



Sowing God's Spirit

Inviting you on the faith journey

Parish Resource Manual

2025 ANNUAL
DIOCESAN APPEAL



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ADA Prayer

Oh Lord, giver of life and source of our freedom, we thank You for the many gifts You have given to us and we invite your presence in our lives at all times. We know that it is from Your goodness that we have received all that we have.

Gracious and loving God, we understand that You call us to be the stewards of Your abundance, the caretakers of

all you have entrusted to us.

Through the Annual Diocesan Appeal, help us to use Your gifts wisely and teach us to share them generously. In this new year of our Diocese, may our faithful stewardship bear witness to the love of Christ in our lives.

Through Your Son, Jesus Christ, make our prayer to You one of faith, hope and charity for all of Your people.

AMEN

Oh Señor, dador de vida y fuente de nuestra libertad, te damos gracias por los muchos dones que nos has dado e invitamos a tu presencia en nuestras vidas en todo momento. Sabemos que es de Tu bondad que hemos recibido todo lo que tenemos.

Dios misericordioso y amoroso, entendemos que nos llamas a ser los mayordomos de tu abundancia, los cuidadores de todo lo que nos has confiado.

A través de la Campaña Diocesana Anual, ayúdanos a usar tus dones sabiamente y enséñanos a compartirlos generosamente. Que en este nuevo año de nuestra Diócesis, que nuestra fiel mayordomía dé testimonio del amor de Cristo en nuestras vidas.

Por Tu Hijo, Jesucristo, haz que nuestra oración a Ti sea de fe, esperanza y caridad para todo Tu pueblo.

AMÉN

Dear Pastor, ADA Coordinators, and Friends

As always, we want to thank you for your time and efforts that you put into the Annual Diocesan Appeal each year!

Bishop Joensen, in his letter this year, speaks of the aspects of our faith journey; *encounter, friendship and communion*. He speaks of the way these orient us in everything we do as the Body of Christ in Southwest Iowa.

Our goal in the Stewardship office is to provide you with the resources you need to support the ADA. In this manual are several resources, there are resources on the website. If there are items or ideas you have – contact us.

The contribution card is different again, this year. Please do not use any previous years. We have extra if you need more.

The letter from the Bishop and personalized contribution cards are only being sent to those that have contributed to the ADA in the past 3 years. All other parishioners are receiving a postcard asking them to contribute online. This means the only contribution cards you will process through your offices will be the cards that you distribute in pew or the few that parishioners have chosen not to mail.

We have included a section on recurring giving and why to promote this in your parish. As well as a section on **increasing participation**.

One of the most successful strategies when encouraging participation in the ADA is to share stories of how the appeal supports the ministries within your parish. Take a look at the enclosed list of Services and Ministries. Identify ministries that your parish has called upon and how you have used their resources. Site specific instances if appropriate. ***Moreover, the most effective way to share the stories and request support is when it comes directly from the pastor.***

The ADA video and a series of short videos are linked on the resources page of our website- <https://www.dmdiocese.org/resources/stewardship/ada>.

Our hope and desire for each of you is for your 2025 appeal to be successful and wrapped up within the six week campaign!

Please reach out to us with any questions you have!

Renny Crawford
Annual Giving Coordinator

Contact Information

Renny Crawford, Annual Giving Coordinator

Phone:(515) 237-5083 *Email: rcrawford@dmdiocese.org*

Questions regarding:

- ADA timelines/schedule
- Pastor/leadership concerns
- Training of volunteers and parish staff
- ADA reports (pledges & gifts)
- ADA supplies – letterhead, brochures, envelopes, etc.
- Pledge balances or payment information
- Assistance with fundraising
- Use of the materials provided (contribution cards, bulletin inserts, letters, reports)

Laura Hofstrand, Controller

Phone: (515) 237-5009 Email: lhofstrand@dmdiocese.org

Questions regarding:

- ADA Reports , parish goal formula or total goal amount
- The breakdown of the diocesan budget

Appeal Timeline

February 2025

Parishes asked to complete survey

Kick-Off Meetings & packet pick up February 24 - St. Patrick Council Bluffs & St. Michael, Harlan
Feb 26, 2025 Holy Spirit, Creston & Boniface, Waukee

Packet includes:

- **ADA posters – Spanish available**
- **Information sheet with Diocesan ministries and offices supported by the ADA**
- **Diocesan fact sheet**
- **Manual containing details on how to conduct the campaign**
 - Forms
 - Explanation of various tools
 - Pulpit, Bulletin, Social Media announcements
 - Transmittal instructions with forms & envelopes
- **In-pew blank contribution cards**
- **QR code cards**
- **Transmittal sheets, instructions and pre-addressed envelopes**

Week of February 16, 2025

- Leadership mailing to 13,500 prospects at various gift request levels includes:
 - Letter from Bishop Joensen with contribution card attached
 - Return envelope (leadership gifts are mailed to the Diocese directly.)

