

CHARITY & DEVELOPMENT APPEAL

The **Charity and Development Appeal (CDA)** is the one diocesan-wide campaign that supports our families throughout the cycle of their lives, from infants in the womb to those in later life who need our care and support. CDA funding supports more than 70 agencies, organizations and programs that counsel, feed, clothe, house, educate, and comfort those in need throughout the four counties of our diocese. The CDA supports our diocesan and community family beyond what each parish is able to offer individually.

A. Preparation (September – November)

Leadership Recruitment

Parishes will be asked to identify parishioners to serve as the Parish CDA Coordinator and the Audit & Reporting Coordinator. Once the parish leaders have been identified and/or recruited, they will receive leadership materials and invitations to the CDA Kick-off events and Leadership Training sessions.

Parish Goal Setting

Each parish will receive the Charity and Development Appeal financial goal to support our One Family in Christ. In addition, each parish is asked to meet a minimum 35% participation goal.

Parish Material & Data Preparation

Parishes will have the opportunity to order all CDA materials, such as CDA donor cards, brochures, posters, banners, etc. All CDA materials will be shipped to parishes as soon as the orders are received. All parishes should receive CDA materials prior to Christmas.

Updated Parish Leadership Guides and Financial Processing Guides will be sent to CDA Leaders.

Bulletin announcements, speaker notes, etc. can be downloaded from the CDA website, www.cda-phoenix.org.

In addition, parishes can request a CDA Speaker through the Speaker's Bureau.

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B. Diocesan Phase (December – January)

Leadership Gifts

In late November and early December, letters and pledge cards will be mailed to all members of the Shepherd Circle (\$5,000+) and Miter Society (\$1,000+), as well as those who made Leadership Gifts (\$300+) in 2006. All advanced gifts will be reported to parishes prior to the Education Weekend and will continue to be reported weekly. In addition, appreciation dinners for the prior year's CDA Campaign will be held for the Shepherd Circle and Miter Society members.

General Mailing

In order to communicate how we are called to serve and the specific needs of our One Family in Christ, every registered family will receive a letter from the Bishop, a CDA brochure and a prayer card.

C. Campaign Kickoff

Kick Off Celebration

In early to mid January, all Parish CDA Leadership, including pastors, associate pastors, parish staff and volunteer leaders are invited to our Kick-off Celebrations. Two of these will be held at St. Mary's Basilica and a third at St. Pius X Center in Flagstaff. These celebrations include speakers, lunch and a preview of the CDA videos. The purpose of these celebrations is to:

- Build a stronger sense of community by gathering lay and pastoral leaders
- Encourage leaders and parishioners to reflect on how God has blessed them and how they might share these blessings with their parish and diocesan communities.

Leadership Training

Parish CDA Leaders will have the opportunity to gather and discuss plans for the 2007 CDA Campaign. Existing leaders will have the opportunity to refresh their skills, learn some new ideas and tips and share their experiences with one another. New leaders will have the opportunity to learn how the workings of the campaign, ask questions and meet those involved with the CDA Campaign. Sessions are designed to make the best use of time as well as allow for some fun. The purpose of these sessions is to:

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- Train new leaders and provide existing leaders with updated information for the 2007 CDA Campaign
- Provide a forum to communicate parish accomplishments as well as the challenges and opportunities for the coming year

D. Awareness and Education (Weekend in January)

Witness Talks/ Speaker's Bureau

The witness talks can include remarks from the pastor on the Charity and Development Appeal purpose and importance, comments from a parishioner regarding how God called him or her to serve his or her community and how the parishioner responded, and remarks from a guest speaker on how God's work is being accomplished in our diocesan One Family in Christ.

Parishes have the opportunity to request a speaker from the Speaker's Bureau. The Speaker's Bureau is a group of lay and pastoral leaders who are recruited to provide witness to the many needs facing our One Family in Christ. Many are employees, volunteers or recipients of the services, agencies, programs or organizations funded through the CDA. Parishes requesting speakers must complete the request form and return it to the Office of Stewardship.

