



January 2023

Dear Pastors, Administrators and Parish Leadership:

The closing of one Annual Appeal year means the beginning of a new one. We open the 2023 Annual Appeal, now in its 54th year, with the theme **Many Ministries, One Church**.

Though we set our sights forward on our 2023 campaign, it is nonetheless important to take a moment and celebrate the many successes of the past year. We attained our \$11,000,000 goal, growing by nearly 7% over the prior year. **Each and every parish shares in the success of the 2022 Annual Appeal** because we couldn't have reached our overall goal without every pastor's support and every donor's gift. Thank you for demonstrating the strength of our people working together! We also recognize the fifty-five parishes that went over goal, who will receive the first-ever parish rebate distribution in the coming weeks as a result of their successful outreach.

At the same time that we celebrate the blessings of the past year, we recognize the challenges of continuing to ask the faithful to sustain their generosity in the face of many hardships—not just economic, but of sustaining Christian hope and virtue in a divided world. However, their faithful giving in trying times is not without fruit. Through their support, our archdiocesan ministries are experiencing a renewal of mission and resolve to better serve the many needs of a post-pandemic world. As Job says: *“For a tree there is hope; if it is cut down, it will sprout again, **its tender shoots will not cease.**”* (Job 14:7)

With your continued support, and through the generosity of the lay faithful to the Annual Appeal, the tender shoots of our archdiocese will not cease! **I look forward to working with you to make the 2023 Annual Appeal an even more successful year for our local Church.**

Sincerely Yours in Christ,

Dave Cook

Director of the Annual Appeal

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Annual Appeal Prayer

**Provident Father
from whom all good things come,
we give you thanks and praise
for the success of the Annual Appeal,
and we ask you to guide
the ministry of the Archdiocese
so that it bears much fruit,
helps to build the Kingdom of God on earth,
and proclaims the Gospel to all peoples.**

**We thank you also
for all of the friends, families,
and benefactors of The Roman Catholic
Archdiocese of Washington;
and pray that they might know
the kind light of your Holy Spirit,
the peace of your Son's Cross,
and be given wisdom and insight
to do your holy and perfect will.
Through Christ our Lord.**

Amen.

2023 Annual Appeal Calendar

Initial Outreach Campaign

January 10 to February 3, 2023

- * Mailed packet with 2023 Annual Appeal materials sent to past donors with follow-up email outreach for easy one-click renewal

Announcement Weekend

February 4 & 5, 2023

- * Pastor invites parishioner(s) to speak from the pulpit at all Masses to inspire their fellow parishioners to support the Annual Appeal
- * 2023 Annual Appeal brochures distributed and posters displayed

Commitment Weekend

February 11 & 12, 2023

- * Pastor leads parishioners in making their 2023 Annual Appeal pledge online at give.adw.org or by completing the provided Commitment Envelope

Follow-Up Weekend

February 26 & 27, 2023

- * Mass celebrant leads parishioners in abbreviated in-pew commitment process

In-Pew Follow-Up Mailer

March 6 to 31, 2023

- * *Optional:* The Annual Appeal is offering to work with parishes to mail our 2023 Annual Appeal in-pew envelope directly to all active parishioners, to reach those who may not have been in

Spring Outreach Campaign

April 24 to May 19, 2023

- * Mailer sent to past Annual Appeal donors who did not respond to the Initial Outreach mailer or during the In-Pew Process
- * Spring Stewardship Newsletter sent to 2023 Annual Appeal supporters

Summer Outreach Campaign

June 26 to July 21, 2023

- * Campaign highlights Annual Appeal-supported ministry activity through the first half of the year

Fall Outreach Campaign

August 28 to September 22, 2023

- * Campaign highlights the education and faith formation aspects of the Annual Appeal
- * Fall Stewardship Newsletter sent to 2023 Annual Appeal supporters

Year-End Outreach Campaign

November 13 to December 31, 2023

- * Year-end outreach begins with #iGiveCatholic; GivingTuesday will take place on November 28, 2023
- * Final outreach highlights making a year-end tax-deductible gift



What to Expect in 2023

As we continue to build best practices in this evolving philanthropic landscape, here is a bit of what you can expect in 2023:

Continued growth in direct response outreach.

The Annual Appeal office conducts several forms of direct response outreach each year, especially through mail and email. Direct mail outreach in particular grew by more than 10% last year, totaling more than \$4 million in Annual Appeal commitments received. This trend is consistent with what other dioceses across the country are also experiencing. *Note:* If you would like consultation about conducting a direct mail outreach campaign to boost your parish offertory via *Take the Next Step*, contact Elizabeth Shaughney, Director of Stewardship, at shaughneye@adw.org.

QR codes are here to stay!

A new item we have created this year and are including in shipments of 2023 Annual Appeal parish materials are index card sized “QR cards” that you can use to:

- ⇒ Tape to the backs of the church pews for easy scanning during the in-pew process
- ⇒ Place in the missal holders for the same purpose of easy scanning
- ⇒ Stack in the back of the church as a reference item after the in-pew process has completed

The QR card is *not* meant to replace our informational brochure or commitment envelope. We look forward to hearing your feedback about how helpful this new item is and how we can improve on our in-pew materials in the future.

Renewal of the special in-pew outreach mailer.

In 2021, anticipating low Mass attendance due to the pandemic, our office worked with 28 parishes to mail our 2021 Annual Appeal in-pew commitment envelope to all active, registered parishioners. We are re-instituting this initiative in 2023, and as of January 2023 have received interest from 66 parishes. Parishes who participated in this mailer in 2021 saw as much as a 15% increase in Annual Appeal gifts.

Year Two of the parish rebate program.

Fifty-five parishes will be receiving a rebate for going over their parish goal during the 2022 Annual Appeal. As a reminder, this rebate is based on *cash gifts* (not pledges) received over and above the parish goal. Over goal parishes receive 50% of this difference, which is to be allocated to supporting the ministry life of the parish, consistent with the mission and ministries of the Annual Appeal. We look forward to more parishes going over goal in 2023!

We would also love to hear your best practices in your Annual Appeal outreach. Email cookd@adw.org to begin that conversation!

Announcement Weekend

February 4 & 5, 2023



The Roman Catholic
Archdiocese of Washington

2023 ANNUAL APPEAL
appeal.adw.org #adwappeal



Announcement Weekend Checklist

Overview

Announcement Weekend is an opportunity to inspire and inform parishioners for the 2023 Annual Appeal commitment they will be asked to make the following weekend during Commitment Weekend. The most effective announcement will come from a parishioner who can share their own story of why they support the Annual Appeal, and to encourage their fellow parishioners to do the same.

Announcement Weekend is also when the 2023 Annual Appeal posters are to be displayed, informational brochures distributed in the pews, and announcements made through other parish media.

