

Prior to Education and Commitment Weekend

Introducing the CDA...

This is the time to begin the CDA message. Make sure that all materials have been received and are ready for Education and Commitment Weekend on February 11/12, 2012. Pulpit announcements and bulletin articles can be run for a couple of weeks to introduce the CDA to the parish. CDA information will be mailed to all registered households. It should arrive in homes around February 6, 2012. Consider placing a link to the CDA website and video on your parish's website.

Pulpit Announcement

The annual Charity and Development Appeal (CDA), which provides support for more than 70 charitable, spiritual and educational programs and organizations, is beginning. The CDA is an opportunity to satisfy the need we all have to be good stewards and support the work of the larger church by returning a portion of what God has given us through prayer or a financial contribution. Please take time to prayerfully consider what you are able to give in support of our *One Family in Christ*. More information is available in the bulletin.

Bulletin Article



The annual Charity and Development Appeal (CDA) will kick off in our parish on February 11th and 12th. The CDA provides critical funding to charitable organizations who serve families in need, educate our children in the Catholic faith, and support seminarians, clergy, religious and lay leaders in their desire to serve our community.

Please prayerfully consider a financial gift to the CDA. Our parish goal is 100% participation and \$XX,XXX. If you have not participated in the past, please consider an initial gift of \$XX. For our families who continue to support the CDA, we thank you.



Your gift will make a difference to our *One Family in Christ*. More information on the CDA and how 2011 funds were allocated, can be found at diocesephoenix.org/cda. You can also make your gift online as well. Thank you for your prayerful support!

Checklist

- Hang CDA posters and banners in all high traffic areas.
- Run bulletin articles and add pulpit announcements introducing the CDA.
- Test video equipment and DVD.
- Confirm details with speakers.
- Meet with and train all volunteers from ushers and liturgical ministers who will assist with the In Pew Solicitation to those who will help process donor envelopes.
- First gift report and parish update will be sent from the Office of Stewardship on February 9, 2012.
- For assistance, strategies or supplies, please call Carrie at 602-354-2217.

Week 1 (February 11 - 16, 2012)

Target: 60% of goal

Week 1- Commitment Weekend

Today is a call to action. It is important to deliver the CDA message through the use of the video or a speaker and strongly encourage parishioners to pledge today. The In-Pew solicitation is the critical piece of a successful appeal. Parishioners should be given ample time and direction in completing donor envelopes. Commitment weekend should account for more than 50% of a parish's total raised during the Appeal.

Intercession

May our parish respond through the CDA to the opportunity to reach beyond the borders of our parish in love and service. We pray to the Lord.

Pulpit Announcement

The annual Charity and Development Appeal (CDA) has begun. If you have not yet made your gift, please take home a donor envelope for prayerful consideration. For additional information and assistance, please stop by the table located just outside. Thank you for your support of our *One Family in Christ*.

Bulletin Article



The annual Charity and Development Appeal (CDA) begins this weekend. The CDA serves the basic needs of our large and fast growing community.

Every dollar is important to those that rely on CDA to provide services to the community. **Because of you:**

- charitable organizations are able to provide assistance to families in crisis or need
- children are educated through Catholic schools and parish religious education programs
- leaders, lay and ordained, receive the ongoing training and support they need to carry out their ministries.



Our parish goal is 100% participation and \$XX,XXX. Please make your gift today. Visit diocesephoenix.org/cda for more information or to make your gift. Thank you for your support of the CDA!

Week 1 Checklist

- Hang CDA posters and banners in all high traffic areas.
- Arrange for video or speakers for all masses.
- Conduct an In-Pew Solicitation.
- Set up a table outside of mass for those who have questions or need additional assistance completing their pledge. Stock the table with CDA information and donor envelopes.
- Stress the importance of making your pledge today and that the goal is 100% participation.
- Process envelopes according to the directions in the Financial Gift Processing Guide.
- Mail all Week 1 reports, envelopes and checks.
- Audit Week 1 reports received from the Office of Stewardship on Thursday. Record any donations processed by the Diocese.