February 23, 2025

- General Appeal begins to drop
- 22,500 + registered parish families
- Postcard with appeal message and website – no contribution card sent
- Pulpit/Bulletin announcements regarding ADA next Weekend

March 1 & 2, 2025 APPEAL WEEKEND

- Make request at Mass
- Share ADA Videos with Parish at all Masses or via social media channels
- Promote online giving & ADA website
- Emphasize participation

March 2 – May 30, 2025

- Parish collection and reporting procedures continue
- Parish reports will come out no more than 2'xs per month after this

March 7, 2025

- Provide first report to parishes for Advanced Gifts received at diocese – all reports will be emailed to the pastor and the ADA Parish Contact as reported on the questionnaire.

Week of April 8, 2025

- Parish should send Pastor's Follow-Up letter to non-donors (sample included on page 29 of this document). Contact the Diocese for an excel spreadsheet of your non-responders.

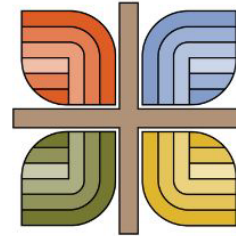
Week of April 13, 2025

- Email sent from Diocese to last year's contributors who have not yet made a contribution

Week of May 13, 2024

- Mailing to donors who gave last year, but not yet this year (LYBUNT) to the ADA.

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Conducting the ADA

What Makes a Successful ADA?

Essentials for Success

Prayer

Prayer is an often overlooked aspect to both giving and managing an appeal. Prayers of thanksgiving and reflection will offer everyone the opportunity to support the appeal and appreciate why this support is important.

Leadership & Testament

The **parish leadership** (pastor, administrators, deacons, employees, committee/council members) should make a commitment and then ask others to do the same by talking about the Annual Diocesan Appeal at Mass and parish/social functions. Filling out their commitment card and invite congregation to do the same is a great way to engage parishioners.

Talking with your fellow parishioners about what this appeal supports and providing an environment of success will yield tremendous results. As a staff and leadership group, discuss the resources and services that the Diocese has available and how you as a parish use them. Share that with your parishioners. Is it Faith Formation resources? Do you have a deacon? Did you make use of marriage prep resources? OCIA resources?

Do not make excuses for people who do not make a gift and do not assume anyone is exempt. *Remember, it is not the amount of the gift that is important, rather the sacrifice.* There should be 100% participation by parish leadership as an example.

Environment

Providing an environment in which the pastor and other leadership believe in the success of the appeal is critical. Human nature leads us to support what we perceive to be a successful effort. Successful appeals come from a tradition of success. If you are just establishing this tradition, be upbeat! Choose to be a source of encouragement, a pillar of strength and positive energy for your faith community. Focus on the Stewardship of giving.

Communication

Successful parishes report good communication as a key for success. In addition to talking about the appeal every week, use the bulletin announcements, the videos and the social media pieces. If you are not sure how to use them, contact our office and we can work with you.

Make the contribution cards available in pews at Mass along with information about the appeal goals, your parish goal and the level of commitment necessary to achieve these results.

Provide Opportunities

Have the Diocesan QR code displayed. It is on the Poster, print it in the bulletin, use the QR code cards in your packet around your Parish, in the pews, at the tables during coffee and donuts, at Parish events.....

Parish Timeline

One Week Prior to Appeal Weekend (February 22-23, 2025)

- Include the Annual Diocesan Appeal announcement in your parish bulletin. Begin the pulpit announcements. Suggested bulletin and pulpit announcements are provided on pages 29-31 of this manual and on website - dmdiocese.org/resources/stewardship/ada
- Announce at all Masses the date of the Annual Diocesan Appeal weekend (March 1 & 2).
- Every parishioner who has contributed to the ADA previously will receive a letter from Bishop Joensen, a contribution card with a suggested gift and a return envelope with return to the Diocese office. These will be mailed the week of February 16th
 - Every other registered and active parishioner in the diocese will be mailed a postcard. These general appeal postcards will be mailed after February 24. Encourage parishioners to be prepared to complete an in pew contribution card or access the Des Moines Diocese Giving site through the QR code.

