



Parish Resource Manual



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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



February 2024

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!

This year we continue our focus of “Sowing God’s Spirit, Cultivating Connections in Christ”, to coincide with the Bishop’s Strategic Vision for the Diocese of Des Moines. We are called to become witnesses of true love and to cultivate connections with Christ to those around us. The Diocese strives to serve you in these encounters. We support you in your efforts to (1) Prepare Disciples for the Domestic Church, (2) Draw Young People into Deeper Communion, (3) Cultivate a Culture of Servant Leadership and (4) Invite and Welcome People into Communion.

You will see a few small changes in the ADA this year. The contribution card is different 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. Those will all have a return envelope addressed to the Diocese office. All other parishioners are receiving a postcard asking them to contribute online or with a commitment card from the parish. 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.

As always, within this manual are some helpful tools to guide you through a successful campaign. We would like to again emphasize recurring giving and why you might want to promote that in your parish.

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. Look through pages 35- 39. Identify ministries that your parish has called upon and how you have used these 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.***

Once again we have developed an ADA video and a series of graphics to assist you. These are available on the website <https://www.dmdiocese.org/resources/stewardship/ada>.

Our hope and desire for each of our 80 parishes is for your 2023 appeal to be successful and wrapped up within the six week campaign! This year we plan to reach out in June and start working with parishes doing everything we can to help you reach your goal.

Your prayers, paperwork and financial support will make our Annual Diocesan Appeal a success.

Please reach out to us with any questions you have!

Renny Crawford
Annual Giving Coordinator

Laura Holms
Director of Development/Stewardship

Contact Information

Renny Crawford

Annual Giving Coordinator

Phone:(515) 237-5083

Fax: (515) 237-5070

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
- Use of the materials provided (contribution cards, bulletin inserts, letters, reports)

Laura Holms

Director of Stewardship

Phone: (515) 237-5079

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Questions regarding:

- ADA timelines/schedule
- Pastor/leadership concerns
- Training of volunteers and parish staff
- ADA reports (pledges & gifts)
- Use of the materials provided (contribution cards, bulletin inserts, letters, reports)

Bob Larson

Director of Finance

Phone: (515) 237-5030

Fax: (515) 237-5070

Email: blarson@dmdiocese.org

Questions regarding:

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

Laura Hofstrand

Controller

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Email: lhofstrand@dmdiocese.org

Questions regarding:

- ADA Reports

2024 Appeal Timeline

February 14-16

ADA Supply Pick-up – Posters, contribution cards, transmittal instructions & forms, manual

- Feb. 14 - Des Moines (Catholic Pastoral Center) 1 pm – 2:30 pm
- Feb. 15 - Atlantic 10 am - 11:30 am & St. Pat's Council Bluffs 1:30 – 3:00 pm
- Feb. 16 - Zoom info session on the ADA

Week of February 19

- Leadership mailing
- Nearly 12,500 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.*)

Week of February 26

- General Appeal sent to 22,500 + registered parish families who have not given to the ADA before.
 - New this year – This will be a postcard with appeal message directing donors to website

Week of March 1

- Parishes will receive first report for Advanced Gifts received at diocese – all reports will be emailed to the pastor and the ADA Parish Contact.

March 2 & 3 APPEAL WEEKEND

- Make request at Mass
- Share ADA Video with Parish at all Masses and via email/text blast platforms
- Promote online giving & ADA website

March 8 – June 30

- Parish collection and reporting procedures begin (will continue for 13 weeks)

Week of April 8

- Send Pastor's Follow-Up letter to non-donors (sample included on page 43 of this document). Contact the Diocese for an excel spreadsheet of your parishes non-responders.

Week of April 15

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

Week of May 13

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



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 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 pledge and ask others to do the same by talking about the Annual Diocesan Appeal at Mass and parish/social functions.

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? RCIA 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. Each of us is less likely to support what we perceive to be an unsuccessful 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.

