



DIOCESE OF
St. Augustine
BISHOP'S ANNUAL
STEWARDSHIP APPEAL

We are the **HANDS** *of* **JESUS**

FEBRUARY 10-11, 2024

The Bishop's Annual Stewardship Appeal is our opportunity to support the mission of our church and develop strong faith communities throughout the Diocese of St. Augustine.



Today's Agenda

1. Welcome, Introduction, and Prayer
2. Recap of the 2023 Appeal
3. 2024 Case for Support
4. Bishop's Video Message
5. Preview of 2024 Appeal
6. Executing the Appeal in your Parish

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
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STEWARDSHIP APPEAL

Office of Development and Stewardship

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2023 Overview

Overall Results as of January 18, 2024

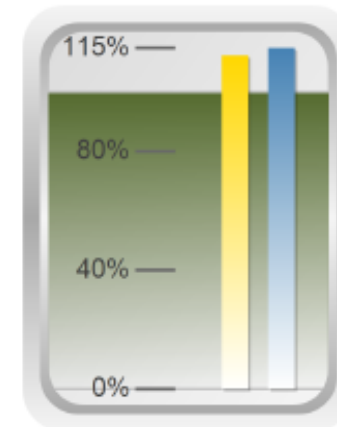
Goals - 25 % participation and \$4.5 Million



BASA Daily Summary

AS OF THE CLOSE OF BUSINESS ON THURSDAY, JANUARY 18, 2024

2023 Bishop's Appeal	
Participation Goal	25.0%
Percent Family Participation	19.08 %
Monetary Goal	\$4,500,000
Total Gifts Pledged	\$5,169,103
Total Gifts Received	\$5,054,562
Balance Due	\$114,541
Total Donors	11,590
Average Gift	\$446
Percent of Monetary Goal	115 %
Percent of Donations Collected	97.78 %
97% of Pledge Fulfillment	\$5,014,030
Amount Needed to Reach 97% Fulfillment	(\$40,532)
On Time Donors	11,316
45+ Days Behind Donors	147
No Payment Donors	127



Total Gifts Pledged as % of GOAL ■

Total Gifts Received as % of GOAL ■

BASA 4 Year Progress Report

	BASA 2020	BASA 2021	BASA 2022	BASA 2023
Financial Goal	\$5,000,000	\$4,750,000	\$4,500,000	\$4,500,000
Participation Goal	35%	25%	25%	25%
Total Gifts Pledged	\$4,455,972	\$4,432,246	\$4,631,743	\$5,169,103
<i>Total Gifts Received</i>	<i>\$4,385,558</i>	<i>\$4,402,498</i>	<i>\$4,577,326</i>	<i>\$5,054,562</i>
Balance Due	\$70,414	\$29,749	\$54,418	\$114,541
Total No. Donors	13,372	11,180	11,188	11,586
<i>% Family Participation</i>	<i>22.15%</i>	<i>18.98%</i>	<i>18.95%</i>	<i>19.78%</i>
Average Gift	\$333	\$395	\$414	\$446
% of Financial Goal	89%	93%	103%	115%
% Collected	98.42%	99.33%	98.83%	97.78%
No. Crozier Donors	1,198	1,210	1,313	1,417

Case for Support

Why do we have an Annual Diocesan Appeal?

1. Helps to provide Catholic outreach, ministry, education, and services to the people and parishes throughout the diocese – Catholic or not. As one community of believers, we are all responsible for the well-being of the Church in our diocese.
2. The cost to educate and provide formation of seminarians is a great investment of the future of our Diocese. We are very blessed to have 22 men in formation for the priesthood of Jesus Christ.
3. BASA continues to offer the best source of new funding and invites ALL of our faithful to make an additional gift to the greater Church community.

BASA 2024 Video

<https://vimeo.com/897327335/4cf043f9ac?share=copy>

2024 BASA Goal: 25% Participation

Clergy Care & Formation	\$1.4 million
Life, Charity & Justice	\$1.2 million
Discipleship and Evangelization	\$765,000
Catholic Education	\$675,000
Pastoral Ministries	\$450,000
TOTAL	\$ 4,500,000

BASA 2024 - Your Generosity at Work

Clergy Formation – Seminarians, deacons, and support for retired priests.

Life, Charity & Justice – Catholic Charities of DOSA, pro-life ministry, prison ministry.

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

Discipleship and Evangelization – Operational support for the National Shrine of Our Lady of La Leche, missionary priests and sisters, campus ministry, and to engage Catholics throughout the diocese.

