

COME TO THE TABLE OF PLENTY

.... We are many parts We are all One Body

All are ONE in the Lord

OUR STEWARDSHIP IN ACTION

KDSA HANDBOOK



DIOCESE OF KALAMAZOO

KDSA BUSINESS OFFICE

215 NORTH WESTNEDGE AVENUE

KALAMAZOO, MI 49007-3760

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KDSA 2008 Timetable

**KALAMAZOO DIOCESAN SERVICES APPEAL
DIOCESE OF KALAMAZOO
215 NORTH WESTNEDGE AVENUE
KALAMAZOO, MICHIGAN 49007-3760
(269) 349-8714, EXT. 348**

2 WEEKS PRIOR TO KICK-OFF	KDSA ANNOUNCEMENT WEEK AND KDSA WORKER RECRUITMENT (IF NECESSARY)
1 WEEK PRIOR TO KICK-OFF	KDSA <i>GOOD NEWS</i> MAILED TO HOMES
KICK-OFF WEEKEND	KDSA BEGINS AND IS PRESENTED DURING MASSES (APRIL 19/20, 2008)
1 WEEK AFTER KICK-OFF	BEGIN SENDING KDSA TRANSMITTAL REPORTS EACH WEEK TO THE KDSA OFFICE
2-3 WEEKS AFTER KICK-OFF	KDSA TELEPHONE AND LETTER FOLLOW-UP TO REMAINING PARISHIONERS
JULY 10TH (ON OR AROUND)	KDSA BILLING BEGINS

GENERAL INFORMATION

1. Please read and study all KDSA information carefully. Call your KDSA office with any questions.
2. Remember:
 - You are a part of the KDSA team that includes Bishop Murray and your pastor.
 - The effectiveness of your appeal depends on your preparation and enthusiasm.
3. Hold KDSA information meetings or make announcements at church so everyone is kept up to date.
4. A KDSA issue of ***The Good News*** will be mailed to each household registered with the diocese just prior to KDSA starting.
5. The KDSA Office prepares pre-printed pledge cards with the names and addresses of your members. These are arranged in alphabetical order. They are perforated into three sections. Top part is for parish records, the middle one is the official pledge card that is returned to the Diocese with transmittal forms and payments, and the last one is the temporary receipt if needed.
6. Choose the solicitation method(s) that best suit your parish/mission. Some choices are:
 - Mailing solicitation letters asking for a donation.
 - Having KDSA workers available after week-end Masses for parishioners to come and make their pledge.
 - Appealing from the pulpit.
 - Phoning parishioners.
 - Making personal visits to all families.
 - In-Pew Envelopes.

We strongly recommend an in-pew and follow-up telephone method because of the proven results seen using them annually. Directions for using the in-pew solicitation are on page 6.

The key to this, or any stewardship appeal, is that **people give because they believe and are asked**. Asking effectively and efficiently will lead you to the greatest appeal success. Many churches use a combination of approaches in their particular effort.

7. The KDSA pledge cycle lasts ten months.
 - Billing statements are mailed to donors according to their preferences.
 - Statements reflect payments received as of the cut-off date printed on the statement.
 - There is a direct debit option. Check box on Pledge Card for Info.
8. Receipts, for income tax purposes, will be mailed from the KDSA Office in January.

PARISH/MISSION KDSA TEAM POSITION DESCRIPTIONS

Duties of KDSA Chair

- Coordinate efforts with the pastor or administrator.
- Chair all KDSA meetings.
- Respond to needs of the pastor or administrator and the diocesan KDSA staff.
- Assist in selecting workers.
- Speak at Mass during Kick-Off.
- Assist KDSA secretary in accounting for gift cards and KDSA record completion.

Duties of Associate Chair

- Assist the pastor/administrator and chair as necessary.
- Recruit workers.
- Encourage worker attendance at KDSA meetings.
- Lead workers at Mass during Kick-Off.
- Assist in assignment of gift cards. Assist KDSA secretary in recording gift card assignments. As gift cards are returned, deliver them to your KDSA secretary.

Duties of Workers

- Assist leadership as necessary.
- Attend KDSA meetings as needed.
- Assist in distributing/collecting gift cards at Mass.
- Contact remaining families as assigned.
- Assist KDSA secretary as needed.