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. Place the ADA Prayer Card with QR code in your missals, on bulletin boards and public spaces in your parish. Use as a table decoration at your Friday night Fish Fry 😊

Parish Timeline

One Week Prior to Appeal Weekend (February 24-25, 2024)

- Include the Annual Diocesan Appeal announcement in your bulletin and begin pulpit announcements. Suggested bulletin and pulpit announcements are provided on pages 44 – 45 of this manual and on the website (<https://www.dmdiocese.org/resources/stewardship/ada>)
- Announce the date of the Annual Diocesan Appeal weekend (March 2 & 3) at all masses.
- 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 addressed to the Diocese office.
 - Every other registered and active parishioner in the diocese will be mailed a postcard. **These general appeal postcards will be mailed after February 26.** Encourage parishioners to be prepared to complete a contribution card or access the Des Moines Diocese Giving site through the QR code.

March 2-3, 2024 (Annual Diocesan Appeal Weekend)

- Before each Mass, work with your coordinators and/or ushers:
 - Have blank contribution cards with pens or pencils available in pews.
 - 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's on the contribution card) – encourage parishioners to give online saving money, resources and time.
- Separate ADA gifts and contribution cards from the Sunday offertory gifts.
- Deliver the Appeal gifts to the designated appeal coordinator.

March 9-10, 16-17, 23-24, 30-31 (Follow-up Weekends #2-5)

- Have blank contribution cards with pens or pencils available in pews.
- Inform your parishioners of how your parish is progressing. What is your participation percentage? How close are you to exceeding your goal? Remind parishioners every dollar 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 Facebook page and website.

April 6-7, 2023 (Follow-up Week #6)

- Follow up with non-responders. One suggestion is to send a letter from the pastor with the blank contribution card and a return envelope.

2023 Talking Points

- The Annual Diocesan Appeal is the major fundraising effort conducted annually throughout our 23-county Diocese with all parishes participating. It provides 70% of the operating funds for the Diocese.
- Share ways the support of the Diocese helps your parish.
- The ADA is essential support as we seek to Sow God’s Spirit by Cultivating Connections in Christ. 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 goal will be returned 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. See page 18.
- Pledges may be paid over 10 months from March through December.
- Every gift is tax-deductible.
- The average gift in 2023 was \$540
- A total of 8,449 households contributed to the 2023 Appeal (as of January, 2024).
- We ask that each and every family of our Diocese pray for the success of the Appeal and consider a gift to the Appeal.
- Every gift matters. No gift is too small!

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

Supply packet (Black Bag!)

- ADA process manual
- Diocesan contact card
- Prayer card template
- Blank (In-Pew) Contribution Cards
 - Use on ADA weekend and follow up weekends. Additional cards available from the Office of Stewardship in bilingual (Spanish and English) or in Vietnamese.
- ADA Transmittal Forms and Instructions
 - One sheet of transmittal instructions and a set of 12 transmittal forms are provided for your use. Please keep a copy of the transmittal forms as you submit them. Additional forms may be photocopied or downloaded from the ADA website at <https://www.dmdiocese.org/resources/stewardship/ada>.
- Pre-addressed Envelopes (12 included)
 - Please use to send your weekly transmittal with contributions cards to the Diocesan of Office of Finance.
- ADA posters in English and Spanish
 - 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

[ADA | Diocese of Des Moines \(dmdiocese.org\)](https://www.dmdiocese.org)

- **ADA Video**
 - Please play the ADA promotional video for your parish during kick-off weekend physically and virtually. We recommend playing the video before or after each Mass and share the video on your website and social media.
- **Communication tools to use in Bulletin, on Social Media, Parishioner Mailings**
 - ADA Logo
 - Social Media ads, graphics, video and ADA Poster
 - Bulletin Announcements & talking points
- **ADA Parish Resource Manual**
- **Bishop's Letter**
 - Include in your bulletin – those who have never given will not receive this in the mail.
- **Pastor's letters**
- **Stewardship Aids**
 - Tithing worksheet
- **Generic Ask – English and Spanish letter**
 - Give to Parishioners who have not registered, but you would like to give them an opportunity to support the ADA

Additional Resources

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.



Processing ADA

Processing Contribution Cards



2024 ANNUAL
DIOCESAN APPEAL

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 donors – the Stewardship Office will do this.

- 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 back of the card.
 - d. 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 “Diocesan ID.”
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



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:

- ✓ **Please 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.

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



General Information

Diocese of Des Moines Impact Facts

Parishes are encouraged to share these impact facts in promoting the ministries and programs of the Diocese of Des Moines.

