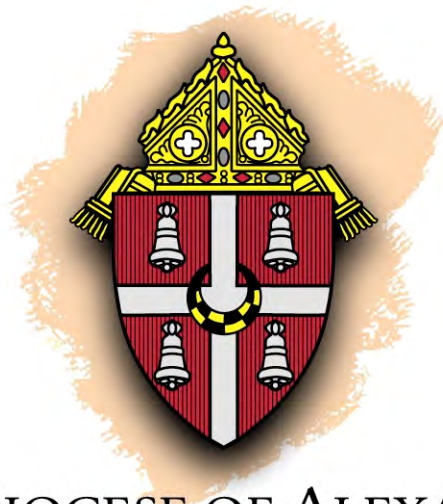


Resource Manual

2012 Annual Diocesan Appeal: Go and Make Disciples



THE DIOCESE OF ALEXANDRIA

For questions or additional materials please contact:

Ann M. Masden or Sandi Tarver

Telephone: (318) 445-2401 ext. 209

Email: amasden@diocesealex.org

starver@diocesealex.org

Table of Contents

Letter from Bishop Page 3

Introduction, Theme and Goal Page 4

Case Statement..... Page 5

2012 Timeline Page 6

Bulletin and Pulpit Announcements..... Page 8

Prayers of the Faithful Page 11

Leadership Responsibilities

 Pastor Page 12

 Secretary Page 12

 Usher Page 13

Commitment Weekends and In-pew Solicitation Page 14

Lay Witnessing Page 15

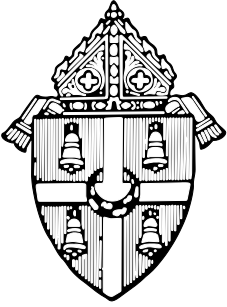
Suggested Lay Witness Remarks for In-pew Solicitation Page 18

Homily Talking Points Page 19

Pledge Transmittal..... Page 21

How Parish Goals Are Determined..... Page 22

2011 ADA Results by Parish and New Parish Goals Page 23



DIOCESE OF ALEXANDRIA
4400 COLISEUM BLVD.
P. O. BOX 7417
ALEXANDRIA, LOUISIANA 71306
(318) 445-2401
FAX (318) 767-1230

OFFICE OF
THE BISHOP

Dear Friends in Christ:

As we begin the 2012 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.

Your efforts last year were the keys to a very successful ADA. Your role is fundamental to ensure that the 2012 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 *2012 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 ensure the future of the Church in Central and North Louisiana. The 2011 ADA reached a milestone: pledges surpassed \$750,000 and actual collections were at an all-time high of \$739,035! Due to the hard work of many pastors in reaching this benchmark, we will be able to continue the current reduction in diocesan assessments for 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

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 2012 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 (Mailed or delivered to parishes March 16-22, 2012)
- † Brochures to place in the vestibule of the church
- † Electronic Funds Transfer forms

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 2012 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 3,654 households in the Diocese supported the Annual Diocesan Appeal. The average gift was \$201.53 and over \$755,429 was pledged and \$739,035 was collected. This was an increase of more than 300 families and \$38,000 over last year!

Case Statement

2012 Annual Diocesan Appeal: *Go and Make Disciples*

Go and Make Disciples, is the theme of the 2012 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 Diocese of Alexandria seeks to carry out the teachings of Christ by calling for all Catholics to join together in support of the programs, ministries and services that serve the physical, educational and spiritual needs of our diocese. Whether this work is carried out on college campuses, The Tribunal Office, through a parish religious education program, RCIA, a young man discerning a religious vocation, or parishioners deepening their faith through ongoing formation and sacramental participation - one and all depend on the Church and her community for guidance and support. So many programs and ministries are made possible to countless people each year through support of the ADA.

The 2012 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.

2012 ADA TIMELINE

This year, letters will be mailed to all Catholics in the Diocese of Alexandria the week of **February 6, 2012**.

The In-pew Sunday is scheduled for the weekend March 24 and 25, 2012.

