Your Gift Plants Seeds of Hope!
2019 Campaign Guidebook

2019 Annual HOPE Appeal
Foundation of the Roman Catholic Diocese of Syracuse
The 2019 HOPE Appeal Ends November 30, 2019.
2019 Annual HOPE Appeal

The HOPE Appeal is the annual giving campaign of the Diocese of Syracuse. There are many services the diocese provides to our parishes, schools, and to all Catholics that would be difficult for even the most prosperous parishes to undertake on their own. This includes support for educating seminarians, Catholic Charities, campus ministry, parishes and schools, formational ministries, pastoral assistance, evangelizing and communications. When the goal of the HOPE Appeal is achieved, we insure that these programs will receive the funding that is needed.

The HOPE Appeal serves nearly 230,000 Catholics in 121 parishes across 7 counties in Central New York.
How Your Gift is Used

The 2018 Annual HOPE Appeal raised $4,528,302 of which $4,240,108 supports the programs and ministries listed below. The remaining amount of $288,194 was allocated to Parish Sharing ($234,642) and Stewardship ($53,552). The goal of the Annual HOPE Appeal is to provide funding to meet immediate needs across the Diocese of Syracuse each year.

Advancing Social Justice

<table>
<thead>
<tr>
<th>Ministry</th>
<th>Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catholic Charities</td>
<td>$435,828</td>
</tr>
<tr>
<td>Asian &amp; Spanish Apostolates</td>
<td>$190,927</td>
</tr>
<tr>
<td>Catholic Deaf Ministry</td>
<td>$75,963</td>
</tr>
<tr>
<td>Social Action Ministry</td>
<td>$32,335</td>
</tr>
<tr>
<td>Jail Ministry</td>
<td>$13,776</td>
</tr>
<tr>
<td>Cathedral Emergency Assistance</td>
<td>$4,909</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$753,738</strong></td>
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Cultivating Catholic Leadership

<table>
<thead>
<tr>
<th>Ministry</th>
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</thead>
<tbody>
<tr>
<td>Tuition Assistance</td>
<td>$542,698</td>
</tr>
<tr>
<td>Educating Youth in Catholic Faith</td>
<td>$476,660</td>
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<tr>
<td>Campus Ministry</td>
<td>$305,170</td>
</tr>
<tr>
<td>Youth &amp; Young Adult Ministry</td>
<td>$277,041</td>
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<tr>
<td>Family/Respect Life</td>
<td>$273,925</td>
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<tr>
<td>Evangelization</td>
<td>$168,775</td>
</tr>
<tr>
<td>Seminarian, Clergy, Deacon Education</td>
<td>$158,500</td>
</tr>
<tr>
<td>Marriage Tribunal</td>
<td>$130,811</td>
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<tr>
<td>Lay Leadership</td>
<td>$95,810</td>
</tr>
<tr>
<td>Formation for Ministry</td>
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<td><strong>Total</strong></td>
<td><strong>$2,495,599</strong></td>
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Empowering Parish Communities

<table>
<thead>
<tr>
<th>Ministry</th>
<th>Allocation</th>
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<tbody>
<tr>
<td>Catholic Sun, Catholic TV, Communications</td>
<td>$290,322</td>
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<tr>
<td>Hospital Ministry</td>
<td>$171,285</td>
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<tr>
<td>Pastoral &amp; Religious Support</td>
<td>$150,019</td>
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<tr>
<td>Cathedral Support</td>
<td>$125,000</td>
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<tr>
<td>Vicar for Parishes</td>
<td>$102,488</td>
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<tr>
<td>Universal Church Initiatives</td>
<td>$68,595</td>
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<tr>
<td>Christ the King Retreat House</td>
<td>$50,000</td>
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<tr>
<td>Liturgy &amp; Worship</td>
<td>$23,362</td>
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<td>Catholic Cemeteries</td>
<td>$5,000</td>
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<tr>
<td>Charismatic Renewal</td>
<td>$3,000</td>
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<td>Commission on Women</td>
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<td><strong>Total</strong></td>
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2018 Total Allocation: $4,240,108
# Best Practices Checklist