Bulletin Announcements

In this Parish Leadership Guide there are sample bulletin announcements that can be used to communicate the stewardship message during the campaign. These announcements can also be downloaded from the CDA Website, www.cda-phoenix.org.

Charity & Development Appeal Videos

Each parish will receive a CDA video in English and, for parishes with masses in Spanish, a video in Spanish. The videos, about 7 minutes in length, communicate how we are called to serve our One Family in Christ and what programs and services will be supported by our responding to that call. Videos are available in both VHS and DVD formats.

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Donor Cards

It is important to offer every parishioner the opportunity to respond when they feel called to action. Place donor cards in the church and/or pews during this education and awareness time for those parishioners who are ready to make their commitment.

E. Commitment (Weekend in January)

Commitment Weekend

During the Commitment Weekend, all parishioners will be asked to complete a donor card. Donor cards and pencils should be readily available. See page 9-6 for details on conducting an In-Pew Solicitation. Speakers and/or the video can be used during the commitment weekend as well.

F. Follow-Up (February-April)

Processing Donor Cards

Process donor cards on a weekly basis and submit cards and a parish check for each report on a weekly basis. It is important that donor cards be submitted in a timely fashion so that requests for credit card and ACH transactions can be honored. Guidelines on how to prepare and send donor cards and checks are provided in the CDA Leadership guides.

In addition, please fax or email a copy of each week's Parish Reporting Form to the Office of Stewardship through week 10 of the campaign. Weekly reports with "zero totals" do not need to be mailed.

Follow Up Weekend

During the two weekends following the commitment weekend, please continue to make the Charity and Development Appeal very visible in the parish. Announce parish totals, encourage those who have not completed a donor card to do so and consider conducting a second In-Pew Solicitation. The objective is 100% participation.

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Continued Follow Up

Many parishes follow-up with parishioners who have not completed a donor card during the Commitment or Follow-up Weekends with a letter and/or phone calls during late February and early March. A letter can also be sent to all those who made a gift the prior year but have not yet made a commitment during the current campaign.

Continue to include articles and CDA stories in the bulletin and keep donor cards available in the church to give everyone the chance to participate. Also, continue to thank those who have participated.

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Conducting an In Pew Solicitation

This can be done by the president, CDA Leader or volunteer. It is very effective when preceded by the CDA video or a speaker.

- Announce to parishioners that this is "Commitment Weekend" for this year's Charity and Development Appeal throughout the Diocese. Every family in our parish is asked to make a commitment in support of our *One Family in Christ* whether it be through prayer and/or a financial gift.
- Call the ushers forward to distribute the CDA donor cards or direct parishioners attention to the envelopes placed in each pew.
- Encourage those who have not yet made their decision to do so now. Expect every family to contribute proportionately and sacrificially according to their means and blessings.
- Communicate that you expect everyone in attendance to complete a donor card. Thank everyone who may have already completed a donor card.
- Hold up a donor card or, for parishes who use projection screens, project the image of the donor card and make sure that every family has one.
- Walk parishioners through completing the donor card information. Begin by filling in all personal information... name, address, parish, etc. Have volunteers available to help anyone in need of assistance. Also, have them available after Mass to answer any questions.
- Emphasize that parishioners can make a commitment today without having to write a check or enclose cash. They may simply write in the amount they plan to commit on the donor cards and choose their method of payment. Choices include credit card payment, automatic withdrawals from their checking account (ACH) or to receive reminders.
- Strongly encourage parishioners to consider making a pledge versus a one time gift. Encourage all to pledge an amount they can afford to give each month, mindful of God's many blessings and for the benefit of those in our *One Family in Christ* who are in need of our care and support. Every pledge or generous one-time gift helps.
- Ask parishioners to consider increasing the amount that they gave last year by a percentage or to give a certain amount. Several parishes have also published suggested amounts, i.e. if every family gave \$___, we would meet our goal.