

**2024 BECAUSE WE ARE CATHOLIC  
ANNUAL APPEAL  
PARISH RESOURCE MANUAL**

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April 2024

Dear Pastor, Parish Staff, and Because We Are Catholic Volunteers,

On behalf of the entire Diocesan family, thank you for your work on last year's *Because We Are Catholic Annual Appeal*. With your support and leadership, the Appeal raised over \$3.7 million which has been distributed to Catholic Charities, schools, parish communities and ministries within our five counties.

This year, we expect to raise no less than \$3.6 million to support community programs, senior services, retired priests, vocations efforts, parish projects, Catholic schools, and more. These efforts cannot take place without funds from the Appeal. In fact, funds will be cut this year if we do not secure \$3.6 million. Conversely, allocations will increase if we exceed the goal.

As such, and as Bishop Schlert has made clear, the Annual Appeal cannot be solely a Diocesan exercise. Rather, success for the Because We Are Catholic Appeal requires that this be a collective set of Pastor-led, parish-based efforts which can be coordinated and supported by the Office of Stewardship & Development. In short, Diocesan fundraising services might be better than ever (at least I hope so), but that won't matter if Pastors don't make the Annual Appeal a priority in every parish.

A "Pre-Campaign" invitation to join the 2024 Appeal has already been mailed to individuals who joined the BWAC in the past. The official BWAC Kick-Off mailing will land in your parishioners' mailboxes during the week of April 8. Additional mailings are scheduled for June, September, and December. These will be accompanied by E-mail blasts throughout the year.

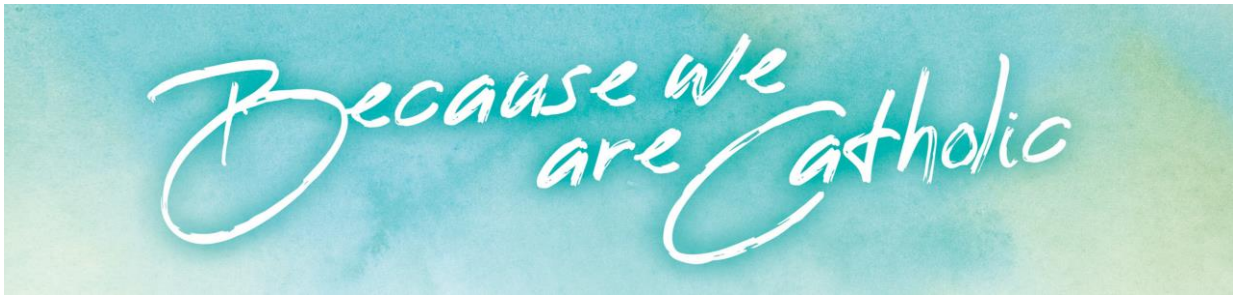
As you'll see, the 2024 *Because We Are Catholic Annual Appeal* manual contains a recommended program schedule as well as a wide variety of support material for a successful Appeal in your parish. In addition, every member of the Office of Stewardship and Development is available to help so please feel free to call on us at any time.

Thank you for your leadership and support in helping to carry out this message to your parishioners. It is a blessing to be in this work together.

Yours in Christ,

Paul Acampora  
Executive Director  
Stewardship and Development

Michele Mullikin  
Director, Annual Giving



## ANNUAL APPEAL TIMELINE 2024

### April 2024

- April 6/7 – Divine Mercy Weekend
- April 8 (week of) – **Phase 1 mail drop**
- April 13/14 – Because We Are Catholic kicks off in parishes
- April 20/21 – Bulletin Inserts & Pulpit Announcements
- April 27 – Bishop’s Scholar Awards – Berks Catholic
- April 27/28 – Lay Witness Speaker Weekend

### May 2024

- May 4/5 – Lay Witness Speaker Weekend Alternate
- May 11/12 – Mother’s Day Weekend/ Lay Witness Speaker Weekend Alternate
- May 18/19 – Commitment Weekend
- May 18/19 – Bulletin Inserts & Pulpit Announcements
- May 27/28 – Bulletin Inserts & Pulpit Announcements
- May 27– Memorial Day

