

2019 Catholic Sharing Appeal
Parish Leadership Manual

Sowing Seeds of
HOPE



Diocese of Wheeling-Charleston
www.dwc.org/csa

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Appeal Prayer

God Our Father,

Every good and perfect gift comes from You.

For Your Son, Jesus Christ, thank You.

For our very life, thank You.

For our family and friends, thank You.

For Your Church, thank You.

For Your abundant grace available in the Sacraments, thank You.

For all those small gifts of Your love that give us HOPE each day, thank You.

Increase in us an awareness of Your abiding presence in our lives.

May our every thought and deed be an act of thanksgiving
for Your generosity and care for us.

Give us generous Hearts, so that we may respond to Jesus' call
to love God and neighbor.

May our commitment to the Catholic Sharing Appeal continue to serve
the poor and vulnerable through community Outreach,

increase our Parish life and participation,

and aid in bringing the Gospel of Christ to the communities of West Virginia
through Evangelization.

Amen.

History Report

Year	Theme	Goal	Total Raised	% of Goal	Largest Gift	# of Donors	Avg. Gift	Participation	Parishes Over Goal	Parish Share
2007	Sharing Together in Faith	\$700,000	\$1,051,107	150%	\$10,000	4,179	\$251	12%	81/130	\$539,000
2008	Joining Hands to Do God's Work	\$1,000,000	\$1,272,869	127%	\$25,000	4,646	\$274	11%	87/130	\$588,150
2009	Many Generations One Faith	\$1,100,000	\$1,287,932	117%	\$25,000	4,313	\$299	11%	79/130	\$644,000
2010	Gospel Giving	\$1,250,000	\$1,335,893	107%	\$25,000	4,228	\$316	11%	77/130	\$678,950
2011	Serve the Lord with Gladness	\$1,400,000	\$1,429,008	102%	\$10,500	4,499	\$318	12%	77/129	\$710,000
2012	Shepherding the Flock	\$1,500,000	\$1,410,719	94%	\$25,000	4,541	\$311	12%	70/127	\$714,643
2013	Do You Love Me	\$1,500,000	\$1,528,354	102%	\$10,000	4,783	\$320	12%	72/127	\$747,027
2014	Share the Joy	\$1,550,000	\$1,582,206	102%	\$50,000	4,897	\$323	13%	63/127	\$798,800
2015	Build Our Church	\$1,600,000	\$1,922,607	120%	\$60,000	4,867	\$395	14%	68/127	\$1,113,035
2016	Opening the Doors of His Mercy	\$1,700,000	\$1,905,959	112%	\$25,000	4,795	\$397	15%	63/126	\$1,055,932
2017	Hands to Serve, Hearts to Love	\$1,800,000	\$2,568,782	143%	\$200,000	4,930	\$521	14%	59/125	\$1,704,999
2018	Almost Heaven	\$2,000,000	\$3,340,854	167%	\$250,000	5,287	\$632	15%	62/102	\$2,370,829
2019	Sowing Seeds of HOPE	\$2,000,000								

Commonly Asked Questions

What is the Catholic Sharing Appeal (CSA)?

The Catholic Sharing Appeal is a direct appeal that provides income for parish needs and diocesan ministries, programs, and services.

Why should parishioners give?

The Catholic Sharing Appeal brings the love of Christ to so many in our diocese. Supporting the CSA is one of the most effective ways we have to carry out the work of the Church. Your support of the appeal is not only crucial to continuing these ministries; it is a testament to how we live our Catholic faith. The CSA serves as the vehicle for which you can be generous to both your parish and to the Diocese.

How can parishioners help?

Parishioners can support the appeal through gifts of prayers and pledging support. Each household should prayerfully determine how they are being called to serve their fellow Catholics in our great state through their support of the CSA. Pledges can be made by submitting a completed pledge form to the parish, mailing the pledge card to the Diocese or by making a gift online at dwc.org/csa.

What are the elements in the 2019 CSA?

The 2019 CSA goal is \$2 million. The diocese will retain the first 50% of the parish goal to support various diocesan ministries, programs and services. The parish will receive every dollar over 50% of the parish goal to address their most pressing needs, including 100% of funds received over goal.