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<thead>
<tr>
<th>Project</th>
<th>Recommended Date(s)</th>
<th>Person Responsible</th>
<th>Support Page in Guide</th>
<th>Completed y/n</th>
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</thead>
<tbody>
<tr>
<td>Appoint HOPE Appeal Chair</td>
<td>Prior to Start</td>
<td>Pastor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use HOPE Appeal Bulletin Messages</td>
<td>April 27-28, May 4-5, May 11-12, May 18-19</td>
<td>Chair/Bulletin Editor</td>
<td>Page 16</td>
<td></td>
</tr>
<tr>
<td>Use HOPE Appeal Pulpit Announcements</td>
<td>April 27-28, May 4-5, May 11-12, May 18-19</td>
<td>Pastor/Chair/Pulpit Announcer</td>
<td>Page 18</td>
<td></td>
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<tr>
<td>Pastor Speaks Briefly about Campaign</td>
<td>April 27-28, May 4-5, May 11-12, May 18-19</td>
<td>Pastor/Presider</td>
<td>Page 10</td>
<td></td>
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<tr>
<td>Show HOPE Appeal Video at Mass or Invite Speaker</td>
<td>April 27-28, May 4-5, May 11-12, May 18-19</td>
<td>Chair</td>
<td></td>
<td></td>
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<tr>
<td>Conduct in pew request</td>
<td>May 18-19</td>
<td>Pastor/Chair/Presider</td>
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<tr>
<td>Follow up with non-responders by mail</td>
<td>June 20</td>
<td>Chair/Pastor</td>
<td>Page 20</td>
<td></td>
</tr>
<tr>
<td>Follow up with all non-responders by phone</td>
<td>July 20</td>
<td>Chair/Committee</td>
<td></td>
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2019 HOPE Appeal Timeline

DVD, Posters, etc. – Handed out at DPC meeting on March 9, 2019
HOPE Appeal in pew envelopes – Mailed to parishes end of April
HOPE Appeal Announcement weekend – May 4-5, 2019
HOPE Appeal Final Announcement weekend – May 11-12, 2019
Regional HOPE Appeal Receptions – May 14, 15, 16, 2019
HOPE Appeal Weekend – May 18-19, 2019

Foundation Mailing Schedule:
1. HOPE Appeal Leadership, Clergy and General Mailing – Mailed end of April
2. Follow Up Mailing – Mailed in June
HOPE Appeal Follow Up Weekends – Sept. 7-8, Sept. 14-15, Sept. 21-22, 2019
Campaign Concludes – November 30, 2019

Regional HOPE Appeal Receptions

The receptions are an opportunity for our higher-level donors to learn more about how our annual appeal helps all of us in the Diocese of Syracuse. The events create an opportunity for parishioners to meet individuals benefitted by the HOPE Appeal and will leave feeling empowered to increase their annual donations.

Regional Reception Dates

Southern Tier HOPE Appeal Reception
Tuesday, May 14th 6pm-8pm
St. Vincent De Paul Church
465 Clubhouse Rd., Vestal, NY 13850

North/West HOPE Appeal Reception
Wednesday, May 15th 2019 6pm-8pm
The Cathedral of the Immaculate Conception
259 E Onondaga St, Syracuse, NY 13202

East HOPE Appeal Reception
Thursday, May 16th 6pm-8pm
The Good News Center
10475 Cosby Manor Rd, Utica, NY 13502
How to Make Goal:

• Appoint a HOPE Appeal Parish Representative and Committee
• Use Pulpit and Bulletin Announcements
• Pastor should speak briefly each weekend about the Parish Campaign (See: Talking Points).
• Publicize the HOPE Appeal
• Invite those helped through HOPE Appeal funding to speak at Masses.
• Show the HOPE Appeal video during Mass: Most parishes showing the video meet or exceed their goal
• Write to all parishioners asking for a pledge.
• Involve your YOUTH to participate in the HOPE Appeal. They are the future of the Church.
• Pastor follows up with Parishioners: Call and Send Letter (see example).
• Parish Representatives, HOPE Appeal Committee make Follow Up calls.
• Tell parishioners the IMPACT (See: TIPS for pastors/parish reps.)
• THANK EVERYONE!

DON’T

• Don’t apologize for the Annual HOPE Appeal
• Don’t portray the HOPE Appeal as a chore or just another arduous task – this is an opportunity for the faith community of the Diocese of Syracuse to come together.
• Don’t assume someone cannot give a gift. No gift is too small.
• Don’t try to justify the Annual HOPE Appeal purely in terms of “what’s in it for us?” Instead focus on your parishioners’ willingness to give as Jesus did, without expecting something in return.

Your parishioners may make a pledge or secure online gift at www.syrdio.org. The gift will be credited to your parish.
Gift Processing and Reporting Procedures for HOPE Appeal 2019

Gift Processing

All return envelopes for the leadership and general mailings are no longer addressed to return to a parish office. Return envelopes for the leadership and general parish mailings are addressed so that a donor can mail their gift directly to the HOPE Appeal Lockbox in Albany, NY. Campaign pledge cards are printed with a unique scanline that allows the lockbox to process gifts immediately upon receipt.

If your parish receives donations from the leadership or general mailing with the scanline, please do not open the envelope. We ask that you forward these gifts as soon as possible to the lockbox for processing.

