



2019

Catholic Ministries Appeal

Renew Faith. Extend Mercy. Inspire Hope.

Parish Guidebook

The 2019 Appeal to support ministries across Southern Minnesota



Dear Pastors and Administrators,

We are embarking upon the 2019 Catholic Ministries Appeal scheduled to launch on February 16-17. I want to thank you for the work all of you do for the Catholic Ministries Appeal. The Catholic Foundation of Southern Minnesota is here to serve you and take every step necessary to roll out a seamless Appeal again this year, and to provide you with the support and resources you need for a successful launch within your parishes.

This guidebook includes everything you need to launch the Appeal and continue your promotion throughout the campaign. As you review the guidebook, please take special note of the particular ministries that are funded by the CMA. This section provides a detailed overview of the 2019 Catholic Ministries Appeal “case for support.” Refer to this document as a helpful resource in composing your testimonials about the CMA’s overall impact and how these ministries help individuals *Renew Faith, Extend Mercy and Inspire Hope*, which is again this year’s theme.

Additionally, this guidebook includes a section dedicated to frequently asked questions about the Appeal and the Catholic Foundation of Southern Minnesota. I encourage you to review this section and to be prepared for communicating effectively with parishioners.

Last year we offered a full-color smaller brochure and we have elected to provide it again this year. The theme, *Renew Faith, Extend Mercy, Inspire Hope* is the same as the last few years. We have heard from many that differentiating between Rooted in Faith and Catholic Ministries Appeals is confusing to many. For this reason we elected to maintain the theme and format of CMA. This year we will be providing a digital version of messages from several parishioners across the Diocese that you can show on your website or social media. We will also have audio/video versions of the parishioner’s messages that can be played in church and/or added to your website.

Catholic households across the diocese will receive a copy of the brochure at home, as well as a letter from Bishop Quinn. A limited number of additional brochures are included in your parish kits.

Additional promotional materials in your parish kits, also available for individual download on our website (<https://catholicfsmn.org/parish-resources>), include:

- Audio/Video of Messages
- Full-color 11x17 Posters
Intercessions, Pulpit Announcement and
Communications Strategies
- Mini Stories for bulletin
- In-Pew Envelopes
- Bulletin Inserts
- Goal Poster
- Brochure
- Guidebook
- Teachings on Stewardship
- Parish Project Registration
- Follow up Mailing Sample Letter

Please do not hesitate to contact me with any questions you may have.

Yours in Christ,

Monica Herman

Executive Director 507.858.1276 / mherman@catholicfsmn.org



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Thank You from Bishop Quinn

Dear Brother Priests and Parish Administrators,

I want to take a moment to sincerely thank you for your dedication and support of the 2019 Catholic Ministries Appeal. It is humbling to know that this Appeal is now in its 28th year. Each year, people give generously to the Appeal, and we see the impact of donors' giving in the vital ministries produced at our diocesan level.

You make this Appeal possible. You are the front-liners who advocate for these ministries to your parishes. You preach inspiring words to the people about the ministries and encourage support of the Appeal. You are the first point of contact for inquiring donors and act as an intermediary between donors and Appeal staff. You are quick to recognize the generosity of those who give, and it is truly because of you that CMA-funded ministries continue to thrive.

Renew Faith, Extend Mercy, Inspire Hope, the theme again of this year's Appeal, is fitting during this time in our history. The work of the Church is important, and as we draw closer to each other, we know that we are called by Christ to continue His work. He is, after all, the head of our Church and the embodiment of who we are as Catholics. He offers us an infinite amount of love and mercy that flows from His Most Sacred Heart. We are strengthened through Him to go forth and *Renew Faith, Extend Mercy* and *Inspire Hope* together as one Church. The good works made possible through the Appeal create opportunities for thousands of Catholics throughout southern Minnesota in their lifelong journeys of faith.

You may have doubts about promoting financial support for the Appeal due to litigations and pastoral plans for parish re-clustering. How will people respond? I believe in the resiliency of the faithful throughout our diocese and in their desire to help ensure that the Church continues Her mission. So, I ask that you have faith and count on parishioners to respond generously to your well-planned efforts to engage, inform and inspire them.

Remember the strength of your message. Ministries made possible by the Appeal include: retreats and conferences through which our young people encounter Christ; faith formation education preparing our laity to share the story of our faith; catechetical training for hundreds of priests, parish staff and school staff; support with vocations discernment; resources to strengthen marriages and families; and community outreach to the poor. Wide arrays of ministries are available for thousands to *Renew Faith, Extend Mercy* and *Inspire Hope* because you and others make it possible.

Again, thank you for your work dedicated to the 2019 Catholic Ministries Appeal. Together, we will see the fruits of our labor as we continue to build up Christ's Church in love.

Sincerely yours in Christ,

Most Reverend John M. Quinn
Bishop of the Diocese of Winona-Rochester



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2019 Appeal Campaign Overview

The Catholic Ministries Appeal is one of the major efforts of the Catholic Foundation of Southern Minnesota to fulfill its mission of financially supporting 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 these areas:

- Youth and Young Adults
- Lay Formation & RCIA
- Vocations Discernment
- Life, Marriage & Family
- Faith Formation
- Catholic Schools
- Safe Environment Training
- Evangelization
- Community Outreach (via Catholic Charities)
- Communications

This year's goal is set at \$2.1 million.

Appeal Campaign Theme

Theme: *Renew Faith, Extend Mercy, Inspire Hope*

During this year, may we all strive to Renew Faith, Extend Mercy, and Inspire Hope not only for ourselves, but as a Catholic community.

Appeal Prayer

Heavenly Father, we hear your invitation for discipleship as you call us to shape our lives in imitation of Christ. Help us as we respond to the 2019 Catholic Ministries Appeal. We thank you, Lord, for the unmeasurable blessings you have given us, in time, talent, and treasure. Help us to always use these gifts wisely and teach us to share them generously. We ask you, Lord, to send us forth in this spirit of love to serve our world with kind and generous hearts.

Amen.



Catholic Ministries Appeal Staff

The 2019 Catholic Ministries Appeal staff is composed of both Catholic Foundation of Southern Minnesota employees and Diocese of Winona-Rochester employees. Please contact us with questions regarding Appeal promotion in your parish, gift processing, online resources, parish goal information and update reports, donor lists, copies of Appeal materials such as return envelopes or additional In-Pew envelopes, or any other needs you may have. We are here to serve you!

Monica Herman	Executive Director	MHerman@catholicfsmn.org
	Contact Monica to:	507.858.1276
	<ul style="list-style-type: none">• Learn more about the Catholic Foundation of Southern Minnesota• Schedule a Stewardship/Planned Giving Presentation at your parish• Cultivation and Solicitation Strategies• Bishop's Guild• Promotional Materials• Information on Appeal-funded Ministries• Update Reports• Follow-Up of Solicitation Activities• Parish Project Registration	
Nick Reller	Assistant Editor of the Courier	NReller@dowr.org
	Contact Nick for:	507.858.1257
	<ul style="list-style-type: none">• Help with linking/posting Appeal videos to your parish website and/or social media• General advice on promoting the Appeal via multimedia communications	
Amie Pierce	Development & Stewardship Associate	APierce@catholicfsmn.org
	Contact Amie for:	507.858.1275
	<ul style="list-style-type: none">• Gift Processing questions• General Customer Service• Changes to constituent records (e.g. change of address, change of name, change of status, etc.)• Donor Lists• GivingTrend questions	



Public Direct Mail 2	<ul style="list-style-type: none">• Addressed Envelope to those donors who have not yet given to the 2019 CMA• Letter from Bishop with detachable form (may also include pastor's signature)• Return Envelope addressed to CFSM	To Be Determined	Bulk Mail
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Promoting the Appeal

A full promotional toolkit is available online at <https://catholicfsmn.org/parish-resources>. Explore the many resources available to you on the website and download what works best for your parish.

- **Appeal Audio/Video Clips**

There are audio/video clips from several parishioners promoting the CMA across the Diocese available to you as a resource. Nick Reller from the DOW-R Communications Department can help you download, if you would like to use them. Audio/video clips can be used in the parish setting, on your website or social media.

- **Ministries Brochure**

The purpose of the brochure is to clearly communicate the entire ministry initiatives planned for 2019 funded by the Appeal. Every registered/active Catholic will receive a copy of the brochure at home. A limited number of additional brochures are included in your parish kits. A PDF version is available for download online.

