

“Revive Your Hope”

Where there is hope there is peace;
where there is peace there is love; where
there is love, there is God! And when
you have God, you have everything.

ACA Pastor

2020-21 Guide

Diocese of Yakima

PARISH ACTION TIME LINE FOR
2021 YAKIMA DIOCESE ACA CAMPAIGN

Week of September 28 All Annual Appeal In-Pew materials will be mailed to each parish.

Saturday & Sunday
October 24 & 25

ANNOUNCEMENT WEEKEND

Display Annual Appeal Posters in prominent location this weekend

Prayers of the Faithful
Bulletin and Pulpit Announcements
Social Media i.e. Facebook, Virtual Mases etc.

Saturday & Sunday
October 31 & Nov. 1

EDUCATION WEEKEND

Pastor Letter in Parish Bulletin
Lay Witness Talk
Prayers of the Faithful
Bulletin and Pulpit Announcements
Social Media i.e. Facebook, Virtual Mases etc.

Saturday & Sunday
November 7 & 8

ANNUAL CATHOLIC APPEAL PLEDGE WEEKEND

Pastor/Associate Pastor – Homily on Annual Support
In-pew Appeal/Video – Help Parishioners Complete Envelopes
Prayers of the Faithful
Bulletin and Pulpit Announcements
Social Media i.e. Facebook, Virtual Mases etc.

Thursday
November 12

First report due to Development Office

Saturday & Sunday
November 14 & 15

FIRST FOLLOW-UP WEEKEND

Prayers of the Faithful
Bulletin and Pulpit Announcements
Envelopes available at all entrance/exits

Thursday
November 19

Second report due to Development Office

Each Thursday of the following weeks, reports are due in
Development Office

Saturday & Sunday
November 21 & 22

SECOND FOLLOW-UP WEEKEND

Envelopes available at all entrance/exits

In late February 2021, a follow-up letter from the Pastor will be sent to parishioners who have not responded to the Annual Catholic Appeal by January 31, 2021, except those parishioners whom the pastor has elected not to contact with the Follow-Up Letter.

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 included in the **ACA Manual** along with your personal **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.** A great additional resource to review is "Guide: Pastor Talking Points for Autumn – Winter 2020." *You cannot over-communicate, your call to action must be clear, you are telling a story— and your parishioners are the heroes!* The same would apply to the Annual Catholic 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. Promotes donating using the ACA QR code.

... 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!!!

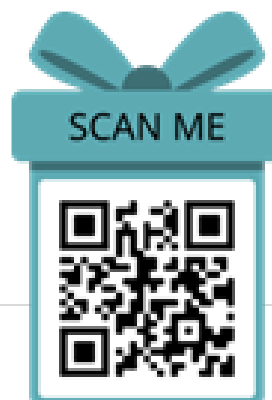
Complete your personal Pledge Card early and make your parishioners aware during the Masses on Appeal Weekend that you have donated to and support the Annual Catholic Appeal.

Thank you for giving your own time, talents, and treasure to the Annual Catholic Appeal. Please call the Development Office at (509) 350-9094 if you have any questions.

Check-Off List for a Successful Pledge Weekend

November 7/8: ACA Pledge Weekend

- Pastor/Associate Pastor Homily on Annual Support.
- Highly recommend reciting ACA Prayer at all masses. In-Pew Envelope includes ACA Prayer on the outside flap. We highly recommend before showing them the video and or doing the “Ask” begin with the ACA Prayer. This is a great opportunity for each parishioner have an envelope in his or her hands.**
- Play ACA Video and Make In-pew Appeal – Help parishioners complete Pledge Card* in envelope. Assure Pledge Cards are completed thoroughly - take parishioners step by step. Make sure they indicate the language they prefer mailings to be received. Also have them indicate how they prefer receiving their monthly statement by **Email or Direct Mail**. Please let them know to only check one. Have them clearly print Name, Address, Home Phone #, Email Address, Parish Name.
 - Let them know about the materials inside in-pew envelopes
 - ACA Information Sheet
 - Pledge Card
 - Let them know the different ways to donate by Cash, Check, or Credit/Debit/EFT. If they check Credit/Debit/EFT, they must complete the backside of the pledge card. Also let them know that pledges and payments can be made online.
 - **Highly recommend asking those who have a smartphone to donate by scanning the QR directly on the envelope. They have the option to do a one-time donation or easily set-up a monthly donation.**
 - Tell parishioners that the Diocese of Yakima will send them a monthly statement if desired. If they plan to pay via their bank’s “Bill Pay” to be sure to address the payments each month to ACA and send to the Pastoral Center.
- Invite them to bring their completed pledge card to the altar and place their envelope in the basket, and offer a special blessing over the gifts and pledges submitted.
- Before each Mass on Pledge and Follow-Up Weekends, make certain that each designated ACA display/table is replenished with envelopes and a sufficient number of pencils. Again, the best practice is to highly encourage using the QR code to make their donation electronically.
- Use ACA suggested Prayers of the Faithful at all Masses. (This includes virtual masses)
- Place announcements in bulletin and make pulpit announcements at all Masses.



Preparing – Sample

Person Responsible	Task Description	Due Date	Comments
Fr. John Joe	Check-Off List for a Successful Pledge Weekend	Pledge Weekend Nov. 7 & 8	Erik Smith will assist pastor with ACA video
	Lay Witness	ACA Education Weekend Oct. 31 and Nov. 1	
	ACA Chairperson	Oct. 9	Ongoing task throughout the campaign
	ACA Reporting	Oct. 9	Ongoing task throughout the campaign
	Volunteers to support with ACA Reporting		
	Bulletin and Pulpit Announcements		
	Social Media i.e. Facebook, Paris Website		