



DIOCESE OF
St Augustine
BISHOP'S ANNUAL
STEWARDSHIP APPEAL

2021

Campaign Guide

Table of Contents

Campaign Guide also available at

<http://intranet.dosafl.com/development/home/bishops-annual-stewardship-appeal/>

Stewardship Prayer	2
2021 Case for Support	3
Parish Participation Goals	4-5
Parish Leadership Roles and Responsibilities	6-8
Training Dates/Locations	9
Implementation Objectives	9-10
Lay Witness Preparation	10-11
Commitment Weekend	11-12
Follow-Up Weekend	12
Frequently Asked Questions	13-14
Common Questions about Giving	15
Scripts	16-17
Online Resources	18
Staff Directory	18
Tear-Out BASA Check List	19

2021 Stewardship Prayer

O God, you who own everything,
You loved us to the end so that we must love everyone.
You gave us the vocation and mission to be like St. Joseph,
Protector of the Holy Family,
and patron of the Church, the Bride of Christ.

Through our stewardship of time, talent, and treasures
Help us to support, protect, and love
the gift of Your Church
So that we may All be One in the Body of Christ.

Let us receive this Love gratefully,
Cultivate it responsibly,
Share it lovingly in justice with others,
And return this Gift with increase
as a fragrant offering of love.

Imitating Joseph, the steward of the Holy Family,
Inspire us to receive the gift of your Spouse Mary,
Mother of Jesus and our Mother.
And may we journey together as one family
Though earth be shaken and mountains quake to the sea.

Let us hear your voice,
“Do not be afraid, for behold,
I Am with You, always until the end of time.”

Amen!

2021 BASA Goals

Participation Goal –

The 2021 diocesan participation goal is 35%

Increasing participation to 35% by 2021 has been the primary focus of the Bishop’s Annual Stewardship Appeal since 2015. Each parish has a participation target based on their number of registered families. In 2020, the overall diocesan participation rate was 22.12%.

**Note: For parishes that were at 21% participation or below in 2020, we ask that you work to increase participation to 24.5% during the 2021 Appeal.*

For tips on how to increase participation, please see page 13.

Case for Support

The Pastors’ Advisory Committee has recommended, and Bishop Estévez has approved the following case for support and estimated allocations:

Clergy Care and Formation 31% - \$1.47 million

Seminarians, deacons, and support for active and retired priests

Life, Charity & Justice 28 % - \$1.33 million

Catholic Charities of the Diocese of St. Augustine, pro-life ministry, and prison ministry

Catholic Education 20% - \$950,000

Catholic schools (Guardian, St. Francis High, and St. Joseph High) & religious education programs

Discipleship and Evangelization 13% - \$617,000

Operational support of the Shrine of Our Lady of La Leche, missionary priests and sisters, campus ministry, engaging Catholics throughout the Diocese

Pastoral Ministries 8% - \$380,000

Multicultural ministries, marriage and family life ministry, youth and young adult ministries, and Apostleship of the Sea

Timeline

The Appeal is a 4-week process that begins with announcements in the bulletins and at the pulpit and ends with follow-up to the commitment/in-pew process.

