

# 2015 DDF Annual Appeal



VS



San Bernardino  
**Saints**

Riverside  
**Angels**

# DDF Play Book

**Mission Advancement**

[jchavez@sbdioocese.org](mailto:jchavez@sbdioocese.org)

(909)475-5462





## *2015 DDF Annual Appeal Kick-Off Campaign*

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# DIOCESE OF SAN BERNARDINO



## OFFICE OF THE BISHOP

12 de Enero del 2015

Queridos Hermanos y Hermanas en Cristo:

*¡Dios nos invita a AMAR!*

El mundo actual parece ser muy diferente al mundo en que vivió Jesús. Podemos señalar cambios dramáticos en la manera en que la gente se comunica, viaja, trabaja y vive. Sin embargo, hay algo que nunca cambia. Dios está entre nosotros, como lo ha estado en todo momento, en todo lugar y en cada instante de nuestra vida. Sus expectativas, también, son siempre las mismas; que lo amemos a él y que amemos a nuestro prójimo.

La Campaña Anual del Fondo de Desarrollo Diocesano 2015 nos recuerda que vivimos “En Su Presencia” sirviendo a los demás y llamados todos los días a ser sus discípulos. Compartiendo nuestros dones y compartiéndonos a nosotros mismos, podemos marcar una diferencia real en las vidas de los pobres y marginados; en las vidas de todos los fieles, en las diferentes etapas de su vida de fe, que buscan una guía; en las vidas de quienes buscan simplemente la dignidad humana.

Por favor aunemos nuestros esfuerzos y den tan generosamente como les sea posible. Que Dios bendiga a cada uno de nosotros que vivimos a su servicio.

Su hermano y servidor en Cristo,

Monseñor Gerald R. Barnes  
Obispo de la Diócesis de San Bernardino

# DIOCESE OF SAN BERNARDINO



## OFFICE OF THE BISHOP

January 12, 2015

Dear friends in Christ:

The world today seems much different than when Jesus walked the earth. We can point to dramatic changes in the way people communicate, travel, work and live. Yet one thing never changes. God is present among us, as He always has been in every time, every place and every moment of our life. His expectations, too, are ever the same; that we love HIM and love our neighbor.

The 2015 DDF Annual Appeal reminds us that we grow beyond who we are to join the community of faithful dedicated to serving others and called every day to be HIS disciple. Sharing our gifts and ourselves, we can make a real difference in living out our mission: *" . . . to impact families, neighborhoods and society, with the Gospel, so that people's lives are filled with hope!"*

Each one of us is called to be a good steward of the gifts we have received. Please join me in giving as generously as you can. May God bless each of us as we live in HIS service.

Sincerely yours in Christ,

A handwritten signature in black ink, reading "Gerald R. Barnes".

Most Reverend Gerald R. Barnes  
Bishop of the Diocese San Bernardino



# The Twelfth Man

By [Kelly McFadden](#) · December 2, 2014



*Then he said to the disciples, “The harvest is plentiful but the workers are few. As the Lord of the harvest, therefore, to send out workers into his harvest field.” –Matthew 9:37-38*

Students do not sit at Texas A&M football games. The A&M athletic department is built on the traditions of the 12th Man. During a football game in 1922, the underdog Aggies were playing the nation's number one ranked team. Player after player left the field unable to return and the Aggies had limited reserves. From the stands, came a former football player. E. King Gill suited up and stood on the sidelines ready to play for the remainder of the game. At the end of the game, he was the only man standing. The courage and heart displayed by this fan has encouraged others to follow his lead. At each game, fans stand symbolically ready to go into the game. Students are more than just spectators; they are the 12th man, ready to go in if the team should need them.

Perhaps you see acclaimed authors, speakers, the pastoral staff and ministry leaders of your church as the players on the “Christianity Team”. Where do you see yourself? Are you sitting on the sideline or are you in the game? You are a part of the team. Stand up and be ready.

Jesus saw the huge crowds that were following Him and His disciples, so he told them to pray that workers would be ready. Many are ready to give their lives to Christ, but they need someone to show them how. Jesus tells us to pray for workers. The workers are few. We are all ministers to those God has put in our lives. You are part of the team. You are a worker. Be ready for God to use you!

## **GOING DEEPER:**

1. Who are people in your life that need a Christian to walk alongside them? How can you be the friend who introduces them to Christ?
2. Pray that God would present opportunities for you share the good news of Christ!



## *2015 DDF Annual Appeal Kick-Off Campaign*

### *Diocese of San Bernardino*

#### *Mission Statement*

##### **Mission Statement:**

We, the Church of San Bernardino, are a community of believers in Jesus Christ, called to impact family, neighborhood, and society with the Gospel so that people's lives are filled with hope.

To fill people's lives with hope, this vision will be developed in those areas of greatest concern to us:

- Youth
- Evangelization
- Unity in diversity
- Stewardship of resources
- Leadership
- Organizational structures







Schools &  
Youth  
Section

Página en  
Español



VOLUME 2

A Diocesan Magazine for the Information Age

December 2012

# Turning hearts to Christ

## Office of Development becomes Mission Advancement

By Theresa Montminy

**SAN BERNARDINO**—Welcome to the Year of Faith! We are headed for a spiritual journey that enables us to make meaning of the ordinary ... and, to understand the sacredness of it. Every person, lay or clergy, is expected to be himself or herself and to live as he or she was created to be. This year we will talk about: How do we turn our life to Christ?

In an effort to provide formation that helps us all to answer this question, on July 1 of 2012, Bishop Gerald Barnes realigned the Office of Development and named it Mission Advancement calling us all to the new evangelization that engages people in a lifetime of faith!

The vision of Mission Advancement is to provide for the future of the Church of San Bernardino in a way that helps us all to commit to a real and lasting relationship with Jesus Christ, making God a priority in our life ... so that our hearts are filled with hope!

The first crucial step in this process is to increase our sense of belonging in the Church, to strive to be formed in the fullness of what it means to be a disciple. Our journey ... moving toward Christ, will give new meaning to our lives, enhance our willingness to become engaged in the Church;

and, open our minds and hearts to the depth of God's love for us and all that His love calls us to be.

