



2024
Campaign Guide

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Campaign Guide also available at

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

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BISHOP'S ANNUAL STEWARDSHIP APPEAL 2024
STEWARDSHIP PRAYER



Heavenly Father,

Out of Your unconditional love, You have shown Your grace by creating each one of us in the image and likeness of Your only begotten Son. In doing so, You endowed us with irrevocable and invaluable dignity. And despite our having erred in sin, You lovingly and compassionately healed our wounds through the humanity of Your Incarnate Son.

Knowing our weaknesses, Your Son remains with us in the Most Holy Eucharist, Body, Blood, Soul, and Divinity, to heal the afflictions of our minds, bodies, and souls. May we who consume Your Son, be transfigured more into his image and likeness, so that we, too, may come to serve and love as He does.

May we not become indifferent or callous to the cry of our troubled brothers and sisters; those who may be wounded, poor, hungry, or ill, but see their value as members of God's family.

We pray that we respond, as generous stewards through unselfish giving, to Your many gifts of love, grace, and mercy. May we always confirm, and reaffirm, the dignity of each one of Your children.

We ask this through Christ, our Lord,
Amen.



DIOCESE OF
St Augustine
BISHOP'S ANNUAL
STEWARDSHIP APPEAL

2024 BASA Goals

Participation Goal

The 2024 diocesan participation goal is 25%

Each parish has a participation target based on their number of registered families. In 2023, the overall diocesan participation rate was 19%

Case for Support

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

Clergy Care and Formation 31% - \$1.4 million

Seminarian and Deacon formation, support for retired priests.

Life, Charity & Justice 27% - \$1.2 million

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

Discipleship and Evangelization 17% - \$765,000

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

Catholic Education 15% - \$675,000

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

Pastoral Ministries 10% - \$450,000

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 27-28, 2024

Week 2 Announcement Weekend, February 3-4, 2024

Week 3 Commitment Weekend, February 10-11, 2024

Week 4 Follow-up Weekend, February 17-18, 2024

Parish Participation Goal - 25%

Parish Name	2023 Family Count	2023 Total Donor	2023 Participation Rate	2024 % Participation Goal	2024 Donor # Goal
Assumption - Jacksonville	1057	278	26%	30%	328
Blessed Trinity - Jacksonville	1480	190	13%	25%	405
Cathedral-Basilica of St. Augustine - St. Augustin	1036	263	25%	29%	275
Christ the King - Jacksonville	828	218	26%	30%	251
Corpus Christi - St. Augustine	660	204	31%	34%	232
Crucifixion - Jacksonville	53	27	51%	50%	24
Epiphany - Lake City	638	156	25%	28%	174
Holy Cross - Cross City	77	33	43%	46%	41
Holy Faith - Gainesville	2059	274	13%	25%	496
Holy Family - Jacksonville	1369	429	31%	35%	524
Holy Family - Williston	248	93	38%	41%	125
Holy Rosary - Jacksonville	92	53	58%	50%	69
Holy Spirit - Jacksonville	970	318	33%	36%	343
Immaculate Conception - Jacksonville	726	66	9%	25%	199
Mary Queen of Heaven - Jacksonville	678	159	24%	27%	192
Most Holy Redeemer - Jacksonville	888	102	12%	25%	232
Our Lady of Consolation - Callahan	166	44	27%	30%	53
Our Lady of Good Counsel - Mill Creek	678	314	46%	50%	328
Our Lady of Guadalupe - Mayo	24	8	33%	37%	9
Our Lady Star of the Sea - Ponte Vedra Beach	3171	491	16%	25%	805
Prince of Peace - Jacksonville	208	89	43%	46%	100