Checklist *(Details regarding each task are provided in the following pages.)*

1. [] **Testimonial Speaker:** Choose and prepare parishioner(s) to give a personal testimonial during the time of the parish pulpit announcements.
2. [] **Pastor's Letter:** Publish letter in your parish bulletin, email and Flocknote outreach.
3. [] **2023 Annual Appeal Posters:** Display in the church and in other parish facilities.
4. [] **2023 Annual Appeal Informational Brochures:** Distribute in the pews, in the back of the church, and in any other high-traffic areas of your parish campus.
5. [] **Prayers of the Faithful:** Include Annual Appeal in weekend petitions.
6. [] **Social Media Announcements:** Post about the Annual Appeal on parish social media accounts.



Testimonial Speaker

1. Choosing a Testimonial Speaker

- In choosing a testimonial speaker for Announcement weekend, nominate a parishioner who is a steadfast supporter of the Annual Appeal. The Annual Appeal office can assist you in identifying such supporters if you email cookd@adw.org.
- Determine whether more than one speaker will be required for all weekend Masses. If the available speaker(s) do not have the capacity to fulfill every Mass, ensure they speak at the Mass(es) where they will have the greatest impact. For all other Masses, the pulpit announcement below may be used.

Suggested Talking Points

- *Personal introduction:* Years in the parish, involvement in the parish
- *Why you support the Annual Appeal:* Ministries that speak to you personally (example of some Annual Appeal supported ministries below), other reasons you are inspired to give

Office of Vocations	Campus Ministry
John Paul II Seminary	Office of Family Life
Office of Consecrated Life	Office of Life Issues
Office of Permanent Diaconate	Project Rachel
Office of Catechesis	Office of Communications/TV Mass
Catholic Schools	Catholic Charities
Youth Ministries/CYO	Cultural Diversity & Outreach
Evangelization	Deaf & Disabilities Ministries
Young Adult Ministry	Hospital and Prison Ministry

- *How the Annual Appeal supports the parish:* Through vocational outreach and the formation of new priests, to the Catholic schools and catechesis offices, to many other ministries that extend and support the outreach of parish ministries, the Annual Appeal directly benefits the parish in countless ways.
- *Supporting your pastor:* Giving to the Annual Appeal is also a way to support the pastor, who is given a parish goal each year to reach in order for the Annual Appeal to attain its overall goal

Pulpit Announcement in lieu of Testimonial Speaker

If a testimonial speaker cannot be secured, the following is requested to be included with the Mass announcements:

2023 Annual Appeal: Many Ministries, One Church | Next weekend, parishioners will be asked prayerfully to make their commitment to the 2023 Annual Appeal. Please take a brochure after Mass this weekend, or visit appeal.adw.org, to learn more about how the Annual Appeal benefits our parish and serves people in need throughout the archdiocese, as well as to guide your own level giving. It is our goal that every parish family will participate this year, no matter the amount. All gifts will be credited towards our parish goal. Thank you in advance for your generous response to the 2023 Annual Appeal.



Pastor Letter

2. Announcement Weekend Letter from the Pastor

- A personal and intentional letter from the pastor is a central component of Announcement Weekend. The sample letter below may be used as a guide.
- Include the letter in your parish bulletin, Flocknotes and/or parish email.

Sample Letter

Dear Parish Family,

The turning of the calendar to February means the archdiocesan Annual Appeal is at hand. I am happy to share with you that the 2022 Annual Appeal attained its overall goal of \$11 million. On behalf of Cardinal Gregory, thank you to all our families who made a contribution in 2022 to help the archdiocese reach its goal. *[If applicable: Furthermore, we reached our own parish goal, which is a testament to the incredible generosity of this parish community.]*

Now, I ask you to prayerfully consider your gift to the 2023 Annual Appeal. If you are not familiar with the Annual Appeal, you may wonder how it is different and separate from your offertory giving to the parish. First, the Annual Appeal unites us with our archbishop in serving the many, charitable needs of the Church of Washington. Second, the Annual Appeal funds ministries that our parish could not sustain on our own, such as seminarian formation, campus ministry programs and Deaf and disabilities ministries. Third, the Annual Appeal supports our parish ministerial life, from schools and catechesis, to family and pro-life ministries, to many more in between.

The Annual Appeal is a call to stewardship. It is not mandatory. This means that the many vibrant ministries we have in the archdiocese are the result of families such as your own who have responded generously each year with your free will offering. I am particularly grateful, as a priest of the archdiocese, for your contribution which helps to inspire new vocations and form our new generations of priests.

I am also asked to remind you that, as in every year, 100% of your gift to the Annual Appeal is restricted to the ministries that are a part of the Annual Appeal and cannot be used for any other purpose. Furthermore, your gift will be credited towards our parish goal. You can read more about the 2023 Annual Appeal at appeal.adw.org.

Next weekend will be our commitment weekend. Thank you in advance for your prayerful commitment to the 2023 Annual Appeal. Your steadfast generosity not only is a source of inspiration for me but a force for good in our Church today.

Sincerely Yours in Christ,



Other Announcement Weekend Tasks

3. 2023 Annual Appeal Posters

- Included in the shipment of 2023 Annual Appeal materials your parish will have received are posters for display in the church and other parish buildings. These posters should be put up ahead of Announcement Weekend.

4. 2023 Annual Appeal Informational Brochures

- Informational brochures should be distributed in the pews and made available in the back of the church for Announcement Weekend. The purpose of these brochures is to inspire parishioners to make an informed and prayerful gift to the 2023 Annual Appeal. Make sure to replenish the brochures throughout the Announcement Weekend Masses.

5. Prayers of the Faithful

- Please include one of the following prayers in your weekend Prayers of the Faithful:
- *Option #1: That we may see the work of the Annual Appeal as an opportunity to extend ourselves in love and service beyond the boundaries of our parish, let us pray to the Lord.*
- *Option #2: That as faithful stewards of the gifts God has entrusted to us, we may give generously to the Annual Appeal and share the benefits of our blessings, let us pray to the Lord.*

