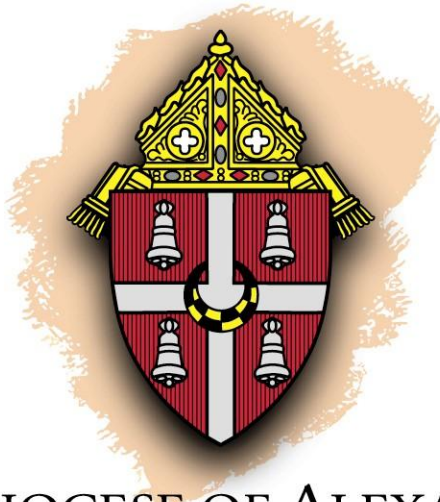


# Resource Manual

## 2011 Annual Diocesan Appeal: Go and Make Disciples



## THE DIOCESE OF ALEXANDRIA

*For questions or additional materials please contact:*

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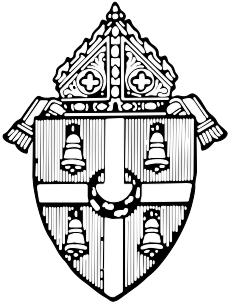
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## Table of Contents

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Letter from Bishop .....	Page 3
Introduction, Theme and Goal.....	Page 4
Case Statement .....	Page 5
2011 Timeline.....	Page 7
Bulletin and Pulpit Announcements.....	Page 9
Prayers of the Faithful .....	Page 12
Leadership Responsibilities	
Pastor.....	Page 13
Secretary.....	Page 13
Usher.....	Page 14
Commitment Weekends and In-pew Solicitation .....	Page 15
Lay Witnessing.....	Page 16
Suggested Lay Witness Remarks for In-pew Solicitation .....	Page 19
Homily Talking Points.....	Page 20
Pledge Transmittal .....	Page 21
How Parish Goals Are Determined .....	Page 22
2008 ADA Results by Parish .....	Page 23



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OFFICE OF  
THE BISHOP

Dear Friends in Christ:

As we begin the 2011 Annual Diocesan Appeal: *Go and Make Disciples*, I would like to express my sincere gratitude and appreciation to all pastors, administrators, and secretaries for the leadership that you so willingly provide for this important appeal. Together, as we begin our second 100 years as a diocese, your support is more vital than ever.

Your efforts last year were the keys to a very successful ADA. Your role is fundamental to ensure that the 2011 Annual Diocesan Appeal runs smoothly. Under your capable leadership we can go and make disciples.

In order to assist pastors, assistant pastors, deacons, and parish personnel leaders in implementing a successful ADA at the parish level, the Development Office has prepared the *2011 Leadership and Resource Manual*. I urge you to take some time and look through this manual. The suggestions and guidelines within will prove to be a valuable tool to ensure the success of your parish appeal.

Your outstanding leadership, along with the overwhelming generosity of our donors, allows us to continue ministries that touch four major areas: the continuing formation of priests, Office of Religious Formation and Training, Seminarian Education, Tribunal and Evangelization. Last year the ADA reached a milestone: the gifts surpassed the \$700,000 mark! Due to the hard work of many pastors in reaching this new goal, we will be able to reduce diocesan assessments for churches now paying more than 5% an additional 1% beginning with the next fiscal year. This will be a challenge to our diocesan budget, but it is in keeping with my desire to reduce financial burdens to our parishes.

The Development Office will be pleased to help you with your parish appeal. Should you have any questions, please call Ann Masden or Sandi Tarver at 318-445-2401 ext 209. Together we can guarantee the success of the Annual Diocesan Appeal in your parish.

Finally, I ask that you pray for the success of the Annual Diocesan Appeal. May God bless you for your generosity and personal commitment as we answer the Lord's call to ***Go and Make Disciples***.

*One in the Lord,*

Most Reverend Ronald P. Herzog  
Bishop of Alexandria

## INTRODUCTION

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This handbook has been prepared to assist you in conducting the Annual Diocesan Appeal. There are materials and suggestions to assist you having a successful Appeal in your parish. Included is an overview of the appeal along with timelines, suggestions for priest's remarks and lay witnesses, intercessions, pulpit and bulletin announcements and other resources that will be helpful as the appeal is being conducted.

Based on the results of the 2010 ADA, parishes are encouraged to use this proven and successful approach to the ADA.

In addition to this manual other ADA materials include:

- × Special issue of *The Church Today* (mailed in March)
- × Posters
- × Pledge envelopes for in-pew solicitation and follow-up mailings
- × Brochures to place in the vestibule of the church
- × **Electronic Funds Transfer are available**

In order for the Annual Diocesan Appeal to be successful, it is recommended that a number of important steps be followed. This manual can assist you in taking those steps. We appreciate the efforts on your part to try to develop new and creative ways to help all parishioners better understand the services and ministries provided by their larger Diocesan Church and the need to support these services annually. We will provide the basic tools you need to conduct your campaign and ask you to utilize these tools in the implementation of the appeal at your parish.

