

ARCHBISHOP'S ANNUAL APPEAL

Returning the Lord's Goodness



2010 OPERATIONAL MANUAL

Annual Appeal Office
St. Thomas Seminary
467 Bloomfield Avenue
Bloomfield, CT 06002

Remittance Address:
Archbishop's Annual Appeal
P.O. Box 28
Hartford, CT 06141-0028

Telephone: (860) 243-3800
Fax: (860) 242-4553
aaa2@stseminary.org

TABLE OF CONTENTS

2010 Archbishop’s Annual Appeal Prayer	3
Introduction.....	4
Elements of a Successful Appeal	5
Parish Annual Appeal Materials	6
Responses to Frequently Asked Questions	7
Schedule of 2010 Archbishop’s Annual Appeal Activity	8
Week #1	10
Week #2	12
Week #3	13
Week #4	14
Week #5	15
Week #6	16
Week #7	17
Week #8	18
Week #9	19
Week #10	20
Pledge Reminders.....	21

2010 ARCHBISHOP'S ANNUAL APPEAL PRAYER

Father in Heaven,
We are humbled by Your presence and
celebrate the blessings You have bestowed upon us.

In Your loving kindness bless our Archbishop's Annual Appeal.
Help us to respond generously to Your goodness
by returning a portion of what You have given to us.

Give us the confidence to walk in Your footsteps and
the insight to recognize the real needs around us.
Give us the strength and compassion
to meet the needs of those less fortunate than we.

May this Appeal reflect our commitment
to the challenge of our Catholic calling. May it advance the
mission of Your Church and strengthen our resolve in
returning the Lord's Goodness.

We ask You this through Christ our Lord.

Amen.



INTRODUCTION

The Archbishop's Annual Appeal is integral to the missions and services of the Archdiocese of Hartford. Providing much-needed assistance to those among us with the greatest needs, training for seminarians, and tuition assistance for youth in our Catholic schools, the Annual Appeal ensures the funding necessary so that these programs may continue to serve thousands throughout our Archdiocese. As in the past, this year's efforts will create new opportunities and hopefully expand services for those living and working within the Vicariates of Hartford, New Haven and Waterbury.

This manual provides important information to promote a successful 2010 Archbishop's Annual Appeal for pastors, parochial vicars, parish administrators, and lay leaders. The Appeal Office coordinates and assists with the implementation of this effort and is available to answer any questions that may arise in the upcoming months.

This year's Annual Appeal Announcement Weekend – or “kick-off” – is scheduled for March 13 and March 14, 2010. Activity has already begun, however, in the form of Leadership Dinners hosted by Archbishop Mansell.

The first Appeal mailing includes a brochure, pledge card, and return envelope that is distributed to all members of the clergy, as well as all registered Catholics in the Archdiocese during the months of January, February and March. The timing of these mailings allows for parishioners to make early pledges, payable over the course of the year.

In-pew Commitment Weekend is scheduled for the weekend of Saturday, May 15 and Sunday, May 16. The Appeal Office encourages your parish to engage in the suggested Commitment Weekend activity because it gives parishioners a final opportunity to make a financial commitment to the Appeal, as well as enables your parish to meet and exceed its goal.

Please encourage parishioners to make their gifts early. Not only does this give parishioners the opportunity to spread payments of their gift out over the remaining months of the year, making their contribution convenient and affordable, but it also decreases mailings sent from the Appeal Office.

The remainder of this manual contains the following valuable information:

- A summary of the 10-week Annual Appeal timeline; as well as
- A weekly breakdown of activity for the Appeal. This breakdown includes suggested pulpit and bulletin announcements, as well as intercessions during the Prayers of the Faithful.

Please note: A CD can be provided with the pulpit and bulletin announcements, and Prayers of the Faithful Intercessions in an effort to save some time in the production of your bulletins and liturgies. Please contact the Annual Appeal Office if you would like a copy sent by mail.

Thank you once again for your enthusiasm and support. Your efforts last year helped us in raising \$9,324,978. We are counting on you for another successful year.

