THE ROLE OF THE PASTOR

The role of the Pastor is paramount to the success of the Diocesan Annual Catholic Appeal. The necessary ingredients for a successful campaign are enthusiasm and a conscious decision to succeed.

Your support of the Annual Catholic Appeal and its ministries is vital to the fulfillment of the appeal and Church’s mission. It is makes a greater impact when the local pastor personally asks their parishioners to support the appeal.

The Pastor...

... is responsible to ensure parish does an In-Pew solicitation.

... is responsible for guiding the parish Appeal and ensuring its success.

... selects the parish leadership to act as the ACA Chairperson(s), Secretary, and volunteers in his parish according to the prescribed plan.

... speaks supportively of the appeal from the pulpit. Your personal endorsement is the single most important part of a successful ACA campaign. In order to meet the Parish and Diocesan goal, more emphasis should be placed on participation of all families in the parish.

... utilizes prepared campaign materials – Homily Hints, Prayers of the Faithful, Bulletin Announcements, Bulletin Inserts, Posters, and other information as outlined in the ACA Leadership Manual.

... provides sufficient opportunities for all parishioners to make a gift to the annual appeal and encourages the utilization of the pledge program.

... pursues follow-up activities until the campaign concludes and all parishioners have been contacted, using phonathon campaign or direct mail.

... should recognize the time, talent, and treasure of all volunteer workers and donors.

Speak often about the goal of 100% participation. Ask every household to consider a gift to the Annual Catholic Appeal. Remember, no gift is too small. We need everyone’s participation!!!

Complete your personal Pledge Card early and make your parishioners aware during the Masses on Appeal Weekend that you have donated to and support the Annual Catholic Appeal.

Thank you for giving your own time, talents, and treasure to the Annual Catholic Appeal. Please call the Development Office at (509) 367-5299 if you have any questions.

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