Clergy Care and Vocations (includes health care and retirement)

- 46 active priest with medical and insurance provided exclusively by the Diocese
- 36 retired priests with medical care and retirement income
- 34 international priests with US Citizenship and immigration services
- 13 Seminarian with formation and tuition expenses
- 61 Active and 52 Retired Deacons with training, education and support
- 21 Men in Diaconate Formation

Catholic Formation and Education

- 6,600 children receive a holistic education in our Catholic schools
- 16 Catholic Schools with professional training, supervision and oversight
- 9,185 children encounter Christ in parish faith formation
- 1,546 new members of the faith through Baptism
- 1,650 Communicants received the Body and Blood of Christ for the first time
- 1,392 Confirmands sealed with the gifts of the Holy Spirit

Ministries and Worship

- More than 40,000 Hispanic, Vietnamese, Burmese and various other Catholics with cultural outreach ministry needs
- 4 Catholic hospitals offering Mass, Communion and Anointing of the Sick
- 250 engaged couples undergoing marriage preparation
- 40 Active Youth Ministries
- 473 youth from 32 parishes pilgrimage to NCYC
- Active Young Adult programs and Young Catholic Network
- Disability Ministry providing ASL interpreting services, Adaptive resources, Disability Ministry Training and Adaptive Formation Resources

Parish Services and Administration

- Bishop's Office and Support
- Nearly 2,000 employees and volunteers undergo screening and training to ensure a safe environment for our children
- 1700 Employees, 800 with managed benefit plans
- 80 parishes across 23 counties with ministry and administrative services
- 31,000 Households receiving *The Catholic Mirror* via print and online
- Social Media

Catholic Charities and other Needs

- More than 21,000 served through Catholic Charities – food pantries, refuge, domestic violence, counseling, shelters and more

What the ADA Supports

The money raised through the Annual Diocesan Appeal helps financially assist the following ministries, programs and offices. Please visit www.dmdiocese.org/giving for more information. Parishes may use this information to help promote the ADA through pulpit talks or bulletin announcements.

Bishop's Office/Priests

- Funds travel to parishes for Confirmations and special Masses/meetings.
- Funds shortfall from the Priest Medical Fund for annual medical expenses.
- Provides retirement benefits for priests above the Priest Pension Fund.
- Provides service to assist priests born outside the United States with the various requirements of the US Citizenship and Immigration Services.
- Assists in the organization of important ad hoc diocesan events.
- Provides for record retention and important filings with the state of Iowa for parishes and schools.
- Funds staff support for ad hoc initiatives and committees, such as those planning for stewardship of the diocesan Pastoral Center, and retired priest benefits.

Catholic Charities

- Counsels hundreds of individuals and families.
- Provides expanded sexual abuse and domestic violence program in our diocese.
- Welcomes refugee families and assists them in finding shelter and work.
- Feeds and clothes thousands of individuals through the Family Emergency Center.
- Houses families experiencing homelessness and provides services to assist in transition to a self-sustaining situation.

Office of Catholic Schools

- Plans and facilitates faith formation programs for school faculty members.
- Supports the 16 schools by providing quality research-based best teaching practices through professional development, and individual school and classroom visits on a monthly basis.
- Serves 6,300 students in our Catholic Schools.
- Assists schools with state accreditation requirements.
- Helps schools obtain the educational services allowable from both the state and federal governments.
- Provides marketing and recruitment plans, suggestions, and recommendations for the schools collectively and individually.
- Assists pastors, administrators and boards with personnel and legal issues.
- Assists pastors and school boards with the selection of new administrators.
- Interprets new school legislation for the school administrators, pastors and boards.
- Assists schools in providing services for interpreters and translation for English Language Learner students.

- The Catholic Schools Office provides a multicultural liaison to assist new and current families to build relationships with our schools. The CSO supports the schools in managing translation needs, providing parent workshops, and supporting ELL teachers and their students.

Office of the Director of Administrative Services

- Assists priests born outside the United States with the various requirements of the US Citizenship and Immigration Services.
- Oversees Safe Environment Program, Archives, Development, Human Resources, Facilities/Physical Plant, and Administrative Services.

Office of Communications

- Supplements the cost of production for “The Catholic Mirror” newspaper.
- Provides the resources to produce monthly “In the Diocesan Loop” e-newsletter.
- Produces the Bishop’s weekly radio show, “Making it Personal with Bishop Joensen”.
- Maintains the diocesan website with up-to-date information.
- Updates diocesan social media accounts to build relationships and share news.
- Assists diocesan ministries, parishes and schools with crisis communication, marketing and other communication as needed.

