

## CDA Materials

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### General Information

The Office of Stewardship provides several different materials to assist parishes with the Charity and Development Appeal. They can help deliver the CDA message and support the parish in their efforts to exceed goals and are available in English and Spanish.

All materials for the CDA are shipped to parishes the week of January 2, 2011. Additional supplies can be ordered at any time by calling 602-354-2217 or emailing [caranda@diocesephoenix.org](mailto:caranda@diocesephoenix.org). Materials change from year to year and your input is always welcome.

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### Donor Envelopes

Donor Envelopes are the primary way to give to the CDA. Parishioners are asked to complete the envelope and return it to the parish. If a donor is also making a payment, a check or cash can be enclosed. The envelopes also contain information regarding making a pledge or payment online.

#### Suggested Uses:

- ◆ In-Pew Solicitation
- ◆ A highly visible reminder of the CDA
- ◆ Include in any follow up communications.

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### Brochures

Brochures contain general information about the Charity and Development Appeal. This year the brochure focuses on how the money is granted and allocated throughout the Diocese.

#### Suggested Uses:

- ◆ Bulletin Insert
- ◆ In-Pew Solicitation
- ◆ A highly visible reminder of the CDA
- ◆ Include in any follow up communications.

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### Posters

Posters are printed in English on one side and Spanish on the other and can be very effective when placed in high traffic areas.

#### Suggested Uses:

- ◆ In the high traffic areas of the church
- ◆ Parish Office
- ◆ Conference Rooms
- ◆ School

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### **Banners**

Banners are made of vinyl and are weather resistant. They do not contain the appeal year and so have the ability to be used year over year if stored well.

#### **Suggested Uses:**

- ◆ Outside courtyards
- ◆ Other high traffic areas outside of the church and school

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### **Grants and Allocations Table**

These tables detail how the money contributed in 2010 was granted and allocated. A sample can be found in the Grants and Allocations section.

#### **Suggested Uses:**

- ◆ Bulletin insert
- ◆ Have copies available in the back of the church or at a table outside
- ◆ The centerpiece of a CDA bulletin board (see sample bulletin board pictures)

## Appeal Videos

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### **CDA Video - Run time is 5 minutes**

**Description:** Overview of the Charity and Development Appeal and the services and organizations funded. Includes Bishop Olmsted and Bishop Nevares. Also explains how to give using the donor envelopes, so please have them visible and accessible when showing the video.

**Suggested Use:** Education or Commitment Weekend. Works well when followed immediately by the In Pew Solicitation.

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### **CDA Gratitude Video—Run time is 2 minutes**

**Description:** Video thank you for parish participation in the CDA by Bishop Olmsted, Bishop Nevares and Fr. Greg Schlarb.

**Suggested Use:** Show at all masses when the parish exceeds goal or after Week 10.

All videos are posted on the CDA website: [www.diocesephoenix.org/cda](http://www.diocesephoenix.org/cda). Please feel free to create a link from the parish website to the videos. For more information on using the CDA videos, please call Carrie at 602-354-2217.