Week 1 **Bulletin and Pulpit Announcements, January 30-31**

Week 2 **Announcement Weekend, February 6-7**

Week 3 **Commitment Weekend, February 13-14**

Week 4 **Follow-up Weekend, February 20-21**

Parish Participation Goals

Parish/Mission	2020 Total Donors	2020 % PART	2021 % PART Goal	2021 Family Count*	2021 PART Goal
Assumption	380	31.6%	35.1%	1138	400
Blessed Trinity	270	21.3%	24.8%	1120	277
Cathedral-Basilica	271	26.8%	30.3%	934	283
Christ the King	274	35.1%	38.6%	799	309
Corpus Christi	211	32.3%	35.8%	616	221
Crucifixion	31	47.0%	50.5%	58	29
Epiphany	102	16.3%	24.5%	620	152
Holy Cross Mission	18	13.5%	24.5%	61	15
Holy Faith	348	16.7%	24.5%	2026	496
Holy Family – Jacksonville	406	25.9%	29.4%	1605	471
Holy Family – Williston	102	18.5%	24.5%	228	56
Holy Rosary	28	31.1%	34.6%	76	26
Holy Spirit	346	32.4%	35.9%	1004	360
Immaculate Conception	117	24.7%	28.2%	588	166
St. Anthony the Abbot	18	13.1%	24.5%	43	11
Mary Queen of Heaven	162	24.2%	27.7%	678	188
Most Holy Redeemer	237	28.9%	32.4%	792	256
Our Lady of Consolation	65	24.4%	27.9%	267	75
Our Lady of Good Counsel	257	40.5%	44.0%	648	285
Our Lady of Guadalupe	4	15.4%	24.5%	26	6
Our Lady Star of the Sea	571	19.0%	24.5%	3001	735
Prince of Peace	117	48.5%	52.0%	239	124
Queen of Peace	362	17.2%	24.5%	2130	522
Resurrection	177	18.6%	24.5%	938	230
St. Ambrose	144	56.3%	59.8%	255	152
St. Anastasia	485	31.3%	34.8%	1292	449
St. Augustine	237	16.6%	24.5%	1442	353
St. Catherine	485	23.6%	27.1%	2050	557
St. Edward	23	38.3%	41.8%	56	23
St. Elizabeth Ann Seton	658	18.7%	24.5%	3534	866
St. Francis of Assisi Mission	161	32.2%	35.7%	459	164
St. Francis Xavier	107	34.9%	38.4%	307	117
St. John the Baptist – Atlantic Bch	256	47.9%	51.4%	547	281
St. John the Baptist - Crescent City	98	11.9%	24.5%	843	207
St. John the Evangelist – Chiefland	34	26.6%	30.1%	131	39
St. John the Evangelist – Interlachen	79	39.5%	43.0%	173	74
St. Joseph	839	20.1%	24.5%	4114	1008
St. John Paul II Mission	318	26.7%	30.2%	1463	442
St. Luke	265	21.9%	25.4%	1210	307
St. Madeleine	122	30.3%	33.8%	405	137
St. Mary	139	18.9%	24.5%	722	177
St. Mary, Mother of Mercy	65	69.1%	72.6%	123	89

Parish/Mission	2020 Total Donors	2020 % PART	2021 % PART Goal	2021 Family Count*	2021 PART Goal
St. Matthew	182	18.2%	24.5%	1004	246
St. Michael	393	24.7%	28.2%	1587	447
St. Monica	112	45.2%	48.7%	220	107
St. Patrick – Gainesville	115	19.2%	24.5%	387	95
St. Patrick - Jacksonville	189	22.6%	26.1%	826	215
St. Paul - Riverside	138	14.5%	24.5%	942	231
St. Paul- Jacksonville Beach	672	14.4%	24.5%	4460	1093
St. Philip Neri	26	48.1%	51.6%	51	26
St. Pius V	52	32.1%	35.6%	128	46
St. Therese of the Child Jesus	13	52.0%	55.5%	26	14
St. William	79	32.5%	36.0%	234	84
Sacred Heart - Fleming Island	296	20.0%	24.5%	1448	355
Sacred Heart - Jacksonville	254	15.0%	24.5%	1688	414
San Jose	250	19.4%	24.5%	1301	319
San Juan Mission	39	34.2%	37.7%	115	43
San Juan del Rio	527	16.6%	24.5%	3198	784
San Sebastian	229	30.6%	34.1%	644	219
Santa Maria del Mar	350	18.5%	24.5%	2151	527

***Numbers as of 12/17/20**

Parish Leadership Roles and Responsibilities

We would like to continue to encourage all parishes to involve their Stewardship Committee on their parish **Appeal Committee**. If there is no Stewardship Committee currently active, this is the perfect opportunity to begin taking steps to form one. With group effort, the Bishop's Annual Stewardship Appeal (BASA) will run smoothly in your parish, and responsibilities will be better distributed. We suggest implementing the following roles:

1. Pastor or Parish Administrator

Enthusiastic support by the pastor is **CRITICAL** to the success of the Appeal. The pastor will provide leadership to the parish community and BASA volunteers and staff by publicly endorsing the campaign and ensuring that the plan and schedule are followed. The pastor or parish administrator will participate in and oversee the completion of the following:

- Recruit/appoint parish volunteers to form an Appeal Committee
- Submit all BASA forms requested by the Office of Development & Stewardship
- Attend a BASA Training Session and ensure that necessary volunteers and staff attend as well.
- Brief all presiders on the activities of Announcement, Commitment, and Follow-Up Weekends
 - ♦ Bulletin and Pulpit Announcements, January 30-31
 - Ensure inserts or messages are included in the bulletins and other methods of parish communication
 - Include BASA in verbal announcements made before/after Mass
 - ♦ Announcement Weekend, February 6-7
 - Ensure inserts or messages are included in the bulletins and other methods of parish communication
 - Incorporate a message about the Appeal at all Masses
 - *Expand upon this by incorporating how you have personally been impacted by the Appeal or how you have witnessed others, either directly or indirectly, impacted by the Appeal.*
 - ♦ **Commitment Weekend, February 13-14**
 - Introduce and play Bishop Estévez's video message at all Masses
 - Complete the in-pew envelope process
 - ♦ Follow-up Weekend, February 20-21

- Ask presiders or deacons to keep their homilies brief to allow time for the in-pew process (homilies do not need to be about the Appeal)
- Update parishioners on a regular basis about the parish's BASA participation numbers and progress toward achieving both parish and diocesan participation goals.

2. Appeal Committee Chair

Objective: To provide overall parish management for implementation of the Appeal. The Appeal Committee Chair (either parish staff or volunteer) is asked to participate in and/or oversee the completion of the following activities:

- Attend a BASA Training conducted by the Office of Development & Stewardship
- Ensure that all volunteers/parish staff are familiar with the BASA plan and process
- Verify that adequate BASA materials were received by checking materials yourself when they arrive or by checking with parish coordinator who inventories these materials; i.e. in-pew envelopes, posters, pencils, etc. – **(Note: fewer print materials will be sent to parishes this year and all, but in-pew envelopes only, be placed in the back of church. In keeping with current practice, no materials will be placed in pews.)** Contact Julie Snow at 904-262-3200 ext. 106 as soon as possible if the order is incomplete
- Work with the pastor/parish administrator to review all bulletin and pulpit announcements and ensure that they are used on a timely basis
- Manage the implementation of the in-pew process activities on Commitment and Follow-Up Weekends as follows:
 - ♦ Work directly with the In-Pew Coordinator(s), and ensure there is one at every Mass
 - ♦ Assist with recruiting and training those who will distribute in-pew pledge envelopes and pencils before every Mass. (It is *highly recommended* that envelopes be collected by Confirmation students, youth group members and/or ushers)
 - ♦ Hold a training meeting for In-Pew Coordinators, ushers, and volunteers

3. Annual Appeal Coordinator Parish Business Manager/ Parish Secretary

Objective: To provide administrative support for BASA as the Annual Appeal Coordinator by ensuring that the following tasks are completed:

- Attend a regional BASA Training conducted by the Office of Development & Stewardship
- Oversee all record keeping
- Complete the materials request form. If not done by appeal chairperson, inventory all materials shipped to the parish from the Office of Stewardship and Development as soon as they are received and ensure that enough materials have been provided to the parish. (Note: fewer print materials will be sent to parishes this year and all, but in-pew envelopes only, be placed in the back of church. In keeping with current practice, no materials will be placed in pews.)
- Ensure that the bulletin and pulpit announcements are used as scheduled. Organize volunteers to insert communications in the parish bulletin, if needed
- Collect, record, and submit all in-pew envelopes via provided FedEx envelopes in as timely a manner as possible to increase processing efficiency