Week 2– Follow-up Weekend

Keep the momentum going! Once momentum is lost, it is very hard to get it back. Keeping the CDA very visible in the parish is important as parishes move steadily towards goal. Many parishioners may not have been at mass last week or took a donor envelope home with them. Make sure that donor envelopes are easy to find and there is a clear way of returning them. A table outside of mass will help those who may need assistance or information.

Intercession

That we may prayerfully consider the many gifts we have received and respond generously to our community through the Charity and Development Appeal. We pray to the Lord.

Pulpit Announcement

Thank you to the XX families who have made a gift to the Charity and Development Appeal. If you have not yet made your gift, please prayerfully consider doing so today. It is not too late and your Stewardship gift, big or small, will make a difference in the lives of many people. CDA envelopes are still available in the pews/back of the church. Visit the table outside for more information or assistance in making your gift.

Bulletin Article



The annual Charity and Development Appeal (CDA) is underway. Thank you to everyone who has made their pledge. Each and every gift is important, no matter how big or small.

For those who have not yet made a pledge, please do so today! Join us in supporting the vital programs and services throughout the Diocese of Phoenix. These programs and services reach beyond the boundaries of any one parish to all of our community. Your gift to the CDA supports all members of our *One Family in Christ* who need our care.

Our parish goal is 100% participation and \$XX,XXX. We currently have XX% participation and \$XX,XXX toward our goal.



Gifts can be made online at www.diocesephoenix.org/cda or by completing a donor envelope. Thank you for your support of the Charity and Development Appeal.

Week 2 Checklist

- Hang CDA posters and banners in all high traffic areas.
- Arrange for video or speakers for all masses.
- Conduct a second In-Pew Solicitation.
- Set up a table outside of mass for those who have questions or need additional assistance completing their pledge. Stock the table with CDA information and donor envelopes.
- Stress the importance of making your pledge today and that the goal is 100% participation.
- Thank you calls by the pastor and/or CDA Coordinator.
- Process envelopes according to the directions in the Financial Gift Processing Guide.
- Mail all Week 2 reports, envelopes and checks.
- Audit Week 2 reports received from the Office of Stewardship on Thursday. Record any donations processed by the Diocese.

Week 3 (February 25 - March 1, 2012)

Target: 85% of goal

Week 3– Follow-up Weekend

The season of Lent is a wonderful time to encourage parishioners to participate in CDA. Ask them to continue to pray for those who need our care and for the success of the CDA which provides the community with much needed resources. Ask those who have not yet completed a donor envelope to consider doing so today. Continue to have a table with CDA information and volunteers to answer questions and assist with pledges.

Intercession

That God may bless our parish and the Diocese, strengthen our faith and grant us the spirit of Christian stewardship by opening our hearts to others in need of our care. We pray to the Lord.

Pulpit Announcement

XX families in our parish have raised \$XX,XXX towards our parish's CDA goal. Thank you for answering the Stewardship call. It is our hope to reach 100% participation and we need your help to do this. Please prayerfully consider supporting our *One Family in Christ* through either a financial gift and/or a commitment to prayer. CDA envelopes are still available in the *pews/back of the church*. There is a table outside with more information.

Bulletin Article



As we begin the season of Lent, our thoughts turn to the message of praying, of serving and of giving. The Charity and Development Appeal (CDA) provides each and every family the opportunity to put their faith into action.

Because of you, the CDA is able to support critical services to those in need: counseling, food, shelter and assistance in finding a job. It provides opportunities for faith education through Catholic schools, parish religious education programs, Kino Institute and college Newman Centers. The CDA also provides much needed support to our clergy, religious and seminarians.

Our parish goal is 100% participation and \$XX,XXX. Currently XX% of our parish has raised \$XX,XXX toward our goal. Please take time to make your gift today.



Gifts can be made online at www.diocesephoenix.org/cda or by completing a donor envelope. Thank you for your support of the Charity and Development Appeal.