- **Make the Case for Support**

Review the ministries featured in the Ministries Brochure and in the Appeal-funded Ministries section of this guidebook. From the pulpit and in your bulletins, share how these ministries have affected you personally or how your parishioners have benefitted directly. The more you personalize through real-life examples, the more informed parishioners are about the Appeal, and the more motivated they will be to give.

- **Demonstrate Value**

The Appeal funds crucial ministries across the diocese and programs that many parishes and schools cannot provide on their own due to limited resources. For example, all parishes and schools benefit from such initiatives as assessing schools to help them achieve academic excellence and accreditation, screening and supervising all members of clergy, employees and volunteers to ensure a safe environment in our parishes and schools, and training parish and school staff to be competent and faithful in their work. Let your parishioners know that these initiatives are provided at no charge to parishes and schools.

- **Feature Written Witness Testimonial Mini Stories**



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A compilation of Witness Testimonial Mini Stories, which can be used as bulletin inserts or featured on your website/social media, are available online. Witnesses from throughout the Diocese of Winona-Rochester have come forward to share their stories of how Appeal-funded ministries have helped them Renew Faith, Extend Mercy and Inspire Hope. Their stories are inspirational and relatable. It is recommended to feature 1-2 Witness Testimonials in your bulletin each week of the Appeal.

- **Bulletin Inserts**

This year we are providing bulletin inserts again. Please consider using these during your kickoff weekend. PDFs of the inserts are available online at <https://catholicismn.org/parish-resources-bulletins>.

- **Localize and Personalize**

Compile your own series of Witness Testimonials from your parishioners. Ask them to share stories of their ministry experiences and how their participation in Appeal-funded ministries has helped them *Renew Faith, Extend Mercy and Inspire Hope*.

- **Teaching Moment**

This year we continue the theme, *Renew Faith, Extend Mercy, Inspire Hope*, as a compelling reminder that through God's love and mercy, we come to know our authentic selves and view all that we have as a gift from Him. In our love for Him, we go forth to build up His Church in love, offering ourselves in time, talent and treasure. The future of the Church is secure if people enter deeper into a personal relationship with Christ, where they feel and live His love and mercy. Despite our daily challenges and hardships, and the negative news that surrounds us every day, we know that we can find in Christ all we need and desire.

- **Lead by Example**

As pastor or parish lay leader, you set the tone and expectation for giving. Your personal example of stewardship and financial support to the Appeal speaks volumes. How well you make the case for support and share your motivations for giving invites your parishioners to reflect on their own stewardship call. The degree to which you talk about the Appeal and encourage support at Mass will be measured by the level of response demonstrated by your parishioners. And remember, you are not asking others for yourself, you are asking for God.

- **Online Giving**

Electronic giving continues to grow in popularity as a giving preference because of its convenience. Please encourage your parishioners to use the online giving options available to them at <https://www.catholicismn.org/catholic-ministries-appeal>.



2019 Catholic Ministries Appeal Timeline

February 6	Parish Kit Mailing drops <i>*All promotional materials available online beginning 2-12-19</i>
February 11	Bishop's Guild Mailing drops <i>*Bishop's Guild donors are those who have given \$1,000+ in past years</i>
February 11	Public Direct Mailing #1 drops
February 16-17	Kick-Off Weekend
May 31	Parish Project Registration form due <i>*form included in this guidebook</i>
Ongoing	Update Reports + Donor Lists reported daily on Giving Trend <i>*Reports also updated each day</i>
To Be Determined	Public Direct Mailing #2 drops



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Appeal-Funded Ministries

Contributions to the \$2.1 million 2019 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. The following ministry initiatives detailed summarizes the work completed in 2018, made possible by last year's Appeal. All gifts will be used solely for the restricted purposes of the 2019 Catholic Ministries Appeal.

Youth and Young Adult Ministries - focuses on opportunities for young people across southern Minnesota to connect and grow closer to Christ through their ministry experiences.

Totus Tuus: Every summer, two teams of four young adults grow in their service to 16 parish cluster communities through the Totus Tuus children's catechetical program. Prior to heading out to the parishes, these young adults are given an in-depth background of what they will teach and spend time on during retreat in discernment of their vocations. New this year, the diocese hopes to expand to a third Totus Tuus team to meet the ever-growing demand for a team.

Steubenville: Picture an arena full of Catholics (grades 8-12) from all over the United States and Canada growing closer to Christ while adoring our Lord in the Blessed Sacrament as the music group Sonar leads them in praise and worship songs. The Steubenville Conference, presented by the Franciscan University of Steubenville, Ohio, is a three-day gathering in July at the Mayo Civic Center in Rochester, where teens come to learn about the Catholic faith and take part in the Sacraments – Mass, Reconciliation, and Adoration. Last year, 200 teens from the Diocese of Winona joined 1,500 of their peers from other dioceses for the conference.

InterMISSION/Unite/Blaze: Our teens have the opportunity to Renew Faith, Extend Mercy and Inspire Hope by participating in deanery-wide rallies. These events take place in Adrian, Mankato, and Rochester and include a speaker, music, Mass, dinner and Adoration.

Camp Summit: What started in 2012 with just 60 youth has now exploded to 400 youth in 2018! Camp Summit is a four-day long summer camp for junior high and high school-aged youth to grow closer to Christ. The Fiat team (high-schoolers) mentor the younger participants, share their testimonies and lead small group discussions. Camp Summit has expanded to a second week of programming to serve more youth in the diocese. As we look to expand Camp Summit in years to come, it would not be possible without the generous support of the diocesan faithful through the CMA appeal.

World Youth Day: Every 3-4 years, the Office of Youth and Young Adults leads a pilgrimage to World Youth Day, a universal gathering with the Pope that draws over 1 million people, all desiring to grow renew their faith, extend mercy to others, and inspire hope in others.

NCYC: Every other year, the Office of Youth and Young Adults coordinates a trip to the National Catholic Youth Conference. More than 23,000 youths attend the conference. This year, NCYC was held in Indianapolis, Indiana. Participants are inspired with hope, prayer and the sacraments as they experience the vibrancy of the Catholic Church alive in the United States.



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TEC: Three times per year, high school-aged teens attend Together Encounter Christ (TEC) retreats. The three-day retreat focuses on the Pascal Mystery.

Net Ministries: The Office of Youth and Young Adults partners with NET Ministries to provide additional retreats for youth to renew faith, extend mercy and inspire hope throughout the year.

Local Parish Support: The Office of Youth and Young Adults offers ongoing support to parishes to nurture the seeds planted at the large-scale diocesan events and to intentionally support youth. For example:

- * The Fiat team is a community of youth that meets regularly throughout the year. They connect in person and via social media. These teens are taught the faith so they can go forth and share it with others.
- * The Y-Disciples program equips parish staff with the tools necessary to implement small-group discipleship with youth.
- * Youth Ministry and Faith Formation Leader gatherings are offered throughout the school year, including an annual retreat, to provide materials, resources and training.

Fellowship of Catholic University Students (FOCUS) Missionaries: The Diocese of Winona-Rochester is currently hosting two teams of missionaries at Mankato State University and Winona State University, who teach bible studies and train students to lead additional studies. Students in over 50 Bible studies are Renewing Faith, Extending Mercy, and Inspiring Hope thanks to the dedication of FOCUS.

Lay Formation and RCIA – Support women and men of our diocese in living out their Christian vocation through programs of formation, prayer, reflection, and discernment. These ministries seek to form lay women and men who witness to Christ in their daily lives and serve as active and faith-filled leaders in their families, parishes, and communities. The diocese assists parishes in welcoming new Catholics coming into the Church through the Rite of Christian Initiation of Adults (RCIA). Specific initiatives and activities in these ministry areas include:

Institute of Lay Formation: A three-year program of prayer, study, and reflection on the Catholic Faith and on the life of discipleship and service within the Church. Over 40 men and women from across the diocese began their formation together this past fall as the seventh class of the Institute. A community of over 300 Institute alumni gives faith-filled witness and service in the local parishes and communities of our diocese.

Ministry Days: A diocesan gathering held each June to bring together clergy, religious, and lay leaders for education, conversation, prayer, and community. Over 200 people come together for two days of presentations and workshops, prayer and liturgy, and the sharing of ideas and experiences relating to ministry in the diocese.