Does the parish have to achieve goal to receive their parish share?

No. The parish will receive every dollar over 50% of the parish goal, whether the parish reaches 51% or 150%. For example, if the parish goal is \$10,000 and they raise \$5,100, then \$5,000 would support ministries of the diocese and \$100 would come back to the parish. However, if the same parish raised \$15,000, then \$5,000 would support diocesan ministries and \$10,000 would come back to the parish.

Where can I find information and materials for the appeal?

The CSA website (www.dwc.org/csa) has all of the information contained in this manual and more. On the website you will find updated progress information, sample presentations, videos, pastor's letters, bulletin inserts, the case for support and appeal prayer. We encourage everyone to visit the site often.

What's New for 2019?

In a nutshell, not a whole lot has changed for the 2019 Catholic Sharing Appeal from last year.

- **Parish/Missions now have separate goals.** We listened to your suggestions and have separated the missions from the parishes. Each now have their own assigned goals.
- **First Mailing.** In previous years, the first mailing to all parishioners would include both a letter from the pastor and the Bishop. Because of our unique situation this year, the first letter will come from Archbishop Lori. This mailing will include his letter, introducing the CSA, and the prayer card. The second mailing will include the pastor's letter (indicating what the parish will do with their share), a brochure, a personalized pledge card and a return envelope. For more details, please see the timeline on the following pages.
- **Checks from Parishes.** Because the Standard Exemption have been approved from Diocesan Assessments, the finance office has asked for tighter controls on the checks that parishes send to the Catholic Sharing Appeal. Therefore, if you are sending a check to the CSA on a parish check, please be sure to include documentation with each check. Documentation should include a summary of the donors names and gift amounts. Or, if it is from a fundraiser or special event earmarked for the CSA, please document that. For more information, please see page 16.

NEW Process for Checks Made Payable to the Parish for the Catholic Sharing Appeal

1. Deposit the checks made payable to your parish, as well as any cash collected.
2. Record this amount on your parish finance reports under 21040 Other Diocesan Collections. Deposits entered under this number (21040) are not considered taxable income.
3. Write a check (payable to the Catholic Sharing Appeal) for the total amount. Send that check, **along with a detailed list of the donors name, address and gift amount to our office** – Catholic Sharing Appeal, PO Box 230, Wheeling WV 26003.
4. Record this “expense” on your parish finance reports under 30131 Diocesan Collections

Timetable of Events

- April 8** **Letter/Announcement from Archbishop William Lori**
- Mailing will be sent to all registered parishioners announcing upcoming CSA
 - Mailing will include letter from the Archbishop and a prayer card
- April 15** **Chrism Mass/CSA Material Distribution, Charleston**
- April 16** **Chrism Mass/CSA Material Distribution, Wheeling**
- April 27-28** **Announcement/Kick-Off Weekend (Mailing #1)**
- Mailing is sent to all registered parishioners
 - Mailing includes brochure, letter from pastor, personalized pledge card and return envelope
 - Pastor announces kick off
 - Posters, prayer cards and in-pew envelopes should be placed around the church
 - Intercessions incorporated into Mass
 - CSA social media posts should be scheduled
- May 4-5** **Commitment/Lay Speaker Weekend**
- Lay speaker to present at Mass
 - Pastor delivers In-Pew Process
 - Prayer cards and in-pew envelopes should still be available around the church
 - Intercessions incorporated into Mass
 - Completed pledge cards collected and given to parish secretary to package and send to Diocese
 - Video of lay speaker shared on social media sites
- May 11-12** **Follow-Up Weekend**
- Prayer cards and in-pew envelopes should still be available around the church
 - Pastor announces appeal update
 - Intercessions incorporated into Mass
 - CSA progress should be shared on social media sites
- August 9** **Mailing # 2**
- Follow-up mailing from Diocese to all families that have yet to participate
 - Mailing will include a letter, personalized pledge card and return envelope

- Prayer cards and in-pew envelopes should still be available around the church
- Pastor announces appeal update
- Intercessions incorporated into Mass
- CSA progress should be shared on social media sites