ELEMENTS OF A SUCCESSFUL APPEAL

The following elements are offered to help prepare your parish so that it may conduct a successful 2010 Archbishop's Annual Appeal:

- Strong, active leadership and involvement of the **pastor**.
- Careful planning and adherence to the **Appeal plan**.
- Enthusiastic presentation of the **publicity** materials.
- A focused attempt to create **long-term relationships** with parishioners.
- Maximum amount of **personal follow-up**.
- A reminder to **honor** the pledge in full by December 31, 2010.
- An emphasis on **pledged gifts** rather than one-time donations.
- The suggestions of a **specific increased gift**.
- **Education and communication** – parishioners who understand all of the vital programs made possible by the Annual Appeal can educate others, ensuring more success in the parish.

Remember:

- People who feel *inspired* to give to a cause tend to give as much as they can.
- People who feel *obligated* to give tend to give the minimum expected.

We ask that you do not:

- Apologize for the Appeal.
- Portray this as a chore or “required” talk – *the Archbishop's Annual Appeal is an opportunity for stewardship, in which parishioners donate their time, talent and treasure!*
- Say, “I know our economy is not what it once was, so just give what you can” or any similar negative statements.
- Underestimate the generosity of your parishioners – give thanks to God for the good stewardship instilled in the people in your parish.

PARISH ANNUAL APPEAL MATERIALS

Parish materials for the 2010 Archbishop's Annual Appeal are included with this manual. Included are:

- 2010 Archbishop's Annual Appeal posters to be displayed in parishes (3)
- The 2010 Archbishop's Annual Appeal Video (DVD)
- The Archbishop's 2010 Appeal Kick-Off announcement audio message (CD)
- Brochures, Envelopes and Pledge Cards for Rear-of-Church Packets

Please be sure to check all materials. Play the DVD and CD to confirm they are in working order. In the event that there is a problem with any of these materials, or if you need more than was sent, please call the Annual Appeal Office at (860) 243-3800.

A second delivery will contain all the needed supplies for a successful Commitment Weekend, including:

- A Guide to Commitment Weekend
- In-pew pledge envelopes

As always, please contact the Annual Appeal Office if you have any questions or need any assistance with your parish's 2010 Archbishop's Annual Appeal efforts.

Telephone: (860) 243-3800

Fax: (860) 242-4553

E-mail: aaa2@stseminary.org

RESPONSES TO FREQUENTLY ASKED QUESTIONS

1. I give to my parish, why should I give to the Archbishop's Annual Appeal?

Your support of your parish is very important. It is also important to support the Archdiocese of Hartford for programs that support services for the poor, food for the hungry, and education for our children in the faith. Together, we can do more than any one parish can do alone.

2. Why should I support the Archdiocese?

Each one of us is the beneficiary of blessings from God. Our time, talent and treasure are all gifts. We are called to *Return the Lord's Goodness* and share our gifts with those who are less fortunate than ourselves.

3. This is a large request for my family to consider...

The gift request is a suggestion only. We ask you to consider a gift amount commensurate with your financial capacity. Keep in mind that gifts may be pledged over a five-month period. Gifts can be made in the form of cash and securities, or a combination of both.

4. Is my pledge legally binding?

No. A pledge is a commitment made under a particular set of circumstances. If those circumstances change, you may adjust the pledge payments and/or balance accordingly.

5. Why are pledges emphasized?

Our Appeal emphasizes gifts over a period of time because it allows individuals and families the opportunity to consider a larger commitment – and more significant impact – than when making a one-time contribution. Experience demonstrates that donors who pledge are able to consider gifts significantly larger than those who make one-time gifts. The earlier a gift is made, the more time the donor has to fulfill his/her pledge. Billing extends to December 31, 2010.

6. To what extent are gifts to the Archbishop's Annual Appeal tax deductible?

Gifts to the Archbishop's Annual Appeal are tax deductible to the fullest extent of the law. Donors with specific questions regarding tax deductibility should contact their financial advisors or tax preparers.

7. In this economic climate, is it wise to go forth with the Archbishop's Annual Appeal?

Archbishop Mansell is of course sensitive to the economy. However, in times such as these, the needs of the surrounding community only increase, which is why we continue to persevere. Giving during economic downturns has not shown significant decreases over the last forty years, particularly in regards to the religious sector. And while we suggest giving levels in our mailed materials, we in no way assume to know an individual's or family's financial situation. We only ask for those who have given in the past to continue to give at a level that they are able and hope to encourage those who have not previously contributed to make a gift in 2010.