Week 3 Checklist

- Hang CDA posters and banners in all high traffic areas.
- Ensure that there are donor envelopes available and visible in the church. Call Carrie at 602-354-2217 if any additional supplies are needed.
- Continue to have a table outside of mass for those who have questions or need additional assistance completing their pledge. Stock the table with CDA information and donor envelopes.
- Stress 100% participation through either a financial gift or a commitment to prayer.
- Thank you calls by the pastor and/or CDA Coordinator.
- Process envelopes according to the directions in the Financial Gift Processing Guide.
- Mail all Week 3 reports, envelopes and checks.
- Audit Week 3 reports received from the Office of Stewardship on Thursday. Record any donations processed by the Diocese.

Week 4 - Keep the momentum going

Keeping the CDA visible in the parish is the key to keeping the momentum going. These next couple of weeks are critical in assisting the parish to exceed goal. Posters, banners, bulletin articles and announcements are easy ways to keep the message alive. Just as important, make sure that donor envelopes are also visible in the church as well as a clearly marked place to return them.

Intercession

May we, as *One Family in Christ*, recognize the opportunities to express our thankfulness to God for God's goodness in our lives. We pray to the Lord.

Pulpit Announcement

It is not too late to make a gift to the Charity and Development Appeal. The CDA assists more than 70 organizations and programs to provide critical services throughout our Diocese and local communities. CDA envelopes are available in the back of the church. Gifts can also be made online. Please help our parish reach our goal of 100% participation. Thank you for your support.

Bulletin Article



The CDA is who we are as a Church. It is putting our faith into action by investing in health care, education and social services. It is committing ourselves to becoming a strong and visible presence in the life of our community.

Because of you:

- Parishes can provide services to families
- Tuition is kept affordable for over 13,000 students
- The diocese is able to educate 24 seminarians

Our parish goal is 100% participation and \$XX,XXX. We currently have XX% participation and \$XX,XXX toward our goal. Please make your pledge today!



Gifts can be made online at diocesephoenix.org/cda or by completing a CDA envelope. It is your support that makes this possible. Thank you!

Week 4 Checklist

- Make CDA visible through the use of the posters and banners.
- Ensure that donor envelopes and other CDA information is well stocked and visible in the church.
- Stress 100% participation through either a financial gift or a commitment to prayer.
- Process envelopes according to the directions in the Financial Gift Processing Guide.
- Mail all Week 4 reports, envelopes and checks.
- Audit Week 4 reports received from the Office of Stewardship on Thursday. Record any donations processed by the Diocese.
- Begin planning for follow-up mailings and/or phone calls. A list of parishioners who have given to the CDA in the past can be a great place to start.
- Request lists and additional supplies needed by calling Carrie at 602-354-2217.

Week 5 (March 10 - 15, 2012)**Target: 89% of goal****Week 5 - Midway point**

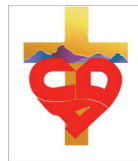
We are half way through the 10 weeks of CDA! Now is a great time to mail follow-up letters. Parishioners who have given to the CDA in past years but who have not yet made their gift in 2011 are very likely to give to CDA again. Many appreciate the personal reminder. A letter from the pastor can also include a donor envelope, a brochure, and allocation and grant information. Also, make sure that donor envelopes and other CDA information are still available and visible in the church. If more supplies are needed, please do not hesitate to call Carrie at 602-354-2217.

Intercession

May our gifts to this year's Charity and Development Appeal enable our church to continue Christ's work in our community. We pray to the Lord.

Pulpit Announcement

We would like to thank everyone who has participated in the 2011 CDA. Your stewardship has made a difference in our community. If you have not yet made a gift, it is not too late. CDA envelopes are available in the back of the church. Gifts can also be made online. Please help our parish reach our goal of 100% participation.

Bulletin Article

The annual Charity and Development Appeal (CDA) is underway. Thank you to the XXX families who have made a gift. Each and every gift is important and provides vital support to the programs and organizations who rely on the CDA. CDA funds allow them to provide critical services and resources to our parishes, diocese and local communities.