Pentecost Vigil Mass: Bishop Quinn celebrated the 2018 Mass at Pax Christi Parish in Rochester. Over 300 people, representing some 10 lay groups and movements active in the diocese, gathered to pray for an outpouring of the Holy Spirit upon the people and ministries of our diocese. This spring, a two-day “Pentecost Gathering” of evangelization, prayer, and witness – including the Vigil Mass – will be held at the Co-Cathedral of St. John the Evangelist in Rochester.



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Rite of Christian Initiation of Adults (RCIA): At the Easter Vigil, our diocese welcomed 174 men and women into the Catholic Church through the RCIA. Another 25 were received at other times during the year. The diocese provides support to parish leaders working in this ministry through trainings and consultation, regional gatherings, and resources.

Missionary Discipleship and Evangelization– works with parishes and lay ecclesial communities to brainstorm, discern, and implement the Great Commission (“Go and make disciples of all nations”) on a local basis. These initiatives are meant to support our Catholic brothers and sisters in their life journey to grow more deeply in their relationship to Jesus Christ, and teach them to go out and share this gospel message with those who need to know the love of Christ through the power of the Holy Spirit. In a culture that has lost its hope in God, this office seeks ways to reach out to the spiritually wounded and offer in fresh ways the life-changing encounter with Jesus Christ through his Church.

Parish evangelization support: Dr. Susan Windley-Daoust serves the diocese through consulting with parishes and clusters, at their request, on how to assess and implement an evangelization strategy for their local community. We have offered four regional parish evangelization workshops on different models of parish-based evangelization, with 140 people (pastors and pastoral teams) attending, along with follow-up meetings on the details of different evangelization models.

Online book studies and webinars: The diocese has begun to offer online video conferencing to support reading and discussing different books on evangelization, as well an online webinar that details how a parish can assess its culture, challenges, and gifts for evangelization. This is an increasingly useful tool for continuing conversation across the expanse of our diocese on issues in evangelization.

Catholic in Recovery: Catholic in Recovery creates communities of spiritual support for people living in recovery from addictions. Scott Weeman, the founder of the ministry, spoke to 125 in our diocese about how his own recovery from alcoholism was supported by both 12 step method and Catholic spirituality and sacramental life. There are currently three local groups in the process of forming in our diocese.

Retreat ministry: Dr. Susan Windley-Daoust, Deacon Bob Yerhot, and Fr. Jeff Dobbs offered overnight retreats in Windom and in Winona on practicing and teaching forgiveness, attended by 30 people. An evangelization retreat is being planned for Fall 2019, as well as additional retreats on growing in the spiritual life.

The Light is On: This initiative, which encourages people to return to the sacrament of reconciliation, is getting piloted in Lent 2019. The Office of Missionary Discipleship provides support to parishes that wish find ways to reach out to Catholics who are not attending and want to return to reconciliation, but need encouragement or don’t know how.

Unbound prayer ministry: The creator of this internationally renowned form of deliverance prayer, Neal Lozano, is offering this conference to our diocese in August 2019. The Office of Missionary Discipleship is helping form trained prayer teams for this apostolate of prayer to those who wish to move deeply into their embrace of Christ’s saving work in their lives.



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Vocations – is dedicated to providing support for young men and women to grow as disciples of Jesus as they discern their specific call to the priesthood or consecrated life while inspiring all to live with renewed hope and joy as they follow Jesus in their vocation.

One-on-One Discipleship: Fr. Jason Kern invests in individuals as they discern their vocation by listening and praying with them as well as encouraging them and teaching them how to take the next step in their vocational path.

Vocations Presentations: Fr. Kern has spoken at schools, retreats, parishes, conferences and youth events about growing closer to Christ and how to listen to the will of God in their life. If you would like to host Fr. Kern as a guest speaker at your parish, school or event, contact the Vocations office.

Discernment Groups: These small groups are open to college students who have begun to ask the bigger question about what God wants them to do with their life. Groups meet in Mankato and Winona. Group members grow closer to Christ by praying for and supporting one another.

Priest and Youth Minister Formation: Resources are available to all priests and youth ministers to lead young people in their parishes who are discerning priesthood or consecrated life.

Life, Marriage & Family - provides opportunities for individuals to grow through promoting the dignity of all human life, and by strengthening marriage and family life.

Pre-Cana Marriage Preparation: These classes are offered eight times throughout the year at locations throughout southern Minnesota. Engaged couples attend a full day class on a Saturday to learn about such topics as communication, marriage expectations, finances, sex and Natural Family Planning, and the Sacrament of Marriage. Each class allows couples time to grow in prayer and to attend Mass together.

Marriage Retreats: With all the pressures of married life, it can be challenging to find one-on-one time with your spouse to pray and grow together. Annually, couples have an opportunity to participate in the Marriage Retreat offered by the Office of Life, Marriage & Family.

Retrouvaille: The Diocese of Winona-Rochester is excited to offer a Retrouvaille (pronounced re-tro-vi with a long i.) weekend now within the Diocese! The French word meaning rediscover is a weekend program that offers tools needed to rediscover a loving marriage relationship. Thousands of couples headed for cold, unloving relationships or divorce have successfully overcome their marriage problems by attending the program.

Marriage Anniversary Mass: Every year in the fall, Bishop Quinn celebrates a special Mass where married couples are blessed for their fidelity to one another and their commitment to marriage, their families and the Church. This past year, couples met in Jackson and gave thanks to God for over 1,775 years of marriage.

Men's and Women's Conferences: Each year dynamic speakers are brought in to assist men and women to live out their vocation in a way that draws them closer to Christ. They enjoy fellowship with other Catholics throughout the Diocese and they learn ways they can share the love of Jesus with others.

Respect Life: The Office of Life, Marriage and Family promotes the dignity of life by providing each parish across southern Minnesota with up-to-date materials for parishioners to stand up for life in society.



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March for Life: Each year in January, the Office of Life, Marriage & Family and the Office of Youth and Young Adults, leads a pilgrimage to stand up for the dignity of human life. Pilgrims participate in the March for Life in Washington, DC and in St. Paul on the anniversary of *Roe vs. Wade* (1/22). A local Prayer Service for Life takes place each year as well at a parish within the diocese.

Safe Environment – ensures the safety of children and young people who have been entrusted to our care in our parishes, schools, religious education classes, and other programs. We pursue this mission in five ways:

Background Checks: We thoroughly screen and supervise all members of the clergy (priests, deacons and religious), as well as all employees and volunteers who work with children and young people as part of their ministry. Background checks are re-run every five years.

Code of Conduct: In the spirit of the Gospels, personnel who minister and work in the diocese must always seek to uphold Christian values and conduct. Christ calls us as his disciples to a high standard, the same standard he lived and taught. The Charter for the Protection of Children and Young People, promulgated by the bishops of the United States, calls for "clear and well-publicized diocesan/eparchial standards of ministerial behavior and appropriate boundaries for clergy and for any other church personnel in positions of trust who have regular contact with children and young people" (Art. 6). The Code of Conduct instructs all who minister and work in our faith communities on appropriate ethical standards.

Virtus® Protecting God's Children: This program helps prevent child sexual abuse by first making every adult employee and volunteer aware of the issues surrounding child sexual abuse. It provides awareness of the many ways that sexual abuse harms its victims, their families, the parish, and the community. The live awareness session also helps adults learn to recognize suspicious behavior. Finally, the awareness session empowers each person with five steps to help prevent child sexual abuse. A trained facilitator leads these live awareness sessions. Recertification training continues every five years.

Circle of Grace: Through Circle of Grace, adults help children and youth recognize that each of us lives within a Circle of Grace that holds our very essence in body, mind, heart, soul, and sexuality. Children and youth are taught to identify and maintain appropriate physical, emotional, spiritual and sexual boundaries; recognize when boundary violations are about to occur; and demonstrate how to take action when boundaries are threatened or violated. This program is taught every year and at every grade level in our parishes and schools.

Victim Assistance Coordinator: Our Victim Assistance Coordinator (VAC) works with those who have experienced abuse in their lives or have been affected by abuse experienced by family members or friends. This person serves as the main contact for complaints and offers advocacy and resources to those who are hurting. The coordinator can be reached at 507-454-2270 Ext. 255.