### Theme and Goal

The theme of the 2011 ADA will be "*Go and Make Disciples*" taken from Matthew 28:19. A disciple is a learner and follower – one who adheres to someone's teaching or instruction. A true disciple of Jesus is one who believes the Good News of the Gospel and believes in Jesus for who He is. Being a Christian disciple involves sacrificial service to others. Jesus' disciples are also part of an obedient community: Jesus commands His disciples---you and me---to continue today the good work He began.

Last year 3,385 households in the Diocese supported the Annual Diocesan Appeal. The average gift was \$204.65 and over \$712,000.00 was pledged and \$703,895 was collected.

## **Case Statement**

### **2011 Annual Diocesan Appeal: *Go and Make Disciples***

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*Go and Make Disciples*, is the theme of the 2011 Annual Diocesan Appeal. This theme sets a tone for the Diocese of Alexandria that is filled with hope, forward thinking, and optimism. It also unifies the Parishes and the Diocese and assists them in planning for future generations of Catholics. In this planning we are called to fund ministries in the diocese that are established that insure the future of the Church in Central and Northeast Louisiana.

The Annual Diocesan Appeal will allow the Diocese of Alexandria to continue funding ministries that touch four major areas that are vital to the future of the Church: formation and training of Seminarians, evangelization, Tribunal Offices and religious formation.

A priest is a powerful symbol of the Lord's Resurrection. He is someone who is set apart and called by Christ to represent Him. He is the past, present and future of our Church. For this reason, the diocese provides an opportunity for an exemplary spiritual and educational formation for seminarians. The seminary process helps each seminarian grow in the areas of human, intellectual, spiritual and pastoral formation to minister as a priest.

The education and formation of these men is the hope and future of the Church. They are being prepared for ministry to the laity. A vital part of their priestly service will be, in union with the Bishop, to watch over and guide the Christian community.

The increasing cost of this recruitment, formation and preparation of candidates to the priesthood is daunting. It now costs approximately \$28,000 a year for each seminarian. By the time a man is ordained to the priesthood, the Diocese will have invested over \$200,000 in his formation.

Never before, in the history of the Church, have we been better equipped to spread the Gospel of the Lord. With the new, fast-growing technology at our fingertips -- the Internet, iPods, iPads, and SmartPhones, -- it has never been easier to evangelize to our Catholic brothers and sisters, to people of all faiths, and to non-believers as well. With a few clicks of the mouse on the computer, we can communicate a message through the use of websites, Facebook, Twitter, blogging, and the more than 300,000 apps to not only our parishioners, but to millions across the world. Although keeping up with the new technology takes time and expertise, Pope Benedict has said it is absolutely crucial that the Church embrace the new ways of communicating and use them to spread the Gospel of the Lord.

The printed version of the Church Today continues to reach almost 15,000 households in the Diocese of Alexandria, and has the potential to reach thousands more through the diocesan website as a downloadable, letter-sized pdf. By accessing the diocesan website at [www.diocesealex.org](http://www.diocesealex.org), anyone from anywhere around the world can learn more about our diocese and the services and events we offer. In addition, our presence on Facebook, serves as a daily reminder of diocesan events or of spiritual reflections.

The Tribunal is a silent service. Because of its very private nature, publicity is not given to the marriage cases or the other cases that can come before the Tribunal. Yet, what is not seen is a real ministry of justice that brings healing and freedom from the burdens of the past and a fresh, new experience of God's abundant and merciful love.

From birth to death, the Church seeks to build a community of life that values each person. A community that speaks for those whose voices can't be heard. Your gifts to the Annual Appeal allow the Diocese to support the programs and ministries that build up this community of Life. Through the Office of Religious Education and Formation we can create a community that makes Christ's call to discipleship a reality.

The 2011 Annual Diocesan Appeal: *Go and Make Disciples...* can change our hopes and forward thinking into reality. The Appeal calls forth all church leaders to support this effort. Many hands will make each individual's burden light. God has blessed the Diocese of Alexandria abundantly; as stewards of God's creation and His many blessings to us, our discipleship in Christ calls us to generously return to Him from our blessings to insure the future of our local church and the people we serve.

## 2011 ADA TIMELINE

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This year, letters will be mailed to all Catholics in the Diocese of Alexandria the week of **March 14 - 18, 2011**.