Office of the Diaconate

- Offers comprehensive formation, support and continuing education for all Deacons and Diaconate candidates.

Office of Evangelization and Catechesis

Includes the ministries of: lay ecclesial ministry formation, catechetical services, adult faith formation, youth ministry, and young adult ministry.

- Assists in a systematic formation of lay ecclesial ministers (catechetical leaders, youth ministers, pastoral associates, etc.) which emphasize the whole person’s development (human, theological, pastoral, and spiritual) in a systematic way under the care of skilled directors and mentors.
- More than 9,000 children and teens are enrolled in parish faith formation programs.
- Provides curriculum, pastoral leadership, guidance, skill development, professional networking and opportunities for growth for catechetical leaders (directors of religious education and youth ministers).
- Provides evangelization opportunities for parishes.
- Assists parish communities in developing comprehensive youth ministry and a systematic process for high school Confirmation which evangelize high school youth to become missionary disciples.
- Develops comprehensive programming to evangelize young adults.
- Develops comprehensive programming to evangelize students on the college campuses throughout the Diocese of Des Moines. Campus Ministry is headquartered at St. Catherine of Siena Catholic Student Center in Des Moines.
- Organizes National Catholic Youth Conference Pilgrimage for youth in the Diocese.
- Plans and implements Diocesan Youth Rally.
- Helps parishes develop effective faith formation retreats.

Office of Finance

- Administers group insurance plans for all parishes and schools in the diocese, additional benefits, and a 403b Plan.
- Hosts quarterly Business Office Forums on both sides of the diocese. A full day forum is held annually with no charge to the parishes.
- Prepares accurate financial reports for the Diocesan Finance Council's review and approval which communicates the financial stability of the Diocese as a whole.
- Gives support and direction on a daily basis regarding financial matters to parish and school staff. This includes questions regarding software, government compliance, risk management, and accounting questions.
- Develops programs and documents aimed at helping parishes safeguard the assets that have been entrusted to them by their parishioners and to help them implement good business practices. This includes producing the Annual Financial Report, the Parish Resource Manual, and periodic newsletters.
- Staff travels to each parish to provide an on-site review of internal controls and meet with the parish finance council to review suggestions for improvements.
- Performs all accounting functions for Catholic Charities and Catholic Tuition Organization in addition to the Diocese of Des Moines.

Office of Hispanic Ministry

- Conducts leadership development program for Hispanic lay ministers.
- Supports Our Lady of the Americas cost of their associate pastor.
- Supports some costs for the Hispanic religious sisters ministering in the diocese.

Office of Human Resources

- Provides support to parishes and schools regarding human resource laws.
- Consults with parishes and schools on difficult employment matters.
- Provides training for the Just Practices of Compensation program to parishes.
- Provides benefits support for both active and retired priests.
- Provides training on important documentation regarding human resources.
- Manages benefits program for parish and school employees.
- Posts parish and school openings on Diocesan website.

Office of Marriage and Family Life

- Provides marriage preparation for over 400 engaged couples a year and ongoing support for married couples throughout the diocese.
- Helps sponsor NFP teacher training for instructors, and scholarships for engaged and married couples learning NFP.
- Trains new sponsor couples who will walk with our engaged and help them prepare for the sacrament of marriage.
- "Safe Haven Sundays", weekends where families become educated on the harms of pornography, and equipped with resources for prevention and healing.
- Supports the regional ministry The Third Option, a program for couples facing challenges in their marriages.
- Shares the Church's teaching on marriage and family with young people throughout the diocese at events for middle school and high school students, and young adults.

Office of Safe Environment

- Conducts quarterly audits to insure compliance with mandatory safe environment/Protecting God's Children program.
- Performs background checks and records Virtus training for over 21,695 employees and volunteers in diocesan programs/parishes/schools.
- Provides guidance and support to parishes as they plan for expansion or major renovation projects within their facilities.
- Assists parishes in accessing professional resource persons who can be helpful in assessing local facility needs.
- Oversees the maintenance of all diocesan-owned facilities.