Our parish has currently raised \$XX,XXX with XX% of our families participating. Please make your gift today.



Gifts can be made online at diocesephoenix.org/cda or by completing a donor envelope. Your gift will make a difference in our *One Family in Christ*.

Week 5 Checklist

- Use posters, banners, bulletin articles and announcements to keep the CDA message going.
- Continue to stress 100% participation through either a financial gift or a commitment to prayer.
- Thank you calls by the pastor and/or CDA Coordinator.
- Process envelopes according to the directions in the Financial Gift Processing Guide.
- Mail all Week 5 reports, envelopes and checks.
- Audit Week 5 reports received from the Office of Stewardship on Thursday. Record any donations processed by the Diocese.
- Finalize follow-up mailings and phone calls. Double check lists to make sure that all parishioners who have already given have been removed from the follow-up list, especially those processed by the Diocese.

Week 6 – Follow-up Mailing

There are many ways that parishes can follow-up with parishioners who have not yet given, but the most effective is contacting each one individually either by phone or by letter. The most important first step to contacting parishioners is double checking that all gifts received have been recorded. This includes online gifts and pledges processed by the Diocese which are reported weekly to each parish. It is very important that anyone who has already responded is not contacted during follow-up activities. For more CDA supplies or strategies, call Carrie at 602-354-2217.

Intercession

For those who have shared their gifts, may they take great comfort in knowing that a gift from one will become a gift to many through the CDA. We pray to the Lord.

Pulpit Announcement

In 2011, more than 70 organizations and programs received CDA funds. These funds assisted them in providing critical services throughout our local community. If you have made a gift to the CDA, thank you. If you have not yet made a gift, please prayerfully consider doing so today. CDA envelopes can be found in the back of the church. Gifts can also be made online.

Bulletin Article



Our parish is making steady progress towards our CDA goal of \$XX,XXX and 100% participation. To date, XX% of our parish has raised \$XX,XXX. It is not too late to make a gift.

Every gift, no matter the size, will make a difference in our community. Please make your gift today.

Because of you, the Charity and Development Appeal (CDA) is able to:

- provide critical support for parishes and schools
- support our clergy, religious and seminarians.
- provide funding to organizations serving families and individuals in crisis.
- serve the needs of our community beyond what any one parish would be able to do alone.



Information about the CDA can be found at www.diocesephoenix.org/cda. Gifts can be made online or by completing a donor envelope. Thank you for your support.

Week 6 Checklist

- Use posters, banners, bulletin articles and announcements to keep the CDA message going.
- Continue to follow-up with parishioners who have not yet made a 2012 CDA gift.
- Stress 100% participation through either a financial gift or a commitment to prayer.
- Thank you calls by the pastor and/or CDA Coordinator.
- Hang CDA posters and banners in all high traffic areas.
- Process envelopes according to the directions in the Financial Gift Processing Guide.
- Mail all Week 6 reports, envelopes and checks.
- Audit Week 6 reports received from the Office of Stewardship on Thursday. Record any donations processed by the Diocese.

Week 7 – Follow-up Continues

With letters having been mailed and Easter rapidly approaching, now is a great time to do a last push to goal. Consider putting donor envelopes back in the pews where they can be easily found and have a place clearly marked for them to be returned. Be sure to announce parish totals and how much more is needed to exceed the parish goal. Consider asking people for a specific amount (i.e. \$10) in order to assist the parish in exceeding both of their goals.

Intercession

May our parish always be aware of how blessed we are as we decide, through stewardship, to return our gifts to God. We pray to the Lord.

Pulpit Announcement

Just a reminder that our parish is still working to achieve our CDA goals of 100% participation and \$XX,XXX raised. We currently have XX% of our parishioners who have raised \$XX,XXX. Letters (and CDA envelopes) have been mailed to those who have not yet made a gift. Donor envelopes can be found in the pews/back of the church. Thank you for your support.

Bulletin Article



Because of you...

... Families receive the support they need now and have hope for the future.

