

Pulpit Announcement

Appeal Kick-Off Weekend

The following sample pulpit announcement and Bishop Barron's audio/video message are recommended for use on the kick-off weekend (February 15/16).

Good [morning/afternoon/evening],

Today we begin the 2025 Catholic Ministries Appeal, an opportunity to answer God's call to serve. The CMA supports vital ministries across our diocese, strengthening our parishes, schools, vocations, and outreach programs. You should be receiving your CMA materials in the mail this coming week.

Last year, with the generosity of over 7,000 donors, the Diocese of Winona-Rochester welcomed 1,078 new Catholics through baptism, celebrated 190 marriages, and provided critical support to our priests, Catholic education, and Catholic Charities. These ministries make a tangible impact on the lives of our parish communities and beyond.

This year, our diocesan goal is \$2 million. Each parish throughout the Diocese has a fair-share goal, and funds raised beyond that goal will directly benefit our local parish's needs, as each parish keeps 100% of over-goal funds. Through your generosity, we continue to support faith formation, evangelization, and those in need while ensuring the long-term vitality of our Church.

This year's appeal theme, Answering God's Call, reminds us of Christ's invitation to follow Him. Inspired by Caravaggio's painting *The Calling of Saint Matthew*, this theme reflects our role as good stewards of the gifts God has entrusted to us. Your support through financial gifts, prayers, and service makes a profound difference.

Please note that all gifts will be used solely for the restricted purposes of the 2025 Catholic Ministries Appeal. The Appeal supports specific ministries and programs of the Diocese of Winona-Rochester.

I invite you to prayerfully consider making a gift to the 2025 Catholic Ministries Appeal. In addition to financial support, I ask for your prayers to fulfill our parish goal for the Appeal. Let us pray:

"Heavenly Father, may we become Your disciples through our support of the 2025 Catholic Ministries Appeal. We thank You, Lord, for the many blessings of our lives. We cherish the gifts of time, talent, and treasure that each member of our universal Church family makes to build up Christ's Church in love. We ask You, Lord, to send us forth in this spirit of love to serve our communities and our world with open hearts. Amen."