October 11

Mailing #3 - SYBUNT

- Follow-up mailing from Diocese to families that made gifts **Some Years But Unfortunately Not This year.**
- Prayer cards and in-pew envelopes should still be available around the church.
- Intercessions incorporated into Mass
- CSA progress should be shared on social media sites

November 15

Thanksgiving Card

- Mailed to all donors
- Includes a link to the website for prayer requests and Thanksgiving blessings

November 22

End of the Year Mailing

- This would be an optional mailing by the pastor.
- Consider sending a letter to ALL parishioners asking for a one-time additional gift at the end of the year.
- Include a return envelope (self-addressed to your parish address or CSA mailing address).
- Please be sure to remit all gifts before January 31 to be included in the 2019 CSA.

December 3

Giving Tuesday

- Social media, Email and the CSA website will be used to promote this special day of giving

January 2020

Tax Receipt Mailing

- Tax receipts will be mailed from the Diocese to all those who made a gift to the CSA in 2019.

February 2020

Accountability Report

- A final report on how much was raised and how the funds were spent will be mailed from the Diocese.

Sample Announcements

Announcement/Kick-Off Weekend - Mailing #1 (April 27-28)

Kick-Off Announcement (To be presented by the Pastor)

The Catholic Sharing Appeal, or the CSA, is an annual appeal that offers funds to a variety of ministries, services and programs throughout our diocese, as well as the needs of our parish. The theme of this year's appeal is *Sowing Seeds of HOPE*, with HOPE being an acronym for Heart, Outreach, Parish Life and Evangelization. You should have already received a letter from Archbishop Lori, addressing the importance of the CSA to the various programs and services the diocese provides for our parishes and missions. This week you will receive more information on the CSA and how it will help locally at our parish and in our community.

Please take time to review the materials. After prayerful discussion with your family, please join me by making a commitment to the Catholic Sharing Appeal. We will hold a special collection during Mass next week. If you are unable to make a financial contribution to the CSA, we ask that you please pray for the success of the appeal and all of those who benefit from it.

Intercession

May our parish community find deeper unity as we go forward in hope in our support of the 2019 Catholic Sharing Appeal.

Facebook

The Catholic Sharing Appeal (CSA) is an annual appeal that offers funds to a variety of ministries, services and programs throughout our diocese, as well as the needs of our parishes. To make a gift or learn more about this important appeal, please visit the CSA website, dwc.org/CSA.

Twitter

The Catholic Sharing Appeal (CSA) supports the work of the DWC! dwc.org/csa
#SowingSeedsOfHOPE

Commitment/Lay Speaker Weekend (May 4-5)

Lay Speaker Presentation (To be presented by the Lay Speaker)

This talk has two purposes: to inspire parishioners to become involved in the CSA and to share the real life examples of why you have made a commitment to the CSA. A sample presentation is provided below; however, the most effective talks come from the heart.

Good morning.

The Catholic Sharing Appeal was created in 2007 to help our diocese carry out the work of the Church throughout the state. It provides funding for various diocesan services and programs, while also assisting parishes and missions with their most pressing needs. It is an essential way to reach beyond ourselves and our parish to give HOPE to others through the diversity of our ministries, programs and services which enrich a Christ-centered way of life.

This theme this year, *Sowing Seeds of Hope*, provides a sense of purpose and direction for our diocese as we meet the challenges of today and work toward the future to make our Church ever more vibrant and relevant.

Last year our parish raised \$\$\$, and with the money we received, we were able to **(INSERT HOW YOU SPENT THE MONEY HERE)**. This year our parish goal is \$\$\$\$. The first 50% of our goal will support various diocesan programs and services. Everything raised over 50% will come back to the parish. We have big plans for the money we receive this year. We hope to **(INSERT YOUR BIG PLANS HERE)**.

As Christians, each of us has a responsibility to share our blessings with others. The CSA provides a way for each of us to share our gifts and take an active role not only in our local parish but also across West Virginia.

Today I ask you to join me and Father in making a financial contribution the 2019 CSA if you are able to do so. If you are unable to financially contribute at this time, please pray for the success of the appeal and the thousands of West Virginians who benefit from it.