Please do not hold on to donations!

Please note: In-pew processing and reporting will remain the same. Please see the section on in-pew procedures.

Reporting

The Foundation will send out regularly updated rosters by parish, with a listing of donors, date of gift received, and the dollar value of the gift/pledge. The first round of donor reports will be emailed in late April as leadership gifts are processed. As the campaign progresses, donor reports will be emailed twice a month to all parishes.

In addition to donor reports, the Foundation Office will email a weekly campaign progress report listing all parishes and their goals with the number and dollar amount of gifts and pledges received.

If you have any questions about these new processes, please contact the Foundation Office at 315-472-8447.

The 2019 HOPE Appeal Ends November 30, 2019.
Procedures for Reporting HOPE Appeal In-Pew Gifts 2019

All parish returns will be sent to the provided lock box address for initial processing. The address and mailing labels will be included in your instructions.

1. Open response envelope and remove pledge form and cash or check.
2. Place the check on top of each pledge form. PLEASE DO NOT STAPLE AND DO NOT USE PAPER CLIPS. Special note: Please write the donor’s check number on all corresponding pledge forms. Use the parishioner labels with constituent ID numbers that the HOPE Appeal office provides. Place a label on each pledge, payment and gift OR write the constituent ID number on each. Convert cash payments to a parish check and send pledge forms with the parish check.
3. Bundle with a rubber band as follows:
   a. Pledges only
   b. Paid in full
   c. Pledges with partial payments
   d. Credit card charges
   e. All declined
4. Run an adding machine tape of each bundle and include with return.
5. Complete the Financial Report* and enclose with return. All gifts should be listed as bundled (refer to procedure #3). Keep a copy for your records.
6. Complete and update your records.
7. Send your returns in the (4) tyvak envelopes provided. Any additional returns can be sent in brown craft or regular envelopes.
8. Returns should be sent to the HOPE Appeal lock box as soon as possible. Please do not hold checks for a month. We ask that you set these as return dates:
   1st: Week of May 20
   2nd: Week of May 27
   3rd: Week of June 3
   4th: Week of June 10
   5th: Week of June 17
   6th: Week of June 24

IMPORTANT TO NOTE:

If you have any questions, contact the Foundation Office as soon as possible.

All returns should be mailed as soon as possible – we suggest within 7-10 days.

* You’ll find a blank report on the next page. Make copies as necessary.

The 2019 HOPE Appeal Ends November 30, 2019.
Diocese of Syracuse HOPE Appeal 2019
Parish Financial Report Form
This form is for in-pew processing only.

Parish Report #___________  Diocesan Deposit #___________

Parish __________________________

Address __________________________ City ___________ Zip _________

__________________________ Submitted By________________________

Declined #__________ Unable #__________ No Response #__________

Moved/Deceased #__________ Other #__________

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>PAID NOW</th>
<th>BALANCE DUE</th>
<th>TOTAL</th>
<th># PLEDGE ENVELOPES</th>
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</thead>
<tbody>
<tr>
<td>Pledges Paid in Full</td>
<td>$</td>
<td>XXXXXXXX</td>
<td>$</td>
<td>#</td>
</tr>
<tr>
<td>Pledges Partial Payment</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>#</td>
</tr>
<tr>
<td>Pledges Using Credit Cards</td>
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<td>$</td>
<td>$</td>
<td>#</td>
</tr>
<tr>
<td>Pledge Only</td>
<td>XXXXXXXX</td>
<td>$</td>
<td>$</td>
<td>#</td>
</tr>
<tr>
<td>TOTALS</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>#</td>
</tr>
</tbody>
</table>

1. **DO** - Donor’s check must be kept with their pledge.
   **DO NOT** - Use paper clips or staples to attach checks to pledge forms; just keep them together.

2. **DO** - Write the check number on each corresponding pledge form.
   **DO** - Place a parishioner label with constituent ID number on each form or write the constituent number on each form.

3. **DO NOT SEND CASH.**
   **DO** - Use a Parish Check to replace cash payments. Be sure to include the names of the cash donors along with parish check.

4. **DO** - Bundle like forms together with a corresponding adding machine tape.

_The 2019 HOPE Appeal Ends November 30, 2019._
Parish Leadership

Pastors, Parish Life Coordinators, Deacons and Parish Staff play a significant role in promoting the Annual HOPE Appeal. You help set the tone for the effort in your parish with your endorsement and public support. Promoting the importance of supporting the Appeal and presenting the ministries that benefit from the Appeal (including how the Appeal directly benefits your parish community) are key elements in the success of the Annual Appeal in your parish.