Faith Formation – seeks to evangelize, catechize and form disciples throughout Southern Minnesota by helping those within the Diocese to respond to Pope Francis' invitation "to a renewed personal encounter with Jesus Christ, or at least openness to letting him encounter them" (Evangelii Gaudium 3).

Parish Support: One of the primary works of the Office of Faith Formation is to accompany directors and coordinators of parish faith formation programs in the vital tasks of educating the youth throughout Southern Minnesota. This is done in a variety of ways from personal phone calls and visits, to workshops and



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newsletters. Currently over 7,000 children are educated in the beauty and truth of the Catholic Faith and are invited to encounter Christ through parish faith formation programs.

Media Center: The Diocese offers hundreds of DVDs and study programs to parishes throughout Southern Minnesota. All are welcome to borrow teaching materials from a wide array of DVDs to help with both instruction in the content of the Faith and formation as disciples of Christ. To view the full media library catalog, visit the Media Center online at <https://www.dowr.org/offices/media-center/index.html>

Catechetical Day: Every fall, priests, catechists, directors of faith formation, Catholic schools faculty and staff and all those who want to grow as evangelists and teachers of the Faith, come together for a day of formation and catechesis on both theological and practical insights into various topics pertaining to our catholic faith and the vital task of catechesis.

Catholic Schools – serves as a resource of leadership for Catholic Schools in the Diocese of Winona-Rochester. Its purpose is to assist the Catholic schools to carry out the three-fold mission: to proclaim the Gospel, to build community, and to serve our brothers and sisters through service. The Office of Catholic Schools focus is providing support for schools to ensure every student receives a quality education in a welcoming and diverse community.

The Catholic schools in the Diocese consists of 17 elementary, 10 middle/Jr. High, and 4 High Schools throughout southern Minnesota with a total enrollment of 4,145 students. The office provides professional development opportunities particularly in the area of faith and curriculum. The Superintendent, Marsha Stenzel, oversees key initiatives to guarantee excellence in Catholic education rooted in Gospel values in southern Minnesota.

The Office of Catholic Schools also monitors the professional certification of Catholic school personnel, establishes professional requirements for educators, collaborates with MCC, NCEA, USCCB, Catholic School Leadership Council, Minnesota Independent School Forum, Minnesota Non-public School Accrediting Association, AdvancED, and numerous advocacy organizations. It supports the Office of Safe Environment and reassures the Virtus training policy is enforced.

Communications - tells the stories of Faith, Mercy and Hope alive in southern Minnesota and responds to the call to provide timely and accurate information to our media-driven society.

Sunday TV Mass: Every Sunday, homebound and hospitalized Catholics take part in the Mass broadcasted on KEYC-TV Channel 12 (Mankato) at 7:30 a.m., Charter Channel 19 (Mankato) at 9:30, or KTTC-TV Channel 10 (Rochester) at 9:00 a.m. The Mass is filmed in parishes throughout southern Minnesota. All Masses are broadcasted in closed-captioning.

Radio/TV: Seasonal messages from Bishop Quinn inspiring us to **Renew Faith, Extend Mercy** and **Inspire Hope** are aired on 8-10 radio stations during Advent/Christmas and Lent/Easter. A special message from the Bishop is also televised during Holy Week/Easter.

Website & Social Media: To quickly learn what is happening throughout the diocese, visit www.dowr.org, like us on Facebook: Diocese of Winona, or tune into YouTube: Winona Diocese.



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The Courier: Every month, grow closer to Christ by reading *The Courier*, our diocesan newspaper, which is mailed to every registered Catholic household (approx. 35,000) in southern Minnesota and available online at <https://www.dow.org/offices/courier/index.html>.

Virtual Conference Rooms: Five virtual conference rooms—one in each of the following cities: Blue Earth, Adrian, Albert Lea, Rochester and Winona—have been installed to more efficiently connect priests and parish staff across southern Minnesota for meetings, collaborations, and communal prayer.

Newman Centers: the Appeal funds staffing and programs for college students as they grow together through these centers at Winona State University and Minnesota State University, Mankato.

Additional Appeal-Funded Services:

- **Community Service** – a collaboration with Catholic Charities to serve southern Minnesota in these key areas:
 - Parish Social Ministry – helps parishes across southern Minnesota live out the precepts of Catholic Social Teaching. The program provides leadership, education, guidance and service to the people and institutions of our diocesan church in their task of bringing the church’s social mission to life.
- **Parish Services and Outreach** – Hispanic ministry; tribunal services, including annulments and counseling; parish financial services
- **Clergy Services** – priestly life and ministry, retreats, continuing education and formation opportunities; pastoral care for active and senior priests and deacons; Hispanic chaplaincy; permanent diaconate

Teachings on Stewardship

What is Stewardship?

Stewardship is part of our Catholic belief system. Our hope is for Catholics to embrace the teachings on stewardship, understanding that stewardship is a way of life, a way to give back what God has blessed us with. This giving back isn’t limited to the parish or the diocese; rather, it encompasses both and much more.

A full description of ‘stewardship’ is found in the 1993 pastoral letter from the National Conference of Catholic Bishops entitled *Stewardship: A Disciple’s Response*. We are called to:

- Receive God’s gifts gratefully
- Cultivate them responsibly
- Share them lovingly with others, and
- Return them with increase to God

Stewardship includes the concept of safeguarding – using wisely and justly – our human and financial resources. It is frequently expressed as a call to give our time, talent and financial resources to God, especially through the Church.



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Advocating stewardship does not mean we ask people to relinquish all of their possessions. Stewardship requires education and the effort to connect it with our relationships. Stewardship education is about how we care for the possessions that God has entrusted to us. Stewardship calls us to nurture our relationships with God, our families, our workplace, our environment, our neighbors, and our world.

Stewardship is our personal response to the Gospel's call to conversion of mind and heart. Stewardship is a faith response to share all we have and thus participate fully in God's plan for our world. It is an expression of discipleship – how we understand and live our lives according to Christ's teachings. Whatever we are and have is in actuality God's gift that we hold in trust. God calls us to be collaborators in the work of creation, redemption and sanctification. Christ enjoins us to live in witness to His love with such an enthusiasm that we freely and gratefully share our gifts with others.

Stewardship is part of our Catholic tradition and who we are as a Church. God is the source of all we have and are, and we can learn to see ourselves as carrying on the work of God by the way we live and by the way we use our time, talents and financial resources. Stewardship calls for commitment and, for some of us, that might mean a radical conversion. We need to avoid the temptation to make giving an end in itself – it is part of something much larger.

Stewardship is Also about Money

We are constantly hearing, “Stewardship is NOT just about money.” And it isn't. By embracing the lessons of stewardship, we learn to receive our gifts gratefully from God, tend them responsibly, share them with others, and give back with increase to God. We know in our hearts that if all were to live a life of stewardship, resources would flow as people gave of themselves to the Church without thought or question.

Reality is, however, that people must learn that money is part of the sharing of resources good stewardship requires. In our zeal to convince people that a stewardship presentation isn't just a “money talk,” we may have swung the pendulum too far the other way. Time and talent are now being wonderfully (and rightly) emphasized.

But somewhere along the way, money was branded as a “dirty word” in stewardship efforts and is now sometimes ignored completely!

At the 1999 National Catholic Stewardship Council conference, Fr. Tony Nugent and Marianne Murphy of the Diocese of Joliet, Illinois, spoke eloquently on the importance of talking about money. Their ideas are compelling and thought-provoking.

Our Responsibility to Talk About Money

The Church needs to have a voice in this societal discussion of money. As people are bombarded with the message to spend and borrow, it is the Church's responsibility to let its members know that what they are giving makes a difference. Parishioners need to understand that money is necessary to accomplish mission and vision and that the Church is every bit as important a place to put money as the shopping mall.



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People are not going to change their spending habits until they are challenged to do so. They need to learn that when money is asked for, it is because it is needed, that it has an importance and will have an impact on lives.

Too many requests for money are prefaced with, “I hate to ask you this but...” or “I don’t like talking about this but...”

Instead, the message should be, “Just think what we could do with...” or “Do you realize what would happen if your giving increased...”

There should be no shame in asking but rather joy in helping people to give of their resources to an important mission, to fulfill their lives as faithful stewards.