**The In-pew Sunday is scheduled for the weekend May 14 and 15, 2011.**

<p><b>March 12 and 13, 2011</b>  <b>Education Phase of 2011 ADA:</b></p> <p>This phase is designed to educate all Catholic laity about the 2011 Annual Diocesan Appeal. Pastors are asked to speak about the ADA after a message from the Bishop is played or read and to let parishioners know they will receive a letter from the bishop this week.</p>	<ol style="list-style-type: none"> <li>1. DVD, audio tape or script from the Bishop read at all masses.</li> <li>2. Pastor's talk to encourage support of the ADA.</li> <li>3. ADA Bulletin Announcement, pulpit announcement and prayer of the faithful used at all Masses.</li> <li>4. Letters mailed to homes week of March 14, 2011</li> </ol>
<p><b>March 19 and 22, 2011</b></p>	<p>ADA Bulletin Announcement</p>
<p><b>March 26 and 27, 2011</b></p>	<p>ADA Bulletin Announcement</p>
<p><b>April 2 and 3, 2011</b></p>	<p>ADA Bulletin Announcement</p>
<p><b>April 16 and 17, 2011</b></p> <p><b>2nd Appeal letter mailed to homes of donors that have not yet given week of April 18.</b></p>	<ol style="list-style-type: none"> <li>1. ADA Bulletin Announcement, pulpit announcement and prayer of the faithful used at all Masses.</li> </ol>
<p><b>May 7 and 8, 2011</b></p>	<ol style="list-style-type: none"> <li>1. ADA Bulletin Announcement, pulpit announcement and prayer of the faithful used at all Masses.</li> <li>2. Let parishioners know the following weekend is in-pew collection weekend.</li> </ol>

<p><b>May 14 and 15, 2011 In-Pew Collection</b></p> <p>This phase is designed to solicit gifts at the parish level. Special emphasis will be placed on the designated In-pew weekend. The parish phase is a large component of the Annual Diocesan Appeal. Many parishes find a lay witness speaking about the ADA on this weekend is beneficial. Sample talks are included in this manual.</p>	<ol style="list-style-type: none"> <li>1. Pastor or Lay Witness conducts in-pew appeal.</li> <li>2. Pledges and/or donations returned to the Development Office by Parish Secretary.</li> </ol>
<p><b>May 21 and 22, 2010</b></p>	<ol style="list-style-type: none"> <li>1. Bulletin and/or pulpit announcement thanking parishioners for participating in the ADA.</li> </ol>
<p><b>May 23, 2011</b></p>	<ol style="list-style-type: none"> <li>1. Third and final request letter mailed to Donors not yet given to the ADA.</li> <li>2. Pledges and/or donations returned to the Development Office by Parish Secretary.</li> </ol>
<p><b>Thank you letters from Bishop Herzog will be mailed to donors during all phases of the ADA.</b></p>	

## **Bulletin and Pulpit Announcements**

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### **Education Weekend Bulletin/Pulpit Announcement**

#### **March 12 and 13, 2011:**

This weekend marks the beginning of the 2011 Annual Diocesan Appeal – *Go and Make Disciples*. Every registered household in the diocese will receive a letter from the Bishop seeking their support. When you receive your letter please take a moment to consider the many blessings that God has bestowed upon you and prayerfully consider what you are able to share in support of our diocesan Church.

Each of us is called by our baptism to participate in this Great Commission, “go and make disciples” given to us by Jesus. How do we answer His challenge? We do it individually and collectively – by living an exemplary, faith filled life and giving of our time, gifts and resources.

Your prayerful and generous support of the Annual Diocesan Appeal is one way you can live out your baptismal call to be Christ’s disciple.

#### **March 19 and 20, 2011**

Abraham was prepared to sacrifice his only son, Isaac. St. Paul reminds us that God Himself “did not spare His own Son.” Are my gifts to the Lord — of my resources, of my time, of myself — also sacrificial? Please prayerfully consider making a sacrificial gift to the Annual Diocesan Appeal.

#### **March 26 and 27, 2011**

Jesus didn’t do it alone. He called disciples to assist him in his mission. Jesus challenged and supported his disciples – at times gently chiding them, or reaching out a hand to help, and at times demanding a lot from them. Our Lord walks with us but he also challenges us to be good disciples by supporting the universal Church. The Annual Diocesan Appeal provides us that opportunity.

#### **April 2 and 3, 2011**

All that we have and all that we are comes from the Lord. “We are truly his handiwork,” says St. Paul in the second reading, “created in Christ Jesus to lead a life of good deeds which God prepared for us in advance.” The Annual Diocesan Appeal provides an

opportunity to become part His handiwork and of the universal Church. Each of us is responsible not only for his or her parish, but also for the well being of the Church throughout the Diocese of Alexandria and the world. Since we are one community of disciples from throughout the diocese we are asked to give to the ADA.