Duties of KDSA Secretary (Ideally, this is the Parish Bookkeeper)

- Review campaign material. If additional supplies are needed or if you have any questions, call the KDSA office at (269) 349-8714, ext. 348.
- Return all Transmittal Reports to the KDSA Office promptly. Send one check with each transmittal. (See the Transmittal Report for detailed instructions.)
- Track all returned pledge cards through your record cards.

IN PEW SOLICITATION

“Come to the Table of Plenty” - *Our Stewardship in Action*

To effectively advance your appeal, a strong presentation from the pulpit is critically important. To best fit with our timetable, these remarks should take place on the weekends of the **3rd Weekend After Easter and Kick-Off Weekend (April 19/20, 2008)**. In the weeks surrounding the presentations, regular updates should be made through pulpit announcements and in the bulletin so those members are not taken by surprise. Please use the samples provided in this manual as a guide for these updates.

Your talk should last no longer than 10 minutes and should be at Mass as either a supplement to the Homily or prior to the formal start of the liturgy. The pastor and the KDSA chair should both participate in the presentation. ***Please DO NOT wait until after communion to make your comments.***

The following outline should be followed in crafting your remarks:

1. Introduction—Explain the Purpose of Your Talk
 - To Update Everyone on KDSA
 - To Thank All Who Are Helping
 - To Challenge All to Participate
2. Announce Your Target
3. Remind Everyone that Your Goal is ***FULL PARTICIPATION***
 - Direct Volunteers/Ushers to Distribute Envelopes and Pens (1 per Family)
 - Summarize the Case for Support as Envelopes are Disseminated - Use the theme of ***Our Stewardship in Action***
 - Explain How ***EVERY FAMILY*** Needs to Complete an Envelope
 - Print Name, Address, and Telephone Number
 - Explain Giving Levels and Emphasize that 1% of Income is our Target
 - Underscore the Importance of Monthly Pledges Over Time
 - Emphasize that You Need to Hear from ***EVERYONE (Be Patient...Use Eye Contact)***
4. Have Volunteers/Ushers Collect Results ***BEFORE THE OFFERTORY***

KDSA materials will be shipped directly to your parish/mission.

If you need additional background or materials (small additional material quantities are stored at the Chancery), please contact the KDSA Business Office at (269) 349-8714 ext. 348.

Let's get off to a strong start—your enthusiasm is the key!

TELEPHONE WRAP-UP OUTLINE

People who do not return a pledge card should be contacted by phone. Here is a suggested script for volunteers to use.

“Come to the Table of Plenty”

(Our Stewardship In Action)

- Introduction
- Invite to Participate in the Annual Appeal
- Thank You

Hello, this is _____. I’m calling for (Your Parish/Mission).

The reason for my call is that Father _____ asked me to follow-up with you about this year’s annual appeal. We have yet to hear from you and we wanted to wrap-up our current effort.

Have you had a chance to think about your gift?

- **<If Yes>** - Great! What can we record as your gift? **<Note Gift>** How would you like that billed? **<Note billing instructions>**
- **<If No>** - I understand how busy things are at this time of year. Can I ask you to consider a contribution of just \$25 per month over 10 months for a total of \$250?
 - **<If Yes>** - Great! Can I put you down for \$250 or would you like to contribute a different amount? **<Note Gift>** How would you like that billed? **<Note billing instructions>**
 - **< If No>** - Thank you anyway for you consideration **<Note as a refusal>**

Thank you for your time and your help.

SAMPLE LETTER TEXTS

LETTER FROM THE PASTOR MAY BE SENT TO POTENTIAL ADVANCE GIFT DONORS PRIOR TO A SOLICITATION

On Parish/Mission Letterhead

Date

Mr. and Mrs. John Smith
123 Main Street
Kalamazoo, MI 49007

Dear John and Mary,

As you may be aware, **(Name of Parish/Mission)** is participating in the **Kalamazoo Diocesan Service Appeal**. Funds raised in the annual appeal will be used to help in meeting the needs of our Church in southwest Michigan, nationally, and worldwide.

KDSA will help ensure a successful future for our Church. We are faced with many challenges early in the third Millennium of our Lord, and we must work together to address these challenges.

I will talk with you more soon to discuss **KDSA** and the opportunities it offers. In advance, I ask that you prayerfully consider supporting this vital appeal.

As in the past, it is with the help, sacrifice, and prayers of generous members like you that we will meet this challenge. Please join me in supporting this important effort. May God bless you and your family.