<p>February 4 and 5, 2012 Education Phase of 2012 ADA:</p> <p>This phase is designed to educate all Catholic laity about the 2012 Annual Diocesan Appeal. Pastors are asked to speak about the ADA after a message from the Bishop is read and to let parishioners know they will receive a letter from the bishop this week.</p>	<ol style="list-style-type: none"> 1. A script from the Bishop read at all masses. 2. Pastor's talk to encourage support of the ADA. 3. ADA Bulletin Announcement, pulpit announcement and prayer of the faithful used at all Masses. 4. Letters mailed to homes week of February 6, 2012.
<p>February 11 and 12, 2012</p>	<p>ADA Bulletin Announcement</p>
<p>February 18 and 19, 2012</p>	<p>ADA Bulletin Announcement</p>
<p>February 25 and 26</p>	<p>ADA Bulletin Announcement</p>
<p>March 3 and 4, 2012</p> <p>2nd Appeal letter mailed to homes of donors that have not yet given week of March 5.</p>	<ol style="list-style-type: none"> 1. ADA Bulletin Announcement, pulpit announcement and prayer of the faithful used at all Masses.
<p>March 10 and 11, 2012</p>	<ol style="list-style-type: none"> 1. ADA Bulletin Announcement, pulpit announcement and prayer of the faithful used at all Masses. 2. Let parishioners know the following weekend is in-pew collection weekend.
<p>March 16 – 22, 2012</p>	<p>In pew packets mailed or delivered to parishes.</p>

<p>March 24 and 25, 2012 In-Pew Collection</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"> 1. Pastor or Lay Witness conducts in-pew appeal. 2. Pledges and/or donations returned to the Development Office by Parish Secretary.
<p>April 7 and 8, 2012</p>	<ol style="list-style-type: none"> 1. Bulletin and/or pulpit announcement thanking parishioners for participating in the ADA.
<p>April 16, 2012</p>	<ol style="list-style-type: none"> 1. Third and final request letter mailed to Donors not yet given to the ADA. 2. Pledges and/or donations returned to the Development Office by Parish Secretary.
<p>Thank you letters from Bishop Herzog will be mailed to donors during all phases of the ADA.</p>	

Bulletin and Pulpit Announcements

Education Weekend Bulletin/Pulpit Announcement

February 4 and 5, 2012:

The 2012 Annual Diocesan Appeal is the one diocesan-wide appeal that provides support for many ministries and programs including seminarian formation, education and lay ministry training and formation, evangelization and worship programs, and outreach to youth and college students. Each of us is called to make a commitment to support the work of our diocesan family, work beyond the boundary of any one parish.

We are also called by our baptism to participate in this His Great Commission, “go and make disciples”. 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.

February 11 and 12, 2012

In today’s second reading, St. Paul urges the Corinthians to “do all for the glory of God.” If we follow that advice in everything we do, we cannot help but be good stewards. A wonderful way to be a good steward is by supporting the work of the diocesan church and contributing to the 2012 Annual Diocesan Appeal. Funding from the ADA is used to support ministries and programs that contribute to the spiritual well-being of all Catholic laity.

February 18 and 19, 2012

Forgiveness, too, is a gift from God. Freed from the paralysis of sin, the man in today’s Gospel was able to stand and give witness to the power of God. How do I let sin cripple me? Am I a good steward of the gift of God’s forgiveness? Am I a good steward of God’s entire gifts? Have I given prayerful consideration of supporting the diocesan church? What should my gift to the 2012 Annual Diocesan Appeal be?

February 25 and 26, 2012

The waters of Baptism make us part of the new covenant in Christ. But the bishops’ pastoral letter on stewardship reminds us that “there is a fundamental obligation arising from the Sacrament of Baptism. . . that people place their gifts, their resources — their selves — at God’s service in and through the Church.” Gifts to the 2012 Annual Diocesan Appeal serves the laity and parishes of the Diocese of Alexandria.

March 3 and 4, 2012

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? Do I contribute to my parish and the diocesan church?