Thank you. Have a wonderful morning/afternoon/evening.

In-Pew Process

To be delivered by the Pastor following the Lay Speaker on May 4-5

As your pastor, it is important for you all to know that I support the Catholic Sharing Appeal, and that I have already made my own gift.

At this time I would like to ask you all to consider joining me in making a gift to the 2019 CSA. If you did not bring your pledge card to Mass today, please complete the CSA donation envelope, which can be found in your pew. **Don't forget to write in our parish name and city.** You can make a one-time donation, or you can choose to make a pledge payable over the next 8 months. For your convenience, direct debit and credit card options are available in addition to cash or check. We will collect your envelopes during today's second collection. Thank you for helping our parish with your gifts, whether it be a financial gift or your gift of prayer. Please know how much I appreciate your support of our parish and our diocese. Together we can do great things for **PARISH**.

Intercession

That God may bless our parish, strengthen our faith, and grant us the spirit of Christian stewardship by sowing seeds of hope through the Catholic Sharing Appeal.

Facebook

The Catholic Sharing Appeal is an essential way to reach beyond ourselves and our parish and give HOPE to others through the diversity of our ministries, services and programs which enrich a Christ-centered way of life. Please prayerfully consider making a gift to the CSA and give HOPE to thousands across the state of West Virginia. dwc.org/csa #SowingSeedsOfHOPE

Twitter

Make a gift to the CSA and give HOPE to our beautiful mountain state! dwc.org/csa
#SowingSeedsOfHOPE

Follow-Up Weekend (May 11-12)

Follow-Up Announcement (To be delivered by the pastor)

Over the last couple weeks you have heard me talk a lot about the Catholic Sharing Appeal and the many ways it touches the lives of thousands of Catholics across our beautiful state. I am happy to share with you today, that we are currently at (**insert parish percent**) of our parish goal of (**insert parish goal**). I want to thank all of you who have given so generously to the appeal. If you haven't made a gift yet, there is still plenty of time. We have envelopes available here in the church, or you can make your gift online at dwc.org/csa. If you are unable to make a monetary gift at this time, I ask you to please pray for the success of the appeal so that we are able to continue funding the ministries that are so crucial to carrying out the work of the Catholic Church. Thank you.

Intercession

In gratitude for all volunteers and donors to the Catholic Sharing Appeal, may their service and generosity deepen their faith in Christ, and may they feel a sense of purpose as they work toward the future to make our Church ever more vibrant and relative.

Facebook

Why should you give to the 2018 Catholic Sharing Appeal?

Because supporting the CSA brings the love of Christ to so many in our beautiful state. It is one of the most effective ways we have to carry out the work of the Church, and it is a testament to how we live our Catholic faith! dwc.org/csa #SowingSeedsOfHOPE

Twitter

Supporting the CSA brings the love of Christ to so many across our beautiful state! Make a gift today! dwc.org/csa #SowingSeedsOfHOPE

Mailing #2 (August 9)

Announcement (to be delivered by the pastor)

The Catholic Sharing Appeal supports the work of the Diocese of Wheeling-Charleston as well as our parish. As you know, our parish goal for this year's appeal is **(insert parish goal)**. To date, we have raised **(insert amount)**. I want to thank all of the parishioners who have already made a gift to this important diocesan appeal. Because of you, we are able to unite the needs of various diocesan and parochial ministries. If you would like to make a gift to the CSA, we have envelopes available in the church or you can visit the CSA website to make your gift online. If you are unable to financially contribute to the appeal at this time, please pray for the CSA and the thousands of West Virginians who benefit from it.

Intercession

That our sacrificial gifts to the Catholic Sharing Appeal will enable us to reach beyond ourselves and our parish and give hope to others through the diversity of our ministries, programs and services that enrich a Christ-centered way of life.

