

2025 Catholic Ministries Appeal Guidebook

ANSWERING GOD'S CALL

The Calling of Saint Matthew | Caravaggio | 1599-1600



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**CATHOLIC
FOUNDATION**
of Southern Minnesota



**2025
Catholic
Ministries
Appeal**



2025

Catholic Ministries Appeal
ANSWERING GOD'S CALL

Dear Brother Priests and Parish Administrators,

It is with great joy and gratitude that I write to you today. Over the past two years, I have been blessed to serve the Diocese of Winona-Rochester and witness the incredible outpouring of faith, generosity, and dedication that defines our Church. Each day, so many of you answer God's call through your service, leadership, and commitment to the ministries that transform lives and strengthen our community.

This year's Catholic Ministries Appeal is guided by the theme "Answering God's Call." It is a theme that fills me with hope and inspiration as I reflect on the moment Jesus called St. Matthew, beautifully captured in Caravaggio's painting, *The Calling of St. Matthew*. Just as St. Matthew responded with faith and joy, so are we invited to answer God's call in our lives. We are called to serve generously and extend Christ's love far beyond the walls of our churches—bringing His mercy and hope to all.

The CMA is more than just a fundraiser—it is an opportunity for us to unite in mission, strengthen the Church, and continue the incredible work of Christ in our communities. Through this appeal, we support the formation of future priests, Catholic education, evangelization, and outreach to the poor. Every gift, no matter the size, has a profound impact.

Thank you for your continued dedication and generosity. May God bless you, your parishes, and all those you serve.

God bless you,

Most Rev. Robert Barron | Diocese of Winona-Rochester



2025 Catholic Ministries Appeal ANSWERING GOD'S CALL

2025 Appeal Campaign Overview

The Catholic Ministries Appeal is one of the major efforts to financially support spiritual, educational, and social needs of the Catholic community in southern Minnesota. The Appeal is a primary source of funding for diocesan-led ministries that play a vital role in the mission of the Church.

The Appeal supports diocesan-led ministries in the following areas:

- Youth Ministry and Faith Formation
- Young Adult Ministry
- Lay Formation & RCIA
- Missionary Discipleship
- Vocations Discernment
- Life, Marriage, & Family
- Faith Formation
- Catholic Schools
- Communications
- Hispanic Ministries
- Newman Centers
- Cemeteries
- Parish Support
- Evangelization



Contributions to the 2025 Catholic Ministries Appeal are restricted for use of designated ministries and programs in five key areas: (1) Education and Youth, (2) Evangelization and Mission Advancement, (3) Community Service, (4) Parish Services and Outreach, and (5) Clergy Services.

The Catholic Foundation of Southern Minnesota, an independent Minnesota non-profit corporation that is tax exempt under Internal Revenue Code section 501(c)(3), stewards all funds and ensures they are only distributed according to the donor's intent. All gifts will be used solely for the restricted purposes of the 2025 Catholic Ministries Appeal and the ministries it supports.

This year's goal is set at \$2,000,000

You are the Light of the World

As Catholics, we are blessed to be strengthened and united by Christ in the Eucharist and sent forth to bring the peace and joy of our Triune God to all those we encounter. As individual members of the Body of Christ, we all possess different gifts and talents for furthering the ministry of Christ and His Church. During this year, may we all become more fully aware that we are being called by God and each of us has a role to play through the Catholic community, using our personal gifts of time, talent, and treasure.

Heavenly Father, source of all good things, in every generation, You gather a people to Yourself and endow them with the means to spread Your Gospel. Through Your Son, Jesus Christ, You have formed the parishes of the Diocese of Winona-Rochester into one body working to build Your Kingdom across the 20 counties of southern Minnesota. Through Your Holy Spirit, give us generous and sacrificial hearts and transform us into good stewards of the blessings You bestow upon each one of us. As one family in faith, we pray that our gifts may strengthen our parishes, form Catholics in faith, and guide us to live Your Gospel. We ask all of this through our Lord, Jesus Christ. Amen

2025 Calendar

February 8

Parish Kit Mailing drops

*All promotional materials available online by February 14th

February 15

Bishop's Guild Mailing drops

*Bishop's Guild donors are those who have given \$1,000+ in past years

Public Direct Mailing #1 drops

February 15-16

Kick-off Weekend

May 31

Parish Project Registration form due, please mail to CFSM.