Sincerely yours in Christ,

(Name of Pastor)

SAMPLE THANK-YOU LETTER TO VOLUNTEERS

On Parish/Mission Letterhead

Date

Mr. and Mrs. John Smith
123 Main Street
Kalamazoo MI 49007

Dear John and Mary,

Thank you for your commitment as a volunteer for **KDSA**. I am sincerely grateful for your assistance and spirit.

As you know, there is still much to be done! An effort of this size needs a significant number of volunteers to exceed our goal. Your continued enthusiasm and involvement in this appeal will help to ensure the success of **KDSA** and a bright future for our Church.

Thank you again for your time and commitment to this important effort.

Sincerely Yours in Christ,

(Name of Pastor)

SAMPLE NON-DONOR LETTER

<<On Church Letterhead>>

Date

Mr. and Mrs. John Smith
123 Main Street
Kalamazoo, MI

Dear John and Mary,

Our most recent records show that you have not yet made a pledge to this year's **Kalamazoo Diocesan Services Appeal**. If this letter comes to you in error, please accept my humble apology, and thank you for your generous pledge and support of the annual appeal.

However, if you have not yet made a pledge, please consider doing so now. Your support will help our Church continue to strengthen our ministry and Christian Service throughout southwest Michigan, our nation, and the world. Our goal this year here at St. <Parish/Mission Name> is \$ _____. We have pledges of \$ _____ from approximately ___% of our families. I am confident that with participation from all that are able, we will easily reach our goal.

We have included a pledge envelope for your use. They are also still available in the church pews and can be filled out and just dropped in the collection baskets at Mass or sent in to the office anytime.

Any unmet portion of our goal will need to be covered by our general funds. On the other hand, any amount collected over our goal will be returned in full to help the many needs here at St. <Parish/Mission>.

Please give prayerful consideration to making a gift today. Thank you in advance for your generosity and stewardship, through your support of **KDSA**.

Yours in Christ,

Pastor or Pastoral Administrator

Enclosure

SAMPLE DONOR THANK-YOU LETTER FROM THE PASTOR

On Parish/Mission Letterhead

Date

Mr. and Mrs. John Smith
123 Main Street
Kalamazoo MI 49007

Dear John and Mary,

Thank you for your generous gift to **KDSA**. On behalf of **(Parish/Mission)**, I would like to thank you for your support of this worthy effort.

KDSA support will allow the Church in southwest Michigan to spread the Good News and provide Christian Service across our region, nation, and world.

Thank you again for your wonderful gift. I appreciate your stewardship to the appeal by living our appeal theme, ***“Come to the Table of Plenty”***. I look forward to witnessing the many benefits, with you, over the coming year.

May the Lord bless you and your family.

Sincerely yours in Christ,

(Name of Pastor)

SAMPLE WEEKLY PULPIT ANNOUNCEMENTS

Weekly pulpit announcements should be made during the appeal to inform members on details of the effort and update them on progress.

TWO TO THREE WEEKS PRIOR TO KICK-OFF

Volunteer Recruitment Weekend <If Workers Are Needed>

My name is **(NAME)** and Father **(PASTOR'S NAME)** has asked me to serve as the chairperson for **KDSA-2008**. This is our diocesan-wide annual appeal to raise money to address the needs of the Church.

Along with asking me to serve as appeal chairperson, Father **(PASTOR'S NAME)** has put together a great team to head up our effort: **(IDENTIFY OTHER LEADERSHIP TEAM MEMBERS)**. We are all happy to be working on our effort. Also, we will each make our own commitments to **KDSA** over and above our normal offertory support.

At this time, I would like to ask the person at the end of each pew to pass out the pencils and cards next to them. I, along with Father **(PASTOR'S NAME)** and the rest of the team, would like to ask you to volunteer today by completing one of these cards and placing it in the basket when the ushers come by. As a volunteer, you will be doing important work for our church. We expect the effort to take just three weeks to complete, so please fill out a volunteer card today.

<ALLOW A COUPLE OF MINUTES FOR COMPLETION OF CARDS>

Thank you very much for helping our effort. In the next few weeks, each family will be receiving more information about the appeal at weekend Mass.

TWO WEEKS PRIOR TO KICK-OFF

Our Bishop, James Murray, has again initiated our annual appeal to help the Diocese of Kalamazoo meet our needs here in southwest Michigan. This appeal, known as **KDSA**, will raise a minimum of \$2.85+ million to fund our dozens of ministries throughout the diocese, across the country, and around the world.