Facebook

Since the Catholic Sharing Appeal (CSA) began in 2007, the Diocese of Wheeling-Charleston has raised over \$20 million to serve parishes and missions, Catholic Education, Catholic Charities WV and various diocesan ministries. To learn more about the CSA, visit dwc.org/csa.
#SowingSeedsOfHOPE

Twitter

Since its inception in 2007, the CSA has raised over \$20 million for parishes, ministries, Catholic education and Catholic Charities. dwc.org/csa #SowingSeedsOfHOPE

Mailing #3 – SYBUNT (October 11)

Announcement (to be delivered by the pastor)

We are called, as one body in Christ, to reach beyond ourselves to give hope to others, particularly in our parishes and local communities. The Catholic Sharing Appeal is one vehicle that enables us to do just that. Our parish is currently at **(insert parish percent)** percent of our 2019 CSA goal. I want to thank all of you who have already made your gift. There are still brochures and envelopes available in the church. I encourage you all to visit the appeal website (www.dwc.org/csa) to learn more about the many ways the CSA provides Hope for WV.

Intercession

For our Diocesan Church, that our people will show their support for its services, programs and ministries by participating in the Catholic Sharing Appeal.

Facebook

We are called, as one body in Christ, to give hope to others, particularly in our parishes and local communities. Support the Catholic Sharing Appeal! dwc.org/csa #SowingSeedsOfHOPE

Twitter

We are called, as one body in Christ, to give hope to others, particularly in our parishes and local communities. Support the Catholic Sharing Appeal! dwc.org/csa #SowingSeedsOfHOPE

Mailing #4 – End of Year

Announcement (to be delivered by the pastor)

Over the last few months you have heard me talk a lot about the Catholic Sharing Appeal and the many ways it touches the lives of thousands of Catholics across our beautiful state as well as how it helps us here at our own parish. I am happy to share with you today, that we are currently at **(insert parish percent)** of our parish goal of **(insert parish goal)**. I want to thank all of you who have given so generously to the appeal. If you haven't made a gift yet, there is still time. We have envelopes available in the parish or you can visit the appeal website to make your gift online at www.dwc.org/csa. If you are unable to make a monetary gift at this time, I ask you to please pray for the success of the appeal so that we are able to continue funding the ministries that are so crucial to carrying out the work of the Catholic Church in our diocese. Thank you.

Intercession

In Thanksgiving for all that the Lord has given to us, may we show our love and gratitude through our generous gifts to the Catholic Sharing Appeal.

Facebook

Thank you to all of the families who have made a gift to the 2019 Catholic Sharing Appeal. Your gifts make it possible for us to do the work of Christ every day. #SowingSeedsOfHOPE

Twitter

Thank you to all of the families who have made a gift to the 2019 Catholic Sharing Appeal. Your gifts make it possible for us to do the work of Christ every day. dwc.org/csa. #SowingSeedsOfHOPE

Pledge Collection and Acknowledgements

***NEW* Process for Checks Made Payable to the Parish for the Catholic Sharing Appeal:**

1. Deposit the checks made payable to your parish, as well as any cash collected.
2. Record this amount on your parish finance reports under 21040 Other Diocesan Collections. Deposits entered under this number (21040) are not considered taxable income. For even better records on the deposit of funds, for the 21040 Other Diocesan Collections, you can set up a sub account called “Catholic Sharing Appeal.” If you are not familiar with how to do this, please feel free to contact Alex Nagem in the finance office and he can assist you with this.
3. Write a check (*payable to the Catholic Sharing Appeal*) for the total amount. Send that check, **along with a detailed list of the donors name, address and gift amount to our office** – Catholic Sharing Appeal, PO Box 230, Wheeling WV 26003.
4. Record this “expense” on your parish finance reports under 30131 Diocesan Collections

***NEW* Process for sending a check from the parish:**

Because the Standard Exemption have been approved from Diocesan Assessments, the finance office has asked for tighter controls on the checks that parishes send to the Catholic Sharing Appeal. Therefore, if you are sending a check to the CSA on a parish check, please be sure to include documentation with each check. **Please include where the funds came from – whether it was from a specific fundraiser for the CSA, a special collection, cash donations, etc.** Documentation should include a summary of the donors names and gift amounts. Or, if it is from a fundraiser or special event earmarked for the CSA, please document that.