The ongoing process of formation will intentionally and strategically lead us to the wisdom that we seek. The popular image of the guru hidden in a mountain monastery or of the sage out in the wilderness is intriguing, but is not the biblical pattern. Wisdom is always lived in community, in the connection we have to each other. God has gifted His people with interdependent gifts. It is in the sharing of these gifts that we become a body of believers.

What does the body look like? It's the body of Christ, His physical presence in this world, so it should look like Him. A community that is rich in the Word, one that is: **Inviting** to us and to our brothers and sisters, one that leads us all toward the fullness of what it means to be a disciple of Christ ... **Serving**, that utilizes our God given gifts to help those in need in our parish or community ... **Thanking**, that recognizes God for the graces He has bestowed to the whole of our lives and that is reminded that our individual contribution to the great work of restoring all things in Christ is important because we were born to fulfill it ... and, **Giving** of what we have to others, including the gift of our faith that has the Eucharist at its center and that leads us to a

living relationship with Christ.

God has entered the context of this broken planet to show mercy and love. The community that really believes, is one that lets Him show those things within that builds His Church. We must strive to cultivate this kind of community. It simply must begin with individuals, and we might as well be those individuals. Has God been gracious? Be gracious! Has God forgiven? Forgive!

We, the Church of San Bernardino, need to strive to mirror the Savior—the Bible calls it a reflection of His glory. The result is a community of grace. It lives grace, breathes grace, speaks grace. And, it begins with parishes that are communities of people who know themselves to be members of Christ's body and who live as Christ's people in our world, drawing others to Christ or more deeply to Christ.

In other words, we strive to build a Church in which people turn their hearts to Christ. We are called always to continue the mission of Christ in the world. We are His Body in the world. We advance His Mission.

*Theresa Montminy is the diocesan director of Mission Advancement in the Diocese of San Bernardino.*



## ***2015 DDF Annual Appeal Kick-Off Campaign***

### ***Mission Advancement Staff***

Serving under the direction of Bishop Gerald Barnes and Auxiliary Bishop Rutilio del Riego, Mission Advancement strives to build the trust relationship with donors by centering formation and outreach that brings people closer to God, deepens their understanding of the value of stewardship as a way of life and increases participation and engages new members in the work of the Gospel. While each member on the team has some distinct responsibilities, serving with the Gospel so lives are filled with hope is our primary mission.

#### **Mailing Address**

1201 E Highland Ave  
San Bernardino, CA 92404

#### **Physical Location**

Rezek Centre at St. Bernardine Medical Center  
Located on the corner of Highland Ave and  
Waterman Ave

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The DDF Annual Appeal is achieved with a positive attitude accompanied by the passionate support of the leadership at the parish and the insert of the parish's personal touch. To assist you with your **DDF Annual Appeal** are:

#### **Julio Chavez**

##### **Parish Relations Coordinator**

Phone: (909) 475-5462

Email: jchavez@sbdiocese.org

#### **David Dolores**

##### **Donor Relations Specialist**

Phone: (909) 475-5460

Email: ddolores@sbdiocese.org

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Mission Advancement has expanded services beyond the DDF Annual Appeal. Our ministry provides evangelization and outreach. To those who are interested in growing in their faith by reaching out to their brothers and sisters in need. Mission Advancement strives to help you in meeting your social responsibility to care for others. For more information regarding these **new services**, please contact:

#### **Theresa Montminy**

##### **Chief Development Officer**

Phone: (909) 475-5444

Email: tmontminy@sbdiocese.org

*Services provided include:*

*Guidance on Gift Annuities,*

*Charitable Gifts and Capital*

*Campaigns*

#### **Kathleen Hurtt**

##### **Major Gift Officer**

Phone: (909) 475-5461

Email: khurtt@sbdiocese.org

*Services provided include:*

*Gift solicitations of a minimum of \$10,000,*

*Development of Needs Assessment, Independent*

*Outreach to Family Trusts, Corporate Benefactors,*

*Foundations*



**We are a faith family! Working together we can reach our goal of raising \$5,040,000!**  
**¡Somos una familia de fe! ¡Trabajando juntos podemos alcanzar nuestra meta de recaudar \$5,040,000!**

## DISCIPLESHIP ...

**LIVE IT!**

## DISCIPULADO ...

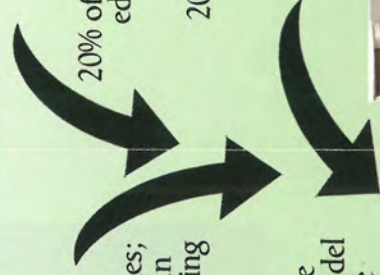
**¡VÍVELO!**



### Support for Priests! ¡Apoyo a Sacerdotes!

9% of your sacrificial gifts will be used for ongoing education and formation of priests; retreats and sabbaticals; continued university studies; all very important in strengthening the union of the priest with God. In addition to those services, your contributions will be used for the ongoing care of our priests who are struggling with health conditions.

9% de sus donativos con sacrificio se utilizarán para la educación y formación continua de sacerdotes; retiros y sabáticos; continuación de estudios universitarios; todos muy importantes para fortalecer la unión del sacerdote con Dios. Además de estos servicios, sus contribuciones se utilizarán para la atención continua de nuestros sacerdotes que sufren problemas de salud.



### Seminarian Formation! ¡Formación de Seminaristas!

20% of your charitable contributions will be used for seminarian formation and education. 41 seminarists were touched by your investment last year. We will ordain 2 of them as priest this year.

20% de sus contribuciones caritativas se utilizarán para la formación y educación de seminaristas. Su contribución benefició a 41 seminaristas el año pasado. Ordenaremos a 2 de ellos al sacerdocio este año.

### Land for Future Churches!

**¡Terrenos para Futuras Iglesias!**

14% of all donations will be invested in our future by purchasing property to build new churches. Our faith family is growing and we need to provide space for worship.

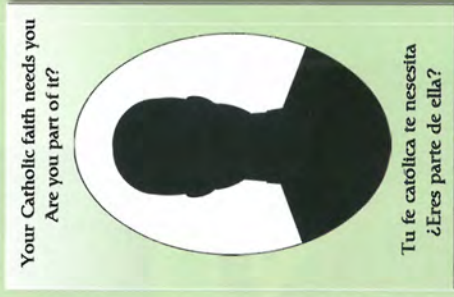


14% de todos los donativos se invertirán en nuestro futuro, adquiriendo terrenos para construir nuevas iglesias. Nuestra familia de fe está creciendo y necesitamos proveer espacio para el culto.