We have prevented people from experiencing the good life of a faithful steward. By our reluctance to talk about money, we are not providing the opportunities we should for people to give. And, at the same time, we are not allowing our ministries to realize their full potential because of the lack of adequate funding – funding that may be available if we just ask for it!

To truly realize our potential as a Church and as a people of faith, the issue of money must be addressed. Approach the subject by emphasizing the power of money’s potential to affect change. Challenge parishioners to examine their own attitudes toward spending and sharing. And above all, keep the stewardship message front and center throughout the year. In that way, you will change the mind and heart together.

Role of Parish Leadership

The commitment of the pastor, administrator and parish council is necessary in all phases of stewardship. Generally, people will be lifted to the level of stewardship in the Bible to the extent the pastor and stewardship leaders inspire them. The ideas listed below are some recommendations for you to implement in your parishes.

- Make prayer the foundation of every ministry, including stewardship, flowing from your parish.
- Pray that people in the parish will grow spiritually as a result of embracing stewardship as a way of life.
- Spend time reading about and studying stewardship in order to more fully understand its meaning and focus.
- Encourage the parish council to read about and study stewardship.
- Commit the parish to conduct its own annual stewardship effort of time, talent and financial resources.
- Form a stewardship committee to develop and implement the stewardship program.
- Utilize training and consulting services available through the Catholic Foundation of Southern Minnesota for parish councils and stewardship committees.
- Commit the parish to carry out stewardship awareness efforts throughout the year.
- Prepare stewardship homilies for the stewardship weekends.
- Incorporate comments about stewardship in homilies regularly throughout the year.
- Thank people for all they do to serve God by serving others.



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- Encourage the parish to set an example for parishioners by giving a portion of its offertory to other causes and/or by committing to provide volunteers for community projects to serve beyond the walls of the parish.
- Publicly support and work to ensure that stewardship is not just a one-time activity, but an ongoing part of parish life.

Role of the Stewardship Committee

In order for stewardship to be understood, practiced and nurtured in the lives of parishioners and in the life of the parish itself, it is important to have an active stewardship committee. We suggest the parish form a stewardship committee as a standing committee of the parish council, charged with increasing awareness of the annual stewardship efforts, both for the parish and for the Catholic Ministries Appeal.

We also urge that the stewardship committee not be placed under the auspices of the finance committee because that tends to put too much emphasis on the budgetary needs of the parish rather than the proper focus of the individual's spiritual development and the inherent need to give. It also tends to place the emphasis on financial giving and neglects the equally important aspects of time and talent.

The committee should consist of six or more members. It is recommended for continuity that members be asked to serve a term of 2-3 years. Who is the ideal member? Recruit people who are:

- Involved in the parish
- Spiritually motivated
- Givers of time, talent and financial resources
- Good communicators, both oral and written
- Comfortable talking about money and its relationship to our faith
- Willing to implement accountability in reporting back to parishioners



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Frequently Asked Questions About the Appeal

1) Why do we need the CMA-funded ministries?

The Catholic Church serves the needs of many people across southern Minnesota. While some of these services are offered at the parish level, it is often more effective when many join together in ministry and service of the people of our diocese. Each diocesan ministry exists to support and further the work of our local parishes. The CMA covers approximately one third of the diocese's budget.

2) Are CMA funds used to pay legal fees or settlements from sexual abuse cases?

Funds contributed through the 2019 Catholic Ministries Appeal are donations made directly to the Catholic Foundation of Southern Minnesota. The Foundation is wholly independent of the Diocese of Winona-Rochester and has been since its founding in 1991.

In addition, donations are considered donor-restricted to the purposes described in the annual appeal materials. For this reason, they are assets of the Foundation and not of the Diocese and should not be affected by the bankruptcy filing.

3) What can you tell me about the security of donations made to the CMA?

The Catholic Foundation of Southern Minnesota is a separate section 501(c) (3) organization and managed by an independent Board of Directors. This means that the Catholic Foundation of Southern Minnesota's finances are neither co-mingled with those of the Diocese nor affected by the bankruptcy filing.

In addition, donations to the Catholic Foundation of Southern Minnesota are restricted to the purposes described in the Catholic Ministries Appeal materials.

4) Who administers the Catholic Ministries Appeal?

The Catholic Ministries Appeal is one of the major efforts of the Catholic Foundation of Southern Minnesota in fulfilling its mission to financially support spiritual, educational and social needs of the Catholic community in southern Minnesota. The Foundation is an independent Minnesota nonprofit corporation that is tax exempt under Internal Revenue Code section 501(c) (3). An independent board of directors stewards all funds and ensures they are only distributed according to the donor's intent.

5) How are parish goals determined?

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, bequests 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 a given 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.

Example (for a \$2.1 million goal):

	Reported	Targeted Revenue	Diocesan Goal	Ratio %
Church Support	\$200,000	\$200,000		
School Subsidy	\$50,000	\$(25,000)		
Gambling Revenue	\$10,000	\$5,000		
Net Targeted Revenue		\$180,000	\$18,000,000	1.0%
Parish Census	450		45,000	1.0%
Parish Factor (avg. of church support and census ratio)				1.0%
			Diocesan Target	\$2,100,000
			Parish Factor	1.0%
			Parish Target	\$21,000

6) What happens if our parish exceeds our goal?

Again this year, 100% of every dollar exceeding the goal will be returned to the parish. Your parish will need to submit a project registration form (page 40). **Return your completed Parish Project Registration form to the Foundation by May 31, 2019.**



- 7) Are there goals for parishes that are scheduled to go into oratory status?

For the 2019 Catholic Ministries Appeal, any parish previously scheduled to go into oratory status will have a \$0 goal. However, we encourage financial support from the entire Catholic community to fund ministries and programs across southern Minnesota, and parishioners of churches scheduled for oratory status will still receive direct mail soliciting their help.

Frequently Asked Questions **About the Foundation**

- 1) What is the Catholic Foundation of Southern Minnesota?

The Catholic Foundation of Southern Minnesota supports parishes, schools and ministries with the necessary resources to be vibrant centers of faith and service in southern Minnesota and to assist faithful Catholics in fulfilling their stewardship call.

Since its founding in 1991, the Foundation has faithfully managed and distributed contributions according to donors' wishes in areas of greatest need in the wider community. The Foundation stands as a Center for Catholic Philanthropy across southern Minnesota and beyond in service of Catholic Responsible Investing and sophisticated planned giving that celebrates our Catholic identity.

Over the life of the Foundation, over \$80 million has been redistributed back into the southern Minnesota Catholic community made possible by the generosity of Catholics like you.

- 2) What do you mean by “foundation?”

Our foundation is a public charity established to serve Catholic charitable interests throughout southern Minnesota. Currently, the Catholic Foundation of Southern Minnesota stewards approximately 70 different funds. Donors are able to designate which organizations will benefit through a restricted gift. Since all funds are invested, the funds continue to grow so that over time more and more charitable causes will benefit from the donors' gifts.

- 3) What composes the Foundation portfolio?

Current holdings total approximately \$22 million. The Foundation administers the following campaigns and appeals: Seeds of Faith, Rooted in Faith-Rejoice in Hope, Catholic Ministries Appeal, Seminarian Burse, and Ann Loomis Fund. In addition to these fundraising efforts, the portfolio comprises parish, cemetery and school endowments, as well as restricted and unrestricted gifts made by individual donors.

- 4) What are some of the causes funded by the 70 funds?

- | | | |
|------------------------|----------------------|-------------------------|
| • Parishes | • Foreign Mission | • Faith Formation |
| • Schools | • Catholic Education | • Clergy Formation |
| • Cemeteries | • Higher Education | • Individual Charitable |
| • Seminarian Education | • Hispanic Education | Trusts and Annuities |



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Gifts of perpetuity will ensure the longevity of our Catholic Church throughout southern Minnesota. As more and more Catholics pray about and answer their call to stewardship, the list of supported causes will grow.

5) Why would a donor use the Foundation to make his/her charitable gifts?

Here are several reasons why we can help you fulfill your stewardship calling:

- We practice Catholic Responsible Investing (CRI), an investment strategy designed specifically to help Catholic institutions pursue their missions by providing sound financial returns while remaining faithful to the teachings of the Church.
- We offer a higher return on investment than what banks and CDs can offer.
- A gift made to CFSM is tax-deductible, as we are a 501(c) (3) non-profit organization.
- You retain the flexibility to create a fund tailored to your charitable interests.
- We adhere to public accountability in our annual reports certified by independent auditors that our funds are being used for charitable purposes.
- You receive access to our professional network of financial and legal advisors for guidance on planned giving.
- You save on administrative, investment management, and grant activities, since funds are combined into larger pools.
- You gain the satisfaction of knowing your charitable interests will be supported for generations to come.