March 1-2, 2025 (Annual Diocesan Appeal Weekend)

- Before each Mass, work with your coordinators and/or ushers:
 - Have a supply of pencils/pens in pews.
 - Have a supply of blank contribution cards available - if necessary; provide in pews. Encourage parishioners to use the QR code on the card.
 - Have sufficient ushers/volunteers to distribute and pick up contribution cards.
- Be certain to make the request for participation in the appeal and show the ADA video before or after every Mass.
- Continue to use bulletin announcements.
- The completed contribution cards can be collected at the offertory.
- Display the Des Moines Diocese Giving site QR code prominently (It is also on the poster and each contribution card) – encourage parishioners to give online to help save money, resources and time. (If they make their contribution via the website, there is no need to turn in their contribution card, unless they would like to mark that they contributed via website)
- Separate Annual Diocesan Appeal gifts and contribution cards from the Sunday offertory gifts.
- Deliver the Appeal gifts to the designated appeal coordinator.

March 8-9, 15-16, 22-23, 29-30 (Follow-up Weekends #1-4)

- Have the pencils and contribution cards available in the pews.
- Inform your parishioners of how your parish is doing. What is your participation percentage? Focus on participation. How close are you to exceeding your goal? Remind parishioners money raised above the appeal goal is refunded to the parish.
- **Thank** those who have given for their generosity.
- Continue to use the logo and social media pieces for bulletin inserts and announcements. Incorporate the Social Media and Video into your parish social media pages and website.

Week of April 6, 2025 (Follow-up Week #5)

- Follow up with non-responders. One suggestion is to send a letter from the pastor with the blank contribution card and a return envelope. An example of a follow up letter is in this manual and available on the website.

2025 Talking Points

- The Annual Diocesan Appeal is the major fundraising effort conducted annually throughout our 23-county Diocese with all parishes participating. It provides 75% of the operating funds for the Diocese.
- The Annual Diocesan Appeal ensures the Church's mission of serving the people of God in southwest Iowa can continue.
- We ask that each and every family of our Diocese pray for the success of the Appeal and consider a gift to the Appeal.
- The ADA is essential support as we seek to Sow God's Spirit in southwest Iowa. As a parish we receive administrative and material support. Priests receive retirement and health benefits. Our seminarians are supported in their discernment toward priesthood. Educational material and support is available to our faith formation coordinators.
- *Share specific examples that the support of and partnership with the Diocese helps your parish. What are specific examples of how you have worked with the Diocese for a need within your Parish?*
- Every parish meeting their parish goal has the opportunity to receive 100% of payments received above and beyond their parish goal, free from the Diocesan assessment.
- Encourage recurring giving – making a commitment to a regular electronic gift made monthly or annually.
- We are not providing pledge opportunities on the Contribution Cards. If they would like to make a pledge, they may go online and do so or contact our office.
- Every gift is tax-deductible.
- The average gift in 2024 was \$588
- A total of 8,415 households contributed to the 2024 Appeal (as of January, 2025).
- **Every gift matters. No gift is too small!**

Increasing Participation

Increasing Participation, at any level of giving

- One to One conversations are the most effective!
- Work on small segments at a time – i.e. under 40, under 40 with children, recently retired, anyone who has reached the age of needing to distribute from their IRA,
- Create a culture of We have all been blessed with gifts. As a Catholic Christian, we are called to use those gifts for the good of all.
- What does Participation look like?

Why Encourage Recurring Gifts

A recurring gift is a gift that is automatically given on a regular basis.