Pledges and one-time gifts should be collected from all Masses during Commitment Weekend and sent to the Diocese.

DO NOT OPEN ANY IN-PEW ENVELOPES.

Place all donations and in-pew envelopes in a large envelope/package. Packages can be mailed (via certified mail) or delivered to the front desk of the Diocese of Wheeling-Charleston.

Mail to:
Catholic Sharing Appeal
P.O. Box 230
Wheeling, WV 26003

or

Deliver to:
Diocese of Wheeling-Charleston
1311 Byron St.
Wheeling, WV 26003

All donors will receive an acknowledgement letter from the diocese. We highly encourage you to thank your donors at the parish level as well. For an updated list of donors from your parish, contact Heidi Sforza or Cayla Morando in the Stewardship and Development Office.

Parish thermometers will be updated on the CSA website, typically on Friday afternoons. Feel free to call at any time for an update.

Tax Receipts will be mailed out to all donors in January 2020.

Materials

**Materials will be available online at:
www.dwc.org/csa**

In-pew envelopes, prayer cards, brochures and posters will be distributed at the Chrism Masses in Charleston on Monday, April 15th and in Wheeling on Tuesday, April 16th. If materials are not picked up at one of the Masses, they will be mailed. Additional materials will be available on a first-come, first-serve basis by contacting the Stewardship and Development Office.

Social media can be used as an excellent marketing tool for the CSA. We have included sample social media posts with all of your materials. We will also be posting CSA updates and videos on the diocesan Facebook and Twitter accounts. Please “like” and “share” our posts!

Bulletin announcements will be EMAILED to all pastors and parishes, using your DWC email accounts. They will also be available on the website.

Please be sure to check your DWC email accounts frequently for any updates or announcements. By using email, we are not only able to get more up-to-date information to you faster; it is also a way to be better stewards of our resources.

Please make sure that brochures and in-pew envelopes are placed throughout the parish in easily accessible locations. The more information that is available to parishioners, the more likely they are to make a gift. Some parishes have chosen to insert the in-pew envelopes in their bulletins or have someone hand them out after mass to ensure that every family receives one.

Sample Intercessions

May our parish community find deeper unity as we go forward in hope in our support of the 2019 Catholic Sharing Appeal. We pray to the Lord.

That God may bless our parish, strengthen our faith, and grant us the spirit of Christian stewardship by sowing seeds of HOPE through the Catholic Sharing Appeal. We pray to the Lord.

For our Diocesan Church, that our people will show their support for its services, programs and ministries by participating in the Catholic Sharing Appeal. We pray to the Lord.

In thanksgiving for all that the Lord had given to us, may we show our love and gratitude through our generous gifts to the Catholic Sharing Appeal. We pray to the Lord.

In gratitude for all volunteers and donors to the Catholic Sharing Appeal, may their service and generosity deepen their faith in Christ, and may they feel a sense of purpose as they look toward the future to make our Church ever more vibrant and relative. We pray to the Lord.

That our sacrificial gifts to the Catholic Sharing Appeal will enable us to reach beyond ourselves and our parish and give hope to others through the diversity of our ministries, programs and services that enrich a Christ-centered life. We pray to the Lord.

For the special intentions of all those who have supported the Catholic Sharing Appeal through prayers, volunteering, and financial support. May their sacrifice strengthen our parish community and draw us ever closer to the heart of Jesus. We pray to the Lord.

That through supporting the Catholic Sharing Appeal, we may be strengthened in unity as we work together. We pray to the Lord.

For the ministries supported by the Catholic Sharing Appeal, that they be blessed by generous support from our parish community. We pray to the Lord.