6) What is planned giving in a nutshell?

Planned giving is a way for you to integrate your personal, financial and estate planning goals by making lifetime or testamentary charitable gifts. Some common types of planned gifts are:

- Bequest – a gift made through your will, trust or life insurance policy
- Charitable Gift Annuity – You make a gift of cash or property to us, and we agree to make fixed payments for an individual or a couple.
- Life Estate Reserved – You transfer your personal residence or farm to us and retain the right to use the property for your lifetime.
- Family Lead Trust – You transfer your cash or property to a trust that makes payments to our organization for a number of years and then passes the trust property to your family with no additional tax.

7) If our parish wants to set up an Endowment, how can the Foundation help us?

We will work closely with you to secure the Endowment option that meets your expectations. You can rest assured that you are in good hands with us as we provide you with investment and administrative services, stewardship and development assistance and planning, and greater exposure to the philanthropic community



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of southern Minnesota. Contact us today to schedule a presentation at your parish: Monica Herman, 507.858.1276.

- 8) How can I learn more about the Catholic Foundation of Southern Minnesota? For more information about the Catholic Foundation of Southern Minnesota, please visit our website www.catholicfsmn.org.

Bishop's Guild Leadership Through Giving

Every structure has a foundation that enables the structure to stand strong through the ages. Since its inception 28 years ago, the Appeal has been supported by a foundation of Bishop's Guild donors. These donors have demonstrated leadership through their giving. Annually, nearly 40% of all Appeal revenue comes from these generous and dedicated people. Members of the Bishop's Guild are united in the vision to financially build up our Church in love and ensure that vital ministries continue to invite many more to encounter Christ. We are so very grateful for their leadership and commitment.

Levels of Support

The Bishop's Guild is comprised of four levels of support. Membership is automatic with a minimum annual gift of \$1,000. Contributors are asked to select a level that most closely reflects their stewardship calling and current financial position.

Deo Juvante	\$1,000 - \$2,499
Deo Duce	\$2,500 - \$4,999
Deo Favente	\$5,000 - \$9,999
Deo Gratias	\$10,000 and above

The names of these levels form a prayer for Bishop's Guild members:

With God's help (Deo juvante), you come forward in loving response to Him, your Leader (Deo duce). In His favor (Deo favente), you graciously give to Christ's Church. Thanks be to God (Deo gratias) for each and every one of you!

Amen.

Membership Recognition

In honor and recognition of their generosity, Guild members receive:

- ❖ Prayer Intentions in Bishop's personal chapel
- ❖ Invitations to special events with Bishop Quinn
- ❖ Special communications from the Bishop, including Christmas cards



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Lumen Christi Society

Leaving a Legacy

Lumen Christi, the Light of Christ, was chosen as the name of the Foundation's legacy society because those who leave a planned gift to the Church allow Christ's light to shine brightly for the generations who follow them.

Who Qualifies as a Member?

Anyone who makes a planned gift to the Diocese of Winona-Rochester, a parish or a school through the Catholic Foundation of Southern Minnesota is automatically enrolled in membership.

A planned gift is considered one of the following:

- Bequest – a gift made through your will, trust or life insurance policy
- Charitable Gift Annuity – You make a gift of cash or property to us, and we agree to make fixed payments for one or two lives.
- Life Estate Reserved – You transfer your personal residence or farm to us and retain the right to use the property for your lifetime.
- Family Lead Trust – You transfer your cash or property to a trust that makes payments to our organization for a number of years and then passes the trust property to your family with no additional tax.
- Bargain Sale – We purchase your property for less than fair market value; you receive cash or debt relief and a charitable deduction.

Membership Recognition

In honor and recognition of their generosity, Lumen Christi Society members receive:

- ❖ Prayer Intentions in Bishop's personal chapel
- ❖ Invitations to special events with Bishop Quinn
- ❖ Fellowship and Prayer Gatherings with Lumen Christi Society members
- ❖ Special communications from the Bishop, including Christmas cards

Why is Planned Giving Important?

Catholic stewardship impacts all phases of our life including plans for our worldly goods and resources after our death. For many, leaving a planned gift creates an optimal way to culminate their stewardship calling. Planned gifts are typically larger and more sophisticated than regular Sunday contributions, capital campaigns or other fund-raising efforts.

An education program designed to promote planned giving is a positive way to help parishioners who want to deepen their stewardship commitment to the Church. It can remind them of their overall stewardship responsibility and provide practical suggestions about how to use their accumulated assets to increase their income, save taxes, and contribute to sustaining the mission and ministries of the Church for future generations.

Benefits of a Parish Planned Giving Program:

- If you are not asking your parishioners for planned gifts, someone else is.



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- Cash-starved times are best times for planned giving because people are more aware of what is most important.
- A typical planned gift is 2-3 times the size of a parishioner's annual gift to the Church.
- Planned gifts do not affect a parishioner's cash flow.
- Many parishioners are eager to make a planned gift, but don't know how.
- Parishioners making gifts through their wills will typically increase their annual fund support.
- Anyone can make a planned gift but they might not know they can.
- Some parishioners have already named you in their wills and you may not know it.
- There is great potential to increase financial support for your parish today and in the future.

Benefits of Making a Planned Gift:

When parishioners prepare their planned gifts to include charitable giving for your parish, they can:

- Continue to support the ministries of the Church that mean the most to them through a gift that can live on perpetually
- Gain charitable deductions now, even for future gifts
- Reduce or avoid capital gains tax
- Lower their estate taxes
- Protect and potentially increase the size of their estate for their heirs
- Increase their existing income

For more information about Planned Giving resources available to you or to schedule a Planned Giving seminar at your parish or school-

Contact the Catholic Foundation of Southern Minnesota today:

Monica Herman
Executive Director

MHerman@catholicfsmn.org
507.858.1276

Amie Pierce
Development & Stewardship
Associate

APierce@catholicfsmn.org
507.858.1275

Susan Fiser
Communications and
Development Associate

SFiser@catholicfsmn.org
507.848.8844



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Gift Processing Procedures

All gift processing will be handled by Catholic Foundation of Southern Minnesota staff in Winona. All return envelopes will be addressed to PO Box 30098, Winona, MN 55987. If a parishioner chooses to deliver his/her gift to your parish office, send the gift in care of:

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

To save postage, you may send return envelopes in one large envelope.

- Should you receive any Catholic Ministries Appeal contributions with pledge cards but not in an official CMA return envelope, please forward them to the Winona PO Box with a Transmittal Form in the provided return envelopes.
- If you receive checks without pledge cards, please fill out one of the In-Pew envelopes with the donor's name, parish name and city, and amount of gift; complete a Transmittal Form and send the gift(s) and form to the Winona PO Box in the provided return envelopes.
- If you receive cash without pledge cards, please make out a parish check to cover the amount. **DO NOT SEND CASH IN THE MAIL.** Fill out one of the In-Pew envelopes with the donor's name, parish name and city, and amount of gift; complete a Transmittal Form and send the gift(s) and form to the Winona PO Box in the provided return envelopes.
- If you receive an anonymous gift, fill out a blank In-Pew envelope with your parish name and city, the amount of the gift, and write "anonymous" on the card; complete a Transmittal Form and send the gift(s) and form to the Winona PO Box in the provided return envelopes. Your parish name and city will ensure proper credit to your parish for the gift.
- If you have any questions about gift processing procedures, please call Amie Pierce at 507.858.1275 or email her at APierce@catholicfsmn.org.

On Line Giving

The secure online giving option located at <https://catholicfsmn.org/catholic-ministries-appeal> provides donors with convenience and flexibility. A donor has the option to make a one-time Bank Card gift to the Appeal. Donors can also set up a pledge and make monthly payments through their bank/credit card. Once the donor authorizes a transaction, he/she receives an acknowledgement for his/her records, thus reducing the lag time of sending a gift in the mail and waiting for a response. Please encourage your parishioners to take advantage of this online service.

If a donor would like to have funds contributed directly from their checking/savings account, please have them contact Amie Pierce at 507-858-1275 or email her at apierce@catholicfsmn.org.