Office of Stewardship

- Supports parishes stewardship efforts with resources to communicate, manage and report special collections for Diocesan, national, and worldwide needs such as Seminarians, Catholic education, Catholic Charities, and emergency relief situations.
- Consults parishes regarding local fundraisers and stewardship efforts.
- Helps pastors make donor calls as requested.
- Monitors charitable giving laws and notifies parishes/schools of annual changes.
- Reviews and submits grants for parishes and schools as requested.
- Assists parishes with major and complex gifts.
- Establish and bolster Parish Solidarity Fund to support parishes when they have exhausted their efforts to fund projects within their local community.
- Coordinate diocesan-wide comprehensive campaigns.

Office of Technology

- Provides various types of support to parish and school staff in regard to their software programs & computer needs.
- Provides Help Desk services in answering software user questions.
- Hosts parish & school staff training sessions and ParishSoft User Group meetings.

Office of Tribunal

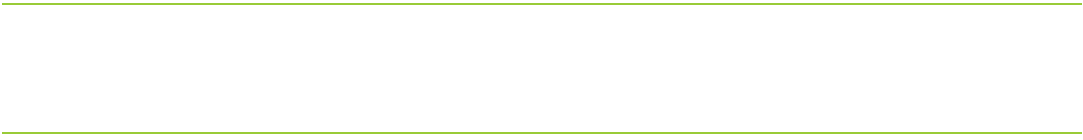
- Processes annulments for couples.

Office of Vocations

- Creates a culture of Vocations.
- Promotes priesthood and religious life.
- Provides tuition for seminarians.
- Oversees summer pastoral and education programs for seminarians.
- Travels to seminaries to show prospects the joy of seminary life.

Office of Worship

- Assists in supporting the Bishop in his role as chief liturgist for our diocese.
- Provides workshops for Holy Week planning.
- Assists parishes in developing liturgy committees.
- Provides support for diocesan liturgies such as Chrism Mass and Ordinations.
- Welcomes people to the Church through the Rite of Election. Each candidate receives a prayer card about baptism and their experience with the larger Church.
- Works with ICC lobbyist for nonpublic school legislation.



Addressing ADA/Ignite



TRADITIONAL APPEAL EFFORTS IN RELATION TO /IGNITE/ CAPITAL CAMPAIGN

TITLE	ANNUAL DIOCESAN APPEAL (ADA)	DIOCESAN SPECIAL COLLECTIONS	CATHOLIC TUITION ORGANIZATION (CTO)	/IGNITE/ CAPITAL CAMPAIGN
STEWARDSHIP TYPE	ORDINARY	ORDINARY	ADDITIONAL CHARITABLE OPPORTUNITIES	EXTRAORDINARY
PURPOSE	Supports diocesan mission and efforts to encounter Christ, shepherd the faithful, support our local communities of faith, and help people in need	Funds local and global causes, some mandated by USCCB	Helps make Catholic education accessible to more families	\$45 million investment for long-term Catholic education, seminarians, priests, and parishes
FREQUENCY	Annually	Annually as designated	Annually	One-time campaign seeking pledges over a three-year period
PROVIDES	Financial support for services and ministries, including support for: <ul style="list-style-type: none"> Parishes Sacraments Marriage and Family Life Vocations Catholic Schools Office Disability Ministry Faith Formation Active and Retired Priests Seminarians Diaconate Formation Hispanic Ministry Disaster Relief Coordination Hospital Chaplaincy 	<ul style="list-style-type: none"> General Disaster Relief Rice Bowl Holy Land Collection Catholic Charities Catholic Communications Campaign The Catholic Mirror Peter's Pence Solidarity Fund for the Church in Africa Seminarian Special Collection World Mission Sunday Catholic Campaign for Human Development Retirement Fund for Religious 	<ul style="list-style-type: none"> Tuition assistance to eligible families whose children attend one of the 16 Catholic schools in the Diocese of Des Moines A 75% Iowa tax credit based on the amount of the contribution and the amount of credits available 	<ul style="list-style-type: none"> \$25 million for Catholic Schools Endowment that will complement CTO tax-credit program \$7.5 million for parish-specific needs \$5 million for seminarian support \$3.5 million for parish renewal and vibrancy \$2 million for priest retirement



Tools

2024 ADA General Letter

Dear Friends in Christ,

In one of the most striking passages in Matthew's Gospel (25:31-46), we are called to welcome the stranger, visit the sick and imprisoned, and tend to those in need. We are enjoined to serve the least of our brothers and sisters, for when we do so we are serving Jesus himself. Those who minister and represent the Diocese of Des Moines seek to faithfully fulfill this Gospel mandate, offering hospitality, hope, and healing--all as part of our greater mission to enable people to encounter Jesus Christ and form deeper relationships with him and one another.