Parish Name	2023 Family Count	2023 Total Donor	2023 Participation Rate	2024 % Participation Goal	2024 Donor # Goal
Queen of Peace - Gainesville	2253	420	19%	25%	587
Resurrection - Jacksonville	866	111	13%	25%	212
Sacred Heart - Fleming Island	1432	257	18%	25%	359
Sacred Heart - Jacksonville	1688	194	12%	25%	663
San Jose - Jacksonville	1697	182	11%	25%	378
San Juan - Branford	111	34	31%	34%	38
San Juan del Rio - Jacksonville	3407	415	12%	25%	850
San Sebastian - St. Augustine	570	177	31%	35%	209
Santa Maria Del Mar - Flagler Beach	1886	423	22%	26%	516
St. Ambrose - Elkton	287	158	55%	50%	144
St. Anastasia - St. Augustine	1049	400	38%	42%	460
St. Anthony the Abbot - Inglis	32	21	66%	50%	17
St. Augustine Church & Catholic Student Center - G	2096	119	6%	25%	561
St. Catherine - Orange Park	2088	358	17%	25%	521
St. Edward - Starke	71	10	14%	25%	19
St. Elizabeth Ann Seton - Palm Coast	3659	632	17%	25%	916
St. Francis of Assisi Mission - Yulee	472	155	33%	36%	195
St. Francis Xavier - Live Oak	292	80	27%	31%	87
St. John Paul II Mission - Nocatee	2116	420	20%	25%	584
St. John the Baptist - Atlantic Beach	724	263	36%	40%	318
St. John the Baptist - Crescent City	802	85	11%	25%	196
St. John the Evangelist - Chiefland	142	43	30%	34%	50
St. John the Evangelist - Interlachen	160	43	27%	30%	44
St. Joseph - Jacksonville	3638	628	17%	25%	969
St. Luke - Middleburg	1299	265	20%	25%	339
St. Madeleine - High Springs	308	91	30%	33%	111
St. Mark Mission				25%	0
St. Mary - Korona	725	97	13%	25%	170
St. Mary, Mother of Mercy - Macclenny	149	39	26%	30%	46
St. Matthew - Jacksonville	949	163	17%	25%	244
St. Michael - Fernandina Beach	1580	351	22%	26%	427
St. Monica - Palatka	244	105	43%	47%	129
St. Patrick - Gainesville	485	113	23%	27%	135
St. Patrick - Jacksonville	852	138	16%	25%	210
St. Paul - Jacksonville Beach	4382	454	10%	25%	1049
St. Paul - Riverside	688	119	17%	25%	116
St. Philip Neri - Hawthorne	55	12	22%	25%	14
St. Pius - Jacksonville	128	47	37%	40%	52
St. Therese of the Child Jesus - Jasper	26	4	15%	25%	9
St. William	224	47	21%	25%	57

Parish Leadership Roles and Responsibilities

We would like to continue to encourage all parishes to involve their Stewardship Committee in 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 the 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 27-28, 2024**
 - Ensure inserts or messages are included in the bulletins and other methods of parish communication, such as websites and social media.
 - Include BASA in verbal announcements made before/after Mass.
 - ♦ **Announcement Weekend, February 3-4, 2024**
 - Ensure inserts or messages are included in the bulletins and other methods of parish communication, such as website and social media.
 - 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 10-11, 2024**
 - Introduce and play Bishop Pohlmeier's video message at all Masses.
 - Complete the in-pew envelope process.
 - ♦ **Follow-up Weekend, February 17-18, 2024**
 - 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. After the appeal begins, a weekly report is emailed to all pastors every Monday morning.

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: extra in-pew envelopes should be placed in the vestibule of church. Contact Deacon Ed Prisby at 904-262-3200 ext. 160 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 BASA Training conducted by the Office of Development & Stewardship on **January 20, 2024**.
- 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: All extra printed materials should be placed in the church vestibule until depleted)
- 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 and Follow-Up Weekends 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

Volunteer Training – January 20, 2024, 9:00-11:30AM via Microsoft Teams

- Join on your computer, mobile app or room device
- <https://www.microsoft.com/en-us/microsoft-teams/join-a-meeting?rtc=1>
- Meeting ID: 281 305 608 570
- Passcode: ZEzMkV

2024 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 livestreaming Mass(es)?
- How do you regularly communicate with parishioners? Any new channels of communication? (Website, social media, email, etc.)
- Do you have greeters/ushers available at each Mass?
- What kind of audio-visual equipment do you have available to share the BASA video?

2024 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.

Week 1	Pre-Announcement Weekend Parishes display posters and announce the Appeal at pulpit and in bulletins	January 27-28
Week 2	Announcement Weekend Present lay witness testimony and Pastors to promote stewardship in their homilies	February 3-4
Week 3	Commitment Weekend Video message from Bishop is shown and in-pew commitment process used at every Mass	February 10-11
Week 4	Follow-up Weekend Follow-up process for all who have yet to fill out a pledge envelope	February 17-18

☞ Objective 2 ☞

To know the in-pew process and conduct it as detailed on page 10-11 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, and many more people are moving to our Diocese. 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.

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 10-11, 2024, 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 fills out the envelope. If we do not receive one of the above 3 responses, they will receive the second mailing from Bishop Pohlmeier, 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 www.dosafl.com/bishopsappeal.

Script

A short script is provided online and on page 14 for the pastor to introduce the Appeal before starting the video.