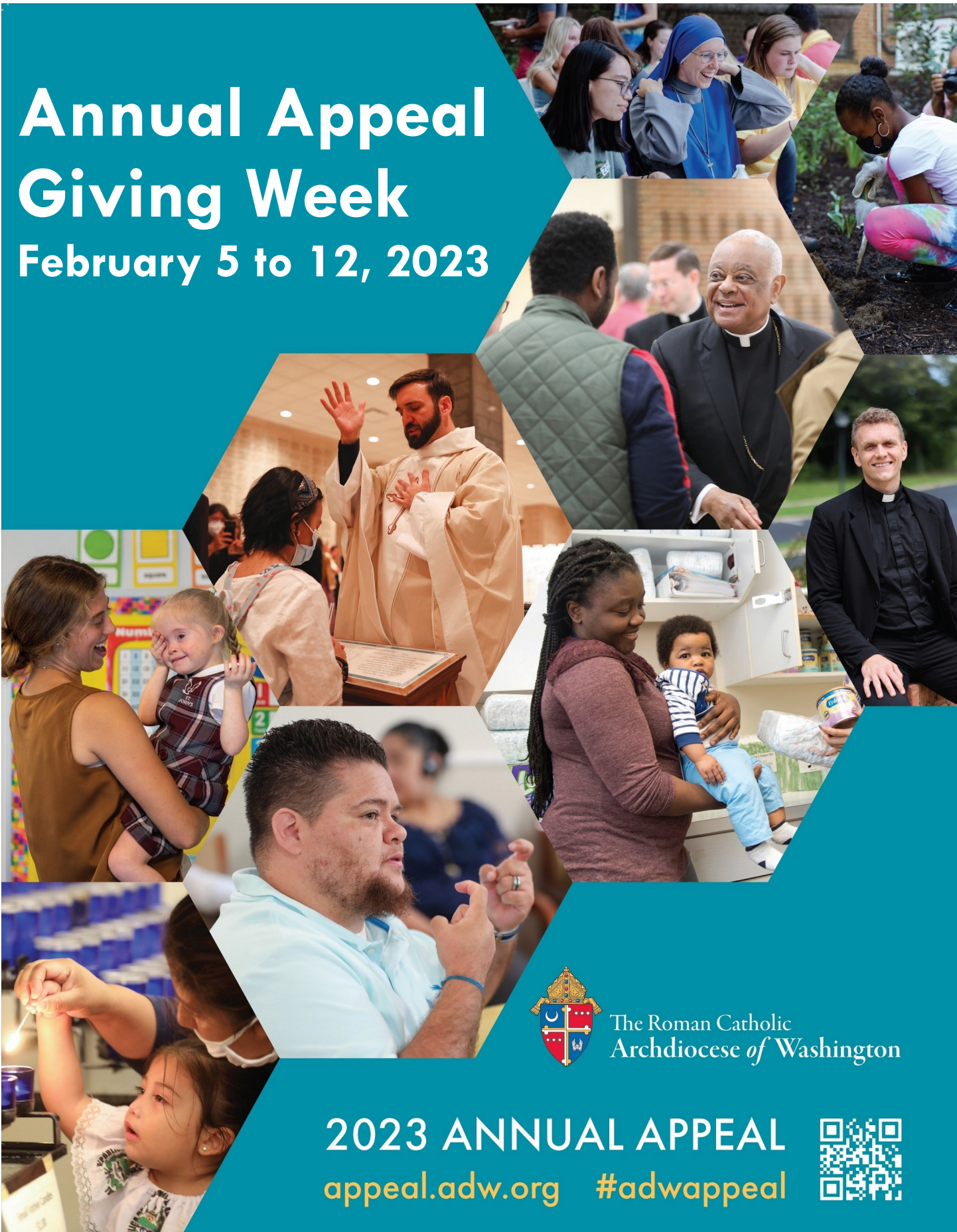
6. Social Media Announcements

- Visit appeal.adw.org and click Parish Resources for sample language and graphics you can drop into your parish's Facebook, Instagram and Twitter feeds, as well as for Flocknote. Log-in to the Parish Resources page with username **parish** and password **briefings**.



Annual Appeal Giving Week

February 5 to 12, 2023



The Roman Catholic
Archdiocese of Washington

2023 ANNUAL APPEAL
appeal.adw.org #adwappeal



Annual Appeal Giving Week

Overview

- **What is Giving Week?** Annual Appeal Giving Week will take place February 4 to 12, 2023—spanning Announcement Weekend through Commitment Weekend. It is an opportunity to celebrate the ministries that are supported by the Annual Appeal. Each day will feature a different theme to create awareness and excitement about the Annual Appeal ahead of Commitment Weekend.
- **Social Media Ambassador:** It is recommended the parish nominate a social media ambassador to manage the parish's social media platforms during Giving Week. This person may post directly on the parish's social media platforms about the Annual Appeal, as well as react (like, share, comment) to the Archdiocese's own posts during the week.
- **Giving Week Resources:** Visit appeal.adw.org and click Parish Resources for Giving Week graphics you can drop into Facebook, Instagram, Twitter and Flocknote. Log-in to the Parish Resources page with username **parish** and password **briefings**.
- **ADW Social Media Accounts to Follow:**
 Facebook—<https://www.facebook.com/adw.org/>
 Twitter—<https://twitter.com/WashArchdiocese>
 Instagram—<https://www.instagram.com/washarchdiocese/>
 Youtube—<http://youtube.com/washarchdiocese>



Giving Week Daily Themes

Feb. 4/5	Announcement Weekend
Monday, Feb. 6	Vocations, Seminarian Education and Clergy & Religious Support
Tuesday, Feb. 7	Catechesis and Catholic Education
Wednesday, Feb. 8	Pro-Life and Family Ministries
Thursday, Feb. 9	Campus Ministries and Hospital & Prison Ministries
Friday, Feb. 10	Social Justice and Outreach Ministries
Feb. 11/12	Commitment Weekend



Commitment Weekend

February 11 & 12, 2023



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Commitment Weekend Checklist

Overview

Commitment Weekend is the weekend when all the pastors and parishes of the archdiocese unite to ask the faithful of the archdiocese to make their 2023 Annual Appeal commitment. **For the many instructions that follow, the most impactful thing a pastor can do during Commitment Weekend is share heartfelt words with his congregation about why the Annual Appeal is personally important to him. The commitments will follow if parishioners sense that connection.**

A well-organized commitment process should take 10 to 12 minutes, or slightly longer than the length of a typical Sunday homily. In lieu of a homily during Commitment Weekend Masses, the pastor will read or play (CD or DVD) Cardinal Gregory's 2023 Annual Appeal homily, then proceed to conduct the commitment process. The pastor leads this process for all Masses during Commitment Weekend.