4. In-Pew Coordinators

Objective: To provide support to the Appeal Committee Chair on Commitment Weekend by ensuring that the following tasks are completed:

- Attend BASA volunteer/usher training meeting led by the Committee Chair
- Attend *at least* one Mass on Commitment Weekend and one on Follow-Up Weekend
- Be the leader/point of contact person for assigned Mass(es)
- Ensure there are plenty of in-pew pledge envelopes and pencils available before each scheduled Mass for volunteers/ushers to hand out prior to and during Mass and that the materials at these volunteer/usher stations are replenished at the conclusion of the Mass
- Assist ushers/volunteers
- If appropriate for your parish, ensure all envelopes have been collected and placed in designated area after Mass

Required Parish Leadership Training Sessions

Two Sessions will be held this year via Zoom

1) **New Volunteer Training** - January 16, 2021, 10:00 am – 11:30 am

Zoom Meeting ID: 856 3941 4717 Passcode: 1565

One tap mobile: 1-646-876-9923

2) **Returning Volunteer Training** - January 16, 2021, 1:00 pm – 2:00 pm

Zoom Meeting ID: 926 590 6513 Passcode: 1565

One tap mobile: 1-646-876-9923

2021 Pre-Planning

Please answer the following questions, as they specifically relate to your parish, and adapt the corresponding Appeal communications and processes accordingly:

- Are you currently celebrating Mass(es) in your Church?
- Are you livestreaming Mass(es)?
- Are you currently offering printed bulletins? If no, how are you regularly communicating with parishioners? Any new channels of communication?
- Which entrances/exits are parishioners currently using during Mass?
- Do you have greeters/ushers available at each Mass?
- How is offertory currently being collected during in-person Mass?
- What kind of audio-visual equipment do you have available to share the BASA video?

2021 Parish Implementation Objectives

☞ Objective 1 ☛

To use all materials and announcements provided to ensure that your parishioners are well informed about the mission and impact of the Bishop's Annual Stewardship Appeal.

- Use the bulletin and pulpit announcements – beginning January 30-31
- Insert the BASA Announcement in your bulletins for distribution on Announcement Weekend to provide information for parishioners
- Pastor or parish administrator preaches enthusiastically about the campaign and its impact in our diocese at all Masses on Announcement Weekend

- Utilize the BASA graphics available for bulletin cover/wrap, website, social media posts, electronic screensavers on Commitment Weekend, February 13-14
- Pastor introduces and plays Bishop Estévez's video message on Commitment Weekend

☞ Objective 2 ☞

To know the in-pew process and conduct it as detailed on page 11 in this manual.

- There is no other method that will secure as much participation in the Annual Appeal. Please do not skip any steps, as they are all necessary.
- **The pastor's leadership is critical to the success of the in-pew process.** People will respond in far greater numbers if the pastor communicates the importance of supporting our Bishop and our network of parishes, that is the diocese.
- If your parish has not followed our method in the past, please review it carefully and implement it this year. Each parish has people who attend Mass regularly but are not registered. Bishop's message would never reach them through the mail because their information is not recorded. The in-pew process is the only way to provide them with the invitation to participate.

☞ Objective 3 ☞

To encourage past participants of the Annual Appeal to renew their pledges by conducting a thorough in-pew process on Follow-up Weekend.

- Many parishioners will not attend Mass at their home parish on Commitment Weekend. These parishioners should receive the same opportunity to hear Bishop's message and be invited to participate.
- If all parishes conduct the in-pew process on Follow-up Weekend, and average 50 additional participants, the overall result would be roughly 3,000 additional pledges. At an average gift of only \$100, that would equal \$300,000 in additional pledges. These dollars would allow our diocese to impact an even greater number who benefit from the good works funded by the Appeal.