#### **April 9 and 10, 2011**

When Jesus heard about the illness of His friend, Lazarus, He responded, “This illness does not lead to death; rather it is for God’s glory, so that the Son of God may be glorified through it.” Every aspect of our lives — our sufferings as well as our gifts — can, if surrendered to Christ, lead to blessing for ourselves and others. Consider sharing your blessings with others by supporting the 2011 Annual Diocesan Appeal.

#### **April 16 and 17, 2011**

Good stewards strive to conform their lives to that of Christ — emptying themselves of all pride and putting themselves at the service of others. Contributing the 2011 Annual Diocesan Appeal allows us to be of service to others.

#### **Easter**

Alleluia! Christ is risen and is victorious over sin and death! We are good stewards of our faith if, like St. Paul, we share this good news wherever and whenever we can. Supporting the 2011 Annual Diocesan Appeal enables us as Universal Church to share the good news.

#### **April 30 and May 1, 2011**

The Christian community described in Acts understood and practiced total stewardship. St. Paul reports that the believers did not claim anything as their own, but held everything in common, and distributed to each whatever was needed. By giving God thanks for our blessings, can we return a portion to Him by contributing to the 2011 Annual Diocesan Appeal?

#### **May 7 and 8, 2011**

Next weekend, in every parish throughout the Diocese of Alexandria, Catholics who have not done so already will be asked to support the 2011 Annual Diocesan Appeal. Our local Diocesan Church is comprised of 50 parishes and 22 missions and serves over 43,000 Catholics from all walks of life.

Each year, every Catholic family throughout our local Church is asked to participate in the ADA. This is a vial sign of our unity in Christ as we reach out in faith and love to one another

constantly in Jesus' name. Supporting this Appeal is also a very meaningful way of expressing our gratitude to God for his many blessings.

### **May 14 and 15, 2011**

Today is our parish's 2011 Annual Diocesan Appeal in-pew weekend. In the past weeks you might have received a letter from Bishop Herzog asking you to support the 2011 Annual Diocesan Appeal. We as Christian stewards recognize Christ as the giver of all our many gifts. We are grateful for these gifts and are eager to give back and return some of these gifts in appreciation of our love for Christ and for one another. We all are Christ's disciples in carrying out the mission of the Diocese of Alexandria. Only together can we accomplish God's work. After the homily parishioners who have not yet pledged to the ADA will have an opportunity to make a pledge or gift in support of the ADA.

### **May 21 and 22, 2011**

Thank you to everyone who made a pledge to the Annual Diocesan Appeal last weekend. If you have not had the opportunity to make your pledge to the ADA there are pledge envelopes available in each pew. Please take the time to make your commitment to the larger Church knowing your gift to the Annual Diocesan Appeal makes a real difference in the lives of the laity of the Diocese. Once it is completed you may place it in the collection basket.

## Prayers of the Faithful

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The Annual Diocesan Appeal, in addition to meeting the financial needs of the diocese, calls on each of us to actively practice our faith. Prayer, therefore, has a key role in the conversion of heart that leads people to give generously to serve the needs of others.

The following are a sampling of Prayers of the Faithful that you may choose to use during your parish liturgies. (Please adapt or rewrite these prayers to reflect the style of petition utilized in your parish.)

- ✕ That Catholics throughout the Diocese will compassionately and generously respond to this year's Annual Diocesan Appeal. We pray to the Lord...
- ✕ That the Spirit may bless our gifts to the Annual Diocesan Appeal as we continue the ministry of Jesus to serve, pray, and teach. We pray to the Lord...
- ✕ That our commitment to the Annual Diocesan Appeal be a sign of our generosity to the wider Church community just as God has been generous to us. We pray to the Lord...
- ✕ As we support the Annual Diocesan Appeal, may we reach out with compassion to all in need as we follow the path of Jesus. We pray to the Lord...
- ✕ As we respond to this year's Annual Diocesan Appeal, may we remember God's unconditional love and give in the Spirit that He has given to us. We pray to the Lord...
- ✕ As faithful stewards of the many gifts God has given us, may we answer our baptismal call to share those gifts by participating in the Annual Diocesan Appeal. We pray to the Lord...
- ✕ That those who are served by our gifts to the Annual Diocesan Appeal will come to know the transforming power of God's love. We pray to the Lord...

## Leadership Responsibilities

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### The Pastor

Having a successful Annual Diocesan Appeal is dependent upon the positive and active leadership of the pastor. No effort within a parish can succeed without the pastor's leadership, involvement and support. Giving is a part of our faith and your own witness to God's people will influence whether they are open to support His Church. It is you who must share why this appeal is conducted and be the primary person to personally ask your parishioners to share their gifts in support of the 2011 ADA.