### Catholic Education! ¡Educación Católica!

29% of funds collected will be used for the formation and education of our children, Religious Education, Youth Ministry, and, Campus Ministry. Additionally, funds will be used for the ongoing formation and education of adults through Catechetical Ministry, Faith Formation and Charismatic Renewal.

29% de los fondos recaudados se utilizarán para la formación y educación de nuestros niños en Educación Religiosa, Pastoral Juvenil, y, Ministerio en las Universidades. Además, se utilizarán fondos para la formación y educación continua de adultos por medio del Ministerio de Catequesis, Formación en la Fe y Renovación Carismática.



### Social Concerns! ¡Pastoral Social!

28% of your donations will be used for community outreach services, especially to the poor and vulnerable; and, to provide financial support for Catholic Charities. Additionally funds will be invested in salaries for hospital chaplains and for restorative justice.

28% de sus donativos se utilizarán para servicios a la comunidad, especialmente a los pobres y vulnerables; y, para proveer apoyo monetario a Caridades Católicas. Se invertirán fondos adicionales en salarios para capellanes de hospitales y para justicia restitutiva.







## Formation on Fund Raising Basics

The worn out paper money was being taken to the Federal Reserve to be destroyed.

The \$100 bill, reflecting on his past life, was not sorry to go: "I have had a great life, lived in a luxury condo, driven in some of the world's finest luxury cars, been to the best restaurants, had the best gourmet food, stayed in luxury resorts, been carried in designer handbags and pockets of designer clothes. I am ready to go to a better place."

The \$20 bill said: "I am not sorry to go, I have had a rich full life, nice 3 bedroom suburban home, driving a late model car, out to dinner every Friday night followed by the movies, always enough to wear and everything needed from department stores, and I have gone on family vacations every year. I am ready to move on."

The \$1 bill just muttered: "church, church, church . . ."

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This story reminds us that we are called to give in joy, celebrating our appreciation for all we have been given from the poorest in faith, spirit and wealth to the greatest. So, let's begin by establishing a basic understanding of the terms stewardship, philanthropy and fund raising.

### Definition of Terms:

*Stewardship* is a way of life, it defines who we are. "As Catholic stewards we receive God's gifts gratefully, cultivate them responsibly, share them lovingly in justice with others, and, return them with increase to the Lord." (USCCB 2013)

*Philanthropy* is our response to God's call to develop our talents and share our material resources to provide humanitarian or charitable assistance to the most vulnerable and marginalized in society. Investors give because they are inspired by our mission to "... impact families, neighborhoods and society, with the Gospel, so that people's lives are filled with hope!"

*Fund Raising* for the Catholic Church is fundamentally about confidence and passion and about bringing those qualities to inspire investment in the ministries of the Church. This understanding ensures that time and energy will lead to the religious call to give contributions that support the parish and the Church.



**Purpose and Goals:**

The primary purpose of this paper is to assist you in the development of a strategic fund raising plan intended to build on what is already contributing to positive efforts being made in your parish and/or ministry.

The ultimate goal is to realign the process, not for the purpose of change; but, through this process to:

***Discover*** what is already being done in the area of fund raising to reach the 2015 DDF Annual Appeal goal;

***Dream*** of a vision for the future of our local Church,

***Discern*** how to build on what is already working to move toward that dream, and

***Design*** a plan to make the dream a reality through a coordinated effort.

Additionally, our goal is to provide formation in the parishes that includes recognition of the faithful for their ongoing generosity in providing operating income through their Sunday offerings, support of a capital building campaign (if applicable), support of the diocesan operating income through the parish assessment. Additionally, recognition for the value of the DDF Annual Appeal that supports initiatives that benefit the parish, Mission Office solicitations, special collections for religious retirement, the sanctity of human life, mission collections, retired diocesan priest collection, propagation of the faithful, holy childhood, natural disaster collections, rice bowl, Holy Land, Pro-life ministry and the Spring and Fall Combined Collection.

**Statistical Analysis:**

A simple analysis of data collected over the last 10 years from the DDF records indicates that there is an average of 25,000 donors each year over the last 10 years. Our study indicates that Catholics in the region have been very generous; however, their response is beginning to erode. The local Church ranks near the top in average household income, yet, individual contributions to the Church, relative to income, has fallen steadily over the same ten year period.

**Conclusion:**

We have a great opportunity NOW because we have a dynamic Pope who supports efforts to reach the lost sheep and bring them back into the safety of the local flock. This new interest nationally and internationally of reaching out to the poorest among us is called the "*Francis Factor*". It separates the Roman Catholic Church from other faith denominations directing all of us to embrace the main goal of the Church which is Jesus' love for us and what our love should be for one another.



## **Basic Overview of Stewardship**

### **Seven Elements of Stewardship**

The Spirituality of Stewardship recognizes that:

- Everything we are and have comes from GOD;
- We learn to respond in gratitude;
- Such gratitude is nurtured within the community of believers.

The Christian vocation is essentially a call to be a disciple of Jesus . . . Jesus' call is urgent. He does not tell people to follow Him at some time in the future but here and now; at this time moment, in these circumstances. There can be no delay.

#### **1. Commitment of Leadership:**

- Bishops and Priests – living witnesses;
- Stewardship Committees – fostering and sustaining a way of life through annual planning and renewal commitments;
- Pastoral Council – emphasizing pastoral planning that integrates stewardship as a tool to measure commitment.

#### **2. Hospitality and Evangelization:**

- Hospitality and welcoming as essential parts that help us become an engaged Church;
- Evangelization within the community help dud understand the importance of belonging to something bigger than ourselves.

#### **3. Formation on the Spirituality of Stewardship:**

- Living and building a lifelong relationships with Christ;
- Helping the faithful encounter Christ and to see HIS face in their neighbor;
- Building relationship with Christ and learning that material goods are meant to be shared;
- Sharing of our gifts with grateful hearts and generous spirits;
- Creating a vision of our faith community as a place where disciples are formed.

#### **4. Outreach:**

- Living the Gospel in ways large and small that help us to encounter Christ in others;
- Discern the needs of others, including but not limited to our parish; the local community and the world around us;
- Discern ways to address the needs of others through formation and education.