SCHEDULE OF 2010 ARCHBISHOP'S ANNUAL APPEAL ACTIVITY

Week Number & Dates	Key Dates	Activity
#1 Monday, March 8 through Sunday, March 14	<ul style="list-style-type: none"> • Wednesday, March 10 • Saturday, March 13 and Sunday, March 14 	<ul style="list-style-type: none"> • Archbishop Mansell's initial request letter mailed to all registered Catholics • Distribute Parish Bulletin w/ special Appeal kick-off cover or Appeal kick-off insert flyer. • Display 2010 Appeal posters • Prayers of the Faithful Intercession • Kick-off of 2010 Appeal <ul style="list-style-type: none"> ○ Play 2010 Appeal video or ○ Play audio tape message from Archbishop Mansell or ○ Suggested pulpit announcement
#2 Monday, March 15 through Sunday, March 21	<ul style="list-style-type: none"> • Saturday, March 20 and Sunday, March 21 	<ul style="list-style-type: none"> • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful Intercession • Place additional gift request letters and brochures at the rear of the Church
#3 Monday, March 22 through Sunday, March 28	<ul style="list-style-type: none"> • Saturday, March 27 and Sunday, March 28 	<ul style="list-style-type: none"> • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful Intercession
#4 <i>Holy Week</i> Monday, March 29 through Sunday, April 4 <i>(Easter Sunday)</i>	<ul style="list-style-type: none"> • Saturday, April 3 and Sunday, April 4 	<ul style="list-style-type: none"> • <i>Optional Pulpit Announcement</i> • <i>Optional Bulletin Announcement</i> • <i>Optional Prayers of the Faithful Intercession</i> • <i>Bulletin Insert</i>

SCHEDULE OF 2010 ARCHBISHOP'S ANNUAL APPEAL ACTIVITY, CONT.

Week Number & Dates	Key Dates	Activity
#5 Monday, April 5 through Sunday, April 11	<ul style="list-style-type: none"> • Wednesday, April 7 • Saturday, April 10 and Sunday, April 11 	<ul style="list-style-type: none"> • Pastors' reminder letter to families yet to respond to the Appeal • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful Intercession
#6 Monday, April 12 through Sunday, April 18	<ul style="list-style-type: none"> • Saturday, April 17 and Sunday, April 18 	<ul style="list-style-type: none"> • Mid-Appeal Progress Report • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful Intercession
#7 Monday, April 19 through Sunday, April 25	<ul style="list-style-type: none"> • Saturday, April 24 and Sunday, April 25 	<ul style="list-style-type: none"> • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful Intercession
#8 Monday, April 26 through Sunday, May 2	<ul style="list-style-type: none"> • Wednesday, April 28 • Saturday, May 1 and Sunday, May 2 	<ul style="list-style-type: none"> • Archbishop's final reminder letter to all donors including any Leadership and Major Gift candidates yet to respond to the Appeal. • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful Intercession
#9 Monday, May 3 through Sunday, May 9	<ul style="list-style-type: none"> • Saturday, May 8 and Sunday, May 9 	<ul style="list-style-type: none"> • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful Intercession
#10 Monday, May 10 through Sunday, May 16	<ul style="list-style-type: none"> • Saturday, May 15 and Sunday, May 16 	<ul style="list-style-type: none"> • Commitment Weekend • Pulpit Announcement • Bulletin Announcement • Prayers of the Faithful Intercession

WEEK #1
MONDAY, MARCH 8 THROUGH SUNDAY, MARCH 14

Activity	When	Whom	Comments/Notes
Archbishop Mansell's first request letter mailed to parish families	Wednesday, March 10	Annual Appeal Office	Letter requesting support for the 2010 Appeal
Display Appeal posters in Church vestibule/lobby and other prominent locations prior to the weekend Masses	Before Saturday, March 13	Parish Staff	The Annual Appeal Office will ship three posters to parishes
Present 2010 Annual Appeal Video, or play audio CD of Archbishop Mansell's announcement, or suggested Pastor's announcement	During Masses the weekend of March 13-14	Pastor/Parish Staff	Parish will receive a copy of the DVD and audio CD, both supplied by the Annual Appeal Office
Pulpit Announcement	During Masses the weekend of March 13-14	Pastor	See suggested pulpit announcement, page 11
Prayer of the Faithful Intercession	During Masses the weekend of March 13-14	Lector	See suggested Prayer of the Faithful Intercession, page 11
Bulletin Announcement	The weekend of March 13-14	Parish Bulletin Coordinator	See suggested bulletin announcement, page 11. Also, this bulletin should include the special Appeal Kick-off cover or Appeal Kick-off insert.