Checklist *(Details of each task are provided in the following pages.)*

1. [] **Cardinal Gregory's Homily:** Determine whether Cardinal Gregory's homily will be played via audio or video, or whether the pastor will read the script of his homily.
2. [] **Pastor's Script:** The pastor should review ahead of time the script for guiding parishioners through making their 2023 Annual Appeal commitment at all weekend Masses.
3. [] **Ways to Give Board:** Display in the church and for live streamed Masses (if applicable).
4. [] **2023 Annual Appeal Commitment Envelopes:** Distribute in pews and in the back of the church, and replenish throughout Commitment Weekend Masses.
5. [] ***NEW* QR Cards:** Tape to the backs of the pews and/or place in hymnal holders for parishioners to be able to scan during the commitment process.
6. [] **2023 Annual Appeal Informational Brochures:** Collect leftover brochures from Announcement Weekend and make available in the back of the church.
7. [] **Prayers of the Faithful:** Include the Annual Appeal in the weekend's petitions.
8. [] **Bulletin Announcement:** Include an Annual Appeal announcement in the bulletin.
9. [] **Social Media Announcements:** Include the Annual Appeal in parish social media outreach channels (Flocknote, Twitter, Facebook, Instagram.)



Cardinal Gregory Homily

1. Choosing How to Deliver Cardinal Gregory's Homily

Cardinal Gregory's Commitment Weekend homily may be delivered by video, by audio, or read by the pastor. Immediately following the homily, the pastor will lead the commitment process.

- **Option #1—Video:** Play the DVD included in your parish's shipment of 2023 Annual Appeal materials on your church's video system. A video mp4 file may also be found at appeal.adw.org.
- **Option #2—Audio:** Play the CD included in your parish's shipment of 2023 Annual Appeal materials on your church's audio system. An audio mp3 file may also be found at appeal.adw.org.
- **Option #3—Read by the Pastor:** If video or audio options are not possibilities or are not preferred, the pastor has the option to read Cardinal Gregory's homily, a script of which is found below.
- **Resources:** The mp4 and mp3 files of Cardinal Gregory's homily, as well as a Word version of the homily script in 14pt double-spaced format, may be found at appeal.adw.org and clicking on Parish Resources. The username to access the resources is **parish** and the password is **briefings**.

Cardinal Gregory Homily Script

My Dear Brothers and Sisters in Christ – Jesus says in the Gospel of Luke:
“Give, and it will be given to you. Good measure, pressed down, shaken together, running over, will be put into your lap.”

With our hearts filled with the hope and love of Jesus Christ, and thanks to your generosity toward regular, weekly collections at Mass, our parishes do great work through many programs and outreach. However, when we work together, we can accomplish even more than any one parish can on its own. That is what our Annual Appeal uniquely works to achieve, and it makes us a stronger and more vibrant community of faith in action.

The Annual Appeal is a call to act upon the love and grace of God to come to the charitable aid of those who are less fortunate. Our Annual Appeal theme for 2023 is Many Ministries, One Church and expresses how we the people of the Church of Washington, can provide a powerful witness of Christ's love and light in the lives of others.

For the inaugural Appeal of 1969, Archbishop of Washington Cardinal Patrick

Cardinal Gregory Homily

Cardinal Gregory Commitment Weekend Homily Script, continued

O’Boyle said, “Christ came to Earth as man and moved freely among men of all stations, healing the infirm, giving hope to the afflicted, and bringing comfort to the poor. Although centuries have passed and Christ is long risen, his mission among men goes on.” We can affirm today that the Lord acts through the people of God, through you: the men, women and young people of this Church of Washington.

Each year, since the first Annual Appeal, the faithful have been generous in helping to provide loving care, education, and leadership to people throughout our family of faith and the greater community. Through your support, the programs and ministries of the Church of Washington will impact many people’s lives. People who can make a positive difference in the Church today and in the future.

Every dollar you give is applied exclusively, 100%, to ministries and programs of the Annual Appeal that help bring light to the world: including immediate and direct care to those in need of food assistance, medical or dental care, ministry to people with developmental disabilities, and seniors; as well as pro-life efforts to help women in difficult pregnancies, and new mothers to build a happy future; tuition assistance to students who otherwise could not afford a Catholic education; and helping seminarians to receive the best possible formation to be the spiritual leaders of our future Church.

The list goes on and on, and includes all of the loving ways that your gift to the Annual Appeal bears witness to Christ’s hope alive in our midst, through faith, hope and mission. Reflecting on the Lord’s kindness and compassion, the Annual Appeal is a way you can give Him thanks and help provide renewal throughout our communities of faith for a brighter future. On behalf of those who benefit from your support, thank you for your prayerful consideration, and kind sacrificial generosity. And, as always, thank you for your faith and kind commitment to living out the Gospel of Jesus Christ. May God, the source and origin of all good, pour out His blessings in abundance upon you. ###



Pastor Commitment Script

2. Preparing to Deliver the Script

- **Your impact:** This commitment process, led across all our parishes, results in thousands of gifts and millions of dollars raised each year for the Annual Appeal. It is a powerful expression of the oneness of the Church of Washington. The in-pew process is also the number one way that new donors make their first gift: more than 2,000 new donors each year pledge through the in-pew process.
- **Making the script your own:** It is recommended that the pastor review the script and adjust it to his own voice. An editable Word version of the script below may be found at appeal.adw.org and clicking on Parish Resources. The username to access is **parish** and the password is **briefings**.
- **Making your own 2022 gift:** It is recommended that the pastor make his own gift to the 2023 Annual Appeal ahead of Commitment Weekend. This will familiarize you with the donation process for when you direct parishioners to “join you” in making their gift.
- **Have the Commitment Envelope with you on the pulpit:** It is helpful to have the Commitment Envelope to display to the congregation as you walk them through the commitment process. It doubly helps to fill the form out with them so that the timing of your delivery matches their completion of the envelopes.
- **Allowing enough time is critical:** You may be tempted to breeze quickly through the script, but please avoid this temptation. Frequent pauses ensure that the congregation is not rushed and that they complete the pledge form accurately. This does not mean you need to pause at each line.
- **Thank you!** On behalf of our Archdiocesan ministries, thank you for once again making this year’s commitment process a great success!

Pastor Commitment Script *(To be delivered after Cardinal Gregory’s homily)*

If you love our parish, if you have benefited in any way from our ministries and programs, our priests, and our community, then you know not just the impact of your offertory giving, but also the impact of the Annual Appeal. Because the Annual Appeal is an extension of our parish family. Without the Annual Appeal, I would not be here speaking with you as a priest of this archdiocese. Without the Annual Appeal, the Body of Christ would not be present on local college campuses, in crisis pregnancy centers, and in all the other places that our parish cannot reach, and where Christ is transforming lives. Without the Annual Appeal, we would be much harder off building and sustaining our own parish ministry life.

Pastor Commitment Script


Pastor's Commitment Script, continued

Thank you, therefore, if you have supported the Annual Appeal in the past, and thank you for your prayerful gift today. When we give, sometimes God allows us to see the fruits of our sacrifices. Many times, He does not. For those times you may have given to the archdiocese and not seen your impact, I am here to tell you that your support is making a difference. The best example of this is the 80 young men we currently have in seminarian formation, a singular testament to the many blessings God continues to bestow on this archdiocese through your generous support.