#### The Pastor's Duties Include:

1. Utilize prepared campaign materials - Lay Witnesses, posters, bulletin inserts, Prayers of Faithful and Homily suggestions. Also encourage parishioners to read the March issue of The Church Today.
2. Speak supportively of the ADA from the pulpit. Your personal endorsement is the single most important part of a successful parish campaign.
3. Make sure you clearly ask people to give. This may seem obvious, but the pastor needs to make sure to say **"Please give to the 2011 Annual Diocesan Appeal."**
4. Encourage parishioners to make a pledge gift as opposed to a one time gift.
5. Make sure that you conduct follow-up efforts. Not all gifts will come as a result of activities and information shared prior to In-Pew Sunday.
6. Make a pace-setting pledge early in the campaign and let parishioners know you have committed to the ADA.

### The Parish Secretary

The parish secretary makes the parish campaign run smoothly. The parish secretaries are the ones whose presence is often unseen but whose efficiency, care and helpfulness has an impact on every aspect of the campaign. They also serve as the main communication link between the parish and the Development Office.

The following duties of the parish secretary are critical areas that the success of the ADA in a parish is dependent upon:

1. Assisting the pastor with all preparations of the appeal plan.

2. Assisting with preparation of bulletin announcements, pulpit announcements, bulletin inserts and facilitating all other material needs.
3. Place all pledge envelopes collected, **unopened**, in the large, self-addressed envelopes provided by the Development Office and returning them to the diocese.

### **Role of Ushers**

The role of the ushers for the in-pew solicitation is vital. The following are suggestions that will be helpful to them:

1. The In-Pew solicitation will follow immediately after the homily or lay witness presentation. Time is then set aside for parishioners to complete the In-Pew envelopes. Once the pledge envelopes are completed, the ushers should collect the In-Pew envelopes with the regular collection.
2. Please make a note of any difficulties and point them out both to the lay presenter and celebrant before the next Mass.
3. **When the church has emptied, please see that all pews are restocked making sure that there is an ample supply of envelopes and pencils for the next Mass.**

## Commitment Weekend and In-pew Solicitation:

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### Secrets to Success:

- Conduct the In-Pew solicitation on the designated weekend – **May 14 and 15, 2011.** Please leave the In-Pew envelopes and pencils in the pews for the following weekend. In the weekly announcements announce there is still an opportunity for those parishioners who were unable to make a gift on the last weekend to make one this weekend by filling out the pledge envelope and placing it in the collection basket.
- If a lay witness is utilized please be sure to ask parishioners for a specific ask amount. For example, ask parishioners to consider making a gift equal to that of the price of a large pizza per month. Another idea to suggest is to consider the price of eating lunch or dinner out one day per week and the impact it would make in a year.
- Utilize bulletin announcements before and after your parish's first In-pew Weekend. In the announcements, be sure to continually remind parishioners when the two In-pew Weekends will take place. As the In-pew weekend approaches, be sure to mention the theme of this year's appeal, your parish goal, and most importantly, the countless number of people who will benefit from their generosity. In describing the various ways to give, encourage parishioners to make a pledge over a period of time rather than a one-time gift. And finally, in your bulletin announcement, remember to include a follow-up request to those who have yet to make a gift to this year's Appeal.

# Lay Witnessing

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## Why Have a Lay Witness?

The In-Pew method of solicitation can be very effective in soliciting a large percentage of the congregation on a single weekend. It is likely that most of the people who attend Mass on the In-Pew weekend will contribute to the 2011 Annual Diocesan Appeal. Inviting a lay witness to speak to the congregation provides unparalleled motivation to participate in the appeal at that particular **moment**.

The use of a lay witness is an effective means of increasing participation. Remember that people give to people. The lay witness presentation provides parishioners with a peer to peer example of why the Annual Diocesan Appeal is an important responsibility shared by all members of the diocese. A witness brings into focus, through the sharing of personal examples, how and why support for the appeal is vital to continue the work of the diocese.

The heart of the Annual Diocesan Appeal is serving Christ by serving others. As caretakers of God's gifts, we have been entrusted with what the Lord has provided each of us. As part of that responsibility, it is up to us to provide the means by which the Gospel message of Jesus Christ can be witnessed through ministries and spiritual development. The goal of the lay witness should be to share with peers why support of the appeal is important to you and others.

## Who Should Be Asked To Make The Lay Witness Presentation?

- A contributor to the Annual Diocesan Appeal.
- An energetic and enthusiastic speaker.
- An active parishioner.
- A member of the Parish Council, Finance Committee or a parish commission.
- A lector, Eucharistic Minister or catechist.

## Responsibility of Lay Witness Presenter

- Meet with your pastor to review your role as a lay presenter and ask what suggestions they have for your comments.
- Ensure that the pastor will introduce you at each Mass during the designated weekend.
  - Determine with the pastor the best way to coordinate the In-Pew collection with the ushers at each Mass.