Lay Witness Preparation

Selecting the Lay Witnesses

Careful consideration should be given to selecting the lay witnesses.

Testimony can be given by individuals, couples, and, in some cases, even children. The lay witnesses should be people who are practicing Christian stewardship in their

own family lives. ***They should be known, respected, and knowledgeable.*** Keep the following points in mind when selecting lay witnesses:

- ♦ Are they a person of prayer?
- ♦ Are they a person who shares his/ her talents with the parish?
- ♦ Are they a person who supports the Church financially?
- ♦ Can they articulate about his/her faith and speak to a crowd?

Sample Outline for Composing a Lay Witness Talk

1. Introduce yourself

While many of your fellow parishioners will know you, some may not. Give a description of your family, the number of years in the parish, etc.

2. Properly define Christian stewardship

Christian stewardship is a response we make in gratitude to God for what He has given to us. It is a deliberate, conscious decision to commit overall to the fundamentals of Christian stewardship: prayer, family life, sharing skills and talents, and giving financially to your parish.

3. Discuss how you began practicing Christian stewardship

When did you first become aware of the concept? Did you have reservations? Be honest about your first reactions. People relate to any feelings of discomfort. How did your family react to the idea? Was the initial “plunge” difficult? How did you go about it?

4. Share when you began to experience the benefits

Speak of the effect that Christian stewardship has had on your faith life. Use anecdotes from your own family life if possible. How do you and your family practice stewardship?

5. Urge your fellow parishioners to get involved

Invite the congregation to join you and your family in making your parish a stewardship parish. Ask them to look at all that God has given to them and discern how they can make a generous response to His many gifts.

Additional direction, tips, and examples can be found **online – please see page 17*

In-Pew Commitment Weekend

Process

The focus of Commitment Weekend is to share the Bishop’s video message with your faithful at every Mass, and to lead everyone through the in-pew process. The parish Appeal Committee should be prepared to support the Pastor on the weekend of February 13-14, by managing the video, overseeing the ushers and collection, and storage and processing of pledge envelopes. Prominent announcements about the

Bishop's Annual Stewardship Appeal should be printed or inserted in parish bulletins. Graphics are also available to add to your bulletin cover, website, social media, etc.

Please ask **everyone** to fill out an in-pew envelope. Note that the in-pew pledge envelope will have a place where those that have already given by mail can indicate so. They will have the opportunity to check one of three options:

- I/We have ALREADY made a pledge or gift by mail or electronically and will pray for the ministries the Appeal supports.
- Yes! I/We will make a pledge or gift today and will pray for the ministries the Appeal supports.
- I/We are unable to make a pledge today, but and will pray for the ministries the Appeal supports.

*It is very important that **everyone** fill out the envelope. If we do not receive one of the above 3 responses, they will receive the second mailing from Bishop Estévez, asking them to make a pledge.*

NOTE: Please plan accordingly for the Masses that your parishes offer a livestream option. For those watching from home, the video will be available to view at dosaf1.com/bishopsappeal.

Script

The video ends with a short instructional clip on how to fill out the in-pew envelope. If the pastor prefers, he can provide this instructional information to those in attendance. A short script is provided online and on page 16 for the pastor to introduce the Appeal before starting the video.

Follow-Up Weekend

Process

The focus of Follow-Up Weekend is to ensure all parishioners have an opportunity to hear their pastor's support of the Appeal, and to make their pledge. The pastor does not have to preside at all Masses but should make sure whoever is presiding is comfortable and prepared with the process. The in-pew process should be offered again using the follow-up script provided on page 16. You do not have to show the video, but it is a great option to do so. The parish Appeal Committee should again be prepared to support the presider by overseeing the ushers, collection, and storage and processing of pledge envelopes. Prominent announcements about the Appeal should be inserted or printed in parish bulletins.

**Please see page 16 for the brief Follow-Up Weekend script.*

Frequently Asked Questions

Does the Appeal impact parish offertory giving?