For your parish and the diocese

- A recurring gift saves the Diocese and the donor time, money, postage and paper!
- According to Network for Good, “the average recurring donor will give 42% more in one year than those who give one-time gifts.”
- Higher retention rate: while new donor rates of retention average less than 23%, recurring programs have rates over 80% the first year and 95% after five years (Donorbox).
- It’s easier for donors: once a donor signs up for recurring donations, gifts are made automatically and at a frequency of their choosing.
- It’s predictable and reliable: recurring donors will likely stay regular donors. When a supporter enrolls in monthly giving, that shows they are committed

For the donor:

- Saves time and money – Automatic donations are processed more efficiently and require less mailings.
- It’s easy and automatic
- It’s flexible and secure, you can increase, decrease, pause or stop your donation at any time.
- It’s convenient.
- It’s reliable – providing a consistent source of funding
- It’s rewarding. You know that your parish can count on your support

Materials, Supplies and Resources

Each parish receives a bag with the following materials for the Annual Diocesan Appeal.

- Manual
- QR code cards for placement in pews
- Blank (In-Pew) Contribution Cards
 - Blank cards for use in the pews on ADA weekend and follow up weekends. Additional contribution cards, or cards in Spanish or Vietnamese can be requested from the Office of Stewardship.
- ADA Transmittal Forms and Instructions & Envelopes
 - One sheet of transmittal instructions and 12 transmittal forms & envelopes are provided. Please keep a copy of the transmittal forms as you submit them. Additional forms can be downloaded at <https://www.dmdiocese.org/resources/stewardship/ada>.
- ADA Poster
 - A set of ADA posters in English – Spanish available
 - Enter your Parish Goal in the box. Come up with creative ways to use the poster to track your progress toward your Parish Goal.

Website

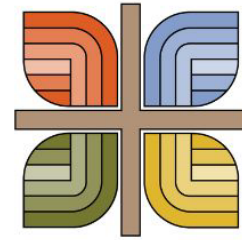
In addition to the materials in your bag, visit our website Resources tab for support, including:

1. ADA Video
 - Bishop Joensen's message. Please show before or after each Mass during kickoff weekend and share on your website and via social media.
2. ADA Logo
 - Use in Bulletin, on Social Media, Parishioner Mailings
3. ADA Social Media Graphics and videos for use in bulletins, social media
4. Transmittal Instructions & Transmittal Forms
5. ADA Parish Resource Manual
 - Bishop's letter –include in bulletin – parishioners who have never given will not receive this in the mail.
 - Pastor's letters
6. Stewardship Aids
 - Tithing worksheet
 - Bulletin Announcements
 - Prayer cards
 - Talking points
 - Gift of Commodity and Gift of Stock forms
7. Generic – English and Spanish letter
 - Give to attendees who are not registered, but would like to give to support the ADA.

Additional Resources

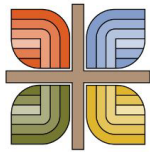
1. Excel listing of all Parishioners provided on request
 - Use this to track parishioner participation. Use to generate a follow-up mailing for parishioners yet to participate.

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Processing ADA

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Transmittal Report Form
Instructions for Processing
Contribution Cards

Place each check on top of the contribution card.

****PLEASE DO NOT SEPARATE THE CHECKS FROM THE CONTRIBUTION CARDS AND DO NOT STAPLE THE CHECKS TO THE CARDS.***

1. Separate the completed contribution cards into two groups:

Group A: Cards with a payment.

Group B: Cards without a payment and have committed to give.

2. Process the cards by performing the following steps:

- a. For group A and B: You will need to verify that the information on the card matches the attached payment.

Section 1. **I CHOOSE TO GIVE**

Verify that “MONTHLY” or “ONE-TIME” box is checked. If MONTHLY is checked, either “Until I choose to stop” or “10 months” should be checked.

Section 2. **PAYMENT DETAILS**

If they are choosing to give monthly, verify that we should or should not send payment reminder.

Verify that “Payment enclosed” is filled out and that the check number and date and Diocesan ID are filled in, if applicable.

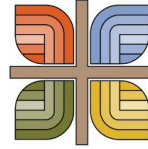
- b. Confirm that all checks are signed, dated, and made payable to “Diocese of Des Moines.” If a check is made out to your parish, endorse the check over to the Diocese. Any checks or monies deposited by the parish for ADA should be reissued in the form of a parish check made out to the Diocese of Des Moines with “ADA” in the memo.