### **Basic Hints for Developing A Lay Witness Presentation:**

1. Jot down and outline your thoughts.
2. Write out the outline using double spacing and large print.
3. Actual stories and experiences work better than statistics.
4. Mention that every dollar raised directly will assist in funding the continuing formation of priests, formation and training Seminarians and spiritual formation and training of Candidates for the Permanent Diaconate. A story on how one of these ministries has touched your life always makes a lasting impression.
5. Be sure to make a request for a specific monthly sacrifice based on the ability of the average person to give (\$15, \$20, \$30). The average gift to last's year appeal was \$207.00, which represents a pledge of \$25.00 a month for 8 months, about the cost of two movie tickets or going out to eat.
6. Keep your talk less than five minutes in duration.
7. Speak from the heart - deliver the talk in a sincere, enthusiastic, and friendly manner.
8. Emphasize the opportunity donors have to give out of gratitude for their own blessings.
9. Heartfelt and personal remarks by the witness are the most effective way of conveying the importance of the appeal. Remember that your words will make a difference.

### **Suggestions To Consider In Preparing Your Presentation:**

1. Be conscious of your appearance.
2. Practice, practice, practice! Rehearse your talk aloud in front of a mirror. Deliver it to your spouse, family or friend and ask for their critique.
3. Remember that you need to speak very clearly and much more slowly than usual to give your listeners time to follow the process with you.
4. In your talk, tell the parishioners that you have pledged your support to the Annual Appeal. This sign of leadership is an important way to provide an example of your personal Christian stewardship.
5. Be confident, enthusiastic and emotional while speaking from your heart.
6. Include a "Thank You" in your talk.
7. Your job isn't so much to teach or to explain - it's to move people to act.
8. Enjoy the experience.
9. We recommend the lay witness presentation be conducted immediately after the celebrant's homily.

10. Begin the In-Pew instructions immediately after you complete your comments. Close with a strong finish. Consider a prayer, scripture reference, or a personal experience.
11. Explain the options of making a gift (i.e., pledge, pledge with a payment, or one-time cash gift) to the Annual Diocesan Appeal. In order to ensure success, please remember to stress the concept of pledging by asking for pledges rather than one-time cash gifts.
12. Encourage everyone to complete the envelope in church. Do not encourage them to take the envelopes home.
13. Comment on the importance of the Appeal as a statement of how we can come together to meet the needs of the people of the Diocese of Alexandria. What you do with your talk can have a direct impact on how people will respond to this year's appeal.

**A suggested script for conducting in-pew solicitation can be found on the following page of this manual.**

## Suggested Remarks for Pastor or Lay Witness

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This weekend all Catholics in the Diocese of Alexandria are being asked to support the 2011 Annual Diocesan Appeal if they have not done so all ready. Our local Diocesan Church is comprised of 50 parishes, 22 missions and serves more than forty-three thousand Catholics from all walks of life throughout central and northeast Louisiana.

Each year, every Catholic family throughout our local Church is asked to participate in the Annual Appeal. This is a vial sign of our unity in Christ as we reach out in faith and love to one another constantly in Jesus' name. Supporting the Appeal is also a very meaningful way of expressing our gratitude to God for his many blessings.

In the Gospel of Matthew, Jesus Christ gives us His great commandment and his great commission: which is simply: "Go ... and make disciples". A Christian disciple is one who responds to our Lord's call, follows Jesus, and shapes his or her life in imitation of his. I urge each of you to 'go and make disciples'. By giving to others and assisting them through generosity and sacrifice you will receive great blessings from God. We can do this by our participation in the ADA.

There are a number of priorities and needs facing our Diocesan Church that no one parish alone can address. Some require the strength and resolve of our entire Catholic community working and sacrificing as one body. That is why every parish is asked to participate in the Annual Diocesan Appeal so that we – through our collective efforts – can continue building the Kingdom of God by advancing the work of the Church.

Each of us is called, through baptism, to be a light to the world and do our part to ensure that the Diocesan Church is strong, vibrant and able to meet the needs of so many in the years ahead. Your support of the ADA can ensure the future of the Church through seminarian education and formation, educating and forming the Catholic laity, ensure the healing ministry of the Tribunal and evangelizing the churched and unchurched alike.

By now, all of you should have received a letter and brochure from Bishop Herzog requesting your personal commitment to this campaign. I would ask that you prayerfully consider participating in the Appeal 2011 campaign if you have not done so all ready.

There are pledge envelopes and pencils in each pew. Please take a moment to fill one out to make your pledge. If you prefer to fulfill you pledge using Electronic Fund Transfer, there are forms in the vestibule of the Church to fill out and send in with your pledge.

**(Ask the parishioners to open the envelope and to reflect on the options and to prayerfully consider increasing the size of their gift.)** You may put your completed pledge in the collection basket. Thank you for your generosity!