Pastoral Ministries – Multicultural ministries, marriage and family life ministry, youth and young adult ministry, and Stella Maris Seafarers Ministry

Parish Participation Goals for 2024

How are parish participation goals determined?

1. The Pastors Advisory Committee approved parish participation goals and a Diocesan-wide goal of 25% goal.
2. The 2024 goals reflect a 3.5% increase from last year's final participation rates.
3. All parishes at or below 21% participation in 2023 will have a goal of 24.5%, the base rate for the 2024 Appeal.
4. All parishes with 22%+ participation in 2023 will have a goal increase of 3.5% for 2024.

Each parish is asked to make a “good faith” effort to implement the Appeal plan as described in the Campaign Guide.

Important Dates

February 10-11, 2024

*Please ensure that there are no other parish activities or special collections that would interfere with the Appeal for the full 4-week process: **January 27 – February 18***

WEEK #1 Pre-Announcement Weekend

January 27-28

(Parishes display posters and announce the Appeal in bulletins and at pulpit)

WEEK #2 Announcement Weekend

February 3-4

(Present lay witness testimony and Pastors to promote stewardship in their homilies)

WEEK #3 Commitment Weekend

February 10-11

(Video message from Bishop is shown and in-pew commitment process used at every mass)

WEEK #4 Follow-up Weekend

February 17-18

(Follow-up process for all who have yet to fill out a pledge envelope)

Preparing for Announcement Weekend February 3-4, 2024

- Pastor should prepare a homily that touches on a stewardship message.
- Theme of this year's BASA is:
 - ***We are the Hands of Jesus***
- Work with your pastor to provide lay witness testimonies at the end of Mass, or the time when announcements are made.

Why Promote Stewardship through the Homily and Lay Witness Testimony?

- It's about tangibly helping others and positively impacting peoples lives throughout our diocese.
- Practicing stewardship transforms parish communities.
- Many do not have a holistic understanding of stewardship.
- Stewardship enhances community outreach and involvement.
- Stewardship, as a way of life, changes one's perspective.
- Embracing stewardship brings individuals and families closer to Christ.

2024 Pre-Planning

By answering the following questions, as they specifically relate to your parish, you can adapt the corresponding Appeal communications and processes accordingly:

- Are you livestreaming Masses?
- 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?
- What kind of audio-visual equipment do you have available to share the BASA video?

Preparing for Commitment Weekend

- Check your box of BASA materials as soon as it arrives to ensure everything is there. Please notify our office, (904) 262-2600, ext. 160 right away if anything is missing.
- Test the downloaded BASA video in the exact way it will be set up on Commitment Weekend.
- Meet with the volunteer team and ushers to communicate the in-pew process and responsibilities that are specific to your parish.
- Schedule sorting/mailing team for the Monday following commitment weekend (February 12, 2024).
- BASA envelopes should be treated with the same care as parish offertory and should not be opened.

Your FedEx box(es) of BASA materials includes:

- *Scheduled to ship to all parishes on January 19th.*
- In-pew Envelopes in both English and Spanish (for parishes that have Spanish Masses)
- Pre-printed parishioner labels to be applied to all donor completed in-pew envelopes
- Stewardship Prayer Cards
- Prayer Request Cards
- English/Spanish BASA Brochures
- Pencils (if requested on forms returned to DOSA)
- Parish Summary Report Forms (3 ply form)
- Pre-addressed, pre-paid FedEx labels, and envelopes

VERY IMPORTANT

BASA Video Important Change for 2024

VERY IMPORTANT

- No DVD's will be duplicated and mailed to parishes as in previous years.
- An email with the link to the Vimeo site will be provided to all parish pastors, admin staff and BASA coordinators NLT January 26th with instructions on how to download.
- The English and Spanish videos can be downloaded from the Vimeo site, saved to a computer and flash drive.
 - English video is approximately 5 GB
 - Spanish video is approximately 6 GB
- After downloading video, be sure to test on audio/visual equipment that will be used at Masses for In-Pew Sunday to ensure all works OK.
- **Recommend downloading at least the 1080p file.**
 - **(The higher the pixel count, the higher the quality of the video)**

A/V Equipment

- Ensure that you have the necessary A/V equipment in place prior to each Mass.
- Identify and prepare the person designated to run the equipment/ troubleshoot for each Mass.
- If you are livestreaming Mass, please refer your parishioners joining you from home to the video that has been posted to the Diocese of St. Augustine's website. This will be a much better option for them to view the video.
- www.dosafl.com/bishopsappeal

Commitment Weekend - Follow the Process!

