

2012 Appeal Overview

Description

While "CDA" is a common term around our Diocese, many do not realize what the appeal actually accomplishes. The CDA, the Charity and Development Appeal, provides the funds to support more than 70 educational, charitable and spiritual programs and organizations. As CDA leaders, it is our job to educate our fellow parishioners about the good things that are accomplished because of the CDA, good things that are beyond the scope of any one parish, good things that impact the entire community. The CDA is a way for us to give back to God in gratitude for all we have been given.

Every parish plans and directs both Stewardship and the CDA in unique and wonderful ways. The Diocesan Office of Stewardship exists to help each parish by providing resources and other support. We look forward to working with each parish again this year in both areas of Stewardship and the upcoming Charity and Development Appeal.

The CDA is part of Christian Stewardship and part of each parish's Stewardship efforts. As individuals, as parishes and as part of our diocesan family in Christ, we all can:

- ◆ Accept and be grateful to God and the parish for our gifts;
- ◆ Seek ways to jointly develop those gifts;
- ◆ Return our gifts in gratitude to God and the parish with an increase.

In our individual families, we each have important roles, mother, father, child, etc. When one family member is in need of care and support, the entire family comes together to provide what is necessary. We are *One Family in Christ*. As *One Family in Christ*, we also have a responsibility to those within our family to provide care and support when needed. We have a responsibility to give of our gifts, gifts given to us by God, whether it is a financial gift or the gifts of time and prayer.

Goals

- ◆ To offer all families an opportunity to reflect on their good stewardship of the abundant gifts they have received from God and how they can be shared within our *One Family in Christ*.
- ◆ To provide funding for more than 70 charitable, educational and spiritual programs and organizations.
- ◆ To encourage the participation of all Catholic families through a financial gift and/or a commitment to prayer. Our diocesan participation goal is 35% in gifts and prayer. *Note: Many parishes greatly exceed this goal on an individual basis.*

CDA 5 Year Comparison

	2007	2008	2009	2010	2011
Goal	10,250,000	10,500,000	10,200,000	\$10,000,000	\$9,500,000
Dollars Raised	\$10,331,462	\$10,000,784	\$9,148,445	\$8,305,411	\$8,000,131
Dollar Change	\$79,936	-\$330,678	-\$852,339	-\$835,176	-\$305,280
Percent Change	0.8%	-3.2%	-8.6%	-9.1%	-3.6%
Number of Families	143,672	136,579	137,791	139,442	138,545
Number of Gifts	43,390	40,248	37,520	42,813	46,543
Participation Rate	30.2%	29.5%	27.2%	30.7%	33.6%
Average Gift	\$237.92	\$248.48	\$243.83	\$193.99	\$171.89

2012 Appeal Overview

2012 CDA co chairs: Matthew and Cynthia Scheller

Matthew and Cynthia Scheller are members of St. Thomas Aquinas Catholic Community where they were married in 1997. They have four children – Sara (12), Matthew, Jr. (10), John (8), and Megan (7) who all attend St. Thomas Aquinas Grade School.

Matthew and Cynthia are devoted Catholics and supporters of Catholic education. Matthew grew up in the West valley and served as an altar boy when St. Thomas Aquinas was a mission church in Litchfield Park. He attended St. Vincent de Paul Elementary School and graduated from Brophy Prep in 1986. He graduated from Marquette University in 1990 and John Marshall Law School in Chicago in 1993. He is an attorney for the Department of Juvenile Corrections. Matthew is a Knight of Columbus and serves as a Eucharistic minister. He is the chairman of the Catholic Education Arizona committee at St. Thomas Aquinas and is a member and past officer of the school's Wildcat parent club.

Cynthia was born and raised in Prescott, Arizona where she went to Sacred Heart Catholic School and Parish. She graduated from NAU with a bachelor and master degrees in Education. She taught for 6 years before raising their children as a stay-at-home mom. Cynthia is currently returning to the classroom to teach at St. Thomas Aquinas School. She served on the Diocesan School Board for 6 years, chaired the *Night of Hope* dinner, and served on various committees for the Catholic Schools office. She served on her local parish council and school board for 5 years. She currently serves on the Special Events Committee for the Stewardship Council.

"We are extremely honored by Bishop Olmstead's request for us to serve as the 2012 co-chairs of the CDA. We strive daily to raise our children to know the importance of serving our faith and others. The CDA and all the ministries it supports is a true reflection of how faith serves other. We pray that we can continue to serve as graciously as the co-chairs who precede us. We pray that *One Family in Christ* will again be a successful appeal that all Catholics can support."