Sample Facebook Posts

The Catholic Sharing Appeal (CSA), is an annual appeal that offers funds to a variety of ministries, services and programs throughout our diocese, as well as the needs of our parishes. To make a gift or learn more about this important appeal, please visit the CSA website, dwc.org/CSA.
#SowingSeedsOfHOPE

Since the Catholic Sharing Appeal (CSA) began in 2007, the Diocese of Wheeling-Charleston has raised over \$20 million to serve parishes and missions, Catholic education, Catholic Charities WV and various diocesan ministries. To learn more about the CSA, visit dwc.org/csa.
#SowingSeedsOfHOPE

Why should you give to the 2018 Catholic Sharing Appeal?
Supporting the CSA brings the love of Christ to so many in our beautiful state. It is one of the most effective ways we have to carry out the work of the Church, and it is a testament to how we live our Catholic faith! dwc.org/csa #SowingSeedsOfHOPE

We are called as one body in Christ, to give hope to others, particularly in our parishes and local communities. Please support the Catholic Sharing Appeal! dwc.org/csa #SowingSeedsOfHOPE

Thank you to all of the families who have made a gift to the 2019 Catholic Sharing Appeal! Your gifts make it possible for us to do the work of Christ every day! #SowingSeedsOfHOPE

Once you reach 50% of your parish goal, consider using this post:

We are excited to share that we have reached 50% of our parish goal for the Catholic Sharing Appeal! Now, every dollar raised going forward will be returned to the parish for **INSERT PARISH PROJECT!** To learn more about the CSA, visit dwc.org/csa #SowingSeedsOfHOPE

Once you reach 100% of your parish goal consider using this post:

Thank you to all of the generous families and individuals that have donated to the CSA! We have reached our goal! To learn more about this important appeal and how it helps our parish and our state, visit the CSA website, dwc.org/csa. #SowingSeedsOfHOPE

It is always best to include a photo with your post (on all social media sites) when you can! The CSA cover photo and logo are available on the website - www.dwc.org/csa

Sample Twitter Posts

The Catholic Sharing Appeal supports the work of the DWC! dwc.org/csa #SowingSeedsOfHOPE

Make a gift to the CSA and give HOPE to our beautiful mountain state! dwc.org/csa
#SowingSeedsOfHOPE

Since its inception in 2007, the CSA has raised over \$20 million for parishes, ministries, Catholic education and Catholic Charities. dwc.org/csa #SowingSeedsOfHOPE

Supporting the CSA brings the love of Christ to so many across our beautiful state! Make a gift today! dwc.org/csa #SowingSeedsOfHOPE

We are called, as one body in Christ, to give hope to others, particularly in our parishes and local communities. Support the Catholic Sharing Appeal! dwc.org/csa #SowingSeedsOfHOPE

Once you reach 50% of your parish goal consider using this post:

We're at 50% of our parish CSA goal! Visit dwc.org/csa ##SowingSeedsOfHOPE

Once you reach 100% of your parish goal consider using this post:

Thanks to our generous parishioners we have reached our CSA parish goal! dwc.org/csa
#SowingSeedsOfHOPE

Best Practices

We cannot stress enough how important it is for the Pastor to TALK ABOUT THE APPEAL. The more you talk with your parishioners, the better response you will receive.

- **Get Involved!**
- Make sure parishioners know how the parish plans to use their share of the CSA.
- As the pastor, it is important that you make the first gift.
- Make an announcement at each Mass, giving updates on the amount raised, percent of goal, number of donors, etc.
- Use the bulletin inserts, provided by the Appeal office, and included in this manual.
- Dedicate a place in parish bulletins, emails and newsletters for updates and announcements on CSA related news each week. Parishioners will become accustomed to looking there for updates each week.
- Post pictures from previous projects funded by the CSA on your social media sites.
- Post a weekly update on your social media sites. Share the link to your parish thermometer.
- Say the appeal prayer at each Mass using the prayer cards we provided.
- Place in-pew envelopes in your parish bulletin during the active phase of the appeal.
- Toward the end of the year, November or early December, consider calling all LYBUNTS (those donors who have given to the CSA, but not yet this year) and asking them to support.
- Have volunteers hand out in-pew envelopes after Mass during the active phase of the appeal.
- Record/video your lay speaker presentation and share it on social media. If your speaker is comfortable with it, share it LIVE on Facebook.
- Know who your donors are and thank them! (Request a donor report from the Stewardship & Development Office.)

For the latest appeal totals, check the CSA website, www.dwc.org/csa. We will update parish progress thermometers each week. You can also contact Heidi Sforza in the Stewardship & Development Office.

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