Parish representatives are asked to:

• Make an Annual Appeal gift.
• Work with pastor and parish staff to coordinate Diocesan Annual Appeal efforts in your parish to include showing the video during Announcement Weekend, assisting with preparation for In-Pew Commitment Weekend, updating the goal thermometer poster and helping to involve parishioners.
• Offer campaign suggestions at committee meetings and in your parish throughout Annual HOPE Appeal.
• Serve as a primary contact in your parish to provide updates on Annual Appeal activities and progress toward goal and to answer any questions.
• Personally consider contacting a small number of friends or potential donors (perhaps parishioners who are involved in leadership positions – finance or pastoral council members, Eucharistic ministers, lectors, choir members) to ask them to make a gift to the Annual HOPE Appeal.
• Speak at Masses (or recruit volunteers to speak) on one or two weekends during the Campaign, perhaps on In-Pew Commitment Weekend, to encourage parishioners to make a gift to the Appeal.

Role of Pastor

As leader of the parish family, the parish pastor plays an essential role in communicating to parishioners their membership in the universal Church. There is no replacement for the parish priest; no poster, letter, insert or other item can replace the impact of your personal support. As persons of faith and as spiritual leaders of your parish community, your personal request to the people of your parish is crucial. You are the principal motivators.

Reflect on the reasons why you should support the work of the Diocese of Syracuse. As Catholics, we are part of the Mystical Body of Christ, we are called to share with each other the gifts He has given to each of us. In contributing to the Appeal, your parishioners are responding to the call to be active participants within the universal Church.

As a supportive pastor, your role includes the following:

• Make your own commitment to the Annual HOPE Appeal.
• Tell the parishioners that you want 100% participation as a demonstration of the parish's commitment to stewardship.
• Evaluate previous year's parish results to develop a strategy for meeting your parish goal.
• Exhibit a positive, sincere attitude toward the appeal and its objective.
• Ask parishioners to take a moment to fill out the intention envelope and give them time to do so.
• Presider completes intention at the same time, demonstrating his participation.
• If parishioners have previously given their intention or are unable to give, ask them to write a prayer request on the envelope, or the word: “Amen.”
• Demonstrate how to fill out a card.
• Have ushers collect the intention envelopes and bring them to the front of the church.
• Bless the intentions, the parishioners who gave them, and the people who will benefit from the appeal.

Thank you for your prayers, service, sacrifice and continued support for the 2019 Annual HOPE Appeal
Pastor’s Talking Points

As part of your pulpit talk in support of the Annual HOPE Appeal, we ask that the pastor at every mass include one or more of these talking points listed below:

- Our parish-wide annual effort on behalf of the Annual HOPE Appeal is about to begin. Our parish goal for the 2019 Appeal is $______________.
- Each of you should be receiving a letter in the mail from the Bishop asking for your gift/commitment to support the ministries of the Diocese of Syracuse. It is preferred that pledges be mailed with the envelope provided to avoid additional administrative expenses.
- A direct mail component has been incorporated into the Annual HOPE Appeal so that all parishioners will have the opportunity to support the HOPE Appeal. The direct mail component will allow parishioners that are unable to attend Mass the opportunity to contribute to the Appeal.
- Please give prayerful consideration to your gift. The pledge cards may be mailed to the address listed on the pledge envelopes or may be brought to the parish on Commitment Weekend May 18-19, 2019.
- Express gratitude to those parishioners who have already responded to the 2019 HOPE Appeal. If your parish reached its Appeal goal last year, thank and acknowledge parishioners for this accomplishment and express optimism for this year’s Appeal. If your parish did not reach its Appeal goal, acknowledge other positive aspects such as participation percentage, volunteer efforts, etc... followed by words of encouragement that the parish goal may be within reach this year.
- Remind parishioners that they are stewards of their time, talent and treasure that God has given each of us. Please encourage everyone to share a portion of his or her treasure through a gift pledge to the 2019 HOPE Appeal.
- Assure parishioners that their donations will be used exclusively to support the ministries, programs and services outlined in the promotional materials.
- In an effort to meet our assessment, I am asking every family in the parish to consider a minimum gift of $175.00 (averages out to $0.48 a day or $14.38 a month). If you are able to contribute more, I strongly encourage you to do so. If you are not able to make the minimum gift, please give something. Your gift, no matter the size, whether it is a pledge or a one-time gift, is important.
- The average HOPE Appeal gift from the priests is $775.00. Personally, I made a contribution of $______. It is a sacrifice that I make because I believe in the ability of the HOPE Appeal to help others throughout our diocese encounter Jesus!
TIPS for Pastors and Parish Representatives

Tie the HOPE Appeal pulpit announcement to the homily.