I am asking all our families to make a commitment this year. It is the shared sacrifice that matters, not a shared amount. In following this script, I now will briefly walk you through two ways of making your 2023 Annual Appeal pledge. The first method is by using your phone and visiting give.adw.org. That is G-I-V-E dot A-D-W dot O-R-G.


While you navigate to that page, I invite the rest of you to take a commitment envelope that has been placed in the pews, and complete your pledge using that form. The envelopes will be collected after we complete this process.

Turning back to those of you completing your pledge on your phone, once you have gone to give.adw.org, you will find a drop-down menu of parishes in the Archdiocese. Choose our parish and click "Give Now" to take you to the form. The first thing you will do once you have chosen our parish is [Create your donation](#). If you choose the sustaining gift option, that will allow you to make a monthly gift that will continue this year and beyond, until you tell the



Many
Ministries,
One Church

2023
ANNUAL APPEAL
appeal.adw.org • [#adwappeal](https://twitter.com/adwappeal)



The Roman Catholic
Archdiocese of
Washington

By donating to the 2023 Annual Appeal, you support more than 70 ministries of our local Church. Thank you for your generous support!

Create your donation

Annual Pledge ⓘ

One-Time Gift ⓘ

Sustaining Gift ⓘ

Pledge Amount *

\$2,500	\$1,500	\$1,000
\$750	\$500	\$400
\$250	\$150	\$100

Frequency *

Select Frequency ▼

Installation Amount *

Parish *

No Parish Association (9999) ▼



Pastor Commitment Script

Pastor's Commitment Script, continued

archdiocese to stop payment. As you complete the rest of the information in this section, verify that the Parish field shows our parish name.

After you have created your donation, the next section will be completing your **contact information**. Be sure that your information is accurate so that you will receive timely pledge reminders and letters of acknowledgement.

Finally, you will be asked to complete your **Payment Information**. You can set up your pledge with a credit card or bank account number today. Or, you may choose the “Bill Me Later” option to determine your method of payment at a later date after you have been sent a pledge confirmation.

Your Information*

[I already have an account](#)

Title
--Select--

First Name*
First Name

Last Name*
Last Name

Phone #
Mobile

Email Address*
Email

Street Address*
House # and Street

Unit number or C/O
Unit number or C/O

Country
United States

State*
--Please Select--

City*
City

Zip Code*
Zip

Click here to create an account (leave unchecked to give as a guest)

Payment Information

Choose Payment Method
 Credit Card Bank Account

Name on Card*
Name on Card

Card Number*
XXX-XXX-XXX


Expiration*
MM YYYY

CVV*
CVV

Country
United States

Zip*
Zip

If you have any questions about your donation or about the Annual Appeal, please call (301) 637-6129 or email development@adw.org.

 [Privacy - Terms](#)

Continued on next page

Pastor Commitment Script

Pastor's Commitment Script, continued

For those of you who have diligently been completing the commitment envelope, as you complete all the fields, towards the bottom please be sure to write in your Total Amount Pledged on the appropriate line, and also fill out the Amount Enclosed and Balance to be Paid lines.

No cash or check payment is required at this time, but if you choose to do so, you may use the envelope to enclose your payment. Once you have completed the form, tear off the front flap and fold and seal the envelope. Our ushers will be around soon to collect the envelopes.

On behalf of Cardinal Gregory and the many charitable works of our Archdiocese supported by your gift, thank you for your generosity.

###

PLEDGE FORM

Mr. and Mrs. Mr. Mrs. Ms. Miss Other _____

First Name _____ Last Name _____

Spouse First Name _____ Last Name _____

Address _____ Apt./Unit _____

City _____ State _____ Zip _____

Primary Phone (House Work Cell) _____

Email _____ I would like to opt out of Annual Appeal updates

Parish Name and City _____ **23AAIP**

MY 2023 ANNUAL APPEAL GIFT

<i>Suggested Pledge</i>	<i>10 Monthly Payments</i>	<i>Suggested Pledge</i>	<i>10 Monthly Payments</i>
Circle of Charity		<input type="checkbox"/> Other:	
<input type="checkbox"/> \$ 2,500.00\$ 250.00		\$ _____	
Circle of Mission		<input type="checkbox"/> \$ 500.00\$ 50.00	
<input type="checkbox"/> \$ 1,500.00\$ 150.00		<input type="checkbox"/> \$ 400.00\$ 40.00	
Circle of Hope		<input type="checkbox"/> \$ 250.00\$ 25.00	<i>(83¢ per day for 10 months)</i>
<input type="checkbox"/> \$ 1,000.00\$ 100.00		<input type="checkbox"/> \$ 150.00\$ 15.00	<i>(50¢ per day for 10 months)</i>
Circle of Faith		<input type="checkbox"/> \$ 100.00\$ 10.00	<i>(33¢ per day for 10 months)</i>
<input type="checkbox"/> \$ 750.00\$ 75.00			

Total Amount Pledged \$ _____

I wish to pay by check or cash:

Amount Enclosed \$ _____

Balance to be Paid \$ _____

Please make your check payable to **Annual Appeal**. You will receive a confirmation letter with payment options for your remaining balance.

I wish to pay by credit card:

Visa MasterCard Discover AmEx

Process as a one-time gift.

Process in equal monthly payments over 10 months.

Make my monthly payment of \$ _____ a sustaining monthly gift.

Card Number _____ / _____ Expiration Date

Print Name as it Appears on Card _____

Please bill me with payment options.

Please contact me about leaving the Church in my will.



Other Commitment Weekend Tasks

3. Ways to Give Board

- Included in the shipment of 2023 Annual Appeal materials your parish will have received are two (2) Ways to Give boards for display in the church.
- **Livestream Mass:** If you have a livestreamed Mass, think about how the Ways to Give board could be positioned to be visible to parishioners participating in the commitment process at home.
- **Back of the Church:** By placing one of the Ways to Give boards in the back of the church, parishioners can be reminded before and after Mass of the different giving options, including conveniently scanning the printed QR code.

ANNUAL APPEAL Ways to Give



The Roman Catholic
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Washington

Online: give.adw.org

Text: **"Give" to (301) 231-1816**

Envelope: **Available upon request**



THANK YOU
for your Annual Appeal
gift which will be
credited to our parish!

4. 2023 Annual Appeal Commitment Envelopes

- Commitment Envelopes should be distributed in the pews before each Mass during Commitment Weekend. Ushers are encouraged to replenish and straighten the envelopes in between Masses.
- It is recommended that pencils be placed inside the envelopes before Commitment Weekend. That way, parishioners are not searching for pencils during the commitment process.

