

# PRAYER

## For a Successful Appeal

More Numerous than the stars in the sky are your blessings, O Good and Gracious God.

You have called us to walk with you by caring for others with our words and actions.

Strengthen our faith and open our hearts so that we may assist our brothers and sisters who walk alongside us.

Help us to comprehend the difference we can make, the love we can share and the lives we can bring to You.

We pray that your grace, O Lord, will lead us to be your loving heart and hands.

*Amen.*



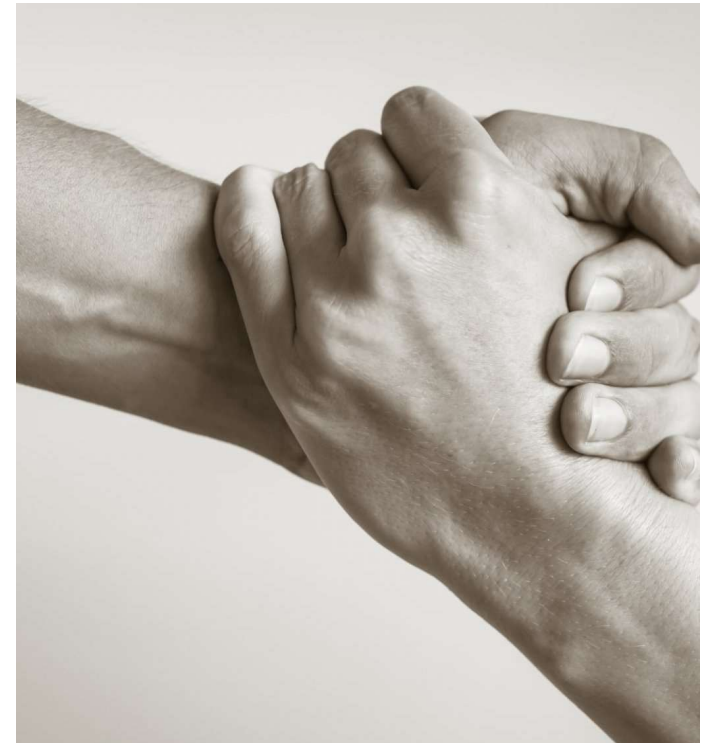


## KEY QUESTIONS

- 1) What is the Archbishop's Appeal for Ministries?
- 2) What programs are supported by the Appeal?
- 3) How do I get my parish involved?
- 4) What is my parish goal?

# See all that WE can do!

- The Archbishop's Appeal for Ministries is a way that we, as one Catholic community, come together to provide the necessary ministries to those who would not otherwise receive those services.
- Every gift is an act of discipleship and helps sustain the ongoing ministries of the Catholic Church in our archdiocese. From feeding the hungry, clothing the naked, visiting the sick and incarcerated to providing Catholic education and formation of our future priests and deacons.
- Collaboration is our key to success!
- Working together, the Archbishop's Appeal for Ministries brings hope, love, and measurable differences to our Catholic Community.
- We want to make it as easy as possible for you to have a successful appeal at the parish level. We will offer you a detailed timeline, customized materials, and turn-key instructions so that, as appeal coordinator, you will feel energized and not overwhelmed.
- All parish goals are customized by an industry standard projection based on your church's annual offertory.
- It is not an obligation, but an opportunity to grow in our Catholic identity and to strengthen our community.



# But Where does it Go?

The money that is raised in the Archbishop's Annual Appeal for Ministries goes to FIVE different areas of our Catholic Community:

- Parish Life and Faith Formation
- Faith Based Education
- Evangelization through Media
- Selfless Service to Those in Need
- Accompaniment of our Shepherds

2024 Archdiocesan Goal: \$5 Million

## Supporting Parish Life & Faith Formation

- Campus Ministry
- Criminal Justice Ministry
- Deaf Ministry
- El Camino de San Antonio Missions
- Evangelization and Faith Formation
  - Lay Ministry Formation Fund
  - Rite of Christian Initiation of Adults Workshops
  - Catechetical Resources & Gatherings
- Parish Outreach
- Hospital Ministry
- Life, Justice, and Peace
  - Respect Life Mass & Holy Hour
- Marriage and Family Life
  - Marriage Convalidation & Preparation Training
  - Youth Family & Marriage Resources
- Youth & Young Adult Ministry
  - World Youth Day
  - Youth Leadership Development
- Assembly
  - Annual Archdiocesan Gathering