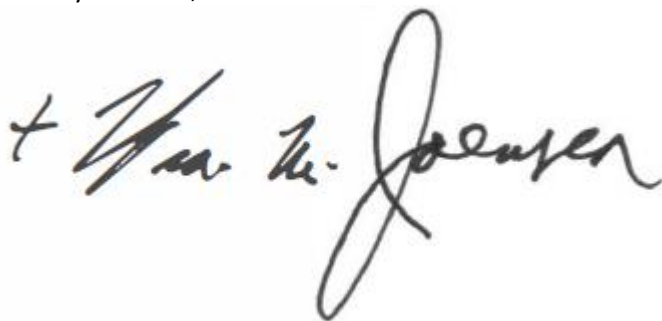
Our mission of *Sowing God's Spirit – Cultivating Connections in Christ* fosters mutual spiritual bonds among those we serve and those who serve us. Without the Annual Diocesan Appeal (ADA) this endeavor would not be possible. The ADA provides more than half of the material means that equip us to *Sow God's Spirit* in Southwest Iowa.

Through the ADA, our parishes receive practical administrative and ministerial support; our priests receive retirement and health benefits, and our seminarians receive robust preparation as they pursue the priesthood. Through participation in various venues of faith formation, our faithful are drawn into deeper friendship with Christ; further, focused outreach ministries serve persons, including those having special needs, with human and spiritual support.

I invite you to respond as the Spirit urges to make a gift to the ADA to advance our mission of *Cultivating Connections in Christ*. We accompany those who seek deeper personal connections with God and other individuals so that together we might abide in the communion of love who is Father, Son, and Holy Spirit. A contribution of any size sustains our collaborative mission expressed in 19 diocesan ministries and programs, providing vital support and resources for each parish.

I am consistently inspired and grateful for the commitment and sacrifice offered by a diverse array of our diocesan family. Your gift, no matter the size, is heartily appreciated. Thank you, and may God's blessing enfold you and your loved ones always!

Faithfully in Christ,



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

*To learn more about the impact of your gift or to give online you can visit dm-diocese.org/giving
Recurring electronic gifts are environmentally friendly gifts helping to reduce printing, postage and administrative costs while helping to sustain the ministries of the Diocese of Des Moines. Please consider making your donation online!*

2024 ADA General Letter (Spanish)

Queridos Amigos en Cristo,

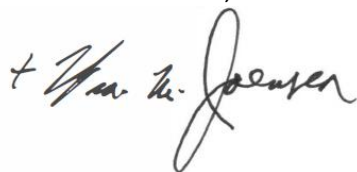
En uno de los pasajes más sorprendentes del Evangelio de Mateo (25:31-46), estamos llamados a dar la bienvenida al extranjero, visitar a los enfermos y a los prisioneros, y atender aquellos en necesidad. Se nos ordena servir a los más pequeños de nuestros hermanos, porque cuando lo hacemos estamos sirviendo al mismo Jesús. Aquellos que hacen ministerio y representan a la Diócesis de Des Moines buscan cumplir fielmente este mandado del Evangelio, ofreciendo hospitalidad, esperanza y sanación- todo como parte de nuestra gran misión de permitir que las personas encuentren a Jesucristo y formen relaciones más profundas con él y con los demás.

Nuestra misión de Sembrar el Espíritu de Dios- Cultivar Conexiones en Cristo fomenta vínculos espirituales mutuos entre aquellos a quienes servimos y aquellos que nos sirven. Sin la Colecta Anual Diocesana (ADA) este esfuerzo no sería posible. La Colecta Anual Diocesana proporciona más de la mitad de los medios materiales que nos equipan para Sembrar el Espíritu de Dios en el Suroeste de Iowa.

A través de la Colecta Anual Diocesana (ADA), nuestras parroquias reciben apoyo administrativo y ministerial práctico; nuestros sacerdotes reciben beneficios de jubilación y de salud, y nuestros seminaristas reciben una preparación sólida mientras se preparan para el sacerdocio. A través de la participación en varios lugares de formación en la fe, nuestros fieles se sienten atraídos hacia una amistad más profunda con Cristo. Además, los ministerios que se enfocan en servir y dar alcance a la gente con apoyo humano y espiritual, incluyendo aquellos con necesidades especiales.