5. *NEW* QR Code Cards

- We have created a new item to make it easier for parishioners completing their donation digitally during the in-pew commitment process. The QR card may be taped to the backs of the pews, placed in the hymnal holders of the pews, or laid down in the pew for easy scanning, for parishioners to be brought to give.adw.org.



Other Commitment Weekend Tasks

Other Commitment Weekend Tasks, Continued

6. 2023 Annual Appeal Informational Brochures

- The Informational Brochures that were placed in the pews for Announcement Weekend should be collected ahead of Commitment Weekend, with only a stack of brochures made available in the back of the church. Otherwise, it is possible that parishioners may confuse the brochures with the commitment envelopes if they are left in the pews.

7. Prayers of the Faithful

- Please include one of the following prayers in your weekend Prayers of the Faithful:
- *Option #1: That we may see the work of the Annual Appeal as an opportunity to extend ourselves in love and service beyond the boundaries of our parish, let us pray to the Lord.*
- *Option #2: That as faithful stewards of the gifts God has entrusted to us, we may give generously to the Annual Appeal and share the benefits of our blessings, let us pray to the Lord.*

8. Suggested Bulletin Announcement

- **2023 Annual Appeal: Many Ministries, One Church** | This weekend we have been asked prayerfully to consider making a gift to the 2023 Annual Appeal. Please complete or take a commitment form at Mass this weekend, or make your gift at give.adw.org. Visit appeal.adw.org to learn more about how the Annual Appeal benefits our parish and serves people in need throughout the archdiocese. It is our goal that every parish family will participate this year. All gifts will be credited towards our parish goal. Thank you in advance for your generous response to the 2023 Annual Appeal.

9. Social Media Announcements

- Use social media to thank parishioners for their generosity during Commitment Weekend. Also look out for Annual Appeal posts on ADW's social media accounts (see pg. 12) to share in your own social media feeds, and to like and comment on.
- Visit appeal.adw.org and click Parish Resources for sample language and graphics you can drop into your parish's Facebook, Instagram and Twitter feeds, as well as for Flocknote. Log-in to the Parish Resources page with username **parish** and password **briefings**.



Follow-Up Weekend

February 18 & 19, 2023



The Roman Catholic
Archdiocese of Washington

2023 ANNUAL APPEAL
appeal.adw.org #adwappeal



Follow-Up Weekend Checklist

Overview

Follow-Up Weekend is a critical component of the Annual Appeal in-pew process, typically resulting in another \$500,000 or more of donations following those received on Commitment Weekend. The commitment process does not need to be long, but it should be intentional. The other tasks for Follow-Up Weekend are similar to those of Commitment Weekend.

Finish your in-pew process strong with a successful Follow-Up Weekend!

Checklist *(Details of each task are provided in the following pages.)*

1. [] **Follow-Up Weekend Leader:** Pastor determines whether the Mass celebrant(s) or other chosen parish leader will lead the commitment script at each Mass during Follow-Up Weekend.
2. [] **Ways to Give Board:** Display in the church and for livestreamed Masses.
3. [] **2023 Annual Appeal Commitment Envelopes:** Distribute in pews and make available in the back of the church ahead of Follow-Up Weekend.
4. [] ***NEW* QR Code Cards:** Tape to the backs of the pews and/or place in hymnal holders for parishioners to be able to scan during the commitment process.
5. [] **Prayers of the Faithful:** Include the Annual Appeal in the weekend Mass petitions.
6. [] **Bulletin Announcement:** Include an Annual Appeal announcement in the weekly bulletin.
7. [] **Social Media Announcements:** Include the Annual Appeal in parish social media outreach channels (Flocknote, Twitter, Facebook, Instagram.)



Follow-Up Weekend Script

1. Preparing to Deliver the Script

- **Choosing who delivers the script:** The pastor does not have to deliver the commitment script for all Follow-Up Weekend Masses, as he is asked to do during Commitment Weekend. It may be a parochial vicar, deacon or other parish leader—or combination—who delivers the script.
- **Preparing beforehand:** It is recommended that the one(s) delivering the script review and adjust to their own voice. An editable Word version of the script may be found at appeal.adw.org and clicking on Parish Resources. The username to access is **parish** and the password is **briefings**.
- **Timing:** After the homily is the ideal time to go through the Follow-Up Weekend commitment process. Alternatively, it may also take place before the Closing Prayer or when pulpit announcements typically are given. If the parish has a testimonial speaker for Follow-Up Weekend, they should be delivered right before the Follow-Up Weekend commitment script.

Follow-Up Weekend Script

[If there is a testimonial speaker, the Mass celebrant first should invite the speaker to the pulpit to give their remarks. Afterwards, the one assigned to give the Follow-Up script can begin with the following:]

Last weekend, we asked parishioners to make a commitment to the 2023 Annual Appeal. This weekend, we are providing another, brief opportunity for parishioners to make their commitment. As mentioned last week, our hope is that every family makes a gift to the Annual Appeal. Our goal is not equal gifts, but equal sacrifice. Thank you if you already have responded to this call.

Last year's Annual Appeal was successful in reaching its goal, and you will help the archdiocese reach its goal again this year with your prayerful response. The monies raised benefit our parish and church in many ways, especially the formation of our new priests, and through ministries that allow God's love and care to reach places our own parish programs cannot.

If you would like to make your gift online, I invite you to visit give.adw.org now. Again, that is G-I-V-E dot A-D-W dot O-R-G. Once you have navigated to the donation page, you will choose our parish from the drop-down menu.

If you prefer to complete your pledge by hand, take a Commitment Envelope from the pew and begin completing the pledge form.

Follow-Up Weekend Script

Follow-Up Weekend Script, continued

Whether you complete your pledge online or by hand, you will have the option of choosing an annual pledge, a one-time gift, or a sustaining monthly gift. The benefit of the sustaining gift option is that you don't have to make a new pledge each year. Your monthly gift will continue into next year until you tell the archdiocese to stop payment.

Regardless of your giving option, there is no requirement to provide payment information at this time. You will receive a pledge acknowledgment once your commitment has been processed.

As you complete the form, I remind you that your gift will be credited towards our parish goal. Continuing from last year, a portion of the funds that are raised over our parish goal will be returned to the parish for the purpose of supporting our parish ministry life.

We will wait a few more moments for people to complete their pledge. If you completed the Commitment Envelope, you may tear off the front flap and seal the envelope. The envelope may either be placed in the offertory basket or dropped in the mail. The envelope is already postage-paid so no stamp or postage is needed. If you completed the digital form, make sure the information is accurate before you submit.