- **Pastors** should lead the in-pew process at each Mass.
- Before Mass begins, ushers/greeters should be provided enough in-pew envelopes and pencils to distribute to parishioners as they enter the church.
- After the Gospel has been proclaimed, **pastor** introduces Appeal, then shares Bishop's message via the 2024 BASA video.
- When video or pastor in-pew pledge instruction is complete, all pledge envelopes are sealed and collected per the specific parish plan.
- Count and mail team meets Monday morning (2/12/24) to sort and mail package (use provided FedEx envelopes with appropriate reporting sheet).


Pledge Envelope

Two ways to give:

1. In person – collection basket or drop off at parish office
2. Online – DOSA website or scan QR code with smartphone

Envelope Front

PLACE
STAMP
HERE

 **DIOCESE OF
St. Augustine**
BISHOP'S ANNUAL
STEWARDSHIP APPEAL

ATTN: Office of Development & Stewardship
11625 Old St. Augustine Rd.
Jacksonville, FL 32258

Envelope Back Flap

 **We are the
HANDS
of JESUS** **FEBRUARY
10-11**  **DIOCESE OF
St. Augustine**
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PLEASE CONSIDER A PLEDGE TO
THE 2024 BISHOP'S ANNUAL
STEWARDSHIP APPEAL

PRINT THE FOLLOWING INFORMATION
AND RETURN TO YOUR PARISH OR MAIL

**AFFIX LABEL HERE -
FOR PARISH USE ONLY**

TITLE _____ FIRST NAME _____ LAST NAME _____
SPOUSE'S TITLE _____ SPOUSE'S FIRST NAME _____ SPOUSE'S LAST NAME _____
HOME ADDRESS _____ APT/UNIT# _____
CITY _____ STATE _____ ZIP CODE _____
PREFERRED EMAIL ADDRESS _____ PREFERRED PHONE _____
PARISH NAME _____

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 or give, but will pray for the ministries the Appeal supports.

100% OF YOUR FINANCIAL GIFT SUPPORTS CATHOLIC MINISTRIES IN THE DIOCESE OF ST. AUGUSTINE » Thank you for your generosity!

The Appeal offers us a way to live and bear witness to our faith, to be good stewards of all the gifts God has given to us. United as One Faith, One Family, we can be a gift to others in His name.

THE 2024 APPEAL SEEKS SUPPORT FOR THE FOLLOWING VOCATIONS & MINISTRIES

31% **CLERGY FORMATION**
» \$1.4 MILLION
Seminarians, deacons and retired priests

27% **LIFE, CHARITY & JUSTICE**
» \$1.2 MILLION
Catholic Charities Bureau of Diocese of St. Augustine, pro-life activities, prison ministry, social concerns and missions

15% **CATHOLIC EDUCATION**
» \$675,000
Guardian Catholic School, St. Francis and St. Joseph academies and parish religious education programs.

17% **DISCIPLESHIP & EVANGELIZATION**
» \$765,000
Operations of the National Shrine of Our Lady of la Leche, missionary priests and sisters, campus ministry and to engage Catholics throughout the diocese.

10% **PASTORAL MINISTRIES**
» \$450,000
Multicultural ministries, marriage and family life, youth and young adults and Stella Maris Seafarers Ministry.

GIFT PLANS TO CONSIDER

Monthly Gift	Total Gift
\$10	\$60
\$50	\$300
\$75	\$450
\$100	\$600
\$200	\$1,200*

*Crozier Society begins at \$1,000

3 WAYS TO GIVE

IN PERSON
Place in parish offering basket

ONLINE
dosafll.com/
bishopsappeal

Or Scan to Give



MAIL Place postage stamp on front and drop in mailbox

Back Inside Flap of Envelope

CREDIT CARD

ALL INFORMATION MUST BE COMPLETED to process your gift. Please print.

Master Card VISA American Express Discover

Card Holder's Name: _____

Credit Card No.: _____

Security Code on back of card: _____ Expiration Date: _____

Total Amount of Gift/Pledge \$ _____ One time gift 6 month pledge*

*Please allow up to 30 days for initial processing.

I/We would like to make a non-cash gift (stock, IRA charitable distribution, etc.)

Please contact me at (_____) _____ - _____

LEAVE A LASTING LEGACY

I/We would like to receive information about including the Church in my/our will or trust.

SCAN HERE TO GIVE ONLINE



CASH or CHECK

STEP 1

Total Amount Pledged	Amount Enclosed	Balance to Be Paid
\$ _____	\$ _____	\$ _____

STEP 2

One time gift 6 month pledge

STEP 3

Please make all checks payable to: "B.A.S.A." or "Bishop's Annual Stewardship Appeal" (Checks made out to your parish or a specific ministry will not be credited to BASA)

Please make all pledge payments to the 2024 campaign before October 31, 2024. Your gift may be tax deductible. Check with your tax advisor.