Los invito a responder como el Espíritu los llame a hacer una donación a la Colecta Anual Diocesana (ADA) para avanzar en nuestra misión de Cultivar Conexiones en Cristo. Acompañamos a aquellos que buscan una relación personal más profunda con Dios y otras personas para que juntos podamos permanecer en la comunión de amor que es el Padre, Hijo y Espíritu Santo. Una contribución de cualquier tamaño sostiene nuestra misión colaborativa expresada en 19 ministerios diocesanos y programas que proporcionan los recursos y apoyo vital para cada parroquia

Me siento constantemente agradecido por el compromiso y sacrificio ofrecido por una diversa gama de nuestra familia diocesana. Su donación, sin importar el tamaño es apreciada de todo corazón. ¡Gracias, y que la bendición de Dios los envuelva siempre a usted y a sus seres queridos!
Fielmente en Cristo,



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



*Para más información sobre el impacto de su donación o para hacer donaciones en línea puede visitar dmdiocese.org/giving
Las donaciones electrónicas recurrentes son donaciones que nos ayudan a cuidar el medio ambiente ayudándonos a reducir los costos administrativos de impresión y envío y al mismo tiempo ayudan a sostener los ministerios de la Diócesis de Des Moines. ¡Por favor considere hacer su donación en línea!*

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.

Bishop Joensen has *established* a mission of Sowing God's Spirit, Cultivating Connections in Christ. The mission statement reminds and emphasizes that we are called to reach out and share God's hospitality, hope and healing to all. We are called to do this each and every day in our parish and community. 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 to the parish, 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

Two Weekends Prior to the Appeal (February 17 - 18)

The Annual Diocesan Appeal, which supports the work of the Catholic Church in Southwest Iowa, will take place in two weeks. The Appeal is not just another Sunday collection. It is a unified effort in which all Catholics in the Diocese of Des Moines join together to further the mission and ministry of our diocesan Church. We ask that each family of our parish pray for the success of the Appeal and consider a gift to sustain the Catholic Church in Southwest Iowa.

Weekend Prior to the Appeal (February 24-25)

The Annual Diocesan Appeal or A-D-A will be conducted next weekend in our parish. The ADA provides more than \$4.7 million in essential support and over 70% of ministry and operational needs on an annual basis. Please prayerfully consider how you, as an individual and a family, can support our Diocese as strive to Sow God's Spirit by Cultivating Connections in Christ.

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 helps us 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 how ADA is vital in supporting all the ministries of our Diocese.

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

Thank you for watching our video on the ADA. At this time we invite each family to pick up a contribution card at the end of their pew (pause). We ask that each and every family of our parish pray for the success of the Appeal and consider making a gift. On the contribution card you may choose a one-time gift, a pledge to be paid over the next few months, or an ongoing gift, whereby you choose an amount to be paid each month until you ask the Diocese to stop. Please complete both sides of the card.

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. We need your help in meeting our parish's ADA goal and sustaining the Catholic Church in southwest Iowa. Remember, once we meet our goal, our parish will receive any additional gifts for our local 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. *We prepare disciples for the domestic church, invite and welcome people into communion, draw young people into deeper communion and cultivate a culture of servant leadership as one diocesan family committed to serve and protect one another and bring each other to Christ. (this would be a good place to insert the ways that your parish makes use of the resources and services from the Diocese office.*

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. We need your help in meeting our parish's ADA goal and sustaining the Catholic Church in southwest Iowa. Remember, When we meet our goal, our parish will receive any additional gifts for our local 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. 24/25

Next weekend, March 2nd and 3rd 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. With everyone's participation we can definitely reach our goal. 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 2/3

Today is Annual Diocesan Appeal Sunday throughout 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.

Bulletin Announcement for the weekend after the Appeal, March 11/12

A big "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.

Remember, when we reach our parish monetary goal, any additional gifts stay right here for our own use. For those who have not made their 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 place it in the offertory basket or drop it in the mail. Contribution cards and envelopes are located_____. Gifts can also be made online dmdiocese.org/giving. 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 have helped to ensure that the Diocese of Des Moines will be able to continue its mission of serving the people of God in southwest Iowa.