The Bishop's Annual Stewardship Appeal is designed to invite the faithful to make an additional gift, not encourage them to pull away from other giving commitments. Based on direct feedback from a survey sent to all donors of the 2017 Bishop's Annual Stewardship Appeal, 96% of donors indicated that the Annual Appeal *does not impact* their parish offertory giving.

Where does the money go?

Gifts go towards Seminarian Education, Catholic Charities, support for Catholic schools (Guardian, St. Francis High, and St. Joseph High) and religious education programming, efforts in Catholic evangelization, and housing support for our retired priests. There are many more diocesan directed ministries that are also supported through the funds raised.

Why should people participate in the Appeal?

It's important to provide parishioners with an invitation to share their financial gifts to help provide Catholic outreach, ministry, education, and services to the people and parishes throughout the Diocese – Catholic or not. We are simply called to be Christ to one another.

The Bishop's Annual Stewardship Appeal also provides a teachable moment. It allows parish leaders the opportunity to talk about the connectedness and universality of our Church. We are reminded that we are responsible not only for our parish, but also for the well-being of the Church throughout the diocese. Since we are one community of believers, members of all parish communities throughout the Diocese of St. Augustine, we are invited to give to this effort.

How can a parish ensure it meets its goal?

**tips on how to increase participation*

1. **Encourage participation:** The Appeal will begin in January and mid-February when Bishop Estévez shares about the good works of the Church, made possible through the Appeal.
2. ***Promote the Bishop's Annual Stewardship Appeal Mailing:*** All registered parish members will receive a mailing in advance of the parish Commitment Weekend. Utilize the bulletins and announcements provided (see page 17 for how to access these resources online) to promote that mailing in your parish. Encourage your parishioners to make a pledge.
3. ***Thoroughly Conduct the In-Pew Process:*** The next step is the in-pew gift process, described on pages 11-12. This process involves the active support

of all pastors and is the key to engaging all our faithful. When in-pew and direct mail results are combined, many parishes exceed their participation target goals on the first weekend. However, all parishes should conduct the full in-pew process for two weekends to assure that every parishioner has been invited to make a pledge.

4. *Encourage Pledges:* Parishioners will give larger gifts and feel better about the impact of their gifts if they make pledges, rather than one-time gifts. Pledges to the Appeal can be made in as many as 6 monthly payments. This pledge schedule is designed to end before parishes enter the Christmas season. Pledging also helps differentiate the Appeal from a second collection.
5. *Follow the Plan:* It has been proven over the past eight years, parishes that execute the plan as provided, and whose leadership attends training, have all reached their target goals and/or greatly increased their pledge and participation totals.
6. *Encourage Parishioners to Invite Others to Participate:* As One Faith, One Family, we can encourage one another to accept Bishop's invitation to participate in supporting the Appeal.
7. *Share the Results:* By regularly sharing your parish results via verbal and bulletin announcements, your faithful will be well educated on how the BASA is being supported in your parish. Including your parish's participation goal and current percentage is a great way to encourage those who have not made a pledge to join their brothers and sisters as One Faith, One Family in support of the Bishop's Appeal.

Why is the In-Pew Process so important?

Last year (BASA 2020), 5,625 donors (42%) pledged \$1,092,865 (25%) from the in-pew phase – if executed accordingly each year, these percentages tend to increase! Many people ignore direct mail and many others who gave during the in-pew process had no record in the diocesan database and, therefore, did not receive the mailing. Also, many of the faithful respond to a personal invitation of encouragement from their pastor. The in-pew process is the only way that those households will be effectively invited to participate.

Why do we need to conduct Follow-Up Weekend?

If parishioners who have returned to in-person Mass do not attend Mass at your parish on Commitment Weekend, they are more likely to pledge during the in-pew gift follow-up process than they are to stop at a table after Mass. All parishes should conduct the follow-up process as outlined in this guide.