NOTE: If the parish deposits a check for the ADA, and then writes a check to the Diocese, the parish will need to include this contribution in their year-end statements, as the parish is the receiving organization. If the parish forwards a check directly to the Diocese from a donor, do not include that gift in the parish’s contribution records or provide other acknowledgments to

- c. On any contribution card which has not been pre-addressed, please verify the parishioner information: **Diocesan ID, Correct Name, Address, City, State, and ZIP Code, and that information is legible.** We would very much appreciate the email and phone number be filled in on the card.
 - d. **Please Add the Diocesan constituent ID number to any contribution card that is not pre-addressed.** The Diocesan constituent ID can be found by looking in ParishSOFT. The Diocesan ID can be found in the family record as “Diocesan ID” or on the family list screen as the “sDiocesanID.”
3. In preparation for completing the Weekly Transmittal Report Form, tally the information necessary for all of the contribution cards.
- a. Complete a Weekly Transmittal Report form (see enclosed copy). Keep a photocopy for the parish records and send the original to the Diocese with the contribution cards and checks.
 - b. Place the payments on top of each contribution card. Please do not staple or paperclip the checks to the contribution card.
 - c. Place a separate rubber band around Group A cards and checks and Group B cards and checks.
 - d. Place all completed contribution cards and checks in the white transmittal envelope provided.
 - e. Place the appropriate U.S. postage and the return address of the parish on the white transmittal envelope and mail it to the Diocesan Finance Office.

If you have any questions about this process, please contact Laura Hofstrand at lhofstrand@dmdiocese.org or 515-237-5009

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Transmittal Report

Name of person completing this form: _____ **Date:** _____
 _____ **Parish number:** _____
Daytime phone number _____ **Parish name:** _____
Email _____ **City/Town:** _____

	This Report	Total to Date (not required by Diocese, for parish records only)
1. Total number of contribution cards enclosed		
2. Total number of checks enclosed		
3. Total amount of checks enclosed	\$	\$

Explanation:

Line #1 – Total number of contribution cards enclosed.

Line #2 – Total number of checks enclosed.

Line #3 – Total dollar amount of checks enclosed.

The Total to Date column may be used for your parish records. **It is not required by the finance office.**

The Weekly Detailed Parish Report e-mailed to you will reflect the ongoing total.

Steps to Success:

- ✓ **Do NOT send cash** – please issue a parish check for any cash gifts.
- ✓ Please Do NOT have donors write credit card numbers on commitment cards. Instead, direct them to dmdiocese.org/giving or have them call the Stewardship Department at 515-237-5083.
- ✓ Please place enough postage on your ADA envelopes before mailing so it arrives to the Finance Department in a timely and safe manner.
- ✓ Using the transmittal envelopes provided by the Diocese, please mail this weekly transmittal form, signed and completed commitment cards, personal checks and a parish check for any cash gifts to the diocesan finance office.

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Diocese of Des Moines
Office of Finance
601 Grand Avenue
Des Moines, Iowa 50309
(515) 237-5028
jholcomb@dmdiocese.org

ADA Reports

Pastors, Coordinators and Business Managers will receive weekly reports beginning the Friday prior to the Appeal weekend and for the 13 weeks following. Three reports are generated based upon the data entry of the gifts received at the Diocese. Please check these reports thoroughly each week and report any discrepancies to the Diocese as soon as possible.

The following three reports will be sent to each parish weekly in pdf format:

1. Summary Parish Report
2. Detailed Parish Report
3. New Transaction Report (upon request)

The **Summary Parish Report** includes a listing of all parishes, their ADA goal, and what amount has been pledged and paid.

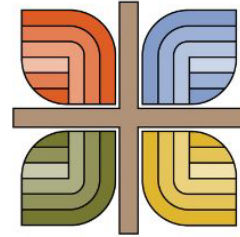
The finance department does an extra step of “flagging” direct responder gifts in order to make this report possible but is sometimes inundated with thousands of ADA gifts and can get behind. The most accurate report to reference is the Detailed Parish Report (see below) in case there are questions/discrepancies with the Direct Responders report.

The **Detailed Parish Report** is a complete list of all gifts made to your parish. Please watch this report carefully and report any duplicate pledges or incorrect information as soon as you notice something.

The **New Transaction Report** is available upon request from the finance office. If you have requested it in the past, you will continue to receive it. This report is an attempt to report to your parish all the new transactions posted since the last report.

*The Direct responders report will no longer be sent.