## Faith-based Education

- Hope for the Future
- Superintendent's Resource Fund

## Evangelization through Media

- Catholic Television of San Antonio
- Today's Catholic

## Selfless Service to Those in Need

- Catholic Counseling Services
- CARITAS Legal Services
- Crisis Response Unit
- Guadalupe Community Center
  - After School Care Program
  - Summer Youth Program
- Guadalupe Home
- San Antonio Birth Doulas
- St. Stephen's Care Center
  - Food Pantry & Clothing Closet
- Senior Services
- Seton Home
- St. PJ's Children's Home
- Del Rio Outreach Center
  - Food Pantry

## Accompanying Our Shepherds

- Office of Vocations
  - Promotion of Vocations & Life Awareness Retreat
  - San Antonio Seminarian Education Fund
- Office of Clergy
  - Diaconate Formation Program
  - Clergy Care, Ministry to Priests & Continuing Education for Priests
  - Safe Environment Program
  - Priests Pension Plan





# 2024 Appeal Timeline

**Mon. February 19**

Letter #1 goes out (from Archbishop Gustavo)

**February 24-25**

Kick-Off Weekend

**March 2-3**

Commitment Weekend #1

**Mon. April 8**

Letter #2 goes out (from your Pastor)

**Mon. September 9**

Letter #3 goes out (Ministry Highlight)

**September TBA**

Commitment Weekend #2

**Mon. October 28**

Letter #4 goes out to all who have given \$150 or less

A decorative graphic on the left side of the slide. It features a white envelope, a green envelope, and a pink envelope, all with their flaps folded down. The envelopes are set against a background of torn paper in shades of blue and orange. The white envelope is at the top left, the green one is in the middle, and the pink one is at the bottom right.

# List of Materials

- Posters
- Brochures (English and Spanish)
- In Pew Envelopes (English and Spanish)
- Pledge Cards
- Transmittal Forms to be mailed to partner, LCI
- Tybek Mailing Envelopes to our partner, LCI
- Bulletin Graphics and Verbiage
- Social Media Graphics (we can customize for you)
- Social Media Captions and Hashtags
- Custom Web Graphics (you can request)
- QR Code for Online Donation – to be used in print media
- Sample Mass Announcements
- Sample Prayers of the Faithful

# Checklist for Success

## February: Receive Materials

- Posters, brochures, in-pew envelopes, Pledge Cards, LCI Transmittal Logs and LCI Tybek Mailing Envelopes
- Put up Posters and put out Brochures.

## Prior to Kick-off Weekend and Commitment Weekend #1 (Two Consecutive Weekends)

- Utilize Social Media, Bulletin Announcements and Parish Emails leading up to Kick-off Weekend and Commitment Weekend #1.
- For electronic communication, include live donation link: [www.archsa.org/archbishops-appeal](http://www.archsa.org/archbishops-appeal).
- Put out Brochures, In-Pew Envelopes, and Pledge Cards.

## Kick-off Weekend and Commitment Weekend #1

- Pastor/Deacon should speak from the Pulpit (Homily).
- Include Prayer of the Faithful, Verbal Mass Announcement, Bulletin Blurb/Graphic and QR Code, Social Media push.

## Throughout the Year

- Organize all physical donations with LCI Transmittal Form and send via LCI Tybek envelope (address is Connecticut).
- Continuously share information in bulletin, email, on parish web site and in regular communications.
- Like, Follow, Share and Bump Stewardship and Development Office Social Media Pages.
- Update parishioners on status toward goal.

## Commitment Weekend #3 (September TBA)

- Promote beforehand.
- Follow same formula as Kick-off Weekend and Commitment Weekend #1.



# In Pew Collection & Lockbox Process



## 1. After Each In- Pew Collection Weekend

- Keep all AAFM envelopes and donations separate from your Sunday offertory.
- **DO NOT** open, remove, or separate checks and cash from the in-pew envelopes.
  - ✓ Count the envelopes and write the total on the transmittal form.
- Count and total all loose cash.
  - ✓ Deposit the total cash to your parish account.
  - ✓ Write a check in the total amount to Archbishop's Appeal for Ministries
  - ✓ List this amount as "anonymous cash" on the transmittal form.
- Include all envelopes, checks, and parish "anonymous cash" check with the transmittal form in the provided pre-printed LCI Tyvek envelope.
- Mail LCI Tyvek envelope to:

*Archdiocese of San Antonio  
Archbishop's Appeal for Ministries  
PO Box 7374  
Kensington, CT 06037-7374*

## 2. DO NOT hold on to gifts and payments.

- Mail a bag at least ONCE per WEEK.