5. Ministry Development and Support

- Ministry leader support and training through programs and services offered at the Pastoral Center;
- Listening to the ways in which parishioners hope to serve and match their interest to a ministry;
- Gifts discernment - make ministry and outreach your mission and money your measure.

6. Stewardship Renewal Process:

- Parishioners have a need to give help, we must strive to match their gifts to their interest;
- Planning and evaluation of needs and actions that help support a solution;
- Annual “Ministry Fair”

7. Gratitude and Accountability:

- Recognition of stewardship of parishioners and special appreciation, either in a reception, a message in the bulletin or a phone call;
- Annual Stewardship Report that lists commitment of time, talent and treasure.



## ***2015 DDF Annual Appeal Kick-Off Campaign***

### ***Timeline by Month***

#### **Weekend of January 17-18, 2015**

##### ***Announcement Weekend***

- Universal Prayers, Pulpit Announcements, Bulletin Announcements

#### **Weekend of January 24-25, 2015**

##### ***Commitment Weekend***

- Short Homily leading to the showing of the DDF Annual Appeal Video
- Show DDF Annual Appeal Video
- In-pew solicitation: immediately after the homily/video a collection is taken for the DDF Annual Appeal
- Use Universal Prayers, Pulpit Announcements, Bulletin Announcements provided

#### **Weekend of January 31-February 1, 2015**

##### ***Commitment Weekend Follow-Up***

- Homily focused on participation
- In-pew solicitation: immediately after the homily a collection is taken for the DDF Annual Appeal
- Use Universal Prayers, Pulpit Announcements, Bulletin Announcements provided
- DDF Annual Appeal Video available for viewing after Mass

#### **Weekend of April 25-26, 2015**

##### ***Second Appeal Weekend***

- Parish invites those who have not given to the DDF Annual Appeal to consider doing so through an in-pew solicitation or separate mailing.
- Consider showing DDF Annual Appeal Video or have a personalized parish video created
- Use Universal Prayers, Pulpit Announcements, Bulletin Announcements provided

#### **Week of November 7-8, 2015**

##### ***Final Appeal Weekend***

- Parish invites those who have not given to the DDF Annual Appeal to consider doing so through an in-pew solicitation or separate mailing.
- Consider showing DDF Annual Appeal Video or have a personalized parish video created
- Use Universal Prayers, Pulpit Announcements, Bulletin Announcements provided

*\*Pledge reminders will be mailed on the 25<sup>th</sup> of each month to all parishioners who carry a balance on their DDF Annual Appeal pledge beginning in February and ending in November. Please remember to include monthly DDF Annual Appeal updates about your progress in your bulletin.\**





## ***2015 DDF Annual Appeal Kick-Off Campaign***

### ***Ways to Give***

#### **Cash, Check or Credit Card via Pledge Card**

At the end of January many parishioners receive the DDF Annual Appeal pledge card at their home or during Mass. This pledge card was created as a tool to inform the parish and the diocese a parishioner's financial commitment to the DDF Annual Appeal. The completed pledge card can accompany a gift, in the form of cash, check, or credit. Please encourage parishioners to drop all cash in collection basket rather than mailing it then the parish should submit a check on behalf of parishioners giving cash.

#### **Online Giving**

Many people enjoy the freedom of giving online. To do so,

1. Visiting the diocesan home page at [www.sbdioocese.org](http://www.sbdioocese.org)
2. Click Give "DDF" (middle of the page on the right under "Resource Center")
3. Fill out form with name, address, parish name, etc., then submit

#### **Matching Gifts**

Matching Gift companies are organizations that will duplicate the monetary donations you give to your desired non-profit, this includes donations to the church. Some of these companies double or triple the amount you give. Talk to your company's Human Resource department about giving back through this type of program.

#### **Bequests**

Perhaps the most straightforward way to benefit your parish and the local church of San Bernardino and Riverside counties, a Bequest is simply a gift from your estate for a specific dollar amount, percentage or remainder interest to your parish and/or the Diocese of San Bernardino either through the Catholic Foundation or directly. When a Bequest is made to the Foundation, you can decide how your charitable gift will be used – to benefit a particular ministry that you are passionate about, or to support your parish, the diocese or other apostolate through a Designated Fund.

#### **Endowment Funds**

Endowment funds are permanent funds set up in your name at The Catholic Foundation. They can be created during your lifetime, providing income tax and capital gains tax deductions now, or established through a bequest from your estate. The amount you bequeath to the Foundation is removed from your taxable estate, which has the effect of lowering your estate tax liability. A testamentary gift to an Endowment Fund is 100% deductible from your estate. Endowment Funds are a wonderful way to create a permanent charitable legacy in your family's name. If you prefer, such funds can remain anonymous.

#### **Highly Appreciated Stock and Real Estate**

For many people, a significant percentage of family wealth is held in real estate and/or stock portfolios. In most cases, you can gift ownership of these assets to your parish, the Diocese of San Bernardino, or The Catholic Foundation and earn an immediate tax deduction. The Church can sell these assets without having to pay capital gains taxes.

For more information on ways to give, contact Mission Advancement at (909) 475-5460 and you will be introduced to the person most aligned with your desired method of giving.



## *2015 DDF Annual Appeal Kick-Off Campaign*

*"Super Soul Sunday – January 25<sup>th</sup> 2014"*

### *Six Steps for Success!*

*Mission Advancement would like to share with you the process that it has established in helping parishioners to understand that giving to the local Church fulfills their social responsibility to care for their brothers and sisters in need.*

- Step ONE: Approach the pulpit and first thank the celebrant for the value he shares in promoting the DDF Annual Appeal, then, show the Kick Off video of the Bishops.*
- Step TWO: Highlight the message of the Bishops and help the people understand that all investments will be used to fund the 5 initiatives (use the brochures for details). Explain how each of the initiatives benefits the parish. Remind everyone that they can give something – ask for pledges, not money.*
- Step THREE: Call the ushers forward to pass out the pledge cards and pencils to the faithful in the pews.*
- Step FOUR: Give investors (faithful) at least 7 minutes to fill out the pledges. DO NOT RUSH the process – remember your best donors inspire the others and they are seated in the front center area of the Church.*
- Step FIVE: Call the ushers forward and ask them to pick up the pledge cards. Make sure you set the expectations for the ushers before the Mass begins, they are very well known and can truly make a difference in the giving process.*
- Step SIX: As the ushers are picking up the pledge cards, ask Father to come forward and to offer a special blessing for everyone in the Church.*



## ***2015 DDF Annual Appeal Kick-Off Campaign***

### ***Sample Universal Prayers***

#### **Universal Prayers**

**January 17-18, 2015**

#### **Announcement Weekend**

May we at <Name of Parish> parish always be aware of how blessed we are, and thank God daily for the gifts of life, family, friends, and all we have. We pray to the Lord.