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**Bishop's Letters, Pastors
Letters & Announcements**

2025 ADA Bishop Letter

Dear Friends in Christ:

Our diocesan mission of sowing God’s spirit is rooted in three key aspects of our faith journey: *encounter*, *friendship*, and *communion*. These aspects orient everything we do together as the Body of Christ in Central & Southwest Iowa.

The pilgrimage of faith begins with an *encounter*. Like the apostles who met Jesus by the shores of Galilee, the woman at the well whom Jesus engages in conversation, and Mary Magdalene who comes upon the Risen Lord at the tomb, we are invited to encounter Christ in prayer, the sacraments, and one another in so many varied venues of our lives. Your support makes these sacred moments possible—through youth retreats, parish missions, and outreach to the vulnerable, such as families in crisis or those in prison.

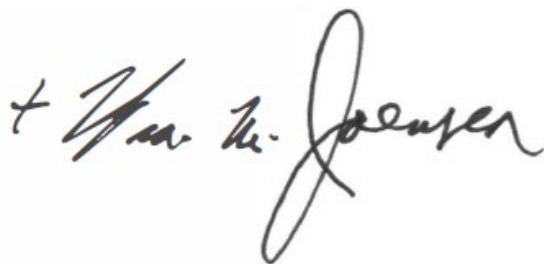
These encounters cultivate *friendships* rooted in faith. Jesus calls us his friends, and through your support, we foster meaningful connections, for example: among young people discerning their vocations, families sharing their faith journeys, and those who serve and are served.

Ultimately, these relationships participate in *communion* where we share God’s life and love. At the altar of the Eucharist, we experience the ultimate communion with Christ and his Church. Your support sustains the parishes, schools, and ministries that nurture this sacred bond, ensuring that our Church continues to thrive.

With this outreach, I boldly invite you to make a difference in our Diocese through your gift to the Annual Diocesan Appeal. Your generosity directly supports vital ministries—forming seminarians, serving the poor, providing youth faith formation, and so much more. Every contribution advances our local Church where God’s love is encountered, shared, and celebrated.

Will you prayerfully consider making a gift today? Your support allows us to grow as a community of faith, sowing God’s Spirit and revealing Christ’s love to the portion of the Kingdom vineyard God has entrusted to us.

Thank you for your generosity. May God grace you and your family abundantly in moments of *encounter*, *friendship*, and *communion* during this Jubilee Year 2025, where we accompany one another as pilgrims of hope.



Most Rev. William M. Joensen, Ph.D.
Bishop of Des Moines

2025 ADA General Letter (Spanish)

Queridos Amigos en Cristo:

Nuestra misión diocesana de sembrar el Espíritu de Dios está basada en tres aspectos clave de nuestro camino de fe: **encuentro**, **amistad**, and **comuni6n**. Estos aspectos orientan todo lo que hacemos como Cuerpo de Cristo en el Centro y Suroeste de Iowa.

El peregrinaje de fe comienza con un **encuentro**. Al igual que los ap6stoles que se encontraron con Jesus en las orillas de Galilea, la mujer en el pozo con la que Jesus conversa, y Maria Magdalena que se encuentra con el Se6or Resucitado en la tumba, estamos invitados a un encontrarnos con Cristo en la oraci6n, los sacramentos, y unos a otros en los muchos y diferentes 6mbitos de nuestras vidas. Su apoyo hace estos sagrados momentos posibles – por medio de retiros juveniles, misiones parroquiales, y dando alcance a los m6s vulnerables, como las familias en crisis o aquellos que est6n en prisi6n.

Estos encuentros cultivan **amistades** basadas en la fe. Jesus nos llama sus amigos, y, a trav6s de su apoyo, fomentamos conexiones significativas, por ejemplo: entre los j6venes que est6n discerniendo su vocaci6n, las familias compartiendo su camino de fe, y aquellos que sirven y son servidos.

Finalmente, esas relaciones participan en **comuni6n** donde compartimos la vida y amor de Dios. En el altar de la Eucarist6a, experimentamos la comuni6n m6xima con Cristo y su Iglesia. Su apoyo sostiene a las parroquias, escuelas y ministerios que nutren este v6nculo sagrado, asegurando que nuestra Iglesia contin6e prosperando.