## 3. When in doubt, call us!! ZZ or Jenn are ready to help you!



# Transmittal Forms

This is an example of the **LCI Transmittal Forms** you will receive. Please fill out one of these each time you mail an LCI Tyrek Envelope and include in your mailing.

This form helps us keep track of all donations and pledges.

You can find your Parish # on the "Parish Resource Page" at:

<https://archsa.org/archbishops-appeal/2024-appeal-campaign-resources/>



## 2024 Archbishop's Appeal Transmittal Form

Transmittal #: \_\_\_\_\_ (if this is your first shipment, enter 1. Please track your shipments and number accordingly)

Parish #: \_\_\_\_\_

(Required for ALL Shipments)

Parish Name: \_\_\_\_\_

Sent By (Name of Person): \_\_\_\_\_ Date Sent: \_\_\_\_\_

Parish Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

Total Anonymous Cash: \_\_\_\_\_ E-mail: \_\_\_\_\_  
(Included in Parish Check)

Total Number of Envelopes in Bag: \_\_\_\_\_

### SHIPPING INSTRUCTIONS

**Do not separate the checks from the pledge envelopes.**

Do not staple – just stack the check on top of the pledge envelope.

**\*\*To assure proper delivery, we recommend that you place in supplied LCI Tyvek Envelope and send to the below address\*\***

#### Mail to:

Archdiocese of San Antonio  
Archbishop's Appeal for Ministries  
P.O. Box 7374  
Kensington, CT 06037-7374

**If you need assistance, please contact:**

For all questions concerning the Archbishop's Appeal for Ministries, you can call ZZ Branch at (210) 734-1629 or e-mail [zita.branch@archsa.org](mailto:zita.branch@archsa.org).

# How is my Parish Goal Determined?

## How are parish goals calculated?

- Parish Goals are calculated using a sliding scale multiplier and the three-year average of your parish offertory.
- All parish goals are then adjusted equally (3%) to reflect a \$5 Million archdiocesan goal.

## Why did my parish goal change?

- Your parish offertory three-year average changed thus changing your multiplier.

## What happens if my parish reaches or exceeds goal?

- Yay! You get a social media post of congratulations!
- You may receive a parish rebate.
  - ✓ 50% of all funds **collected** over goal will be returned to the parish as a rebate.
  - ✓ An additional \$1000 will be rebated should the parish increase the number of donors by 20% over last year.
- Recognition at the annual AAFM appreciation Mass.

**YOU CAN  
DO IT!**

3 yr. average collections	multiplier
0 – 19,999	3.50%
20,000 – 29,999	3.75%
30,000 – 39,999	4.00%
40,000 – 74,999	4.25%
75,000 – 99,999	4.50%
100,000 – 149,999	4.75%
150,000 – 199,999	5.00%
200,000 – 249,999	5.25%
250,000 – 299,999	5.50%
300,000 – 349,999	5.75%
350,000 – 399,999	6.00%
400,000 – 449,999	6.25%
450,000 – 499,999	6.50%
500,000 – 599,999	6.75%
600,000 – 699,999	7.00%
700,000 – 799,999	7.25%
800,000 – 899,999	7.50%
900,000 – 999,999	7.75%
1,000,000 – 1,249,999	8.00%
1,250,000 – 1,499,999	8.25%
1,500,000 – 1,999,999	8.50%
2,000,000 +	8.75%

# Materials Examples 1

Poster

ARCHBISHOP'S  
**Appeal**  
for MINISTRIES  
COMUNIDAD DEL ARZOBISPO PARA LAS MINISTRIAS

*Walking United in Christ*  
*Caminando Unidos en Cristo*

Scan QR Code Above or Text-to-Give, (210) 750-6712, Keyword: APPEAL  
www.archsa.org/archbishops-appeal

Brochure – Page 1

**YOUR GIFT CHANGES LIVES.**  
The unborn child is spared.  
Young mothers are given a new path forward.  
A homeless child finds a safe home.  
Children are provided the opportunity to attend an authentically Catholic school.  
Parents and family life is nurtured.  
The homeless and the hungry find refuge.  
Men are formed as our next generation of priests.  
Our vengeful priests, who poured out their lives for their people, are cared for.  
The Good News of the Gospel is shared far and wide.  
Your generosity directly impacts the ministries, outreach, and programs supported through the Archbishop's Appeal for Ministries.