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Update Reports and Donor Lists

Please log in to GivingTrend at dow.givingtrend.com/login. To receive a username and password for GivingTrend, please contact Amie Pierce at 507-858-1275 or APierce@catholicfsmn.org. GivingTrend information is updated on a regular basis.

NOTE: You may also contact Amie to request an updated report and donor list to be emailed to you at any time.

Role of Parish Administrators and Business Managers

Oftentimes, parish administrators and business managers are the first points of contact for Appeal questions from parishioners. You are important partners in our efforts to communicate the Appeal's message. Parish administrators, business managers, pastors, and other parish staff should all work together to ensure that everyone has the necessary information on-hand about the Appeal.

Responsibilities:

- Be sure to update the Catholic Foundation of Southern Minnesota with any changes to your parish membership. Call Amie at 507.858.1275 or email apierce@catholicfsmn.org with any changes. We do not want to anger your parishioners by sending mail to those who have died, moved from the parish or who have had changes of name or circumstance.
- Keep in mind that our list of your parishioners is available to you upon request. You can use this list to verify information is accurate with your parish records, make corrections and mail or fax a revised list back to us. Contact Amie to obtain your list.
- Send Appeal gifts that are given to your parish office to our Winona PO Box promptly. Many donors become concerned if their gifts have not cleared the bank in a timely manner. We want to keep your parishioners satisfied with their participation in the Appeal. Promptly sending in gifts will also positively affect your parish update report.
- **Please do not send cash to us through the mail.** If you receive cash gifts, make out a parish check to cover the amount. If you know who the donors of the cash gifts are, please fill out a blank In-Pew envelope with the donor's name, your parish name and city, and amount of gift. We want to be able to thank and credit the donors who made the gift to the Appeal.
- If you receive checks to the Appeal, do not make out a parish check for all of them. Simply send the check to our Winona PO Box following the instructions on the previous page.



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Parish Communication Strategies

You play an important role in your parish's goal achievement and in the overall success of the Catholic Ministries Appeal. Thank you for your dedication and commitment to the Appeal.

In this section, you will find recommendations for promoting the Appeal on a weekly basis in your parish. All promotional materials are available online at <https://catholicfsmn.org/parish-resources> for easy access. The Appeal staff is at your service to answer questions you may have.

NOTE: It is important to continually reassure Catholics about how their 2019 Appeal gift will be used. Please use the following language from the Appeal pledge card:

All gifts will be used solely for the restricted purposes of the 2019 Catholic Ministries Appeal. The Appeal supports specific ministries and programs of the Diocese of Winona-Rochester and other Catholic organizations.

Mid-February-April 1st:

- 1) Speak to your parish council and stewardship committee about the Appeal. Provide an overview of the Appeal-funded ministries, particularly noting the direct effect of such ministries on your parish, and communicate the parish goal.
- 2) Go online to <https://catholicfsmn.org/parish-resources> to familiarize yourself with the online stewardship resources available to you.
- 3) When you receive your parish kit via UPS, verify that you have received the following:
 - Goal Posters
 - In Pew Envelopes
 - Additional Ministries Brochures
 - Transmittal Form and return envelopes
 - Bulletin Inserts
- 4) One week prior to Kick-Off Weekend,
 - Display your Appeal posters in prominent places in the parish.
 - Post a link to the <https://catholicfsmn.org/catholic-ministries-appeal> website on your parish website.
 - If you have a Facebook page, post an Appeal video to your wall.
 - Include a Mini Story in the February 16-17 bulletin, or on the following weekend. These Witness Testimonials emphasize the Appeal's broad reach and impact.
 - Include a Bulletin Insert in the February 16-17 bulletin.
- 5) Review the Gift Processing Procedures (pg. 28) so you will know how to handle contributions that may come to your parish office.



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February 16-17 – Kick-Off Weekend:

- 1) Highlight this year's Appeal theme, *Renew Faith, Extend Mercy, Inspire Hope*.
- 2) Make a brief pulpit announcement about the Appeal.
- 3) Ensure that the parish bulletin contains a Mini Story about the Appeal, or use the Bulletin Insert.
- 4) Include an intercession regarding the success of the Appeal in the Prayers of the Faithful.
- 5) Play an audio/video message from a diocese parishioner at Masses. The audio should be preceded or followed by a few words about the importance of the Appeal from you, the presider, or another testimonial speaker. This brief talk should emphasize the impact the Appeal has and motivate those present to financially give to the Appeal. A sample pulpit announcement is online for your consideration.
- 6) Encourage parishioners to peruse their Ministries Brochure (mailed to every registered/active Catholic in Diocese of Winona-Rochester) and visit the Appeal website, <https://catholicsmn.org/catholic-ministries-appeal> to learn more about the Appeal-funded ministries and read/hear compelling testimonials from Catholics throughout southern Minnesota who have renewed faith, extended mercy and inspired hope by participating in these ministries.

February – April:

We recommend incorporating any of the following materials into a weekly action plan for optimal Appeal results. Swapping out messaging and materials from week to week keeps your Appeal promotion fresh and exciting among your parishioners. Check out the library of materials available to you online at <https://catholicsmn.org/parish-resources> and design a marketing plan that works best for your parish.

- 1) Mini Stories for Bulletins – Insert the new Witness Testimonials (1-2 stories) into your weekly bulletins. These stories emphasize the Appeal's broad reach and impact.
- 2) Prayers of the Faithful – Include intercessions in the Prayers of the Faithful on weekend Masses.
- 3) Parish Newsletter – Include Witness Testimonials as well as personal notes encouraging generosity from your parish. Direct readers to the Appeal's website, <https://catholicsmn.org/parish-resources> to learn more about the Appeal-funded ministries.
- 4) Update Reports – Use the financial information provided in your update report available on Giving Trend.
- 5) Communication with Staff – Communicate frequently with your parish administrator or business manager. They are often on the front line for fielding questions about the Appeal. Ensure that they are knowledgeable about the Appeal and feel supported in their work. We recommend that open dialogue about the Appeal occur in weekly staff meetings. Share personal stories with your staff about how the parish has benefitted from the Appeal, and invite them to share their Appeal-funded ministries experiences with the group as well.



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Late May:

- 1) If you have met your goal, congratulations! Any gifts that are made beyond your parish goal are rebated back to the parish, pending your parish fulfill rebate requirements. We recommend that the pastor use the parish donor list to send a personal thank-you card or letter to those parishioners who contributed to the Appeal.
- 2) If your parish has not yet reached its goal, we recommend that you organize a follow-up mailing to those names on the parish donor list who have not yet given to the 2019 Appeal. The follow-up mailing should be sent in early July.

Even if your parish has reached its goal at this point, you may still want to plan a follow-up letter to those who did not give explaining to them your Parish Project (i.e. the intent of funds collected to be used in the parish). The follow-up mailing should be sent in late June or early July.

Pieces to be included in the mailing:

- Personalized letter from pastor with pastor's signature
 - Appeal Return Envelopes (available from Appeal staff upon request)
 - Addressed Mailing Envelopes
 - Postage
- 3) Continue to update your parish on progress to-date by using your update report. We recommend you update parishioners via announcements made at all Masses, in the bulletin, and on your website/social media.

July:

- 1) Send your follow-up mailing in early July. This is an extremely important and critical strategy for parishes that have not yet reached their goals.
- 2) Contact the Appeal staff if there is anything we can help you with during your follow-up process.
- 3) We also recommend sending personalized thank-you cards or letters to your parishioners who have contributed to the Appeal. Each donor will receive an Acknowledgement Letter from the Catholic Foundation of Southern Minnesota, but it is also a nice gesture to receive a card or letter in the mail from the donors' pastor.
- 4) Continue to update your parish on progress to-date by checking [GivingTrend](#). We recommend you update parishioners via announcements made at all Masses, in the bulletin, and on your website/social media.

August – September:

- 1) If you have not yet met your parish goal, don't lose hope! Continue to promote the Appeal using creative strategies such as:
 - Phone calls
 - Home Visits to selected donors
 - Small Group Socials
 - Personal Notes
 - Other ideas you may have



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- 2) Contact Appeal staff to access additional follow-up resources or to request an update report or donor list at any time.
- 3) Review the Appeal process with your parish staff, complete the Evaluation forms that will be mailed to you, and return it to the Catholic Foundation of Southern Minnesota in the provided return envelope. Your input matters for future Appeal planning – *help us to better serve you!*

Prayers of the Faithful

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 are a sampling of *Prayers of the Faithful* to use during your parish liturgies. It is recommended that you include one intercession per week beginning with the Kick-Off Weekend.