Common Questions about Giving:

- ♦ If I make a check out to my parish or place my gift in the collection basket at a weekly Mass, will my pledge be credited?
 - *Your gift will be processed more quickly if mailed directly to the Diocese each month. All checks must be made out to BASA (Bishop's Annual Stewardship Appeal) to be credited to your parish's participation goal.*
- ♦ Does my gift at the Crozier giving level serve for ongoing membership?
 - *No, the Crozier Society is an annual membership guild.*
- ♦ Can I give stocks or securities to make my gift?
 - *Yes, please contact the diocesan Fiscal Office at (904) 262-3200 to make arrangements and to fill out a letter of intention for donating stocks or securities.*
- ♦ Can I give a gift from my IRA or donor advised fund?
 - *Yes, please provide the funding agent with the diocesan mailing address (11625 Old St. Augustine Road, Jacksonville, FL 32258) and have them indicate BASA 2021 on the check or letter accompanying your gift.*
- ♦ My gift is small, does it even make a difference?
 - *Each of us must discern what we can give in response to God's generosity to us. If our gift is intentional, even though small, it is a gift of good stewardship – an act of faith. Together, everyone in the diocese makes a tremendous difference – accomplishing far more than any one of us could on our own.*
- ♦ Does the Appeal qualify for matching gift programs?
 - *We do qualify for some. As this can change each year, we ask that you please contact your employer's Human Resources office to see how you can apply for a matching gift and if the Diocese of St. Augustine or any of its many entities is a qualified recipient.*
- ♦ Will I receive a pledge reminder?
 - *Yes, everyone who makes a pledge will receive a monthly reminder that will include the total pledge, total paid, and remaining balance, by mail. For those gifting by credit card and ACH debits, they will receive gift payment receipts via email.*
- ♦ When will I receive a letter for income tax purposes?
 - *All donors of eligible gifts of \$200 or more will automatically receive tax documentation of BASA gifts in January of the following year. For gifts under \$200, donors can request tax documentation at any time.*
- ♦ I am registered in or go to multiple parishes. Can I split my gift?
 - *Yes. Please note the parish and amount to credit each parish on your pledge card or in-pew envelope. Please make only one pledge.*

**This page is available for download online – see page 18
Please feel free to place on your website and/or insert in your weekly bulletin.*

Scripts

Commitment Weekend – *(before the video begins)*

Good morning/afternoon/evening. Although these are challenging times, I encourage you to open your hearts and minds as we learn more about the mission and impact of the Bishop's Annual Stewardship Appeal. Bishop Estévez invites all parishioners to make a pledge commitment to our faith family through this appeal. He has prepared a short video message in which he shares just how important this Appeal is to vocations and the many ministries it supports throughout our local Church. Bishop Estévez also emphasizes how incredibly important your participation and support are, no matter how large or small your gift.

Supplement to Script(s) –

Pastor or presiding priest: In advance, please reflect upon the many ministries and vocations that are funded through our Appeal.

- Take a moment to consider if you have personally been a direct or indirect recipient of the funds raised.
- Think about the ways that you have seen your parish or other parishes and missions served through these ministries.
- Consider your parishioners. Who among them has either personally or knows someone who has been impacted by the services provided through Catholic Charities, religious education programming, youth and young adult ministry, pro-life ministries, diocesan priests (through education and formation), to name a few.

Share your personal testimony to how you have seen the positive and transformative impact that these ministries have and all because of our communal participation in the Bishop's Annual Stewardship Appeal.

Follow-Up Weekend – *(also available in Spanish **online**, see page 18 for access)*

**Please ensure all parishioners have in-pew envelopes available to them*

Last week, as a parish, we participated in Commitment Weekend for the 2021 Bishop's Annual Stewardship Appeal. We should all remember that the Bishop's Appeal is an invitation to make gifts that support seminarian education, our local Catholic Charities, several of our Catholic schools and

religious education programs, efforts in Catholic evangelization, and support for our retired priests.