**PRAYER FOR A SUCCESSFUL APPEAL**  
More numerous than the stars in the sky are your blessings, O Good and Gracious God.  
You have called us to walk with you by caring for others with our words and actions.  
Strengthen our faith and open our hearts so that we may assist our brothers and sisters who walk alongside us.  
Help us to comprehend the difference we can make. The love we can share and the lives we can bring to You. We pray that your grace, O Lord, will lead us to be your loving heart and hands.  
Amen.

**WAYS TO GIVE**  
Online at [archsa.org/archbishops-appeal](http://archsa.org/archbishops-appeal) or scan the QR code.  
210.750.6712  
[appeal@archsa.org](mailto:appeal@archsa.org)  
[www.archsa.org](http://www.archsa.org)  
Mail your gift to:  
P.O. Box 7574  
Farmington, CT 06037-7574

**DEAR BROTHERS AND SISTERS IN CHRIST,**  
As a Catholic community, we are walking United in Christ as witnesses of the Gospel to our neighbors in South Central Texas. We invite you to join your resources with ours to meet the most needs in our local communities and to support Catholics from conception to the end of the line in their faith journey through the Archbishop's Appeal for Ministries.  
Topics to the generosity of so many, we can support people, the serve those in most need, accompany our priests, deacons, and sacramental, provide excellent faith-based education, and spread the Good News to the greater community.  
This year, we celebrate 100 years of making missionary disciples in Christ as a diocese. We will work united to raise \$5 million to ensure that the legacy of those before us not only continues, but that it may grow.  
We ask that you prayerfully consider making a generous commitment to the Archbishop's Appeal for Ministries this year. Thank you and may the Lord bless you in your abundant charity! Sincerely yours in Christ,  
*Archbishop*  
Most Reverend Gustavo Garcia-Siller, MGS  
Archbishop of San Antonio  
*Archdeacon*  
Most Reverend Michael Bourke  
Auxiliary Bishop of San Antonio

**Walking United in Christ**

Brochure – Page 2

**SUPPORTING PARISH LIFE & FAITH FORMATION**  
The Department of Clergy and Consecrated Life oversees the work of almost a thousand lay and ordained ministers working within the parishes of San Antonio supporting three groups: Priests, Permanent Deacons and Religious working and ministering in our area. We are committed to forming and empowering clergy and religious to be lay servant leaders in the archdiocese through ongoing formation, mentoring, training, retreats and events throughout the year.

**Spotlight on... Growing the Church**  
Parish Ministries work closely with pastor and parish leaders who prepare those who want to become Catholic. Through prayer, formation and workshops, the department leads with pastoral leaders to help them welcome and prepare new members of the Catholic Church. It's exciting to form ministry leaders who will help our newest Catholics learn about the Church and become disciples, soon-to-be new Catholics will prepare with a sponsor this year to meet the bishop and become fully initiated in the Church at the Easter Vigil.

**Spotlight on... The Guadalupe Community Center**  
The Guadalupe Community Center provides immediate help to address hunger, reduce poverty, and prevent homelessness. The center offers many compelling programs, such as free after-school care and tutoring for students, F12, an Adult-Senior program to provide companionship for the elderly and emergency financial assistance and financial coaching to anyone who may be struggling. The center also offers a clothes closet of new and gently-used clothing for all ages.

**Spotlight on... Ministry to Clergy**  
The Department of Clergy and Consecrated Life oversees the work of almost a thousand lay and ordained ministers working within the parishes of San Antonio supporting three groups: Priests, Permanent Deacons and Religious working and ministering in our area. We are committed to forming and empowering clergy and religious to be lay servant leaders in the archdiocese through ongoing formation, mentoring, training, retreats and events throughout the year.