*Form included in this guidebook and online

Summer 2025

Follow-up mailing to those who have not responded may be sent

Ongoing

Updated Reports + Donor Lists are typically posted Fridays on the CFSM website.

Reminder: Parish updates are available by logging in

cfsm.fcsuite.com/erp/fundmanager

Acknowledgment letters sent to donors on a regular basis by CFSM staff. Bishops Guild donors (\$1,000+) will receive a Thank you card from Bishop Barron, in addition to their acknowledgment letter.

Contact Morgan Lowney at mlowney@catholicfsmn.org to learn more or with help accessing

December 19-21

Reminder of campaign deadline sent to parishes

*Please remind parishioners of 12/31/25 deadline for 2025 donations

December 31

End of the 2025 Catholic Ministries Appeal

*All donations received by parishes must be forwarded to and received by CFSM by 1/9/25 to be included in CMA25

2025 Resources

The following list of resources are available on the Catholic Foundation of Southern Minnesota website, under “Parish Resources”

 catholicsmn.org/parish-resources

Parish Resources:

- **Pulpit Announcement for Kick-off Weekend**
- **Bulletin & Newsletter Announcements**
- **Bulletin Inserts**
- **Goal Poster**
- **Poster**
- **Brochure**
- **Mini Stories - Coming soon!**
- **Logos & Images**
- **Social Media Graphics**
- **Parish Guidebook**
- **Parish Project Registration Form - Due May 31, 2025**
- **Transmittal Letter**
- **Prayers of the Faithful**
- **Video message from Bishop Barron**



2025
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2025 Campaign Management

As leaders of your parish, you play an essential role in communicating to your parishioners the importance of their involvement with the Church beyond their own parish.

Catholic Ministries Appeal brochures, pledge envelopes, video clips, posters, bulletin insert, prayers of the faithful, and pulpit announcements are important tools that help build a successful Appeal.

However, there is no replacement for the parish leaders. As people of faith and as leaders of your parish, your personal request to parishioners is of utmost importance. You are the principal motivators. No poster, letter, insert, or other item can replace the impact of your personal support. A successful campaign is directly related to the leadership, enthusiasm, and motivation you provide to your parishioners.

The involvement of spiritual leaders in your parish is essential. If you intend to personally participate in the Appeal, thank you in advance; however, please consider sharing with parishioners that you have made your donation in support of the 2025 Catholic Ministries Appeal.

The 2025 Catholic Ministries Appeal emphasizes God's call to each of us. **Answering God's Call** through acts of charity, calls on each person to recognize his or her responsibility in supporting not only the local parish, but also the larger diocesan Church and the programs and services it offers that are carried out through the CMA.

We encourage you to follow the Appeal's timeline, view the video on the CFSM website, and use all the resources made available to each parish as effective tools to reach and exceed your parish goal. You can find these resources at catholicfsmn.org/parish-resources

This year's theme, **Answering God's Call**, reminds us that we are all called to be generous with the gifts God has given to us. Please ask for 100% participation. Ask that every household consider a sacrificial gift to the Catholic Ministries Appeal. Remember, no gift is too small or too large. With everyone's participation, our support of diocesan ministries will continue to grow.

2025 Campaign Management



Parish Reports

Parishes can find all giving information on the online dashboard portal located on the CFSM website:

cfsm.fcsuite.com/erp/fundmanager

Parish staff are able to download their giving information, including donor lists from the online dashboard.



Contact Information

If you have questions about the Catholic Ministries Appeal, please contact:

Morgan Lowney

Development Specialist for the Catholic Foundation of Southern Minnesota

507-494-8844

mlooney@catholicfsmn.org



Helping to Expedite Pledge Processing

Please send payments or new commitments within 2 or 3 days of receipt. As a courtesy to our donors, it is important for the CFSM to deposit and acknowledge donations in a timely manner.

Prayers for the Faithful Suggestions

The Catholic Ministries Appeal, in addition to meeting the financial needs of programs and services across southern Minnesota, calls on others to actively practice their faith. Prayer, therefore, plays a key role in conversion of heart that leads people to give generously in service to others. The following petitions are suggested to be used as an opportunity to reflect on the case elements of the appeal and the breadth of the diocesan family and the services they depend upon.

Week 1 (kick-off weekend) – Lord, we pray for the success of the Catholic Ministries Appeal in our parish and our diocese. Foster in our hearts a yearning to financially support those projects that build your Kingdom on earth, assist those who seek to know Christ better, and promote vocations of those called to minister the good news of Jesus Christ for years to come. We pray to the Lord.