... over 13,000 children receive a Catholic education and tens of thousands more receive faith formation through our parishes.

It is your support for the Charity and Development Appeal that makes this and many other things possible. Our parish goal is 100% participation and \$XX,XXX. We currently have XX% participation and \$XX,XXX toward our goal. Please make your gift today!

Gifts can be made online at diocesephoenix.org/cda or by completing a CDA envelope. Thank you for your support!



Week 7 Checklist

- Set up a table outside of mass for those who have questions or need additional assistance completing their pledge. Stock the table with CDA information and donor envelopes.
- Stress 100% participation through either a financial gift or a commitment to prayer.
- Hang CDA posters and banners in all high traffic areas.
- Thank you calls by the pastor and/or CDA Coordinator.
- Process envelopes according to the directions in the Financial Gift Processing Guide.
- Mail all Week 7 reports, envelopes and checks.
- Audit Week 7 reports received from the Office of Stewardship on Thursday. Record any donations processed by the Diocese.

Week 8 (March 31 - April 5, 2012)

Target: 98% of goal

Week 8 – Holy Week

Continue to have CDA envelopes, posters and banners visible and available inside the church. Most importantly, have a clearly defined place to return completed envelopes. This saves donors time and energy trying to figure out how to get their pledges back to the parish. It could be a basket or a nicely covered box that is clearly marked. After all of the encouraging over the past several weeks, there could still be several parishioners who are ready to return their pledge.

Intercession

That the gospel message may be spread through our good deeds as we generously support our community through the Charity and Development Appeal. We pray to the Lord.

Pulpit Announcement

Thank you to the XX% of our parish families who have made a gift to the CDA. We still need another \$XX,XXX to achieve our goal. If you have not yet made a gift, please do so today. Donor envelopes are still available in the back of the church/pews/etc.

Bulletin Article



Have you ever wondered how our parish is impacted by the Charity and Development Appeal (CDA)?

- Our priests and deacons receive ongoing formation and support to assist them in their ministries.
- Our parish programs in religious education, liturgy and stewardship receive support through the various Diocesan offices.
- Homebound parishioners are able to participate in Sunday mass through our Diocesan televised mass.
- A complete list of programs and organizations receiving funding from the CDA is available online.

If you have not yet made your CDA gift, it is not too late. CDA envelopes are available in the back of the church and gifts can be made online at www.diocesephoenix.org/cda.



Week 8 Checklist

- Set up a table outside of mass for those who have questions or need additional assistance completing their pledge. Stock the table with CDA information and donor envelopes.
- Stress 100% participation through either a financial gift or a commitment to prayer.
- Hang CDA posters and banners in all high traffic areas.
- Thank you calls by the pastor and/or CDA Coordinator.
- Process envelopes according to the directions in the Financial Gift Processing Guide.
- Mail all Week 8 reports, envelopes and checks.
- Audit Week 8 reports received from the Office of Stewardship on Thursday. Record any donations processed by the Diocese.

Week 9 – Happy Easter!

Continue to keep CDA visible during this time by placing information in the bulletin and making sure that there are donor envelopes and CDA information in the church. For more CDA supplies or additional strategies to assist in achieving the parish's goals, please call Carrie at 602-354-2217.

Intercession

That the people of our Diocese may prayerfully consider the many gifts received and respond generously to our community through the Charity and Development Appeal. We pray to the Lord.

Pulpit Announcement

We are almost to goal! If you have not yet made a gift to the CDA, please do so today. The CDA provides the funding necessary to support programs that provide critical services within our Diocese. Your gift will make a difference in our *One Family in Christ*.

Bulletin Article



Thank you to everyone who has made a gift to the CDA. Each and every gift is important and provides vital support to the programs and organizations who rely on the CDA. CDA funds allow them to provide critical services and resources to our parishes, diocese and local communities.

It is not too late to make your gift! Our parish goal is 100% participation and \$XX,XXX. Currently XX% of our parish has raised \$XX,XXX toward our goal. Please make your gift today.