That we take time this week to reflect, pray, and decide how we will share our blessing with our Catholic family through the DDF Annual Appeal. We pray to the Lord.

#### **Universal Prayers**

**January 24-25, 2015**

#### **Commitment Weekend**

That we the parishioners at <Name of Parish> parish always show our gratitude for all the Lord has given us by sharing with others. We pray to the Lord.

That we the people of <Name of Parish> parish, recognize the DDF Annual Appeal as an opportunity to express our thankfulness to God for all the goodness in our lives and act in response to our gratitude. We pray to the Lord.

#### **Universal Prayers**

**January 31-February 1, 2015**

#### **Commitment Weekend Follow-Up**

That we as members of the Catholic Church in San Bernardino and Riverside counties, may unite in justice and love to support the educational, spiritual, pastoral and charitable works of our diocese. We pray to the Lord.

For all who responded to the DDF Annual Appeal and continue to respond, that their generosity may be rewarded with the joy that giving brings. We pray to the Lord.

#### **Universal Prayers**

**April 25-26, 2015**

#### **Second Appeal**

That we the parishioners at <Name of Parish> parish always show our gratitude for all the Lord has given us by sharing with others. We pray to the Lord.

That we the people of <Name of Parish> parish, recognize the DDF Annual Appeal as an opportunity to express our thankfulness to God for all the goodness in our lives and act in response to our gratitude as we push to (reach/surpass) our goal. We pray to the Lord.

#### **Universal Prayers**

**November 7-8, 2015**

#### **Final Appeal**

That we the parishioners at <Name of Parish> parish always show our gratitude for all the Lord has given us by sharing with others. We pray to the Lord.

That we the people of <Name of Parish> parish, recognize the DDF Annual Appeal as an opportunity to express our thankfulness to God for all the goodness in our lives and act in response to our gratitude as we push to (reach/surpass) our goal. We pray to the Lord.





## ***2015 DDF Annual Appeal Kick-Off Campaign***

### ***Sample Pulpit Announcements***

#### **Pulpit Announcements**

**January 17-18, 2015**

#### **Announcement Weekend**

This week, you should have received a brochure and letter announcing the 2015 DDF Annual Appeal. If you did not receive this information at your residence, please take a copy of the extra materials we have here at the church. Please take time this week to review the materials and prayerfully consider what you are able to give in support of our diocesan Church.

#### **Pulpit Announcements**

**January 24-25, 2015**

#### **Commitment Weekend**

Today we heard from our bishops and benefactors about some of the important work taking place in our diocese. We were personally encouraged to join in supporting the DDF Annual Appeal. We would like to say thank you to all who actively participated in today's invitation and to the others who plan to join father in supporting the DDF Annual Appeal in the coming weeks. If you are still trying to decide how you will share your blessings, we encourage you to review some of the questions found in the bulletin.

#### **Pulpit Announcements**

**January 31-February 1, 2015**

#### **Commitment Weekend Follow-Up**

I would like to thank all of you who have made a pledge to the DDF Annual Appeal. Your gift of gratitude is an example of your personal commitment to the unshakable kingdom we call the Catholic Church. Thank you again!

#### **Pulpit Announcements**

**April 25-26, 2015**

#### **Second Appeal**

Many of you may recall back in January when father asked us to join him in supporting the DDF Annual Appeal. So far we have received \$\_\_\_\_\_ from \_\_\_#\_\_\_ families. This is great, thank you!

**OR**

Many of you may recall back in January when father asked us to join him in supporting the DDF Annual Appeal. So far we have received \$\_\_\_\_\_ from \_\_\_#\_\_\_ families. This means we can do better! Please continue sending in payments and if you have not made a pledge yet this year, please consider doing so.

#### **Pulpit Announcements**

**November 7-8, 2015**

#### **Final Appeal**

Thanksgiving is a great time of year causing us to stop and reflect on the many blessings including life, faith, and our parish community. Thanks to your support, we have received \$\_\_\_\_\_ from \_\_\_#\_\_\_ families toward the DDF Annual Appeal. This is great, thank you!

**OR**

Thanksgiving is a great time of year causing us to stop and reflect on the many blessings including life, faith, and our parish community. Thanks to your support, we have received \$\_\_\_\_\_ from \_\_\_#\_\_\_ families toward the DDF Annual Appeal. This means we can do better! Please continue sending in payments and if you have not made a pledge yet this year, please consider doing so.



## ***2015 DDF Annual Appeal Kick-Off Campaign***

### ***Sample Bulletin Announcements***

#### **Bulletin Announcements**

**January 17-18, 2015**

#### **Announcement Weekend**

This week you should have received information about the 2015 DDF Annual Appeal. Once a year, our bishop invites each of us to make a commitment to support the work of our diocesan programs and ministries that enhance our church by helping all of God's children build deeper and more meaningful relationships with Him.

This effort is a means by which we can all work together to care for the church by sharing the gifts God has granted us. Our parish goal is 100% participation. We welcome you to join us in joyfully supporting the DDF Annual Appeal. Please take time this week to reflect and pray about the blessings you are called to share with your Catholic family.

#### **Bulletin Announcements**

**January 24-25, 2015**

#### **Commitment Weekend**

Last weekend we encouraged you to pray about the blessings you are called to share with your Catholic family. This weekend we invited you to put those prayers in to action by making a pledge to support the DDF Annual Appeal. If you are still discerning your gift amount, please consider the following questions:

1. How can I establish a deeper relationship with God?
2. Do I really believe that everything I am and everything I have is a gift from God?
3. Is what I give to the church enough to show how grateful I am for what God has given me?

Please pray for the guidance of the Holy Spirit as you consider the questions above and give generously.