PLEASE NOTE:

Present the video at all Masses this weekend. If you are unable to present the video, play the Archbishop's audio message announcing this year's Annual Appeal kick-off. If you are unable to play the audio CD, the pastor is asked to make the announcement.

If you aren't able to present the video at Mass, consider the following possible presentation ideas:

- Have the video run in the background at any after-Mass fellowship gathering that is scheduled from March through May 2010.
- Present the video as part of the agenda of any of your parish's ministries, activities, programs or projects meetings between March and May 2010. Show the video at the start of the meeting.

KICK-OFF ANNOUNCEMENT

(Use the following announcement if you are unable to present the video or the audio message.)

The theme of the 2010 Archbishop's Annual Appeal is *Returning the Lord's Goodness*. We continue to expand on the good works enabled by our recent Appeals. Two projects, in particular, embodied this spirit in the past year: As a result of your generosity last year, a second Malta Mobile Health Van has begun operation in Waterbury, joining its sister van, which is already in operation in Hartford. Both provide needed health care to people without health insurance. And this past summer, we opened Cathedral Green in the former St. Joseph Cathedral School in Hartford, providing affordable and supportive housing to single-parent families that had been homeless or at risk of being homeless.

Last year, we introduced the Emergency Assistance Fund. Administered by Catholic Charities, and based on referrals from our Parishes, the Emergency Assistance Fund has provided funding for medical and dental care, food, clothing, rental assistance, utilities, and auto repairs, meeting the basic needs of those who need them most. We continue to face economically hard times and, therefore, we must carry on these services for this year as well.

Along with the Emergency Assistance Fund, we would like to highlight two other components of the Annual Appeal for you at this time. Providing Catholic education for our young people is an essential expression of our faith. For many families, however, providing a faith-based education for their children presents a financial hardship. Through the Archbishop's Annual Appeal, we are able to provide Tuition Assistance, and invest in the worthy young people so vital to the strength, growth, and future of our Church.

At the heart of our life in the church are the sacraments and at the heart of our parishes are our priests. Just less than three years ago, there were only six seminarians in the Archdiocese of Hartford. Today, we are delighted to say that the number has grown to forty-two. A growth in this program, however, creates the need for more funds to support the educational and housing needs of our seminarians as they prepare for the priesthood. This is an added responsibility we are only too happy to meet, and we look for the number of seminarians to continue to increase. Their development and their growth are encouraging signs of the health of our Archdiocese.

We hope that you will give prayerful consideration to making a significant gift to the Appeal. Together, may we go forward, providing these services. They are the works of our souls; the work of our Church. They are also our passport to heaven. May God bless us all as we go forward together.

Additional Pulpit Announcement:

This week we officially launch our efforts for the 2010 Archbishop's Annual Appeal. Our parish goal is \$[parish goal]. If you have not already, you will soon be receiving a letter and information from Archbishop Mansell. I am confident that with everyone's participation, we will be able to exceed our target.

Prayer of the Faithful:

As we begin the 2010 Archbishop's Annual Appeal, we pray for our many brothers and sisters whose lives are profoundly impacted by the missions and services made possible by the Appeal and that, in these difficult times, we will continue to meet their needs. We pray to the Lord...

Bulletin Announcement:

This weekend marks the start of the 2010 Archbishop's Annual Appeal in our parish. You will receive a letter from Archbishop Mansell seeking your support. Together we can impact the lives of thousands. Our work as a Church in social services, healthcare, and pastoral services is exciting, challenging and fulfilling. It is work we must do together in *Returning the Lord's Goodness*, out of love for one another and for God. Please respond as generously as possible.