Thank you again for your faithful support of our archdiocesan Church. ###

PLEDGE FORM

Mr. and Mrs. Mr. Mrs. Ms. Miss Other _____

First Name _____ Last Name _____

Spouse First Name _____ Last Name _____

Address _____ Apt./Unit _____

City _____ State _____ Zip _____

Primary Phone (House Work Cell) _____

Email _____ I would like to opt out of Annual Appeal updates

Parish Name and City _____ **23AAIP**

MY 2023 ANNUAL APPEAL GIFT

Suggested Pledge	10 Monthly Payments	Suggested Pledge	10 Monthly Payments
Circle of Charity	<input type="checkbox"/> \$ 2,500. ⁰⁰\$ 250. ⁰⁰	<input type="checkbox"/> Other:	\$ _____
Circle of Mission	<input type="checkbox"/> \$ 1,500. ⁰⁰\$ 150. ⁰⁰	<input type="checkbox"/> \$ 500. ⁰⁰\$ 50. ⁰⁰	
Circle of Hope	<input type="checkbox"/> \$ 1,000. ⁰⁰\$ 100. ⁰⁰	<input type="checkbox"/> \$ 400. ⁰⁰\$ 40. ⁰⁰	
Circle of Faith	<input type="checkbox"/> \$ 750. ⁰⁰\$ 75. ⁰⁰	<input type="checkbox"/> \$ 250. ⁰⁰\$ 25. ⁰⁰ <i>(83¢ per day for 10 months)</i>	
		<input type="checkbox"/> \$ 150. ⁰⁰\$ 15. ⁰⁰ <i>(50¢ per day for 10 months)</i>	
		<input type="checkbox"/> \$ 100. ⁰⁰\$ 10. ⁰⁰ <i>(33¢ per day for 10 months)</i>	

Total Amount Pledged \$ _____

I wish to pay by check or cash:

Amount Enclosed \$ _____

Balance to be Paid \$ _____

Please make your check payable to **Annual Appeal**. You will receive a confirmation letter with payment options for your remaining balance.

I wish to pay by credit card:

Visa MasterCard Discover AmEx

Process as a one-time gift.

Process in equal monthly payments over 10 months.

Make my monthly payment of \$ _____ a sustaining monthly gift.

Card Number _____ / _____ Expiration Date

Print Name as it Appears on Card _____

Please bill me with payment options.

Please contact me about leaving the Church in my will.



Other Follow-Up Weekend Tasks

2. Ways to Give Board

- Included in the shipment of 2023 Annual Appeal materials your parish will have received are two (2) Ways to Give boards for display in the church.
- **Livestream Mass:** If you have a livestreamed Mass, think about how the Ways to Give board could be positioned to be visible to parishioners participating in the commitment process at home.
- **Back of the Church:** By placing one of the Ways to Give boards in the back of the church, parishioners can be reminded before and after Mass of the different giving options, including conveniently scanning the printed QR code.



The graphic is a dark blue rectangular board with white text and a QR code. At the top left, it says 'ANNUAL APPEAL' in small white letters, followed by 'Ways to Give' in large, bold white letters. To the right is the logo of the Roman Catholic Archdiocese of Washington, which features a shield with a cross, a crescent moon, and a star, topped with a mitre. Below the logo, it says 'The Roman Catholic Archdiocese of Washington'. In the center, it lists three ways to give: 'Online: give.adw.org', 'Text: "Give" to (301) 231-1816', and 'Envelope: Available upon request'. Below the text is a QR code with the word 'Scan:' to its left. To the right of the QR code, it says 'THANK YOU for your Annual Appeal gift which will be credited to our parish!' in white text.

3. 2023 Annual Appeal Commitment Envelopes

- Commitment Envelopes should be distributed in the pews before each Mass during Follow-Up Weekend. Ushers are encouraged to replenish and straighten the envelopes in between Masses.
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Other Follow-Up Weekend Tasks

Other Follow-Up Weekend Tasks, Continued

5. Prayers of the Faithful

- Please include the following prayer in your weekend Prayers of the Faithful:

That all those who have so generously responded to the Annual Appeal may be rewarded with the growth, love and joy that giving generously brings, let us pray to the Lord.

6. Bulletin Announcement

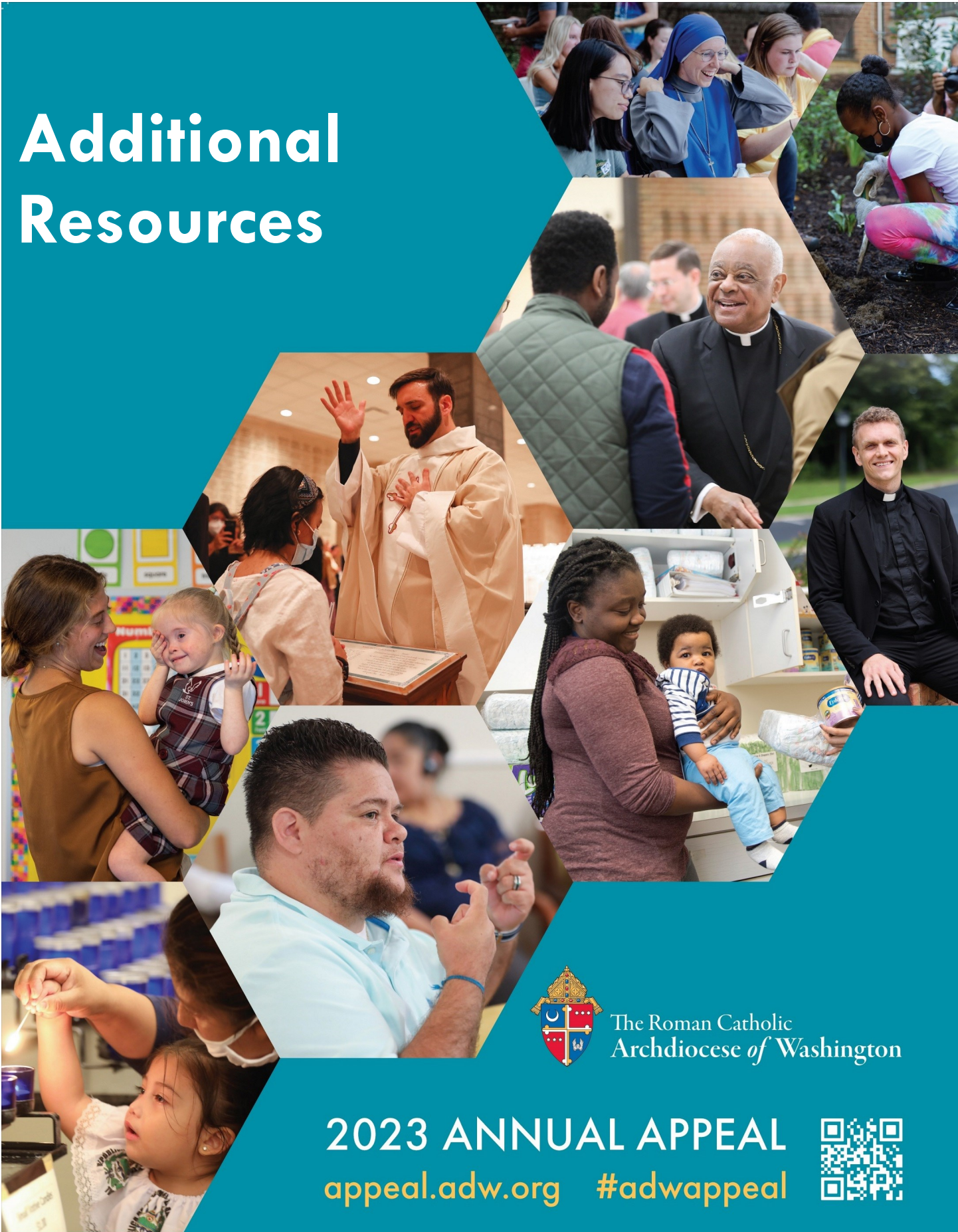
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Additional Resources