Gifts can be made online at www.diocesephoenix.org/cda or by completing a donor envelope. Envelopes are available in the pews and in the back of the church. **Thank you for your support of the CDA.**

Week 9 Checklist

- Set up a table outside of mass for those who have questions or need additional assistance completing their pledge. Stock the table with CDA information and donor envelopes.
- Stress 100% participation through either a financial gift or a commitment to prayer.
- Thank you calls by the pastor and/or CDA Coordinator.
- Hang CDA posters and banners in all high traffic areas.
- Process envelopes according to the directions in the Financial Gift Processing Guide.
- Mail all Week 9 reports, envelopes and checks.
- Audit Week 9 reports received from the Office of Stewardship on Thursday. Record any donations processed by the Diocese.

Week 10 (April 14 - 19, 2012)

Target: 100% of goal

Week 10 – Congratulations or a Last Push to Goal!

Continue to announce the current total and the amount needed to exceed both goals. Ensure that donor envelopes are visible (name the location in the announcement) and there is also a clearly marked way to return completed donor envelopes. Consider a second collection for the CDA.

As the CDA begins to wind down, thank everyone who has participated and assisted with the CDA. Show the Gratitude Video. The Gratitude Video is a short, but effective way to say thank you. Remind those who have not yet given that it is not too late to make a difference in our *One Family in Christ*.

Intercession

May our parish respond through the CDA to the opportunity to reach beyond the boundaries of our parish in love and service. We pray to the Lord.

Pulpit Announcement

It is not too late to make your CDA gift. CDA envelopes are still available in the back of the church. Your gift will make a difference to many within our diocese. Thank you for your support.

Bulletin Article



Thank you to the XXX families who have contributed \$XX,XXX to the Charity and Development Appeal. Every gift and prayer is important to those that rely on CDA to provide services to the community.

It is not too late to make a gift to the CDA. Our parish needs only \$XXX to make our goal of \$XX,XXX. Please consider making your gift online today at www.diocesephoenix.org/cda or completing a donor envelope. Envelopes can be found at the back of the church/table outside.



Thank you for your support of the Charity and Development Appeal.

Week 10 Checklist

- Set up a table outside of mass for those who have questions or need additional assistance completing their pledge. Stock the table with CDA information and donor envelopes.
- Stress 100% participation through either a financial gift or a commitment to prayer.
- Thank you calls by the pastor and/or CDA Coordinator.
- Hang CDA posters and banners in all high traffic areas.
- Process envelopes according to the directions in the Financial Gift Processing Guide.
- Mail all Week 10 reports, envelopes and checks.
- Audit Week 10 reports received from the Office of Stewardship on Thursday. Record any donations processed by the Diocese.

After Week 10 (May - June)

After Week 10 Checklist:

- Update the parish on how much is needed to reach goal and take up a second collection.
- Continue to keep the CDA visible and update regularly with the progress towards goal.
- Bulletin articles, intercessions and pulpit announcements from weeks 1-10 can be repurposed during this time.
- Show the Gratitude Video. When showing the video, please make sure to have donor cards visible and easily accessible.
- Compare the list of donors from 2011 to those who have donated in 2012. Are there any parishioners who made a large gift in 2011 who have not made a gift in 2012? If they have not responded, consider a personal phone call. A few well placed phone calls can help the parish achieve their goal.
- Thank parishioners who have participated in the CDA. The Gratitude section has several suggestions.
- Don't forget to thank those who gave their time and talent as volunteers.
- Continue to send in CDA envelopes and checks as they are received. **There is no need to complete a report.** Just send everything to Charity and Development Appeal, Diocese of Phoenix, 400 E Monroe, Phoenix, AZ 85004. By sending envelopes and checks on a regular basis, donor payments are processed in a timely manner.
- Your input is important to us as we begin the planning process for the 2013 Appeal. Please complete the evaluation and fax, email or mail it into the Office of Stewardship.
- Contact Carrie at 602-354-2217 for questions and concerns, more strategies on reaching goal or if you need any additional supplies.