Back of Envelope

Why the In-Pew Envelope and Process is Important

1. Invites all to participate through gifts and prayers.
2. Engages parishioners that regularly attend your parish but are not registered.
3. Response determines follow-up by the diocese.

Processing Responses

1. Processing Envelopes the Monday after Commitment Weekend and Follow-Up 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 and rubber banded together:
 - 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 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:
 - Place top copy (white) in each of the provided FedEx envelopes with in-pew envelopes
 - Send/fax/email middle copy (yellow) to the Diocese
 - Keep the bottom copy (pink) for your records

Please rubber-band each category separately before placing in your FedEx envelopes along with the corresponding reporting sheet.

Complete Parish Summary Report

- Fill out all information
- Count of each category noted
- Include top copy (white) with the pledge envelopes sent to processor via FedEx
- Send yellow copy to Diocese:
- Fax: **904-619-2358** or Scan/Email: **development@dosaf1.com**)
- Keep pink copy for Pastor/parish records

*This process needs to be followed for every FedEx envelope mailed. Please mail collected pledges and contributions **weekly, through the weekend of March 9-10**. Effective March 11th, mail pledges and contributions to:*

*The Catholic Center
Attn: Bishop's Annual Stewardship Appeal
11625 Old St. Augustine Road
Jacksonville, FL 32258*



2024 PARISH SUMMARY REPORT

Parish: _____
City: _____
Prepared by: _____
Phone Number: _____

* Please include a summary report in **each** FedEx envelope mailed to processor.
Please do not open any envelopes.

This report is for: Commitment Weekend Follow-Up

ENVELOPE TYPE	NUMBER OF ENVELOPES
BASA in-pew envelopes	
All other envelopes: Unidentified, no information and/or pledge cards received by mail	
TOTAL ENVELOPES	

Collection Date: _____ Mail Date: _____

This report is for FedEx envelope # _____ of _____ (total # FedEx envelopes mailed on above date).

- Any Questions? Call Deacon Ed Prisby at (904) 208-6976
- **WHITE COPY** - Return in FedEx envelopes provided
- **YELLOW COPY** - Mail, Email, or FAX to the Diocese of St. Augustine
- **PINK COPY** - Retain for parish records
- Pledges/donations should be mailed to processor via FedEx envelopes on a **weekly basis**, through week of March 10th
- If you need more FedEx envelopes, please contact Deacon Ed Prisby at the Office of Development & Stewardship at (904) 208-6976
- **Pledges/donations received after March 10th should be mailed directly to the Diocese of St. Augustine at address below, Attention: BASA**

Diocese of St. Augustine • Office of Development & Stewardship
11625 Old St. Augustine Road • Jacksonville, FL 32258
Email: eprisby@dosaf1.com • FAX (904) 619-2358

On-going Processing of Pledges & Gifts to BASA

- If you receive any pledge envelopes in the weeks following Commitment Weekend Sunday, include in the Follow-up Appeal pledge processing as noted on previous slide.
- After weekend of March 9-10, please send any loose checks made out to “BASA” or “Bishop’s Appeal” that you may receive, immediately to the Diocese :

Diocese of St. Augustine

Attn: Bishop’s Annual Stewardship Appeal

11625 Old St. Augustine Road

Jacksonville, FL 32258

What will help you reach your participation goal?

- *Pastor support!*
- BASA Prayer, posters, and pulpit announcements.
- Well prepared homily and lay testimonies.
- Take time to assess what has changed this year.
- Closely follow the in-pew process.
- Execute the in-pew process on Follow-Up Weekend.
- Return late pledges by mail ASAP.
- Post parish results and other BASA information provided by the Diocese in the bulletin and on your website.

How to Access Parish Resources

- Online BASA resources site. You may download whatever you need to your computer or portable flash-drive:
- <http://intranet.dosafl.com/development/home/bishops-annual-stewardship-appeal>



BASA 2025 In-Pew Commitment Weekend

• March 1-2, 2025

- In-Pew Commitment is always the weekend before Ash Wednesday.
- Ash Wednesday 2025 is on March 5th

Contact Person For Help & Information

- **Deacon Ed Prisby**

- Associate Director of Development & Stewardship

- **(904) 262-3200, ext. 160**

- **eprisby@dosafll.com**

*Thank
you*