March 10 and 11, 2012

“You shall not covet” is perhaps a difficult commandment to keep in our consumer-oriented society. But as Christian stewards, we know that we are the recipients and caretakers of God’s many gifts. We give of our gifts to our parish and to support the diocesan church by our contributions to the 2012 Annual Diocesan Appeal

March 17 and 18, 2012

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.” Next weekend, in every parish throughout the Diocese of Alexandria, Catholics who have not done so already will be asked to support the 2012 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.

March 24 and 25, 2012

Today is our parish's 2012 Annual Diocesan Appeal in-pew weekend. In the past weeks you might have received a letter from Bishop Herzog asking you to support the 2012 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.

April 8, 2012

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 whenever and wherever we can. We too can “go

and make disciples” by our support of Bishop Ronald Herzog’s many ministries and programs that are made possible through funding from the Annual Diocesan Appeal.

April 16, 2012

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

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

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 2012 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 2012 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:

Secrets to Success:

- Conduct the In-Pew solicitation on the designated weekend – **March 24 and 25, 2012**. 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

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 2012 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 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 \$201.00, 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

This weekend all Catholics in the Diocese of Alexandria are being asked to support the 2012 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 vital 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, being present to encourage and form college age adults and ministering to the Hispanic communities.

By now, all of you should have received a letter, brochure and pledge card from Bishop Herzog requesting your personal commitment to this campaign. I would ask that you prayerfully consider participating in the 2012 Appeal campaign if you have not done so already.

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

The following are suggested talking points for the 2012 Annual Diocesan Appeal. In addition, anything you might add about your seminary and priestly experience is always of great interest to parishioners.

Formation and Training of Seminarians

When Jesus calls a person to religious life, the Diocese wishes to aid that person in discernment of his life as priest. The Vocations Office trains and forms men for the priesthood, so that they are prepared to serve the faithful of the Diocese of Alexandria as well as grow in their own faith and commitment to the Lord. Seminarians gain the knowledge as well as liturgical, spiritual, and pastoral skills needed to lead the Catholic faithful in their journey with Christ.

Religious Formation and Training

The staff and volunteers of the Office of Religious Formation and Training provide training and resources throughout the year to parish ministers for sacramental preparation and religious education for all age groups, childhood through adulthood. In addition, they foster collaboration of parishes and ministries across the diocese, offering a variety of formation services, training, workshops, and retreats that empower parish ministers in service to the priests and laity of the diocese.

Campus Ministry

The period after high school is a time when most young people struggle to maintain their faith identity and practice. Serving this young adult group and helping them through this difficult phase of their faith development is one of the most important challenges the Catholic Church faces. The Diocese supports the Campus Ministries at the three universities — LSUA, NSU and Louisiana College. They provide a spiritual home-away-from-home for our young adults, including Mass and Sacraments, retreats, counseling, bible study, catechetical instruction, worship services and fun.

Hispanic Ministry

The Office of Hispanic Ministry works to strengthen Hispanic ministry in our Catholic communities. It promotes cultural awareness building for all Catholics through training and

education, and provides opportunities for cross-cultural relationship building at parish, deanery and diocesan levels. They work to honor the sacredness and interdependence of the Hispanic community while integrating the gifts they bring in building the body of Christ in Central and North Louisiana.

Pledge Transmittal

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 2012 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.

Any time there are questions or concerns, please contact Sandi or Ann at 445-2401 ext. 209 or email us at amasden@diocesealex.org or starver@diocesealex.org.

HOW ARE PARISH GOALS DETERMINED?

After five years at the same goal levels the Parish goals changed for 2012. The new goals were determined by the following method: The total 'Parish Support' collections for all parishes and missions in the Diocese, according to the Quarterly Financial Reports, for the twelve month period ending June 30, serves as the basis. Each parish/mission's percentage of total parish support for the Diocese of Alexandria is applied to the total ADA goal and this determines the goal for that parish or mission. Using this formula the targets for each parish and mission are listed on pages 23 and 24.