Con esta proyecci6n, los invito a hacer una diferencia en nuestra di6cesis dando una donaci6n a la Colecta Anual Diocesana. Su generosidad apoya directamente ministerios vitales – formaci6n de seminaristas, servicio a los pobres, formaci6n de fe para los j6venes, y mucho m6s. Cada contribuci6n ayuda a mejorar nuestra Iglesia local donde el amor de Dios se encuentra, se comparte y se celebra.

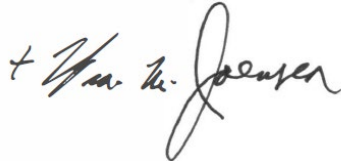
¿Considerar6a hacer una donaci6n hoy? Su apoyo nos permite crecer como comunidad de fe, sembrando el Esp6ritu de Dios y revelando el amor de Cristo a la porci6n de la vi6a que el reino de Dios nos ha confiado.

Gracias por su generosidad. Que Dios los colme a ustedes y a sus familias de abundantes momentos de **encuentro**, **amistad**, y **comuni6n** durante este A6o Jubilar 2025, donde nos acompa6amos unos a otros como peregrinos de esperanza.

Fielmente en Cristo,

El Reverend6simo William M. Joensen

Obispo de Des Moines
Fielmente en Cristo,



El Reverend6simo William M. Joensen, Ph.D.
Obispo of Des Moines

Pastor's Follow-Up Letter-Sample

Dear parishioner

We are called through Matthew's Gospel (25: 31-46) to welcome the stranger, visit the sick and imprisoned, and tend to those in need. Through serving the least of our brothers and sisters, we serve Jesus himself. A steward makes God's love visible by seeing, hearing, thinking and acting as Jesus. One way that we show our love is to be grateful and generous with these gifts.

Our diocesan mission of sowing God's spirit is rooted in three key aspects of our faith journey: *encounter*, *friendship*, and *communion*. These aspects orient everything we do together as the Body of Christ in Central & Southwest Iowa

We are able to do this because of you and your gifts and talents, but also because of the resources the Diocese provides us.

Each sacrificial gift you are able to make, no matter the size, sustains and supports our Diocese, allowing us to yield together, more than we could individually.

Your gift to the Annual Diocesan Appeal is in turn a gift to our parish. When we reach our goal, our parish not only benefits from the goods and services offered through the Diocese, but also is able to grow our own ministries, supplementing our tithing dollars. When we achieve our goal, 100% of the overage will be returned to us for our use!

As you prayerfully reflect upon a gift in proportion to gifts given you by God, please know that I am grateful to you for your sacrifice, regardless of the amount! If you have not yet had a chance to return your contribution card, I invite you to be a sower in the fields of ministry with our parish and the Diocese of Des Moines. Do so now or go online at <https://www.dmdiocese.org/giving> to make your gift.

Sincerely yours in Christ,

[Insert signature]

[Insert pastor's name]



Optional paragraph

2 years ago the Diocese engaged in the Ignite Capital campaign to strengthen and invest in various areas over and above the ongoing needs of the Diocese. Through the Ignite! Capital Campaign, we are investing in our Seminarians, Catholic Schools, local parish needs, and priest's health needs during retirement. The ADA, conversely, supports ongoing day to day efforts of our Diocese.

Sample Pulpit Announcements

Weekend Prior to the Appeal (February 22-23)

The Annual Diocesan Appeal or A-D-A will be conducted next weekend in our parish. The ADA provides more than \$5.09 million in essential support and over 70% of ministry and operational needs on an annual basis. These programs provide services that no one parish could provide on its own – faith formation training, marriage prep support, medical insurance for priests and staff as well as support for our seminarian and diaconate training programs. We are part of the larger Diocese, and each parish provides support.

Our parish goal is <INSERT DOLLAR AMOUNT>. With 100% participation, this is very much attainable. Soon you will be receiving a letter or postcard in the mail asking you to give a gift to the ADA. I encourage you to prayerfully consider giving generously to this year's Appeal.

Weekend of the Appeal and Subsequent Weeks

This weekend is the kick-off of the Annual Diocesan Appeal or A-D-A. The ADA ensures that we can continue to Cultivate Connections in Christ throughout our community. The ADA supports our parish as we welcome people into communion, prepare disciples for the domestic church, draw our young people deeper into their faith and cultivate a culture of servant leadership. We invite you to watch this short video to learn more about the ADA.