## Homily Talking Points

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The following are suggested talking points for the 2011 Annual Diocesan Appeal. In addition, anything you might add about your seminary and priestly experience is always of great interest to parishioners.

Focus Areas of the ADA all focus on formation for ministry to the people of the Diocese of Alexandria:

### **Formation and training of seminarians**

- ✘ The future of our Church lies in our priestly formation efforts.
- ✘ The shortage of priests is the biggest challenge facing the Church as a whole.
- ✘ The cost of recruitment, formation and preparation of candidates is daunting but ensures the future of our Church.
- ✘ Personal witness to the priesthood

### **Tribunal**

- ✘ Healing ministry
- ✘ Brings freedom from the burdens of the past
- ✘ Embraces God's abundant and merciful love

### **Religious Formation and Youth Offices**

- ✘ Provides training, education to catechist
- ✘ Provides training to youth ministers
- ✘ Mentoring for college students through campus ministry
- ✘ Host youth conferences

### **Evangelization**

- ✘ Spreading the Good News through:

The Church Today that reaches 14,000 households monthly and is free of charge

Diocesan Website: [diocesealex.org](http://diocesealex.org) that is visited by 23,000 visitors

Proclaim Television Show, viewed by 18,000 households Monday thru Friday.

## Pledge Transmittal

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The Annual Diocesan Appeal kits sent to each parish and mission will contain everything necessary to conduct a successful Appeal: in-pew pledge envelopes, pencils, addressed large manila envelopes, ADA posters and the 2011 Annual Diocesan Appeal Resource Manual.

It is the hope of the Development Office to make the in-pew solicitation as easy as possible for the parishes and missions. In order to alleviate additional work for parishes, the **unopened** pledge envelopes should be returned to the Development Office in the self-addressed large envelopes provided in the ADA kit.

**Electronic Funds Transfer will be offered to donors who choose this method of fulfilling pledges. Included in the second mailing to the parishes, prior to the In-Pew Solicitation, copies of the authorization for EFT's will be in the mailing.**

By the Development Office processing the pledges it will serve two purposes: if the donor is not a registered parishioner and indicate they are a member of your parish they will be added to your rolls, thus helping the parish reach target sooner. Secondly, once a new parishioner is added and assigned an account number, pastors will receive the updated lists so new parishioners may be placed on the parish rolls.

At anytime there are questions or concerns, please contact Sandi or Ann at 445-2401 ext. 209 or email us at [amasden@dioceseale.org](mailto:amasden@dioceseale.org) or [starver@diocesealex.org](mailto:starver@diocesealex.org).

## HOW ARE PARISH GOALS DETERMINED?

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The Parish goals remain the same as 2011 and are determined by the following method: The total 'Offertory' collections for all parishes and missions in the Diocese, according to the Quarterly Financial Reports, for the twelve month period ending September 30, serves as the basis. The percentage each parish/mission contributes to the total diocesan income would be applied to the total ADA goal and this would determine the amount for that parish or mission. Using this formula the targets for each parish and mission are listed on pages 23 and 24.

In 2010, the ADA had a landmark year and surpassed \$700,000 in collections. This will result in another 1% assessment reduction. Please remember the assessment reductions are based on the amount collected and not pledged. The following is the basis for how the reduction is determined:

Amount Raised	Reduction
\$500,000	1%
\$600,000	2%
\$700,000	3%
\$800,000	4%
\$900,000	5%