The Roman Catholic
Archdiocese of Washington

2023 ANNUAL APPEAL
appeal.adw.org #adwappeal



Gift Processing Instructions

We have designed the gift processing to make it easy for parishes to collect and submit the gifts received during Commitment and Follow-Up Weekends.

Processing Checklist

1. REMOVE PENCILS FROM ENVELOPES

To expedite the processing time for parishioners to receive acknowledgement letters as soon as possible, please remove any pencils that donors may have sealed in the envelopes. Everything else should be left in the envelope, then closed and taped shut. *Thank you for your assistance with this step.*

2. COMPLETE TRANSMITTAL FORM *(Sample form on next page)*

- ⇒ Please count and record the number of envelopes on the provided transmittal form. Include any envelopes that donors have delivered directly to the parish from the Annual Appeal January mailing.
- ⇒ Next, count and record on the transmittal form any loose checks or money orders. The *Archdiocese is able to process any checks made out to “Annual Appeal”, “Archdiocese” and even to your parish.*
- ⇒ Finally, count and deposit any loose cash, and issue a parish check of the total amount payable to the Annual Appeal. The parish check may be included in the count on the transmittal form.

3. PREPARE PACKAGE TO SEND OUT

Place the completed transmittal form into the pre-paid box or envelope along with the pledge envelopes and loose checks. Seal and drop off the package at your local U.S. Post Office or schedule a pick-up by visiting <https://usps.com>. If you have issues with the packages or transmittal forms, please contact Danny Ortega at (301) 853-5344 or ortegad@adw.org. For your reference, all boxes and envelopes should be addressed to the **ADW Annual Appeal, P.O. Box 8454, Topeka, KS 66608.**

Note: The Annual Appeal Commitment and Follow-Up Weekend pledge envelopes this year have been designed with the ability for a donor to mail the envelope with postage guaranteed by the Archdiocese. If you receive envelopes after you have used all USPS boxes, you can either request additional USPS boxes from the Annual Appeal office or drop the pledge envelopes (if they are the in-pew version with postage paid indicia in the stamp area) directly in the mail.



Sample Transmittal Form

This form may be downloaded by visiting appeal.adw.org and clicking Parish Resources. Log-in to the Parish Resources page with username **parish** and password **briefings**.



Archdiocese of Washington 2023 Annual Appeal In-Pew Transmittal Form

(Please include in all shipments of Annual Appeal commitment envelopes)

Parish Number: _____

Parish Name: _____

Parish City: _____

ENVELOPE & CHECK COUNTS IN THIS BOX

Number of envelopes: _____ *Count in-pew envelopes and mail reply envelopes.
Include any 2nd collection envelopes provided by the parish.*

Number of loose checks: _____ *Count checks not inside an in-pew or mail reply envelope.
Include any parish checks in this count.*

Package tracking number *(if available and if used)*: _____

Sent By (Name): _____ Date Sent: _____

Telephone: _____ E-mail: _____

SHIPPING INSTRUCTIONS

Please make sure the in-pew envelopes and mail reply envelopes are sealed, then place them in the USPS boxes/envelopes provided.

For the security of donor gifts and personal information, please ship your packages via the USPS boxes/envelopes and pre-paid shipping labels the Archdiocese has provided:

Ship to:
Archdiocese of Washington
P.O. Box 8454
Topeka, KS 66608

If you need assistance, please contact:
Danny Ortega, Annual Appeal Officer
(301) 853-5344; ortegad@adw.org

Frequently Asked Questions

Why should I donate to the Annual Appeal when I can support individual Catholic ministries?

As Catholics, we are united in our faith, the sacraments and the good works of the Church. The Annual Appeal is a way to support critical services and ministries of the Church in an effective and meaningful way, and to support ministries larger than any particular parish or agency. Further, there are many ministries supported by the Annual Appeal that do not have a means to receive support from direct charitable donations.

Is any support for the Annual Appeal used for legal fees or settlements related to the clergy abuse crisis?

No. The Annual Appeal funds are restricted to support only the mission and ministries outlined in the case for support. Funds received for the Annual Appeal are not used for any other purpose, including legal fees and/or settlements that the Archdiocese of Washington may incur. Additionally, the Archdiocese continues to insist that any allegation of abuse of a minor or vulnerable adult be reported to the police and other government agencies that deal with child abuse or elder abuse as well as to our Office for Child and Youth Protection and Safe Environment.

What is the cost to conduct the Annual Appeal each year?

The annual cost for outreach, gift and data processing, pledge reminders, gift acknowledgments, and other correspondence relating to the Annual Appeal is seven (7) cents per dollar raised. The Archdiocese of Washington pays this cost from other revenue sources, so that 100% of donations support the ministries of the Annual Appeal.

Where can I find key financials on the Archdiocese of Washington, such as independent audits and IRS forms?

The Archdiocese of Washington is independently audited and produces a financial report each year. View Archdiocesan financial reports at adw.org. The Archdiocese of Washington has procedures in place for people to report financial or any other misconduct in one of our parishes, schools or ministries, using EthicsPoint, an independent reporting service.

Are there other ways to contribute beyond writing a check or giving through my credit card?

Yes! We gratefully accept gifts from:

- Publicly-traded stocks, bonds and mutual funds
- Traditional IRA transfers (must be 70 1/2 or older)
- *Donor-advised funds and private foundations
- Combined Federal Campaign (CFC). Our legal name is "Roman Catholic Archbishop of Washington" and our CFC number is 71625.

**If you use a donor-advised fund, private foundation or a group charitable giving site, please include your name, parish and that it is for the Annual Appeal.*