WEEK #2
MONDAY, MARCH 15 THROUGH SUNDAY, MARCH 21

Activity	When	Whom	Comments/Notes
Pulpit Announcement	During Masses the weekend of March 20-21	Pastor	See suggested pulpit announcement below
Prayers of the Faithful Intercession	During Masses the weekend of March 20-21	Lector	See suggested Prayer of the Faithful Intercession below
Bulletin Announcement	The weekend of March 20-21	Parish Bulletin Coordinator	See suggested bulletin announcement below
Place additional gift request letters and brochures at the rear of the Church	Friday, March 19	Parish Staff	Annual Appeal Office to provide Rear-of-Church materials.

Pulpit Announcement:

The 2010 Archbishop's Annual Appeal has begun in our parish and throughout the Archdiocese. Last week, the Appeal kicked off and by now you should have received a request for support from Archbishop Mansell. Please be as generous as you are able to this annual effort that funds the charitable works of the Archdiocese.

Our goal is to engage as much of the parish as possible in this year's Appeal. By having a high participation rate, we are sure to exceed our parish goal. Please pray for the success of the Appeal in our parish and across the Archdiocese.

If you did not receive the 2010 Archbishop's Annual Appeal mailing, pledge cards and envelopes are located at the rear of the Church.

Prayer of the Faithful:

For the success of our Archbishop's Annual Appeal, that the people of our parish will see this annual fund drive as an opportunity to extend our love and service beyond the boundaries of our parish and local community and change lives forever. We pray to the Lord...

Bulletin Announcement:

The 2010 Archbishop's Annual Appeal is now underway in our parish and across the Archdiocese. Your support of this year's Appeal ensures that essential charitable, educational and pastoral ministries of the Archdiocese of Hartford are sustained and expanded.

We hope you can help in meeting our parish goal of \$[parish goal]. If you would like to make a gift, simply mail in your pledge card. You may also contact our parish secretary, visit the Archdiocesan website at www.archdioceseofhartford.org, or call the Annual Appeal Office at (800) 781-2550. Keep in mind that an early pledge will allow for a monthly payment plan.

WEEK #3
MONDAY, MARCH 22 THROUGH SUNDAY, MARCH 28

Activity	When	Whom	Comments/Notes
Pulpit Announcement	During Masses the weekend of March 27-28	Pastor	See suggested pulpit announcement below
Prayers of the Faithful Intercession	During Masses the weekend of March 27-28	Lector	See suggested Prayer of the Faithful Intercession below
Bulletin Announcement	The weekend of March 27-28	Parish Bulletin Coordinator	See suggested bulletin announcement below

Pulpit Announcement:

The theme of this year's Archbishop's Annual Appeal, *Returning the Lord's Goodness*, calls us to share the gifts we have been given with those in need amongst us. Our Annual Appeal is one way to share our blessings with our neighbors and express thanks for the blessings with which God has graced us. Our financial gifts to the Appeal truly benefit everyone in the Catholic community across the three Vicariates of Hartford, New Haven, and Waterbury.

As of the last report, [number of participating families] of our parish families have made a gift to the 2010 Appeal. Thank you for your generosity. If you have yet to make your own pledge to the Appeal, I ask that you please participate to the best of your ability. Pray for its success and let us remember God's love for us, and the grace of sharing that which we have with others. Thank you.

Prayer of the Faithful:

As we consider our gifts to the 2010 Archbishop's Annual Appeal, may we remember God's generosity to us, and happily commit to Returning the Lord's Goodness. We pray to the Lord...

Bulletin Announcement:

The Archbishop's Annual Appeal helps provide the critical funding needed to feed the hungry, shelter the homeless, counsel those in despair, offer much-needed assistance to the unemployed, and make available medical care to those without health insurance.

Your gift to the 2010 Annual Appeal will help to continue these and other vital ministries, services and programs that reach out to so many in need.

WEEK #4
MONDAY, MARCH 29 THROUGH SUNDAY, APRIL 4

Activity	When	Whom	Comments/Notes
Pulpit Announcement	During Masses the weekend of April 3-4	Pastor	See suggested pulpit announcement below
Prayers of the Faithful Intercession	During Masses the weekend of April 3-4	Lector	See suggested Prayer of the Faithful Intercession below
Bulletin Announcement	The weekend of April 3-4	Parish Bulletin Coordinator	See suggested bulletin announcement below
Bulletin Insert	The weekend of April 3-4	Annual Appeal Office	Will be provided

Pulpit Announcement:

Thank you to the parish families who have made a gift or pledge commitment to the 2010 Archbishop's Annual Appeal. This is an opportunity for us to help the many charitable programs administered in the community that no single parish can operate on its own. If you have not yet made a gift or a pledge, please prayerfully consider doing so. Every gift makes a difference.

