WEEK

Please **DO NOT** hold parishioners’ checks in your office for more than one week before mailing them. This causes many checks to be returned due to insufficient funds, it also prevents us from practicing good stewardship by thanking donors in a timely manner. Thank you so much for your help.

If you have any questions or concerns, please contact:

Ruthie Major, Mission Advancement Coordinator | (843) 261-0438 | rmajor@charlestondiocese.org
Garland Crowley, Development Assistant | (843) 261-0437 | gcrowley@charlestondiocese.org

SAMPLE PASTOR LETTER

Please place on parish letterhead or white paper and mail to all registered parishioners by Friday, January 27th. Alternatively, this letter may be inserted directly into the bulletin January 28th and 29st.

January 2023

Dear Parishioners and Friends,

As we begin the inaugural year of the Catholic Appeal of South Carolina, I encourage your sacrificial support as we join this effort with Catholics throughout our state. Every day, our diocesan-wide ministries are offering care to the poor and disadvantaged, educating our youth and adults, and supporting the clergy and religious that are serving in every corner of South Carolina. The Catholic Appeal challenges us to look beyond our own parish boundaries and consider the broader mission of the Church, not just in South Carolina but throughout the world.

With an overall goal of \$5,000,000 dollars, and a parish target of \$_____, this undertaking presents you, as parishioners, with an opportunity to support the universal mission of our church. When we surpass our goal, we then receive back 50% of funds raised beyond our goal. Remember: it is not about how much you can give, but that you are confirming your faith in this effort by giving in any capacity.

In the coming weeks, each of us will have an opportunity to support this cause through the direct mail appeal from Bishop Fabre and at weekend Mass. I know we will respond to this challenge as we have in previous years.

Thank you again for all that you do to support our parish and diocese. May God continue to bless you and your loved ones.

Yours in Christ,

(SIGNATURE)

Pastor [or substitute], Parish/Mission Name

SAMPLE LETTER TO USHERS

Weekend of February 19th and 20th

Dear Ushers,

The Diocese of Charleston has embarked on the 2023 Catholic Appeal of South Carolina. This weekend, I will ask all of our parishioners to make a commitment to join in this Appeal. This weekend is “Pledge Weekend” in our parish, and your assistance as an usher at Masses this weekend is appreciated.

During each Mass (2/19 & 2/20):

As part of my homily, I will ask everyone to submit their pledge cards or donations.

There will be a pause while I ask everyone who has not made a commitment to the Appeal to do so by filling out a pledge envelope (pledge envelopes and pencils will be in the pews).

I then will ask you to retrieve all pledges and donations. I then will proceed with the [start of the Mass or the remainder of the homily].

Please bring all pledges and donations to the sacristy. Do not mix or mingle the CASC collection with offertory collections, not even cash. Completed envelopes should be stored for counting.

Thank you for your commitment to the parish and for your valuable service to your parish community.

Sincerely yours in Christ,

Pastor [or substitute]

SAMPLE PETITIONS

The following is a list of sample petitions for use in the Prayers of the Faithful. Please use one CASC petition each weekend throughout the month of February.

Kickoff Weekend (February 4th and 5th)

- ◆ *That as we are called to support the ministries of our church through the Catholic Appeal of South Carolina, we resolve to practice our faith in this very practical, meaningful way...We pray to the Lord.*
- ◆ *That through our participation in the annual Catholic Appeal of South Carolina, we continue to be channels of the living and loving presence of Christ in our world...We pray to the Lord.*

Chairperson Weekend (February 11th and 12th)

- ◆ *That as we make our commitment to the Catholic Appeal of South Carolina, we may remember God's generosity to us...We pray to the Lord.*
- ◆ *That as we participate in the 2023 Catholic Appeal of South Carolina to help others, we give thanks to our God for the gifts and blessings we have received...We pray to the Lord.*

Pledge Weekend (February 19th and 20th)

- ◆ *That God's blessings are upon every parish throughout the Diocese on this Pledge Weekend for the 2023 Catholic Appeal of South Carolina...We pray to the Lord.*
- ◆ *That we may respond generously to the 2023 Catholic Appeal of South Carolina as faithful stewards of the gifts God has entrusted to us...We pray to the Lord.*

Follow-Up Weekend (February 25th and 26th)

- ◆ *That each one of us will seriously consider reaching out to the needs of others by supporting the Catholic Appeal of South Carolina...We pray to the Lord.*
- ◆ *That as we make our commitment to the 2023 Catholic Appeal of South Carolina, we may remember God's loving generosity to us...We pray to the Lord.*

SAMPLE “THANK YOU” CORRESPONDENCE TO EACH OF YOUR DONORS

If being sent by mail:

Please place on parish letterhead or white paper.

If being sent by e-mail:

*Please send from pastor/chairperson’s e-mail account with the subject:
“Thank you for your gift to the CASC at [Parish Name]”*

[Date]

Dear [Parishioner Name],

I am writing you this note to offer a heartfelt thanks for your generous gift of \$[donation amount] to the 2023 Catholic Appeal of South Carolina. As a parishioner at [Parish Name], I am grateful that you have recognized the important work of the Catholic Church beyond our parish walls and have chosen to offer your support to its critical schools, programs, and ministries.

As we continue to pray for surpassing 25% participation from our parish family in 2023, you have helped us move one step closer to this target, and we are deeply appreciative of your generosity. Should you have any questions about your gift to the Catholic Appeal of SC, please reach out to the Diocese of Charleston’s Office of Stewardship & Mission Advancement at (843) 261-0437.

I thank you again for your wonderful display of generosity in supporting those who act as the hands and feet of Christ in every corner of this state.

Yours in Christ,

(SIGNATURE)

Pastor [or substitute], Parish/Mission Name

Audio Visual Companies

AV Companies	Address	Phone	Website
Charleston			
AV Connections - Charleston	1012-C St. Andrews Blvd. Charleston, SC 29407	(843) 529-1449	www.avconnectionscc.com
Production Design Associates	2799 Three Lakes Rd. N. Charleston, SC 29418	(843) 554-3466	www.pdastage.com
Fox Audio Visual	3005 W. Montague Ave Ste H N. Charleston, SC 29418	(843) 608-9473	www.foxaudiovisual.com
Innovative Event Services	811 Longbranch Dr. Charleston, SC 29414	(843) 906-7044	www.iesproductions.com
Beaufort			
PSAV® Presentation Services	18 Hunter Road, Suite 7 Hilton Head Island, SC 29926	(843) 681-2034	http://www.psav.com/hiltonhead
Columbia			
ACS Sound and Lighting	412 Huger Street Columbia, SC 29201	(803) 791-7200	www.acsweb.com
Myrtle Beach			
AV Connections - Wilmington	245 Executive Park Blvd. Winston-Salem, NC 27103	(336) 768-5454	www.avconnectionscc.com
Marshall Light & Sound Rental	Myrtle Beach, SC 29577-8870	(843) 448-2297	www.marshalllightsoundrental.com
Greenville			
Multi Media Services	1029 Thousand Oaks Blvd. Greenville, SC 29607	(864) 297-8533	www.mmsav.com
Sound System and More	136 Cross Creek Connector Greenwood, SC 29649	(864) 943-2319	www.soundsystemsandmore.com

AV Companies to contact for equipment and sound, if not already available in the Parish.
All parishes need to show the 2023 Catholic Appeal of South Carolina Video.

Contact Information

Catholic Appeal
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Charleston, SC 29407

catholicappeal@charlestdiocese.org

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