## 2010 ANNUAL DIOCESAN APPEAL RESULTS

	Goal	Pledged	Received
Christ the King Church	\$9,150.00	\$9,848.25	\$9,768.25
Church of the Little Flower	5,475.00	6,347.50	6,347.50
Holy Cross Church	15,900.00	13,560.12	13,560.12
Holy Family Church-Monet Ferry	1,425.00	1,400.00	1,400.00
Holy Ghost Church - Marksville	10,575.00	3,285.00	3,115.00
Holy Rosary Mission- Emanuel	675.00	700.00	700.00
Immaculate Conception Church - Dupont	4,050.00	890.00	890.00
Immaculate Heart of Mary Church	13,125.00	16,007.00	15,957.00
Mary, Mother of Jesus Church	12,450.00	9,115.00	8,860.00
Mater Dolorosa Church	12,450.00	5,993.00	5,993.00
Minor Basilica Of The Immaculate Conception Church	32,550.00	39,374.00	39,269.50
Nativity Of The Blessed Virgin Mary	3,525.00	2,408.00	2,408.00
Our Lady of Guadalupe	750.00	1,068.00	1,068.00
Our Lady of Lourdes - Fifth Ward	9,975.00	3,208.00	3,070.00
Our Lady of Lourdes - Vidalia	9,900.00	4,945.00	4,705.00
Our Lady of Lourdes - Winnfield	3,225.00	6,615.00	6,307.00
Our Lady of Prompt Succor Church - Alexandria	85,350.00	107,842.00	105,906.90
Our Lady of Prompt Succor Church - Mansura	3,825.00	1,325.00	1,241.00
Our Lady of Sorrows Church	2,925.00	1,265.00	1,265.00
Our Lady of the Rosary-Black Lake	1,425.00	1,310.00	1,278.00
Please Indicate Church Parish:		7,211.00	7,096.00
Please Indicate Church Parish:		1,655.00	1,655.00
Please Indicate Church Parish:		369.00	209.00
Sacred Heart Church - Moreauville	11,175.00	12,580.00	12,580.00
Sacred Heart Of Jesus	30,000.00	30,462.05	30,219.05
St. Alphonsus Church	13,875.00	4,840.00	4,715.00
St. Anne Chapel - Old River	2,100.00	3,193.00	3,138.00
St. Anne Church - Spanish Lake	3,450.00	2,690.00	2,610.00
St. Anthony Church of Padua - Natchitoches	10,725.00	5,970.00	5,910.00
St. Anthony of Padua Church - Bunkie	29,400.00	25,845.64	25,570.64
St. Augustine Church	11,400.00	8,276.00	8,208.00
St. Charles - Goudeau	1,575.00	2,485.00	2,485.00
St. Cyril Chapel-Flatwoods	675.00	140.00	140.00
St. Edward Church - Fishville	3,600.00	3,655.00	3,519.00
St. Edward Church - Tallulah	8,250.00	5,835.00	5,592.00
St. Frances Cabrini Church	43,200.00	36,991.00	36,966.00
St. Francis de Sales Church	4,725.00	4,737.50	4,737.50
St. Francis of Assisi Church - Powhatan	1,500.00	1,144.00	1,144.00
St. Francis of Assisi Church - Waterproof	900.00	1,040.00	1,040.00
St. Francis Xavier Cathedral	41,025.00	62,709.00	61,261.00
St. Genevieve-Brouillette	4,125.00	2,450.00	2,420.00
St. Gerard Church - Jonesville	1,500.00	1,210.00	1,210.00
St. James Church	11,325.00	5,763.20	5,739.20

St. John Chapel - Columbia	1,500.00	2,340.00	2,340.00
St. John the Baptist - Cloutierville	6,975.00	6,314.00	6,164.00
St. John the Baptist - Deville	5,700.00	3,557.00	3,516.50
St. John The Baptist - Moncla	3,600.00	760.00	760.00
St. Joseph Chapel-Trichel	1,125.00	1,555.00	1,555.00
St. Joseph Church - Cheneyville	4,800.00	4,938.50	4,938.50
St. Joseph Church - Colfax	4,575.00	5,090.00	5,010.00
St. Joseph Church - Marksville	26,850.00	39,752.98	39,441.55
St. Joseph Church - St. Joseph	4,575.00	2,815.00	2,767.00
St. Jude Mission - Seiper	450.00	1,720.00	1,720.00
St. Juliana Church	10,500.00	2,700.00	2,700.00
St. Louis Church	2,775.00	4,915.00	4,815.00
St. Margaret Church	6,000.00	3,641.00	3,641.00
St. Margaret Mary Chapel - Gorum	1,200.00	505.00	505.00
St. Martin Church	11,325.00	3,200.00	3,200.00
St. Martin of Tours-Belledeau	4,500.00	1,813.00	1,813.00
St. Mary Church - Jena	2,100.00	445.00	445.00
St. Mary Church - Winnsboro	9,450.00	6,360.00	6,320.00
St. Mary's Assumption Church	17,175.00	16,772.00	16,602.00
St. Michael Church - Kleinwood	900.00	1,195.00	1,195.00
St. Michael the Archangel - Leesville	20,850.00	22,575.00	21,970.00
St. Patrick Church - Ferriday	6,225.00	3,406.00	3,406.00
St. Patrick Church-Montgomery	2,325.00	2,955.00	2,940.00
St. Paul the Apostle Church	7,350.00	8,325.61	8,319.36
St. Peter Church	3,075.00	2,715.00	2,715.00
St. Peter Mission - Elmer	2,100.00	2,149.50	2,149.50
St. Richard Chapel - Hickory Hill	3,525.00	2,605.00	2,139.00
St. Rita Catholic Church	94,425.00	80,574.10	79,980.01
St. William Chapel - Olla	1,050.00	1,050.00	1,050.00
St. Winifred Chapel- Effie	2,100.00	2,112.00	2,112.00
Sts. Francis and Anne Church	7,125.00	6,237.00	6,023.00
	<b>\$749,475.00</b>	<b>\$712,849.95</b>	<b>\$703,526.08</b>