The local Church extends beyond our parish. The annual HOPE Appeal gives each of us the opportunity to join with our Catholic sisters and brothers throughout the Diocese of Syracuse to support diocesan-wide services and programs. Examples include St. Thomas Seminary, hospital and nursing home chaplains for those who are sick and their families; emergency shelters, clinical services, and so much more through Catholic Charities, and Catholic TV, which provides Mass to the homebound.

In addition, many of our parishioners participate in special and ongoing activities organized and coordinated by diocesan staffs that are supported by the HOPE Appeal. Activities this past year included the March for Life, Theology on Tap events, World Youth Day to name just a few.

The essence of Christian stewardship is giving thanks to our generous and merciful God for the many gifts He gives to each of us. The fundamental principles of Christian stewardship: praying to God with grateful hearts, nurturing our family with time and love, sharing our God-given gifts with the parish communion, and giving to God the first fruits of our labors.

Describe how the Annual HOPE Appeal directly benefits our parish.

Our parish has a religious education program.
The HOPE Appeal funds Evangelization, which provides support for parish religious education programs.

Our parish supports vocations to the priesthood and religious life.
The HOPE Appeal supports Seminary Education and provides materials both to encourage vocations to the priesthood, permanent deaconate, and religious life, and for those discerning a vocation.

Our parish HOPE Appeal goal is determined by our offertory income.
Our parish HOPE Appeal goal is based on a formula that is a percent of our parish three-year average offertory, including Christmas. There are some adjustments for parish mergers, a parish school, and tuition assistance to another Catholic school. Thus, as our parish grows, our HOPE Appeal goal will grow. Whether our parish exceeds its goal or not has no bearing on the following year's goal.

A HOPE Appeal donation is an effective way to donate money to our parish.
Every dollar we contribute to the HOPE Appeal directly benefits our parish. First, it helps our parish pay its mandatory goal, which otherwise must come from other parish funds. Second, if HOPE Appeal collections exceed our goal, the excess comes back to our parish. This means that if someone has a significant donation to give to our parish, the most effective way to do so, or the way that benefits our parish the most, is through the annual HOPE Appeal. Third, many of our parishioners benefit from the HOPE Appeal-funded ministries, programs, and services.

If our HOPE Appeal collections exceed the parish goal, we plan to use the refund for [DESCRIBE THE PARISH PROJECTS OR MINISTRIES TO BE FUNDED WITH THE HOPE APPEAL REFUND].
The HOPE Appeal Helps Parishes:

Here are some questions to consider. If you answer yes to any of the following, you have benefited from the generosity of the thousands of donors who help our parishes continue to grow and flourish.

1. Have any of your lay leaders attended seminars, educational courses, workshops or conferences?
2. Has anyone in your parish been in the hospital or nursing home and had a visit from a Catholic Chaplain?
3. Has any couple in your parish attended marriage preparation?
4. Have any of your youth attended World Youth Day, March for Life, Retreats or other events for youth?
5. Do you have a priest at your parish who received a Seminary Education through the Diocese of Syracuse?
6. Is your present pastor nearing retirement age and will your parish need a priest in the near future?
7. Do your parishioners read The Catholic Sun, watch Mass on Catholic TV or visit the Diocesan Website or social media platforms to stay informed?
8. Does your parish have adults and youth involved with the Religious Education program?
9. Has your parish received a workshop or training in Evangelization or other Pastoral Services?
10. Have any of your college age parishioners become involved in their campuses Newman Center?
11. Does your parish offer a sign language, Spanish, or Asian interpreter for masses?
12. Is there a seminarian at your parish?
SAMPLE HOPE Appeal Procedure

Note: This is a real sample created by a Pastor who consistently met and exceeded his Parish HOPE Appeal Goal.

1. Put bulletin ads in beginning 1 month before the in-pew.
2. Send personal letter from pastor to all parishioners a few weeks ahead. Stress what was given last year and what priests gave last year.
3. Send diocesan letter to all parishioners a month ahead.
4. Announcements every Sunday include goal.
5. Homily
   • Sample on next page
   • All “thank you”
   • Give stats on how many were served because of their generosity
   • Set goal
6. Set a goal for all families – e.g. $310 or $.85 a day – less than one soda.
7. Follow up letters –
   A. Thank You letter to those who gave
   B. Follow Up for those who haven't given
Note: This is a real sample created by a Pastor who consistently met and exceeded his Parish HOPE Appeal Goal.

Pastor: A few weeks ago on a sunny and warm Saturday morning, I came to church about 8:30. A young homeless man in his 30s was sleeping on the bench outside our offices. I let him sleep and a few hours later when he awakened I went out and spoke with him. I told him that I had seen him around the city for years, and asked where he had originally lived. Ed told me he was from Buffalo and I inquired about his family.