- ❖ Week 1 (Kick-Off Weekend) – That as we are called to support the ministries of our Church through the Catholic Ministries Appeal, we resolve to practice our faith in this very practical, meaningful way... We pray to the Lord.
- ❖ Week 2 – That through our participation in the Catholic Ministries Appeal, we continue to be channels of the living and loving presence of Christ and His Promises in our world... We pray to the Lord.
- ❖ Week 3 – That as we participate in the 2019 Catholic Ministries Appeal to Renew Faith, Extend Mercy and Inspire Hope, we give thanks to our God for His gifts and many promises... We pray to the Lord.
- ❖ Week 4 – That as we make our commitment to the Catholic Ministries Appeal, we may remember God's generosity to us... We pray to the Lord.
- ❖ Week 5 – That God's blessings be upon all those in our parish family and in every parish throughout our Diocese for their part in supporting the many ministries funded through the Catholic Ministries Appeal... We pray to the Lord.
- ❖ Week 6 – That as we share the benefits of our blessings with the 2019 Catholic Ministries Appeal, we may Renew Faith, Extend Mercy and Inspire Hope by following Christ's example of caring and sharing... We pray to the Lord.
- ❖ Week 7 – That we may respond generously to the 2019 Catholic Ministries Appeal as faithful stewards of the gifts God has entrusted to us... We pray to the Lord.



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- ❖ Week 8 – That each of us will seriously consider how we can Renew Faith, Extend Mercy and Inspire Hope for others through our support of the Catholic Ministries Appeal... We pray to the Lord.
- ❖ Week 9 – That those who have not taken the opportunity to support the Catholic Ministries Appeal in the past will find it in their hearts to lovingly contribute to these vital ministries... We pray to the Lord.
- ❖ (When you see fit) – In thanksgiving for the people’s generous support of the Catholic Ministries Appeal ensuring that these vital ministries continue to Renew Faith, Extend Mercy and Inspire Hope in our diocese... We pray to the Lord.

Pulpit Announcement **Appeal Kick-Off Weekend**

The following sample Pulpit Announcement is recommended for use on the Kick-Off Weekend (February 16-17) along with an audio/video mini-story.

You recently received a packet in the mail from the Catholic Foundation of Southern Minnesota requesting your support of the 2019 Catholic Ministries Appeal. Please prayerfully consider making a gift, and know that your gift will help fund critical ministries that benefit more than 140,000 Catholics and countless others throughout southern Minnesota.

St. Paul reminds us in Ephesians that we are to:

“Live the truth in love and grow in every way into Him who is the head, Christ, from whom the whole body, joined and held together by every supporting ligament with the proper functioning of each part, brings about the body’s growth and builds itself up in love.” [Ephesians 4: 15-16]

Renew Faith, Extend Mercy, Inspire Hope, the theme for this year’s Appeal, directs us to the example set by Christ, who is the head of our Church and the embodiment of who we are as Catholics. He offers us an infinite amount of love and mercy that flows from His Most Sacred Heart. We are strengthened through Him to Renew Faith, Extend Mercy and Inspire Hope for the world as we come together as one body, the Church.

The Appeal-funded ministries provide ample opportunities for you and others to Renew Faith, Extend Mercy and Inspire Hope. Whether it is through social outreach programs that help families in crisis, Catholic schools education, training and support for catechists involved in parish religious education programs, youth ministry, college campus ministry, lifelong faith formation for all ages, retreats and pilgrimages, and so much more, you make it possible through your sacrificial gift.

[Now you may want to briefly share some examples of how your parish directly benefits from Appeal-funded ministries. Refer to the *Appeal-Funded Ministries* section on pgs. 12-18 in this guidebook.]

We would like to remind everyone, the Foundation is a separate and independent 501 (c) (3) organization of the Diocese of Winona-Rochester. For this reason, donations to the Foundation are assets of the Foundation and not of the Diocese and should not be affected by the bankruptcy filing.



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Please note that all gifts will be used solely for the restricted purposes of the 2019 Catholic Ministries Appeal. The Appeal supports specific ministries and programs of the Diocese of Winona-Rochester and other Catholic organizations.

Now is the time to pull together as the Body of Christ to support the Catholic Ministries Appeal. Each of us plays an important role as St. Paul names us the “ligaments of the body,” and we, through our support, bring about the Church’s growth by building it up in love.

Give the most generous gift you can. We need not only your financial gifts, but your prayers as well, in order that we may fulfill our parish goal for the Appeal. Thank you for your support, and let us pray:

“Heavenly Father, may we Renew Faith, Extend Mercy and Inspire Hope through our support of the 2019 Catholic Ministries Appeal. We thank you, Lord, for the many blessings you have bestowed upon us. 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.”

Bulletin Announcements

A number of bulletin announcements are available for you to use. To retrieve the announcements, go to the Appeal website, <https://catholicfsmn.org/parish-resources>. The following is a sampling of available announcements. Whether you prefer to use the provided announcements or create your own, please include the official Appeal logo, which is also available on the website for download.

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 view all the Mini Stories available to you.



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Follow-Up Letter

The following is a sample template letter you may choose to use in follow-up to your parishioners who have not given to the 2019 Catholic Ministries Appeal by mid-June (to be mailed in early July – refer to the Parish Communications Strategy section on pgs. 30-34 in this guidebook).

Dear [Parishioner's Name],

As Catholics, we know our faith is an important part of our lives. Renewing Faith, Extending Mercy and Inspiring Hope, however, is not an easy task, especially in a world that doesn't always put a high value on Jesus and our faith. And when our daily lives are packed full with responsibilities, it becomes difficult at times for us to give Christ the priority He deserves.

In our faith, Christ takes the initiative. Faith is God's gift. To grow closer to Him, however, requires conscious decisions on our part to believe and to respond in love to Him. We are asked to give witness to what we believe in our daily lives. We do so by converting our faith into real, visible, tangible expressions of Christ's own love by what we do and how we live. This is our mission as the body of Christ, as His Church built up in love.

I write to you with an immediate need in support of the Church through the 2019 Catholic Ministries Appeal. To date, our parish has raised <\$Amount> toward our goal of <\$Amount>. Our parish directly benefits from the Appeal through such vital ministries as...

[Here it is recommended that you briefly share some examples of how your parish directly benefits from Appeal-funded ministries. Refer to the *Appeal-Funded Ministries* section on pgs. 12-18 in this guidebook.]

I know you may wonder how the Diocese of Winona-Rochester's ongoing bankruptcy will impact this year's appeal. I want to assure you the Foundation is a separate and independent 501 (c) (3) organization from the Diocese. This means Foundation finances are neither co-mingled with those of the Diocese nor affected by the bankruptcy filing.

You can see the direct benefit we receive as a parish through the Appeal. I am also giving a gift of <\$Amount> in addition to my weekly tithe to the Catholic Ministries Appeal. I would not ask of you if I did not contribute myself.

For whatever amount you are able to give, I thank you for your continued generosity of time, talent and treasure to our parish. I pray that you will continue to Renew Faith, Extend Mercy and Inspire Hope through your generosity to Christ's Church.

Yours in Christ,

Your Signature

[Your Name]

Return your gift to Catholic Foundation of Southern Minnesota in the enclosed envelope or drop it by the parish office.

All gifts will be used solely for the restricted purposes of the 2019 Catholic Ministries Appeal. The Appeal supports specific ministries and programs of the Diocese of Winona-Rochester and other Catholic organizations. The restricted purposes are identified specifically on the Catholic Foundation of Southern Minnesota website, www.catholicfsmn.org.



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Capital Projects and Rebates

If your parish decides to include funding for a capital project above and beyond the predetermined parish goal, any monies raised beyond the predetermined goal 100% will be returned to the parish. To qualify for a full rebate, return the Parish Project Registration form to the Catholic Foundation of Southern Minnesota by May 31, 2019.

Rebate checks will be distributed quarterly to those parishes that have exceeded their financial goal.

Note: Rebates are based upon actual payments received, not pledges.