Our goal (Target Amount) for the appeal here at **(PARISH/MISSION NAME)** will be announced within the next few weeks, and with the generous support of all of you, I am confident it will be surpassed.

In the next few weeks you will hear more about this year's appeal and our participation. For now, please keep **KDSA** in your thoughts and prayers. Our theme this year is ***"Come to the Table of Plenty"***. Please pray that each of us find a way to live that call to stewardship.

ONE WEEK PRIOR TO KICK-OFF

Next week is the formal start of our annual appeal. Here at **(Parish/Mission)** our **(Target)** for **KDSA-2008** is \$_____. **KDSA** is an opportunity for us to share our gifts with the larger Church. (***Come to the Table of Plenty***) Please keep the appeal in your prayers and help us meet these important needs next week.

KICK-OFF WEEKEND (APRIL 19/20, 2008)

As Christians, we have a duty to express our acceptance of God's love by sharing what we have received from God with our Church and our community. As we strive to be good stewards of the gifts God has given us, each of us is presented with opportunities to return to God a portion of His blessings. **KDSA** is such an opportunity. In prayer and thanksgiving let each of us ***Come to the Table of Plenty***.

By now, most of you have received information regarding this appeal. Each family should strive to make their decision within the next 7 to 10 days. Again, I ask all of you to prayerfully reflect on the request made of you.

ONE WEEK AFTER KICK-OFF

I am pleased to announce that **KDSA** has reached a total of \$_____ in gifts. This total represents _____% of our overall goal.

I thank all of you who have helped make our effort a success. I especially wish to thank those of you who are volunteering their time and talents on behalf of our community and those who have contributed generously. All of you have shown what it means to be good stewards. May God bless all of us as we continue to carry His message forward and do the work of the Church.

Thank you all once again for your generous support of **KDSA**.

SAMPLE WEEKLY BULLETIN NOTES

Weekly items should be printed in the bulletin during your appeal. It is suggested that these items be printed in the same spot in your bulletin each week. Use the theme, *“Come to the Table of Plenty”* to further set off the appearance of the appeal items.

TWO WEEKS PRIOR TO KICK-OFF

KDSA – “Come to the Table of Plenty”

(Our Stewardship in Action)

In the weeks ahead, you will be reading more about the annual appeal taking place throughout our diocese. **KDSA** is an exciting opportunity for all of us to address a very serious need. **KDSA** seeks to raise a minimum of \$2.85+ million from the generosity of Catholics across our diocese. The proceeds of this annual appeal will provide us with the ability to meet the needs of our Church throughout southwest Michigan, and beyond, over the coming year.

Each week, this space in the bulletin will be devoted to reminders and important announcements concerning **KDSA**. Please look for more information here about this year’s appeal.

THIS IS VOLUNTEER RECRUITMENT WEEKEND! <If Workers are Needed>

Each of us today has a unique opportunity – a chance to become an important part of **KDSA** as a volunteer. Please respond generously with your gifts of time, talent and treasure. *“Come to the Table of Plenty”* *(Our Stewardship in Action)*

ONE WEEK PRIOR TO KICK-OFF

Next week is the formal start of our annual appeal. As you may know, our local goal is \$_____, so there is important work to be done. **KDSA** is an opportunity for us to share our gifts with the larger Church. Please keep the appeal in your prayers and help us meet these important needs next week.

“Come to the Table of Plenty”

KICK-OFF WEEKEND (APRIL 19/20, 2008)

KDSA PROVIDES FOR THE NEEDS OF OUR DIOCESAN, NATIONAL, AND GLOBAL MINISTRIES & SERVICE PROGRAMS.

All we have comes from God. A life of stewardship calls us to use these gifts as Christ would. Through **KDSA**, we will support and sustain the future of our Church here and worldwide.

HOW CAN YOU PARTICIPATE IN KDSA?

A gift to **KDSA** – no matter how great or small—can go a long way. And you may be able to give more than you think you can! By pledging a gift over time, those who contribute to **KDSA** are able to consider giving in greater measure, according to how they are blessed. For example, did you know that a gift of \$500 pledged to **KDSA** over a ten-month period is only \$1.60 per day? Here is what other gift levels translate to on a daily basis:

\$1,000.00 = \$3.20/day

\$ 700.00 = \$2.35/day

\$ 250.00 = \$0.80/day

We all need to prayerfully consider what our sacrificial gift will be to this campaign. Please consider a gift of 1% of your family income. Thank you in advance for your generosity.