Please participate in the Appeal to the best of your ability. Pray for its success and let us remember God's love for us and the grace of sharing that which we have with others. Thank you.

Prayer of the Faithful:

For all of our people, that God will truly bless them for their support of our parish and our Archbishop's Annual Appeal, and unite them in this endeavor. We pray to the Lord...

Bulletin Announcement:

The Archbishop's Annual Appeal provides help to those in need! This year's Appeal goal is a challenge – but it is nothing compared to the challenge many suffer each and every day of their lives. Please consider supporting this important effort. Every gift makes a difference.

If you did not receive the 2010 Archbishop's Annual Appeal mailing or have misplaced the pledge card and envelope that was mailed to you at home, please feel free to pick up one of the extra pledge cards and envelopes located in the rear of the Church. Thank you for your continued generosity and support.

WEEK #5
MONDAY, APRIL 5 THROUGH SUNDAY, APRIL 11

Activity	When	Whom	Comments/Notes
Pastor's follow-up letter mailed to parish families yet to respond to the Appeal	Wednesday, April 7	Annual Appeal Office	A second letter requesting support for the 2010 Archbishop's Annual Appeal
Optional Pulpit Announcement	During Masses the weekend of April 10-11	Pastor	See suggested pulpit announcement below
Optional Prayers of the Faithful Intercession	During Masses the weekend of April 10-11	Lector	See suggested Prayer of the Faithful Intercession below
Optional Bulletin Announcement	The weekend of April 10-11	Parish Bulletin Coordinator	See suggested bulletin announcement below

PLEASE NOTE: No Appeal activity is required. Optional pulpit and bulletin announcements, as well as a Prayer of the Faithful intercession, are available.

Pulpit Announcement:

You may have recently received a letter and pledge card from me, Father _____ asking you to support this year's Archbishop's Annual Appeal. Please prayerfully consider your response. Know that your financial support will touch the lives of thousands of people that are served by our Archdiocese through the Annual Appeal.

If you did not receive the 2010 Archbishop's Annual Appeal mailing or have misplaced the pledge card and envelope that was mailed to you at home, please feel free to pick up one of the extra pledge cards and envelopes located in the rear of the Church.

Prayer of the Faithful:

As we have received many blessings from the Lord, no matter how large or small, may we find it in our hearts to be charitable and help those in need by supporting the Archbishop's Annual Appeal. We pray to the Lord...

Bulletin Announcement:

Thank you to the parish families who have made a gift or pledge commitment to the 2010 Archbishop's Annual Appeal. Please prayerfully consider supporting the many good works of the Archdiocese. Every gift will be gratefully received and sincerely appreciated.

WEEK #6
MONDAY, APRIL 12 THROUGH SUNDAY, APRIL 18

Activity	When	Whom	Comments/Notes
Special Pulpit Announcement	During Masses the weekend of April 17-18	Pastor	See suggested pulpit announcement below
Prayers of the Faithful Intercession	During Masses the weekend of April 17-18	Lector	See suggested Prayer of the Faithful Intercession below
Bulletin Announcement	The weekend of April 17-18	Parish Bulletin Coordinator	See suggested bulletin announcement below

Special Pulpit Announcement:

We have reached the midway point of the 2010 Archbishop’s Annual Appeal and I feel compelled to share our progress thus far.

Each parish has received a goal from the Archbishop. As I have shared previously, our parish goal is \$[parish goal]. By achieving this goal, we will be contributing substantially to the overall Appeal goal of \$8.5 million, which supports the missions and services our Archdiocese offers to the Vicariates of Hartford, New Haven, and Waterbury.

As of last week, a total of \$[amount raised to date] has been raised in our parish with gifts from [number of donors] individuals and families. Already, we have accomplished so much.

If you have already made your pledge to the Archbishop’s Annual Appeal, thank you. If you have yet to secure your commitment, your help and generosity is still very much needed. I again ask that you please participate in the Appeal to the best of your ability. Pray for its success and let us remember the many ways in which God has blessed us, and the grace of sharing that which we have with others. Join me in *Returning the Lord’s Goodness* so that our Archdiocese may continue to offer support to those in need in these trying times.