<<show video before or after all weekend Masses>>

Thank you for watching our video on the ADA. We ask that each and every family of our parish pray for the success of the Appeal and consider making a gift. There are contribution cards located in your pews or scan the QR code to make a fast, secure and direct contribution. You may choose a one-time gift, a pledge to be paid over the next few months or a monthly gift.

Your contribution card can be placed in the collection basket, brought or mailed to the parish office, or mailed directly back to the Diocese. We need your help to meet our parish's ADA goal and sustain the Catholic Church in southwest Iowa. Funds raised above our goal will be returned to the parish for our needs. Each prayer and every gift, regardless of the size, is vital to the success of the Appeal. Thank you for your generosity and kindness!

Weekend after the Appeal

Thank you to the _____ families who made a gift to the Annual Diocesan Appeal last weekend. We are _____ away from meeting our parish's goal! If you have not yet made your gift, please prayerfully consider doing so. It is not too late.

Ongoing commitments to the Annual Diocesan Appeal help us to sow the seeds that sustain the Catholic Church in southwest Iowa. The resources provided to us through the Diocese enable us to fulfill these missions. *(insert the ways that your parish makes use of the resources and services from the Diocese office.*

Your contribution card can be dropped in the collection basket, brought to the parish office, or mailed to the Diocese. You can make an electronic gift by scanning the QR code in your pew or visiting DMDiocese.org/giving. We need your help in meeting our parish's ADA goal and sustaining the Catholic Church in southwest Iowa. Funds raised above our goal will be returned to the parish for our needs. Every prayer and each gift, regardless of the size, is vital to the success of the Appeal. Thank you for your generosity and kindness!

Pulpit or Bulletin Announcement if your parish has not reached its goal:

_____ families have made a pledge to the Annual Diocesan Appeal. Our parish goal of 100% participation has not yet been met. Your help is needed. Please prayerfully consider supporting the Catholic Church in Southwest Iowa by pledging to the Appeal. A gift in any amount will be gratefully received and sincerely appreciated. Your contribution card can be placed in the collection basket, brought or mailed to the parish office, or mailed directly back to the Diocese. Or, you can give online at dmdiocese.org/giving. Thank you!

Sample Bulletin Announcements

Bulletin Announcement for the weekend prior to the Appeal, Feb. 22/23

Next weekend, March 1st and 2nd is the kickoff weekend for the Annual Diocesan Appeal. Each year, Bishop Joensen and <<pastor name>> ask each member of our parish family to make a prayerfully make a commitment to support the work of our Diocesan programs and ministries. These programs provide services that no one parish could provide on its own – faith formation training, marriage prep support, medical insurance for priests and staff as well as support for our seminarian and diaconate training programs. We are part of the larger Diocese, and each parish provides support.

Our parish goal is \$<< \$\$ >> and 100% participation. Remember that the money our parish raises above our goal stays right here at <<Parish name>>. Please experience the joy of giving and join us as we work to carry out our mission of serving the people of God in southwest Iowa.

Bulletin announcement for the weekend of the Appeal, March 1/2

Today is Annual Diocesan Appeal Sunday across the Diocese of Des Moines. The Annual Diocesan Appeal gives us the opportunity to *Cultivate Connections in Christ* and support the ministries and services in this Diocese from which you and our parish benefit. Every gift, regardless of the size, is vital to the success of the Appeal. Please visit www.DMDiocese.org/giving to make an online gift today!

Bulletin Announcement for the weekend after the Appeal, March 8/9

Thank You to everyone who gave a gift this past weekend to the Annual Diocesan Appeal. Our parish goal is 100% participation. Each and every person's gift brings us closer to that goal.

When we reach our parish monetary goal, any additional gifts stay right here for our own use. If you have not made a gift, please join us in supporting the vital programs and services throughout the Diocese that no single individual or parish can offer.

Simply fill out a contribution card and drop it in the offertory basket or mail. Contribution cards and envelopes are located _____. Gifts can also be made online dmdiocese.org/giving or scan the QR codes on the poster or in the back of pews. Thank you for your generosity and your support of the Annual Diocesan Appeal.

Bulletin Announcement for when your parish reaches its goal.

Thank you to all who responded so generously to the Annual Diocesan Appeal! Each year the success of this Appeal depends on you. Again, this year, you have done a wonderful thing - your gifts help ensure the Diocese of Des Moines will be able to continue its mission of serving the people of God in southwest Iowa