Ed said that he had a father, grandmother and two brothers in Buffalo. When I asked if he ever talks with them, he replied, “I’ve been trying to call my father since September but there's no answer”. I tried calling his father as well but again no answer.

When I called his grandmother, she told me his father had died in September and asked me to break the news to him. I did and he fell apart. He was so very sad.

I asked Ed where he was staying. He replied in earnest, “At the Catholic Charities Men's shelter. I’ve been on the streets since I was 18. My family now is my shelter family as my family back home doesn't want me back.”

Pastor says to congregation:
- “The shelter is my family” – WOW! That “shelter family” is there because of you and your goodness each year to the HOPE Appeal.
- You have also done so many other things for so many. Let's look at this short DVD and see many of those things.

[DVD]

I know that you will continue that great generosity again this year.

- Parish goal is $123,000
- Last year's goal was $122,000
- Last year you gave $290,000 or 238% of the goal.
- Your average gift was $485
- Average Priest gift was $775
- We received ½ of the overage back – this year that was $88,000 that went to IT, Evangelization, Youth and Young Adult Ministry.
- With a goal of $123,000, I would like to ask you to consider a family pledge of $310 per family or .85 cents a day – less than a bottle of water.
- In pew portion is May 18-19
BULLETIN ANNOUNCEMENTS

This page is for the individual who is in charge of the bulletin announcements at the parish office.

Publishing bulletin inserts and making announcements at all Masses in the weeks leading up to HOPE Appeal Weekend builds excitement for the Annual Appeal.

April 27-28, 2019

The 2019 HOPE Appeal Commitment weekend will begin on Saturday and Sunday, May 18 and 19, 2019. With your help, we can assure the continued support of many important programs that help thousands in our diocese each year; education of our children, college and seminary students, evangelization, Catholic Charities services, and more. Please respond generously when you are asked to make your pledge.

May 4-5, 2019 Two weeks prior to Commitment Weekend

Each year, the HOPE Appeal gives us the opportunity to support valuable ministries, programs, and services that benefit many across the Diocese of Syracuse and beyond, including members of our own parish. This year’s theme is Gratitude.

[PARISH NAME] will take up the HOPE Appeal during Masses the weekend of May 5-6. You should have received information about the HOPE Appeal in the mail as well as a request from the Diocese of Syracuse for all parishioners to make a pledge to the 2019 effort. Please review the HOPE Appeal brochure and prayerfully consider the most generous gift possible as a steward of Christ.

May 11-12, 2019 Week prior to HOPE Appeal Commitment Weekend

Next weekend is HOPE Appeal Commitment Weekend, when we join with faithful across the Diocese of Syracuse to support the HOPE Appeal.

Our annual appeal funds ministries, programs, and services that help thousands across Central New York (or Southern Tier). You will receive a letter from Bishop Cunningham asking for your support of the HOPE appeal. Please review the HOPE Appeal brochure and prayerfully consider making the most generous gift possible. You may bring your completed pledge card to Mass during HOPE Appeal Weekend or drop it by the parish office. You may also pledge your gift to our parish’s campaign online, using your debit or credit card, at syracuse.weshareonline.org.

If you did not receive the HOPE Appeal mailing, or have questions about the HOPE Appeal, please call the parish office.

May 18-19, 2019 Commitment Weekend

This weekend is HOPE Appeal Weekend! Together, when we pledge our gift to the Annual HOPE Appeal, we are giving thanks to Christ for the innumerable gifts we’ve been given and helping our friends and neighbors who benefit each year from the diocesan good works funded through our annual appeal.

[PASTOR’S NAME] is asking all parishioners to contribute to this year’s HOPE Appeal. If we all give, we will easily meet [PARISH NAME]’s 2019 HOPE Appeal goal of $[GOAL AMOUNT], which is our parish share of the support for HOPE Appeal-funded ministries, programs, and services. If we ex-
ceed our target, 50 percent of the excess will be returned directly to our parish. We plan to use these funds to [BRIEF DESCRIPTION OF PARISH PLANS FOR THE HOPE APPEAL REFUND]. However, if we do not meet this goal, the shortfall will be taken from our general fund.

In an effort to meet our goal, I am asking every family in the parish to consider a minimum gift of $175.00 (averages out to $0.48 a day or $14.38 a month). If you are able to contribute more, I strongly encourage you to do so. If you are not able to make the minimum gift, please give something. Your gift, no matter the size, whether it is a pledge or a one-time gift, is important.

Thank you to everyone returning their HOPE Appeal pledge card this weekend! If you are still prayerfully considering your HOPE pledge, you may bring your completed pledge card to Mass next weekend or drop it by the parish office. You may also pledge your gift to our parish's campaign online at syracuse.weshareonline.org.