**OUR GOAL: \$5 MILLION**

**Supporting Parish Life & Faith Formation**

- Clergy Ministry
- Criminal Justice Ministry
- Deaf Ministry
- El Camino de San Antonio Mission
- Evangelization and Faith Formation
- Lay Ministry Formation Fund
- Life of Christian Initiation
- Adult Workshops
- Catechetical Resources & Gatherings
- Faith Outreach
- Hospitality Ministry
- Life, Justice, and Peace
- Respect Life Missions
- Holy Hour
- Marriage and Family Life
- Marriage Commissions & Preparation Trainings
- Youth Family & Marriage Resources
- Youth & Young Adult Ministry
- World Youth Day
- Youth Leadership Development
- Assembly
- Archdiocesan Gathering

**Selfless Service to Those in Need**

- Catholic Counseling Services
- CARITAS Legal Services
- Crisis Response Unit
- Guadalupe Community Center
- Adult School Care Program
- Summer Youth Program
- Guadalupe Home
- San Antonio Bath Doules
- St. Stephen's Care Center
- Food Pantry & Clothing Closet
- Senior Services
- St. P.F.'s Children's Home
- Our Outreach Center
- Food Pantry

**Accompanying Our Shepherds**

- Office of Vocations
- Preparation Trainings
- Life Awareness Retreat
- San Antonio Seminary Education Fund
- Office of Clergy
- Diocesan Formation Program
- Clergy Care Ministry
- Prayers & Continuing Education for Priests
- Safe Environment Program
- Prayers for the Pope

**Faith-Based Education**

- Hopes for the Future
- Supernatural's Resource Fund

**Evangelization Through Media**

- Catholic Television of San Antonio
- Today's Catholic

# Materials Examples 2

## In-Pew Envelopes



## Pledge Cards

*Walking United in Christ* Appeal Gift Plan

Archbishop Garcia-Siller, please accept my gift to help fund ministries in the Archdiocese of San Antonio.

Please help us update our records:

1008853 2 600  
Mr. John Smith  
Address Line 1  
Address Line 1  
City, State 00000-0000

My Church: \_\_\_\_\_  
Mobile Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Date of Birth: \_\_\_\_\_

ARCHBISHOP'S Appeal for MINISTRIES  
CAMPAÑA DEL ARZOBISPO PARA LOS MINISTERIOS

Archdiocese of San Antonio | Gift Processing  
P.O. Box 7374, Kensington, CT 06037-7374 | www.archsa.org/appeal • (203) 734-1910

Thank you for your last gift of: \$750

My New Monthly Gift of:

\$100       Continue My Gift:  
 \$ 85       Until I ask you to stop.  
 \$ 75       Only through  
 Other \$ \_\_\_\_\_       December 2024.

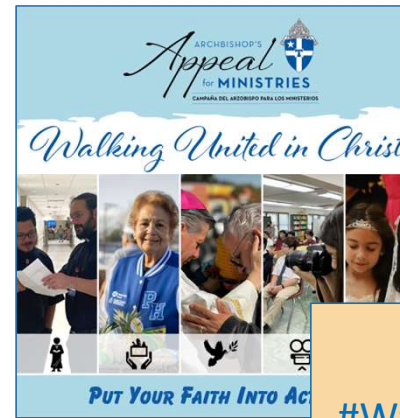
Or, My New One-Time Gift of:

\$1,200  
 \$900  
 \$750  
 Other \$ \_\_\_\_\_

Payment details on reverse.

Appeal materials can be found on the appeal web site at:  
<https://archsa.org/archbishops-appeal/2024-appeal-campaign-resources/>

## Bulletin/Social Media Collateral



#AAFM  
#WalkingUnitedinChrist

# OFFICE OF STEWARDSHIP AND DEVELOPMENT

**We are here to help you!**

Have questions? Need additional Materials?  
Need customized graphics or help with communications?

## IMPORTANT CONTACTS

Appeal inquiries and parish reports:  
[appeal@archsa.org](mailto:appeal@archsa.org) or (210) 734-1910

**Director of Development**  
Jennifer Rodriguez  
[jennifer.rodriguez@archsa.org](mailto:jennifer.rodriguez@archsa.org)

**Associate Director of Development**  
ZZ Branch  
[zita.branch@archsa.org](mailto:zita.branch@archsa.org)



Archbishop Gustavo García-Siller, M.Sp.S.  
invites you to the  
Archbishop's Appeal for Ministries

*Mass of  
Thanksgiving & Brunch*

February 10, 2024 | 10 A.M.  
St. Thomas More Catholic Church  
4411 Moana Dr, San Antonio, TX 78218

Mass begins at 10am | Brunch following afterwards  
Please RSVP to [Deborah.Montez@archsa.org](mailto:Deborah.Montez@archsa.org)  
by February 2, 2024



# ***THANK YOU!***

You are helping make a measurable  
difference in the lives of many!



Let us celebrate **YOU!**

Join us for the Archbishop's Appeal  
*Mass of Thanksgiving* followed by  
brunch on February 10<sup>th</sup>!