#### **Bulletin Announcements**

**January 31-February 1, 2015**

#### **Commitment Weekend Follow-Up**

A blessed thank you to everyone who contributed last weekend and to those who offered a gift this weekend to support the DDF Annual Appeal. Our parish goal is 100% participation. Each and every person's gift is important, regardless of the size. For those who have not made a pledge, please consider doing so. Simply fill out a pledge card and place it in the offertory basket or drop it in the mail. Thank you for your generosity and investing in our Catholic Church through the DDF Annual Appeal!

#### **Bulletin Announcements**

**April 25-26, 2015**

#### **Second Appeal**

Thank you to the \_\_\_#\_\_\_ families who have contributed to the DDF Annual Appeal. So far we have received \$\_\_\_\_\_ in pledges and \$\_\_\_\_\_ in cash. This is great, thank you!

**OR**

Thank you to the \_\_\_#\_\_\_ families who have contributed to the DDF Annual Appeal. So far we have received \$\_\_\_\_\_ in pledges and \$\_\_\_\_\_ in cash. As a community, we can do better! Please continue sending in payments and if you have not made a pledge yet this year, please consider doing so.

#### **Bulletin Announcements**

**November 7-8, 2015**

#### **Final Appeal**

With Thanksgiving quickly approaching many of us take this time to reflect on the many blessings God has shared with us. We would like to personally thank the \_\_\_#\_\_\_ families who have contributed \$\_\_\_\_\_ in cash to the DDF Annual Appeal. This is great, thank you!

**OR**

With Thanksgiving quickly approaching many of us take this time to reflect on the many blessings God has shared with us. We would like to personally thank the \_\_\_#\_\_\_ families who have contributed \$\_\_\_\_\_ in cash to the DDF Annual Appeal. As a community, we can do better! Please continue sending in payment and if you have not made a pledge yet this year, please consider doing so.



## ***2015 DDF Annual Appeal Kick-Off Campaign***

### ***Sample Letter by Mail***

#### ***Participation Focused***

Dear <Name>,

Greetings from your parish community! As your <TITLE>, I want to thank you for choosing to be a member of our parish. We are so blessed you have chosen to be part of our parish family and that you live out your Catholic faith in prayer, worship and action.

Today I am writing to invite you to invest in your faith by giving to the 2015 DDF Annual Appeal. St. Paul in his letter to the Hebrews says, "We who are receiving the unshakable kingdom should have gratitude, with which we should offer worship pleasing to God in reverence and awe."

God has blessed us all with so much. Most importantly, our Lord has given us faith and His unconditional love. During these times of great rejoicing and in those moments when we feel we have lost everything, we must turn to Him and His church and give thanks.

Over the coming year we will be focusing on some diocesan ministries that are vital to the life of our church and the people of God. Ministries like:

- *Seminarian Formation and Education* provides future priests with foundational tools needed before providing sacraments central to the practice of our faith.
- *Ongoing Care for our Priests* provides ongoing educational opportunities for our current priests and medical and spiritual care for our retired priests who have us as Christ's example here on earth.
- *Social Concerns* provides services to our men and women as a prophetic voice by proclaiming and advancing our Catholic values in the world.
- *Catholic Education* which strengthens, enlightens, and develops the faith of youth and young adults
- *Land for Future Churches* is ensures this growing area is secured with holy places of worship throughout our 27,000 square miles

Out of the deep gratitude we have for God, our parish and our diocese, I invite all <NUMBER OF PARISHIONERS> parishioners at <PARISH NAME> to give to the DDF Annual Appeal this year. I believe we can do it, one family at a time and I'd like to see your name among the first on that list.

Please join me today. I invite you to pray for the guidance of the Holy Spirit, as you prepare to respond with a generous heart. Many thanks and God bless.

Sincerely,

<Name>

<Title>

P.S. This year I have made a pledge of \$1,200, broken up over 12 months. Will you join me by making a gift at the level you feel most comfortable?

**\*\*The text surrounded by "<>" should be replaced with the appropriate information.\*\***





## ***2015 DDF Annual Appeal Kick-Off Campaign***

### ***Sample Letter by Mail***

#### ***Priest Shortage***

Dear <Name>,

The church needs you...

And once you consider what the church is doing to respond to the shortage of priests, I hope you will say you need the church, too!

My message is simple. We need your help to keep our Catholic church vibrant. We need you to join with the rest of the parish by supporting the DDF Annual Appeal.

Here is why. In 1978 we had 118 diocesan priests and 256,000 Catholics; an average of one priest serving 2,170 people. In 2014 we had 66 diocesan priests and 1.6 million Catholics; an average of one priest serving 24,242 people. The numbers speak for themselves, we need more priests!

We are experiencing this shortage in our parish community already and you may be wondering what the diocese is doing to help. Let me tell you....

1. The diocese is investing time and money to help men hear God's call to the priesthood through bi-monthly discernment nights and ongoing formation.
2. The diocese is training lay leaders through diocesan formation programs such as PMFP and CMFP in areas of church, stewardship, and sacraments.
3. The diocese is helping expand existing facilities and build new churches during this time of rapid growth in our diocese.

I am proud of the innovative and successful steps our diocese is taking to address the shortage of priests, but there is more to be done. We need to be able to recruit more seminarians by reaching out to people where they are. We need to be able to offer more advanced, local training for our parish leaders. We need to be able to purchase more land for larger churches to meet our growing population.

To do this we need more! We need more parishioners to commit to giving and we need donors to consider giving more to the DDF Annual Appeal. This is our diocese! This is our church! We need each other! Let's claim it and support it!

So please, right now while everything is in front of you, take a minute to fill out your pledge card for the 2015 DDF Annual Appeal and send it to the diocese. Thank you!

Sincerely,

<Name>

<Title>

P.S. This year I have made a pledge of \$1,200, broken up over 12 months. Will you join me by making a gift at the level you feel most comfortable?

**\*\*The text surrounded by "<>" should be replaced with the appropriate information.\*\***





## *2015 DDF Annual Appeal Kick-Off Campaign*

### *Sample Letter by Mail*

#### *Seminarian Education and Formation*

Dear <Name>,

As Catholics we are called to help others. Today I am writing you because our bishop, the Most Reverend Gerald R. Barnes needs our help.

Each year the DDF Annual Appeal serves as a tool to provide the financial resources for ministries vital to the life of our church and the people of God, from formation to social services. One of those programs is the education of our seminarians.