Processing Envelopes the Monday after Commitment Weekend

- BASA envelopes should be treated with the same care as parish offertory, kept on parish grounds in a secure location.
- All envelopes will be sorted into one of four categories:
 1. I/we **have already** made a gift to the Appeal,
 2. I/we **will** make a gift to the Appeal,
 3. I/we am **not able to** make a gift to the Appeal,
 4. All other envelopes: unidentified, no information, or direct mail pledge cards
- Affix matching parishioner labels provided to each in-pew envelope- *if all information does not match, DO NOT place the label on the envelope.*
- If loose cash is received in the collection, place all cash in a plain white envelope and write "Parish Name/Anonymous" along with the amount, and place in Category 4.
- **Under no circumstances should an in-pew or direct mail envelope be unsealed**
- After all envelopes have been placed in a Category, fill out the Parish Summary Report:

1. Place top copy (white) in **each** of the provided FedEx envelopes with in-pew envelopes
2. Send/fax/email middle copy (yellow) to the Diocese
3. Keep the bottom copy (pink) for your records

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 14. 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.

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, 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 Academy, and St. Joseph Academy) 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 Pohlmeier 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 15 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 10-11. 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 eleven 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, 30% of all BASA 2023 donors pledged approximately \$900,000 just 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 there are parishioners who did not attend Mass at your parish on Commitment Weekend, they are more likely to pledge during the in-pew 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 2024 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 \$250 or more will automatically receive tax documentation of BASA gifts in January of the following year. For gifts under \$250, donors can request tax documentation at any time by calling the Office of Development and Stewardship @ (904) 262-3200.*
- ♦ 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.*

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 Pohlmeier 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 Pohlmeier also emphasizes how incredibly important your participation and support are, no matter how large or small your gift.

I ask that every family to please fill out the envelope provided to you. It is important to check the appropriate box whether you have already given, are making a new gift/pledge, or cannot make a gift/pledge at this time. If we do not receive one of the three responses, you will receive the second mailing from Bishop Pohlmeier asking you to make a gift/pledge.

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

We should all remember that the Bishop's Appeal is an invitation to make gifts that support seminarian education, several of our Catholic schools and religious education programs, efforts in Catholic evangelization, and support for our retired priests.

In addition, there are numerous 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 Pohlmeier'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.com/bishops appeal](http://dosaf.com/bishops-appeal)** 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 Pohlmeier regarding the 2024 Annual Stewardship Appeal, please visit our parish website or the diocesan website to hear his message to all the faithful.

On behalf of Bishop Pohlmeier 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.

Online BASA Resources

- Digital copy of the Campaign Guide
- Campaign Plan and Timeline
- BASA Parish Checklist
- Bulletin and Pulpit Announcements
- Lay Witness Preparation/Examples
- BASA Common Questions
- Pastor/Presider Scripts
- In-Pew Envelope Instructions Script
- In-Pew Envelope Processing Guide
- Prayers of the Faithful
- BASA logo/images
- QR Code for Online Giving

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

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

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Diocese of St. Augustine Address:

Bishop's Annual Stewardship Appeal

Attn: Office of Development & Stewardship

11665 Old St. Augustine Road – Jacksonville, FL 32258

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 6-7	
Select Lay Witness Presenter(s)	Early January	Pastor/Chair	Pages 9-10	
RSVP to attend BASA Training	<i>See guide for training dates /locations</i>	Pastor of Parish Admin/Chair/Business Manager or Secretary	Page 8	
Use BASA Bulletin Announcements	January 27-28 February 3-4 February 10-11 February 17-18	Chair/Bulletin Editor	See Online Resources	
Use BASA Pulpit Announcements	January 27-28 February 3-4 February 10-11 February 17-18	Pastor/Chair/Pulpit Announcer	See Online Resources	
Pastor Speaks briefly about BASA	February 3-4	Pastor		
Lay Witness Speaks at Mass	February 3-4	Lay Witness	Page 9-10 and Online Resources	
Prepare in-pew materials to hand out prior to each Mass next weekend	February 3-4	Chair/In-Pew Coordinators	Page 10-11 for tips	
Show BASA Video and conduct in-pew request process	February 10-11	Chair/In-Pew Coordinators	Page 10-11	
Follow-Up Weekend script and in-pew process	February 17-18	Chair/In-Pew Coordinators	Page 14-15	

**Your parishioners may make a secure pledge or gift online at www.dosaf1.com/bishopsappeal
Their gift will be credited to your parish.**

The 2024 BASA Campaign Closes September 30, 2024
Gifts postmarked after 12/31/24 are applied to the next year's annual appeal.