Prayer of the Faithful:

That the members of our parish and Archdiocesan family may unite in service to the Lord by *Returning the Lord’s Goodness*. We pray to the Lord...

Bulletin Announcement:

In just a few short weeks, our parish has raised more than \$[amount raised] for the 2010 Archbishop’s Annual Appeal. In these trying times, the need of our surrounding community grows and the assistance provided by the Appeal is needed more than ever. If you have not yet made your commitment to this year’s Appeal, please consider doing so in the days ahead. Your gift to the Archbishop’s Annual Appeal will help continue the vital services, ministries and programs that help so many throughout the Archdiocese.

WEEK #7
MONDAY, APRIL 19 THROUGH SUNDAY, APRIL 25

Activity	When	Whom	Comments/Notes
Pulpit Announcement	During Masses the weekend of April 24-25	Pastor	See suggested pulpit announcement below
Prayers of the Faithful Intercession	During Masses the weekend of April 24-25	Lector	See suggested Prayer of the Faithful Intercession below
Bulletin Announcement	The weekend of April 24-25	Parish Bulletin Coordinator	See suggested bulletin announcement below

Pulpit Announcement:

Some of us have been especially blessed by the Lord, and we must consider how to respond to the needs of those less fortunate. The Archdiocese of Hartford is unique. We are a community of people that share a commitment to God, everlasting faith, and each other. The 2010 Archbishop's Annual Appeal, *Returning the Lord's Goodness*, presents each of us with the opportunity to give back to the Lord.

Please respond generously to this year's Appeal and continue to pray for its success – so many are counting on us. Thank you.

Prayer of the Faithful:

For all those who have responded to the Archbishop's Annual Appeal, that their generosity may be rewarded with the growth, love, and joy that stewardship brings. We pray to the Lord...

Bulletin Announcement:

The Archbishop's Annual Appeal changes lives through service to the Lord. In addition to assisting the underserved of our communities, your gift helps to provide formation and education opportunities to those whose vocation is vital to our faith and our Church. Your gift to the Annual Appeal is an investment in the future of our Archdiocese and our faith.

Thank you to the parish families who have made a gift or pledge to the 2010 Archbishop's Annual Appeal. If you have not yet made a gift or pledge, please prayerfully considering doing so. Although we need a number of extraordinary commitments to meet our goal, please know that each and every dollar of your gift will have a major impact.

WEEK #8
MONDAY, APRIL 27 THROUGH SUNDAY, MAY 3

Activity	When	Whom	Comments/Notes
Archbishop's reminder letter mailed to all Leader and Major candidates and donors who have not yet responded to the Appeal	Wednesday, April 28	Annual Appeal Office	A third and final letter requesting support for the 2010 Archbishop's Annual Appeal
Pulpit Announcement	During Masses the weekend of May 1-2	Pastor	See suggested pulpit announcement below
Prayers of the Faithful Intercession	During Masses the weekend of May 1-2	Lector	See suggested Prayer of the Faithful Intercession below
Bulletin Announcement	The weekend of May 1-2	Parish Bulletin Coordinator	See suggested bulletin announcement below

Pulpit Announcement:

As the active portion of the 2010 Archbishop's Annual Appeal draws to a close, I want to take the time to express my gratitude towards those who have already secured their pledge.

Each parish is asked to raise a target amount – essentially, our parish's "fair share" of the overall Appeal goal of \$8.5 million. Our parish goal is \$[parish goal], and to date we have raised [percent raised] % with gifts from [number of parish donors] families here in our parish.

If you have not yet made your contribution to the Appeal, I ask that you take time in the days ahead to prayerfully consider your gift. Your help is still very much needed. Each contribution ensures the social services and missions of the Church remain strong in the Archdiocese of Hartford.

Please participate in the Appeal to the best of your ability. Pray alongside me for its success and let us remember God's love for us and the grace and blessings of sharing that which we have with others. Thank you.

Prayer of the Faithful:

In consideration of the many gifts that God has given each of us, may our parish community respond generously to the 2010 Archbishop's Annual Appeal. We pray to the Lord...