Parish Goal Setting

This year the parish CDA goals have been set taking into account the following variables: the five year parish average raised for the CDA and a recommended goal sent in by the pastor. Each parish has also been given a participation goal based on last year's participation numbers.

Prayer commitment and donor gifts are both included on this year's donor envelope. **The participation goal for your parish will again encompass both financial gifts and a commitment to prayer for our *One Family in Christ*.** Please ask your parishioners to participate by offering their stewardship in both areas.

Parish CDA Coordinator

Description

The role of the CDA Coordinator is to assist the pastor in conducting a successful appeal as well as providing opportunities for parishioners to grow in awareness that they are not only part of a parish family, but also a part of a larger *One Family in Christ*. Working together with the pastor, it is the Parish CDA Coordinator's responsibility to ensure that all appeal tasks are carried out within given timeframes.

Duties

- ◆ Assist in developing a parish plan and strategy with the pastor.
- ◆ Determine the number of volunteers needed.
- ◆ Assist in recruiting and training volunteers.
- ◆ Read all information and follow established timelines.
- ◆ Assist the pastor in conducting an In-pew solicitation.
- ◆ Ensure that CDA materials (i.e. bulletin articles, CDA envelopes, posters, etc) are utilized and available.
- ◆ Provide multiple opportunities for parishioners to respond.
- ◆ Collaborate with the Audit/Reporting Coordinator to ensure that all parish reports, CDA envelopes and individual checks are submitted in a timely fashion every week.
- ◆ Maintain communication with the Diocesan CDA Coordinator (Carrie Aranda) throughout the appeal.
- ◆ Organize adequate follow-up efforts to ensure every parishioner has had the chance to respond.
- ◆ Aim for 100% participation

Weekly Checklist

- Ensure CDA is visible through the use of posters and banners.
- Replenish donor envelopes, and brochures in the church as needed.
- Communicate parish progress through the use of bulletin articles and announcements.
- Alert all liturgical ministers and others of CDA plans as needed.
- Coordinate details regarding CDA speakers, videos, bulletin inserts/articles, etc.
- Assist the Audit/Reporting Coordinator with processing the donor envelopes as needed.
- Ensure that all CDA reports are faxed to the Office of Stewardship
- Ensure that all envelopes and checks are mailed to JP Morgan Chase on a weekly basis.

Audit/Reporting Coordinator

Description

The role of the Audit/Reporting Coordinator is to assist the pastor in conducting a successful appeal by ensuring that all CDA envelopes, contributions and reports are correctly calculated and reported in a timely manner. Working together with the pastor and Parish CDA Coordinator, the Audit/Reporting Coordinator ensures that the results of the parish's appeal are correctly reported within given timeframes.

Duties

- ◆ Assist in developing a parish plan and strategy with the pastor and Parish CDA Coordinator.
- ◆ Determine the number of volunteers needed to process CDA envelopes accurately and in a timely manner.
- ◆ Assist in recruiting and training volunteers to process CDA envelopes.
- ◆ Read all information and follow established timelines. Become familiar with CDA reporting, materials and timelines.
- ◆ Assist with the In-pew solicitation.
- ◆ Coordinate all donor envelope processing activities.
- ◆ Maintain communication with the Diocesan CDA Coordinator and/or Diocesan Finance Office throughout the appeal.
- ◆ Complete and submit reports on a weekly basis.
- ◆ Mail CDA envelopes and donor checks according to instructions in the Financial Gift Processing section.
- ◆ Record all gifts received so that these donors are not contacted during follow-up activities.
- ◆ Review and audit reports received from the Office of Stewardship against parish records for accuracy.

Weekly Checklist

- Schedule processing time with volunteers
- Make sure all envelopes, cash and checks collected during masses have been accounted for.
- Process all CDA envelopes according to the instructions in the Financial Gift Processing Guide.
- Fax (602-354-2219), email (caranda@diocesephoenix.org) or call Carrie Aranda (602-354-2217) before 9am on Thursday.
- As soon as possible, mail all envelopes, reports and checks to:

JP Morgan Chase Lbx 29398
Attn: Catholic Diocese of Phx AZ1-1270
1820 E Sky Harbor Circle South
Phoenix, AZ 85034
- Record all CDA envelopes received whether they contain a financial gift or not so that parishioners who have responded are not contacted during follow-up activities.
- Audit weekly report received from the Office of Stewardship on Thursday against parish records for accuracy.
- Assist with other appeal activities as needed.