In 2011, the ADA had another landmark year. \$755,429.60 was pledged and \$739,035.14 was collected. This was achieved by your leadership and encouragement of laity participation.

In keeping with the bishop's desire to lower parish assessments, pledging and collecting \$800,000 for the 2012 ADA would mean an additional 1% reduction in parish assessments for the following fiscal year (The formula for assessment reduction is based on every \$100,000 pledged and collected).*

Please remember the assessment reductions are based on the amount collected and not pledged. The following is the basis for future assessment reduction:

Amount Raised and Collected	Reduction
\$800,000	1%
\$900,000	1%

***The reduction only applies to parishes/missions whose percentage is above 10%.**

2011 ADA RESULTS WITH NEW GOALS FOR 2012

Parish	2012 Goal	2011 Goal	2011 Pledged	2011 Received
Christ the King Church	\$7,900.00	\$9,150.00	\$7,408.80	\$7,248.80
Church of the Little Flower	4,875.00	5,475.00	4,550.00	4,550.00
Holy Cross Church	18,600.00	15,900.00	11,881.00	11,579.00
Holy Family Church-Monet Ferry	1,075.00	1,425.00	1,100.00	1,100.00
Holy Ghost Church - Marksville	9,050.00	10,575.00	3,656.00	3,656.00
Holy Rosary Mission- Emanuel	900.00	675.00	760.00	760.00
Immaculate Conception Church - Dupont	5,575.00	4,050.00	2,933.00	2,933.00
Immaculate Heart of Mary Church	17,525.00	13,125.00	19,027.00	18,889.00
Mary, Mother of Jesus Church	11,050.00	12,450.00	9,725.05	9,685.05
Mater Dolorosa Church	12,025.00	12,450.00	5,904.00	5,642.50
Basilica Of The Immaculate Conception Church	39,250.00	32,550.00	39,557.00	39,452.00
Nativity Of The Blessed Virgin Mary	3,225.00	3,525.00	1,511.00	1,471.00
Our Lady of Guadalupe	3,375.00	750.00	1,000.00	1,000.00
Our Lady of Lourdes - Fifth Ward	8,950.00	9,975.00	5,620.00	5,370.00
Our Lady of Lourdes - Vidalia	9,475.00	9,900.00	6,189.00	6,016.00
Our Lady of Lourdes - Winnfield	5,400.00	3,225.00	6,390.00	6,390.00
Our Lady of Prompt Succor Church - Alexandria	83,300.00	85,350.00	98,779.25	96,120.57
Our Lady of Prompt Succor Church - Mansura	4,275.00	3,825.00	1,907.00	1,767.00
Our Lady of Sorrows Church	2,675.00	2,925.00	2,335.00	2,335.00
Our Lady of the Rosary-Black Lake	1,525.00	1,425.00	3,875.00	3,843.00
Please Indicate Church Parish:			7,128.00	7,088.00
Please Indicate Church Parish:			1,708.00	1,708.00
Please Indicate Church Parish:			318.00	278.00
Sacred Heart Church - Moreauville	16,575.00	11,175.00	13,147.00	13,087.00
Sacred Heart Of Jesus	38,275.00	30,000.00	32,784.50	32,565.62
St. Alphonsus Church	14,875.00	13,875.00	8,928.00	8,452.52
St. Anne Chapel - Old River	2,225.00	2,100.00	2,925.00	2,805.00
St. Anne Church - Spanish Lake	3,550.00	3,450.00	3,185.00	3,185.00
St. Anthony of Padua Church - Bunkie	23,600.00	29,400.00	26,687.00	25,858.19
St. Anthony Church of Padua - Natchitoches	8,575.00	10,725.00	5,571.00	5,571.00
St. Augustine Church	9,675.00	11,400.00	11,934.00	11,544.00
St. Charles - Goudeau	2,525.00	1,575.00	2,750.00	2,750.00
St. Cyril Chapel-Flatwoods	775.00	675.00	130.00	130.00
St. Edward Church - Fishville	3,600.00	3,600.00	6,055.00	4,775.00
St. Edward Church - Tallulah	7,800.00	8,250.00	7,543.00	6,723.00
St. Frances Cabrini Church	31,675.00	43,200.00	37,937.78	36,899.77
St. Francis de Sales Church	6,775.00	4,725.00	5,502.50	5,486.50
St. Francis of Assisi Church - Powhatan	825.00	1,500.00	1,399.00	1,399.00
St. Francis of Assisi Church - Waterproof	1,225.00	900.00	1,090.00	1,090.00
St. Francis Xavier Cathedral	34,800.00	41,025.00	67,707.00	66,617.00
St. Genevieve-Brouillette	4,950.00	4,125.00	2,580.00	2,580.00
St. Gerard Church - Jonesville	1,975.00	1,500.00	770.00	770.00
St. James Church	10,000.00	11,325.00	5,605.00	5,461.00
St. John Chapel - Columbia	2,450.00	1,500.00	2,685.00	2,685.00
St. John the Baptist - Cloutierville	5,925.00	6,975.00	4,739.00	4,708.00