Bulletin Announcement:

The Archbishop's Annual Appeal supports many important ministries and programs. Your gifts are allocated towards religious education programs, youth ministries, local charities, the education of our seminarians, our retired clergy, and all of the services provided by the Archdiocese. Even this list does not touch upon all of the elements of the Appeal. If you have not yet made your gift or pledge, please pray about your decision and consider making a pledge or one-time gift. Join us, your Catholic community, as we share our blessings as we join in *Returning the Lord's Goodness*.

WEEK #9
MONDAY, MAY 3 THROUGH SUNDAY, MAY 9

Activity	When	Whom	Comments/Notes
Pulpit Announcement	During Masses the weekend of May 8-9	Pastor	See suggested pulpit announcement below
Prayers of the Faithful Intercessions	During Masses the weekend of May 8-9	Lector	See suggested Prayer of the Faithful Intercession below
Bulletin Announcement	The weekend of May 8-9	Parish Bulletin Coordinator	See suggested bulletin announcement below

Pulpit Announcement:

Next weekend is Commitment Weekend for the 2010 Archbishop's Annual Appeal. As we near the end of our push to meet and exceed last year's totals, we thank those who have given, and encourage those who have not to join us in this important endeavor.

Prayer of the Faithful:

For those in need, that they may find the guidance and assistance from the many ministries and services made available through the support of the Archbishop's Annual Appeal. We pray to the Lord...

Bulletin Announcement:

Next weekend is Commitment Weekend! All parishioners will have the opportunity to make a pledge to the 2010 Archbishop's Annual Appeal during Mass.

Sample Gift Plan

Total Pledge	5 Monthly Payments	Daily Sacrifice	Cost Comparison
\$1,000	\$200	\$6.67	Cost of a deli sandwich
\$500	\$100	\$3.33	Cost of coffee and a muffin
\$250	\$50	\$1.67	Cost of one cup of tea
\$100	\$20	\$0.67	Cost of a bag of chips

WEEK #10
MONDAY, MAY 10 THROUGH SUNDAY, MAY 16

Activity	When	Whom	Comments/Notes
In-Pew Commitment Weekend Activity	During Masses the weekend of May 15-16	Pastor	See Commitment Weekend guide, sent separately
Pulpit Announcement	During Masses the weekend of May 15-16	Pastor	See suggested pulpit announcement below
Prayers of the Faithful Intercession	During Masses the weekend of May 15-16	Lector	See suggested Prayer of the Faithful Intercession below
Bulletin Announcement	The weekend of May 15-16	Parish Bulletin Coordinator	See suggested bulletin announcement below

PLEASE NOTE: Please contact the Annual Appeal Office for further information and materials regarding Commitment Weekend activity.

Phone: (860) 243-3800
 Email: aaa2@stseminary.org

Pulpit Announcement:

Today is Commitment Weekend across the Archdiocese for the 2010 Archbishop's Annual Appeal. Please be as generous as possible. Thank you in advance for your support.

Prayer of the Faithful:

For the success of our 2010 Archbishop's Annual Appeal on this Commitment Weekend, that the people of our parish and throughout the Archdiocese will respond generously to the call to help support the many ministries and services made possible by the Appeal. We pray to the Lord...

Bulletin Announcement:

This weekend is Commitment Weekend at our parish and across the Archdiocese for the 2010 Archbishop's Annual Appeal.

If you have not yet made a gift or pledge, please pray about your decision and make a pledge or one-time gift.

Please be as generous as possible. Thank you in advance for your support.

PLEDGE REMINDERS

Pledge reminders will be mailed out from the Annual Appeal Office on the third (3rd) of each month beginning in March 2010. Reminders will cease at the point where the pledge is fully paid. **Payments received after the twenty-fourth (24th) of the month will be reflected in the following month's statement.**

We ask each parish to encourage its parishioners to mail their pledge payments by the fifteenth (15th) of the month in order to avoid this confusion altogether.

PLEASE NOTE: *Parishioners should be reminded frequently by the pastor to clearly mark any payments toward the 2010 Archbishop's Annual Appeal that are submitted through collection at the Masses. We are often told that a payment was dropped in the basket for which we have no record. It is most likely that the payment was not clearly marked for the Archbishop's Annual Appeal.*

Thank you for your dedication of time and effort towards making the 2010 Archbishop's Annual Appeal a success. If any questions should arise, please do not hesitate to contact the Annual Appeal Office at (860) 243-3800 or via email at aaa@stseminary.org.