Week 2 – We pray for this community of believers, that as we strive to be living witnesses of Your goodness, we may grow in faith and charity through our support of the 2025 Catholic Ministries Appeal and those ministries and services it funds. We pray to the Lord.

Week 3 – That as we participate in the 2025 Catholic Ministries Appeal, we will continue to embrace our calling as we “are answering God’s call”. We pray to the Lord.

Week 4 – That we will use the 2025 Catholic Ministries Appeal as an opportunity to come together with those in our parish and throughout the diocese as stewards committed to building up God’s kingdom through faith and charitable works. We pray to the Lord.

Week 5 – For the destitute of our diocese, both in life’s necessities and faith, that they may feel God’s compassion through each one of us as our gifts to the 2025 Catholic Ministries Appeal support the programs that provide for their needs. We pray to the Lord.

Week 6 – For those in our diocese who are discerning a call to the priesthood or religious life, that through our support of the 2025 Catholic Ministries Appeal, their journeys may be blessed and that one day, God willing, they will serve as humble shepherds and servants of God’s people. We pray to the Lord..

Week 7 – That we may respond generously to the 2025 Catholic Ministries Appeal as faithful stewards of the gifts God has entrusted to us. We pray to the Lord.

Week 8 – For an increase in faith-filled men who hear God’s gentle call to the priesthood. By our support of vocations through the Catholic Ministries Appeal, may they be encouraged to explore a lifetime of service to God’s people in the Church. We pray to the Lord.

Week 9 – For the children of our parish and in our diocese, that we, as the Body of Christ, continue to educate the youngest among us in the faith through our Catholic schools and religious education programs, which are supported by the Catholic Ministries Appeal. May we continue to take seriously this responsibility to teach and pass on the Gospel of Jesus Christ. We pray to the Lord.

(When you see fit) – In thanksgiving for our parish’s generous support of the Catholic Ministries Appeal, which ensures that the vital ministries it funds will aid us in our journey. We pray to the Lord.

Bulletin Announcements

A number of bulletin announcements are available for you to use in both English and Spanish. To retrieve the announcements, go to the Appeal website,

 catholicismn.org/parish-resources

Mini Stories

Select 1-2 witness testimonial mini stories each week to include in your bulletin. Here is a sampling of the mini stories. Visit the website to download the mini stories for your use.

The following people and ministries are featured in this year's mini stories:

Coming soon!

Parish Goals, Rebates, and Shortfalls

Parish Goals:

The formula to calculate parish goals is based on two factors: church support and registered families. The formula takes into consideration the ability of the parish to raise money based on the number of registered families and the actual amount of money the parish generates from church support.

Gifts, requests, and special fundraising are not included in church support. However, 50% of gambling revenues are included as church support. Church support from the most recently completed fiscal year is calculated for each parish. If a parish financially subsidizes a Catholic school, then the amount of church support is reduced by 50% of the amount of subsidy paid to the school in the most recently completed fiscal year. The net amount of church support for a parish is then divided by the total church support for all parishes in the diocese. The result of this calculation is the church-support percentage.

The second factor is the number of registered/active families in the parish. This number is taken from the most recent calendar year-end census report. The number of registered families in each parish is divided by the total registered families in the diocese. The result of this calculation is the registered-families percentage. The two percentages are then averaged (added together and divided by two). The average of the two factors is the percentage of the Appeal goal that the parish is targeted to achieve

100% of every dollar exceeding the goal will be returned to the parish. Your parish will need to submit a project registration form. Please return your completed Parish Project Registration form to the Foundation by May 31, 2025.

Parishes that do not meet their goal will be invoiced by the Diocese for the difference between the amount raised and the goal.

Parish Project Form

Parish Project Registration

IMPORTANT: 100% of funds received over parish goal is returned back to the parish. Return this form to the Catholic Foundation of Southern Minnesota NO LATER THAN MAY 31, 2025

Parish Name: _____

Pastor Name: _____

Parish City: _____

I certify that our parish will participate in the capital project component of the 2025 Catholic Ministries Appeal.

Through the 2025 Catholic Ministries Appeal, we intend to raise \$ _____
for our parish project.

Include a brief description of the project:

Pastor Signature: _____ Date: _____

Return to:

Catholic Foundation of Southern Minnesota
PO Box 30098
Winona, MN 55987

For Office Use Only:

Date Received:

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