Parish	2012 Goal	2011 Goal	2011 Pledged	2011 Received
St. John the Baptist - Deville	6,675.00	5,700.00	3,962.50	3,792.50
St. John The Baptist - Moncla	3,000.00	3,600.00	1,240.00	1,240.00
St. Joseph Chapel-Trichel	2,100.00	1,125.00	1,495.00	1,495.00
St. Joseph Church - Cheneyville	7,425.00	5,100.00	6,237.50	6,187.50
St. Joseph Church - Colfax	5,700.00	4,800.00	6,425.00	6,425.00
St. Joseph Church - Marksville	26,225.00	26,850.00	39,856.72	38,583.72
St. Joseph Church - St. Joseph	4,525.00	4,575.00	4,711.00	4,699.00
St. Jude Mission - Seiper	925.00	450.00	1,930.00	1,930.00
St. Juliana Church	10,375.00	10,500.00	5,400.00	4,555.00
St. Louis Church	3,400.00	2,775.00	4,696.00	4,441.00
St. Margaret Church	5,750.00	6,000.00	4,840.00	4,775.60
St. Margaret Mary Chapel - Gorum	400.00	1,200.00	395.00	345.00
St. Martin Church	10,500.00	11,325.00	5,180.00	5,040.00
St. Martin of Tours-Belledeau	3,225.00	4,500.00	2,740.00	2,704.00
St. Mary Church - Jena	3,300.00	2,100.00	2,305.00	2,105.00
St. Mary Church - Winnsboro	11,475.00	9,450.00	6,355.00	6,355.00
St. Mary's Assumption Church	18,125.00	17,175.00	15,554.00	15,494.00
St. Michael Church - Kleinwood	1,475.00	900.00	841.00	841.00
St. Michael the Archangel - Leesville	9,450.00	20,850.00	17,825.00	17,516.10
St. Patrick Church - Ferriday	8,300.00	6,225.00	4,335.00	4,325.00
St. Patrick Church-Montgomery	2,900.00	2,325.00	2,310.00	2,310.00
St. Paul the Apostle Church	11,150.00	7,350.00	10,451.00	10,451.00
St. Peter Church	4,250.00	3,075.00	3,308.00	3,308.00
St. Peter Mission - Elmer	3,075.00	2,100.00	2,527.00	2,498.20
St. Richard Chapel - Hickory Hill	3,775.00	3,525.00	1,875.00	1,875.00
St. Rita Catholic Church	88,475.00	94,425.00	93,173.50	91,274.50
St. William Chapel - Olla	300.00	1,050.00	1,150.00	1,150.00
St. Winifred Chapel- Effie	2,000.00	2,100.00	1,657.00	1,657.00
Sts. Francis and Anne Church	9,050.00	7,125.00	7,737.50	7,637.50
Total	\$750,000.00	\$750,000.00	\$755,429.60	\$739,035.14