**Weeks following HOPE Appeal Weekend**

I am excited to report that [PARISH NAME] has raised [PARISH PLEDGE AMOUNT] toward our 2019 HOPE Appeal goal of $[GOAL AMOUNT]. Thank you to all who have pledged their support to the HOPE Appeal ministries, programs, and services that benefit so many throughout Central New York, including many in our own parish. We are truly Giving Gifts of Gratitude!

If you are still prayerfully considering your gift to this year's HOPE Appeal, you may bring your completed pledge card to Mass next weekend or drop it by the parish office, or make your pledge to our parish's campaign online at syracuse.weshareonline.org.

**After HOPE Appeal goal is reached**

I have wonderful news to share! [PARISH NAME] has met our 2019 HOPE Appeal goal of $[GOAL AMOUNT]!

Our parish has received [NUMBER OF GIFTS] gifts totaling [PARISH PLEDGE AMOUNT]. Thank you to all who have contributed their support of the HOPE Appeal ministries, programs, and services that benefit so many throughout Central New York and at [PARISH NAME].

All gifts and pledges our parish now receives will be returned to us. We plan to use these funds to [BRIEF DESCRIPTION OF PARISH PLANS FOR THE HOPE APPEAL REFUND].

If you are still prayerfully considering your HOPE Appeal pledge, please bring your completed pledge card to Mass next weekend or drop it by the parish office. You may also make your gift to our parish campaign online at syracuse.weshareonline.org.

Thank you again for Giving Gifts of Gratitude to our Church.

**Sept. 7-8, Sept. 14-15, Sept. 21-22 Follow Up Weekends**

Thank you to all of our Parishioners who have already joined together in pledging their gift to the 2019 HOPE Appeal. If you have not made your commitment, Please reflect upon the importance of your charitable involvement and prayerfully consider making a gift to the Appeal to help our parish and Diocese meet their goal and be able to fund the very important work carried out by many ministries supported by the Appeal. Every gift is important and no gift is too small or too large.

Thank you for your generosity. To learn more about the impact of our support to the Appeal, visit the diocesan website.
### PULPIT ANNOUNCEMENTS

A passionate, informative homily about the importance of the HOPE Appeal to the parish and the Diocese of Syracuse can elicit parishioners’ support.

#### April 27-28, 2019

May is HOPE Appeal Month throughout the Diocese of Syracuse. The theme of the 2019 HOPE Appeal is “Gratitude.” Thanks to your generous HOPE Appeal donations you've helped to fund many diocesan ministries that individual parishes cannot sustain on their own. Such as, hospital and nursing home chaplains, school tuition, vocations, Catholic Charities services throughout our diocese.

Please consider the gift you may be able to give to support the many programs funded by HOPE Appeal. You will be receiving more information in the coming weeks.

#### May 4-5, 2019 (two weeks prior to commitment weekend)

As you heard last weekend, May is HOPE Appeal Month in the Diocese of Syracuse. The HOPE Appeal provides substantial financial support to essential ministries that support our parishes in our Diocese. These programs provide education and faith formation at all levels and provides a Catholic presence for thousands of people.

When we stop to count our abundant blessings, we are aware of how truly blessed we are. The HOPE Appeal is an invitation to share your blessings and support for the Gospel mission here throughout the Diocese.

Your pledge is also a sign of your gratitude for God’s generous abundance. While we can never outdo God in generosity, we are called to join in the mission of the Gospel as we put forth the gifts of life, goodness, grace and mercy through the sharing of our own blessings from God.

#### May 11-12, 2019 (one week prior to commitment weekend)

Our Annual HOPE Appeal campaign kicks off this week. Bishop Cunningham sent a letter to all parishioners asking for your financial support of our larger church family. Please return your pledge card to the parish next weekend. You may also make a secure online gift or pledge at www.syrdio.org.

#### May 18-19, 2019 Commitment Weekend

Each of us is challenged to accept the opportunity to support the work of God by making a gift or pledge to this year’s HOPE Appeal. I hope each of you will join me today in making a gift that fits your ability to give.

In an effort to meet our assessment, I am asking every family in the parish to consider a minimum gift of $175.00 (averages out to $0.48 a day or $14.38 a month). If you are able to contribute more, I strongly encourage you to do so. If you are not able to make the minimum gift, please give something. Your gift, no matter the size, whether it is a pledge or a one-time gift, is important.