Through prayer and thanksgiving please reflect on all of us coming together at the Table of the Lord, and let our **stewardship** pour forth to do God’s work.

ONE WEEK AFTER KICK-OFF

KDSA update

Number of Gifts:
Total Raised:
Goal:
% of Goal Raised:
Average Gift:
% Participation:

KDSA Calls on Us to Share God's Love

As Christians, we have a need to express our acceptance of God's love by sharing what we have received from God with our community. As we strive to be good stewards of the gifts God has given us, each of us is presented with opportunities to return to God a portion of his blessings. **KDSA** is such an opportunity.

By now, most of you have received information in the mail or at Church regarding this appeal. Each household is asked to respond within the next several days. Please prayerfully reflect on this request made of you, and consider giving at least 1% of your income.

FOUR TO FIVE WEEKS AFTER KICK-OFF WEEKEND

KDSA Wraps-Up

Thank you to all that have helped to make our effort a success. Thanks especially to those who have volunteered their time and talents and those who have contributed so generously. All of you have shown what it means to be good stewards. May God bless all of us as we continue to carry His message forward and do the work of the Church.

As our appeal nears its conclusion, the opportunity still exists for those that have not yet done so to make your gift. If you have not been contacted or were unable to give initially but have since reconsidered, please contact the rectory to make your pledge.

Thank you to all the volunteers who have helped make our appeal a success. Also, a special thanks to all that have responded for your continued generosity to the Church in southwest Michigan.

KDSA/2008 PARISH TRANSMITTAL INSTRUCTIONS

Directions for processing pledge cards and the PARISH TRANSMITTAL REPORT

1. Sort **pledge cards** by those with **full payment**, those with **partial payment**, and those with **no payment**. At this time, keep the checks with the corresponding pledge card. **Special Payments** (see below) will be processed as a separate category. **Cards with negative responses remain in parish.**

NOTE: Please place any handwritten pledge cards on the top of each sorted Category stack.

2. Color-coded cards, representing the four categories mentioned above, have been provided. Complete the information on each card as requested. For those with checks, add the checks on one tape and balance by adding the amount paid on each pledge card. Rubber band or paper clip (no staples PLEASE) appropriate pledge cards, together with tapes, to include with your transmittal package. **THIS IS NEW – PLEASE CALL IF YOU HAVE ANY QUESTIONS.**
3. **Special Payments** are those payments made to the parish from people who have already made a pledge and are making payments **before July 1.** Because of the time it takes to put all the pledge information into our data base, we can not accept individual checks until after July 1. To assure the parish gets correct credit for these types of payments, the money is to be deposited at the parish, included with the regular parish check and a **Special Payment** card filled out and included with the report.
4. Transfer the following to the PARISH TRANSMITTAL REPORT:
 - a. Total amount pledged: Add totals from all categories. (**Do not include Special Payments in this figure.**)
 - b. Total amount of payments, including **Special Payment Amounts**, if any: Add totals from the three applicable categories
 - c. Total number of pledges being sent with this report: Add total number of pledges from each of the three applicable pledge categories. **DO NOT INCLUDE SPECIAL PAYMENTS IN THIS FIGURE.**
 - d. Total number of Special Payments being sent with this report: Transfer number from the Special Payment category card.

Send the completed, original PARISH TRANSMITTAL REPORT, with sorted categorized pledge cards, to the KDSA Office each week.

ALL PAYMENTS ARE TO BE DEPOSITED TO THE PARISH ACCOUNT. One parish check (payable to KDSA) is to be included with the PARISH TRANSMITTAL REPORT and pledge cards.

*****The KDSA Office will accept additional pledges or payments at any time. A PARISH TRANSMITTAL REPORT must accompany any pledges or payments sent to the KDSA Office. Any questions, call the KDSA Office at (269) 349-8714 extension 348.**

KDSA/2008 PARISH TRANSMITTAL REPORT

REPORT NUMBER: _____

DATE: _____

Complete this information:

\$ _____ TOTAL PLEDGED THIS REPORT (see 4a)
DO NOT include Special Payments.

\$ _____ TOTAL PAID THIS REPORT (see 4b)
INCLUDE Special Payments.

_____ # OF PLEDGES THIS REPORT (see 4c)

_____ # OF SPECIAL PAYMENTS THIS REPORT (see 4d)

PARISH: _____ CITY: _____

CODE: _____