Currently we are blessed to have **42 seminarians (of which 16 are living at our diocesan Serra House of Formation) within the Diocese of San Bernardino**. These numbers certainly provide hope for our aging priest population, but seminarian education is not free. Because of the increased costs related to educating our seminarians and other needs of our diocese, I ask you to consider a generous gift to the DDF Annual Appeal.

Our seminarians are just one group of people who receive assistance from the DDF Annual Appeal. By sharing a prayerful financial gift, you can impact the lives of your loved one and touch the lives of thousands who live throughout the Diocese of San Bernardino through programs that teach, heal, and nurture.

Please join me, along with Bishop Barnes, in praying for the success of the DDF Annual Appeal and making a gift to support our parish and diocese!

Sincerely yours in Christ,

<Name>

<Title>

P.S. This year I have made pledge of \$1,200, broken up over 12 months. Will you join me by making a gift at the level you feel most comfortable?

**\*\*The text surrounded by "<>" should be replaced with the appropriate information.\*\***





## ***2015 DDF Annual Appeal Kick-Off Campaign***

### ***Sample Letter for the Second Appeal***

*This second appeal process is established to reach out to those who have not yet given to the DDF Annual Appeal. It is recommended that the letter be preceded/proceeded by an in-pew solicitation during Mass.*

<Date>

<Name>

<Address>

<City>, <State> <Zip>

Dear <Name>:

I don't believe we have heard from you yet this year so I am writing to invite you to prayerfully consider a pledge to our 2015 DDF Annual Appeal.

As your pastor, I would like to remind how important it is that every parishioner participate the DDF Annual Appeal after all, we all benefit from the services the DDF provides most of which we could not facilitate at the parish. Some of those ministries include the education and recruitment of seminarians, our future diocesan priests, the training of our parish ministry leaders, and the formation of our youth.

As your pastor, I am very grateful for your presence in our parish, for you are the church! I am also grateful that you share your time, talents and treasures. Now I am inviting you to show your gratitude for the blessings God has shared with you by making a sacrificial pledge to this year's DDF Annual Appeal. Please complete the enclosed DDF Annual Appeal pledge card and bring it to Mass and place it in this weekend's offertory collection or mail it directly to the Diocese. Please consider making your gift today.

Sincerely Yours In Christ,

<Name>

<Title>

P.S. I hope you will accept my invitation to support the work of the church by making a donation to the DDF Annual Appeal.



## ***2015 DDF Annual Appeal Kick-Off Campaign***

### ***Sample Letter for the Final Appeal***

*This final appeal process is established to give your parishioners, those who have not yet given and those who have already given, an opportunity to help the parish reach/surpass your diocesan goal. It is recommended that the letter be preceded/proceeded by an in-pew solicitation during Mass.*

Date>

<Name>

<Address>

<City>, <State> <Zip>

Dear <Name>:

As we move in to the Thanksgiving Holiday and the Season of Advent, all of us here at <Parish Name> have so much for which to be thankful. We have been blessed with such wonderful families who have supported us through the years, the church programs we are able to be a part of, and most importantly our faith!

Despite all of our blessings, we still have much to do. As the end of the year approaches, there are some families who want to know what they can do to help the church. I invite you to consider a year-end gift to the DDF Annual Appeal. This type of gift may have tax advantages for you or maybe you just want to give back more than you have in the past. Whatever the reason, we would like to offer you the opportunity to support the DDF Annual Appeal by extending you this invitation.

For your convenience we have enclosed a brochure, reply card, and reply envelope. Thank you for keeping the us in your year-end thoughts and prayers by considering a gift to the DDF Annual Appeal.

Yours in Christ,

<Name>

<Title>

P.S. May you enjoy and appreciate all the blessings God has shared with you. Out of gratitude, may you experience the joy of giving by supporting the DDF Annual Appeal.



## ***2015 DDF Annual Appeal Kick-Off Campaign***

### ***Sample Thank You Letter***

<Date>

<Name>

<Address>

<City>, <State> <Zip>

Dear <Name>:

I want to thank you for your generous pledge of <<AMOUNT>> to this year's DDF Annual Appeal. Your gift will provide support for the many ministries, programs, and services provided by our diocese that help not only our parish but all of the parishes throughout San Bernardino and Riverside counties.

Your gift also will help our parish. Once we have surpassed our diocesan goal, our parish is blessed with all the excess monies raised for our own local needs. The cash we receive beyond our diocesan goal will be used for <list at least one tangible project that will be achieved because of DDF+>. We look forward to using your donation to fill people's lives with hope here at <PARISH NAME>. Many thanks!

As always, I remain faithfully yours in Christ,

<Name>

<Title>





## ***2015 DDF Annual Appeal Kick-Off Campaign***

### ***Telephone Script – Making the Ask***

Hello, my name is <Name>, and I am (a volunteer, parish staff, parish council member, etc) here at <Parish Name> parish. May I please speak to Mr./Mrs./Ms. <Parishioner's Name>? Hi sir/ma'am! How are you today?

Great! I am calling to thank you for registering at our parish. We are so grateful to call you family!

#### **HAVE NOT YET GIVEN:**

Tonight we are reaching out to all our parishioners regarding the DDF Annual Appeal. As you may have heard at church, we are looking for 100% participation. According to our records, we don't yet have a pledge recorded for your family. I am calling tonight to ask if you would be willing to make a pledge of \$20 a month over the next \_\_\_#\_\_\_ of months to help us reach our 100% goal?

IF NO: Our goal is simply participation, what would be a better amount?

IF YES: Great, thank you! We will get this information to the Diocese and you should begin receiving reminders around the 25<sup>th</sup> of each month

#### **HAVE NOT COMPLETED PLEDGE:**

Tonight we are reaching out to all our parishioners regarding the DDF Annual Appeal. As you may have heard at church, we are looking for 100% participation. Thank you for your pledge of <\$amount of pledge> this year to the DDF Annual Appeal. Unfortunately, our records indicate we have not received your entire gift and with the year-end quickly approaching we didn't want you to miss the opportunity to support the work of the church. We've found that many people either lost or never received the pledge confirmation. So I wanted to personally call you to see if you wanted us to resend you a pledge card or if you were planning to stop by the parish to drop off your remaining balance?