In addition, there are many more diocesan directed ministries that receive support in part through the funds raised. If you have not had the opportunity, or time, to respond to Bishop Estévez's invitation in support of these worthy ministries, please take a few moments to completely fill out the pledge envelope or make a gift on the dosaf.lcom/bishopsappeal website. If you have not yet responded by mail or from the pew last weekend, we ask that you fill out an envelope, even if you are unable to make a pledge to this year's Appeal. This will ensure you are either properly contacted, or that you will not receive any future mailings this year. Please go ahead and place your envelope in the offertory basket before you leave today.

Finally, if you have not seen the message from Bishop Estévez regarding the 2021 Annual Stewardship Appeal, please visit our parish website or the diocesan website to hear his message to all the faithful.

On behalf of Bishop Estévez and the Diocese of St. Augustine, I would like to warmly thank those of you who have already made your pledge and to those who are still discerning, I thank you for your prayerful consideration. I also thank you for your support for these crucial ministries made possible by your participation in our Annual Appeal and which have faithfully continued during the pandemic.

Online BASA Resources

- Digital copy of the Campaign Guide
- BASA Parish Checklist
- Bulletin and Pulpit Announcements
- Campaign Plan and Timeline
- Lay Witness Preparation/Examples
- Follow-Up BASA Script (Eng./Sp.)
- Prayers of the Faithful
- BASA logo/images
- Usher/Student Responsibilities
- In-Pew Envelope Processing Guide

To obtain the additional resources listed above, please follow the steps below:

1. Go to: <http://intranet.dosafl.com/development/home/bishops-annual-stewardship-appeal/>
2. Download desired item(s) from the list

Stewardship and Development Staff Directory

Charlie Sloan, Director

904-262-3200, ext. 171 csloan@dosafl.com

Patty DiSandro, Associate Director &

Executive Director of the Catholic Foundation

904-262-3200, ext. 113 pdisandro@dosafl.com

Julie Snow, Administrative Assistant

904-262-3200, ext. 106 jsnow@dosafl.com

Lisa Lendvay, Database and Donor Relations Assistant

904-262-3200, ext. 127 llendvay@dosafl.com

Diocesan Post Office Box Address:

Bishop's Annual Stewardship Appeal
Diocese of St. Augustine
P.O. Box 23907
Jacksonville, FL 32241-3907

BASA Parish Checklist

Project	Recommended Date(s)	Person(s) Responsible	Support Page in Guide	Completed y/n
Appoint Appeal Committee Chair	Prior to Start	Pastor	Page 7	
Select Lay Witness Presenter(s)	Early January	Pastor/Chair	Pages 10-11	
RSVP to attend BASA Training	<i>See guide for training dates /locations</i>	Pastor of Parish Admin/Chair/Business Manager or Secretary	Page 9	
Conduct Volunteer/Usher Training	February 20-28	Chair	See Online Resources	
Use BASA Bulletin Messages	January 30-31 February 6-7 February 13-14 February 20-21	Chair/Bulletin Editor	See Online Resources	
Use BASA Pulpit Announcements	January 30-31 February 6-7 February 13-14 February 20-21	Pastor/Chair/Pulpit Announcer	See Online Resources	
Pastor Speaks briefly about BASA	January 30-31	Pastor		
Lay Witness Speaks at Mass	January 30-31	Lay Witness	Pages 10-11 and Online Resources	
Prepare in-pew materials to hand out prior to each Mass	February 8-12	Chair/In-Pew Coordinators	Page 7 for tips	
Show BASA Video and conduct in-pew request process	February 13-14	Chair/In-Pew Coordinators	Page 11	
Follow-Up Weekend script and in-pew process	February 20-21	Chair/In-Pew Coordinators	Page 12	

**Your parishioners may make a secure pledge or gift online at www.dosafl.com/bishopsappeal
Their gift will be credited to your parish.**

The 2021 BASA Campaign Closes September 30, 2021