#### Sept. 7-8, Sept. 14-15, Sept. 21-22 Follow Up Weekends

Thank you to all of our Parishioners who have already joined together in pledging their gift to the
2019 HOPE Appeal. If you have not made your commitment, please reflect upon the importance of your charitable involvement and prayerfully consider making a gift to the Appeal to help our parish and Diocese meet their goal and be able to fund the very important work carried out by many ministries supported by the Appeal. Every gift is important and no gift is too small or too large. Thank you for your generosity. To learn more about the impact of our support to the Appeal, visit the diocesan website.
Dear __________________:

I am sending you this note to ask that you help us to successfully complete our Parish commitment to the Annual HOPE Appeal. We are off to a very good start with more than ________ parishioners already pledging to support the people, programs and ministries supported by the Appeal.

Over the years, I have seen our gifts at work first hand. Your gifts help to educate our young, bring comfort to our sick and support families in crisis.

Please join with me in making your pledge today. Your support will help us to meet our goal here at ________________, but more importantly will help meet the needs of thousands of people served by HOPE Appeal agencies.

If you have not made your pledge, please do so now. You may return your pledge envelope by mail or by placing it in the collection basket. Remember that our parish programs and ministries will benefit as well if we go over our goal. Your generous support can help our parish, too.

On behalf of those who are served through your generosity, I thank you and pray that God will bless you and your loved ones. Please remember those with needs in your prayers as well.

Sincerely,

PS— You can also make a secure online gift or pledge at www.syrdio.org.
Thanking Donors

An important element of any fundraising campaign is expressing gratitude for gifts. Showing your appreciation helps encourage your donors and volunteers to participate in future HOPE Appeal campaigns as well as other parish efforts.

HOPE Appeal Donors
Your pastor should send personal thank you letters to participating households. The Diocese of Syracuse acknowledges gifts at the year-end with a tax receipt.

Sample thank you letter to donors

Dear [NAME],

Thank you for your gift to the 2019 HOPE Appeal. I am pleased to share that our parish has now raised [PARISH PLEDGE AMOUNT]. The generous support of the faithful, like you, ensures the Diocese of Syracuse is able to provide a wealth of ministries, programs, and services that benefit so many in Central New York. Together, we are truly living out the 2019 HOPE Appeal theme of Giving Gifts of Gratitude to God. Please be assured of my prayers for you, and may God bless you and your loved ones.

Sincerely yours in Christ,

[PASTOR’S NAME]

HOPE Appeal Volunteers
HOPE Appeal volunteers deserve their own thank you for making your parish’s HOPE Appeal effort a success. The pastor and HOPE Appeal committee should consider sending a handwritten note. This extra effort to show your appreciation goes a long way in the eyes of a volunteer.

Sample handwritten thank you note to volunteers

Dear [NAME],

Your stewardship of time and talent was integral to the success of the 2019 HOPE Appeal at [PARISH NAME]. Thank you for your continued dedication to our parish, and for helping ensure all may participate in Giving Gifts of Gratitude. May God continue to bless you and your loved ones abundantly.

Sincerely yours in Christ,

[PASTOR’S NAME]
Frequently Asked Questions:

What is the goal of the 2019 HOPE Appeal?  
The minimum goal is to raise $4,500,000.

What portion of the goal will be kept at the participating parishes?  
Fifty percent (50%) of the monies raised over the parish goal will be returned to the parish.

When is HOPE Appeal Weekend?  
May 18-19, 2019

When will the direct mailing be sent out?  
Direct mail will be sent to all parishioners and clergy the end of April.

Can donors make an online donation or pledge?  
Parishioners may make secure online gifts by visiting: https://syracuse.weshareonline.org/

What will be included in the direct mailing?  
A personalized letter from Bishop Cunningham, a pledge card with a return envelope and a HOPE Appeal brochure.

Where will donors send their completed pledge card?  
HOPE Appeal lockbox in Albany – address is on pledge cards/envelopes.

How will pledges be recorded?  
See the processing instructions in the guide for more information.

How will cash and check gifts be handled for in-pew weekend?  
Cash gifts will be recorded at the parish and deposited in the parish account. A single check for the cash will be written by the parish and sent to the HOPE Appeal lockbox. Please provide names of donors and amounts. Check gifts may be recorded at the parish and sent to the HOPE Appeal lockbox in the envelopes provided.

How will parishes track leadership gift prospects?  
The Foundation Office will send out regularly updated rosters by parish, with a listing of leadership prospects, date of gift received, and the dollar value of the gift/pledge.

Will there be in-pew pledge envelopes?  
Yes. They will be sent directly to parishes.
For more information, contact:

Danielle Mensing
Director of Annual Giving
315-472-8447
dmensing@syrdio.org

Maureen Alessio
Administrative Assistant
315-472-0203
malessio@syrdio.org

Tim Mahar
Executive Director of the Foundation
315-470-1407
tmahar@syrdio.org