#### **COMPLETED PLEDGE:**

I am calling to THANK YOU for your gift this year to the DDF Annual Appeal. As you may have heard at church, we are looking for 100% participation. We are very pleased to share with you that so far you are one of <# of parishioners supporting the DDF Annual Appeal> parishioners supporting the DDF Annual Appeal this year. So far we have received <\$ amount in pledges> in pledges and <\$ amount in cash> in cash. It is very nice to know that we are able to count you as a partner in the parish's endeavors!

#### **ALL:**

So, once again, thanks so much for your help! Are there any questions that I can answer for you? It was nice speaking with you. We hope that we can continue to count on your support. Have a blessed evening.



## ***2015 DDF Annual Appeal Kick-Off Campaign***

### ***Questions and Answers for the Parish***

**Q: Do I have to use everything outlined in this play book?**

**A:** No, but if you chose to follow most of the suggestions a greater degree of success can be attained.

**Q: How are the DDF Annual Appeal goals determined?**

**A:** Specific examples about how your parish goal is calculated can be attained by calling the Accounting Office.

**Q: How does the parish get DDF Annual Appeal updates?**

**A:** On a daily basis via the diocesan website. Additionally you have access to regularly check “ConnectNow” to view your current DDF Annual Appeal Donor List which will provide you with names and giving information for each parishioner registered at your parish. For more information on how to access this information please contact Mission Advancement.

**Q: Why are my parishioners receiving multiple mailings?**

**A:** This will occur when there are multiple records for a given household. Multiple records can exist in ParishSOFT if: 1) the household was registered previously at other parishes and did not request to be removed; or 2) the household made gifts under more than one name (e.g. “Mr. Saint”, “Mrs. Saint”, or “Mr. and Mrs. Saint”).

**Q: Why does it seem to take so long to process DDF gifts?**

**A:** It takes some time because we get so many gifts at one time. This is a blessing and a curse. For example, each Monday you probably have a number of people who volunteer to count the offertory collections from your weekend Masses. How many people do you have doing that? To address this ongoing concern, we have outsourced the opening, batching and recording of donor pledges and payments to Agilis, a data company specialized in this area of need. Upon receipt, Agilis is expected to have mail processed within one week or sooner from receipt. If your parish can write the FamilyDioID located in ParishSOFT on each pledge card this will help speed up the process especially during peak times.

**Q: If a donor pledged an amount but changes his/her mind and now wants to give more or less, how do they go about changing their pledge amount?**

**A:** If a donor wants to give more to the DDF Annual Appeal, then they need to send in a check for the increased amount. The pledge amount will be adjusted automatically. If a donor wants to decrease their pledge then they need to contact Mission Advancement to have that decreased or canceled or indicate the change on their pledge reminder.

**Q: When does the Diocese send reminders?**

**A:** On the 25<sup>th</sup> of each month, starting in February and ending in November pledge reminders are sent to anyone with an existing balance on a pledge. Once the pledge has been fulfilled the pledge reminders will stop.

**Q: Does the Diocese send anything to acknowledge donations?**

**A:** Yes! Thank you letters are sent within a month of the first pledge. Then, at the end of the calendar year, a list of donors who donated to the DDF Annual Appeal who gave \$250 or more will be mailed a letter by January 31 2016 to be used for tax purposes.

**Q: If I need help with the DDF Annual Appeal, who do I call?**

**A:** Anyone in the Mission Advancement should be able to help you however the primary contacts are:

*Julio Chavez, Parish Relations Coordinator*

Office: (909) 475-5462

Email: [jchavez@sbdiocese.org](mailto:jchavez@sbdiocese.org)

*David Dolores,*

Office: (909) 475-5460



## ***2015 DDF Annual Appeal Kick-Off Campaign***

### ***Questions and Answers for Parishioners***

**Q: What is the DDF Annual Appeal?**

**A:** The DDF Annual Appeal stands for the Diocesan Development Fund which was created to support vital ministries to our Catholic faith. These are important ministries and services that support and enhance our faith, that no one parish could provide. But the true purpose of the DDF Annual Appeal, the true purpose of the diocesan ministries, is to bring us closer to God; to have a more meaningful and stronger relationship with God.

**Q: If I am giving to my parish, is it still important to give to the DDF Annual Appeal?**

**A:** Yes! The programs of your local parish are very important because much of the work of the Church and the Diocese takes place within the parish community. But, there are certain specialized services for which the Diocese, our larger church, has to take responsibility like: caring for our retired priests, educating our seminarians, and forming our deacons, sisters, brothers, and lay people, just to name a few.

**Q: Will donations to the DDF Annual Appeal be used to meet diocesan settlement obligations?**

**A:** No! DDF Annual Appeal donations are strictly used to support the ministries of the Diocese.

**Q: How can I support the DDF Annual Appeal?**

**A:** Donations can be made via cash, check, EFT, appreciated stock, and credit cards. We accept donations via the internet as well. To give online go to [www.sbdioocese.org](http://www.sbdioocese.org). Click Give to “DDF” (middle of the page on the right under “Resource Center”). Fill out form with name, address, parish name, etc., then click submit.

**Q: How often should I give to the DDF Annual Appeal?**

**A:** The DDF is an annual appeal. Many people do choose to give annually. However, the monthly pledge option over ten months makes it easier for more people to give. You should give by whatever means works best for you.

**Q: Why am I receiving pledge reminders, I thought I fulfilled my pledge?**

**A:** There are a couple reasons you may be receiving reminders.

1. If you believe you completed your pledge, please contact Mission Advancement. We will look in to your record.
2. There may have been a delay between when we received your payment, entered it into our database and mailed your reminder.
3. Another possible reason a discrepancy may exist between your records and our records is that the Diocese may have more than one record for you if: 1) you have been registered at other parishes; or 2) you have made gifts under more than one name in the household (e.g. “Mr. Saint”, “Mrs. Saint”, or “Mr. and Mrs. Saint”). While we are working with the parishes to try to avoid such duplication, the process still needs to be perfected.

**Q: If I need help with the DDF Annual Appeal, who do I call?**

**A:** Anyone in the Mission Advancement should be able to help you however the primary contacts are:

*Julio Chavez, Parish Relations Coordinator*

Office: (909) 475-5462

Email: [jchavez@sbdioocese.org](mailto:jchavez@sbdioocese.org)

*David Dolores,*

Office: (909) 475-5460