### June 2024

- June 1/2 – Bulletin Inserts & Pulpit Announcements
- June 8/9 – Bulletin Inserts & Pulpit Announcements
- June 17 (week of) – **Phase 2 mail drop**

### September 2024

- September 9 (week of) – **Phase 3 mail drop**

### October 2024

- October 28 – Council of Stewards (TBD)

### November 2024

- November 29 – **Phase 4 mail drop**

### December 2024

- December 7 – Advent Brunch – Lehigh Country Club

### Daily Mass with Bishop Schlert

Thursday, April 25 – Sacred Heart, Palmerton – 8:30 am

Wednesday, May 22 – St. Joseph the Worker, Orefield – 8:30 am

Monday, September 9 – Our Lady of Mercy, Easton – 8:00 am

Thursday, September 12 – Holy Guardian Angels, Reading – 8:00 am

Monday, September 16 – St. Teresa of Calcutta, Mahanoy City – 6:00 pm

# BULLETIN AND PULPIT ANNOUNCEMENTS

**April 13 & April 14  
Kickoff Weekend**

## **FROM THE PASTOR'S DESK**

**(Pastors: Please feel free to modify this note as you deem appropriate.)**

Dear Friends,

This weekend we kickoff the **2024 *Because We Are Catholic Annual Appeal*** in our parish and throughout our Diocese. In 2024 the Appeal will provide support for evangelization, vocations, Catholic education, Catholic Charities and care for our retired and infirmed priests.

I am so grateful for your continued generosity to this important Diocesan fundraising initiative and ask you to prayerfully consider joining me in making your gift to the Appeal and support these important ministries. Our parish has been asked to raise \$ \_\_\_\_\_. Lets strive for 100% participation from our parish. Together, I believe we can make our goal.

We are stronger together! Together we will make a difference in the lives of many people. Remember, every gift counts, no matter how big or small. To make your gift, please return the pledge form that you will receive in the mail or visit the Appeal's website at [BecauseWeAreCatholic.org](http://BecauseWeAreCatholic.org) or call the Appeal Office at 800-831-4443.

With gratitude,  
<Pastor's Name>

## April 20 & 21

### Bulletin Insert – Community Services

#### Bulletin Announcement

Because We Are Catholic Annual Appeal Bulletin Announcement



The 2024 **Because We Are Catholic Annual Appeal** is underway! Our parish support is a vital part of this Diocesan-wide effort to serve children and families in our own community and throughout the Diocese of Allentown. You can scan the QR code and make your gift today at [www.BecauseWeAreCatholic.org](http://www.BecauseWeAreCatholic.org). Thank you!

Anuncio para el boletín de la Campaña Anual Porque Somos Católicos



¡La Campaña Anual 2024 **Porque Somos Católicos** ya está en marcha! Nuestro apoyo parroquial es una parte vital de este esfuerzo diocesano para servir a los niños y a las familias en nuestra propia comunidad y a lo largo de toda la Diócesis de Allentown. Pueden escanear el código QR y hacer su donación hoy en [www.BecauseWeAreCatholic.org](http://www.BecauseWeAreCatholic.org). ¡Gracias!

#### Pulpit Announcement

Many thanks to those who have made a commitment to the *Because We Are Catholic Annual Appeal*. If you have not done so already, please bring your pledge form to Mass next weekend. The participation of all our parish families makes it possible to serve those in need. Remember every gift counts, no matter how big or small. Please see the bulletin for details.

#### Anuncio desde el púlpito

Muchas gracias a quienes se han comprometido con la Campaña Anual Porque Somos Católicos. Si aún no lo han hecho, traigan su formulario de compromiso a la misa el próximo fin de semana. La participación de todas nuestras familias parroquiales hace posible servir a quienes lo necesitan. Recuerden que cada donativo cuenta, sin importar cuán grande o pequeño sea. Por favor, consulten el boletín para más detalles.

## April 27 & 28 Lay Witness Speaker Weekend

### Bulletin Insert – Catholic Education

#### Bulletin Announcement

Because We Are Catholic Annual Appeal Bulletin Announcement



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## May 4 & 5

### Bulletin Insert – Vocations

#### Bulletin Announcement

Because We Are Catholic Annual Appeal Bulletin Announcement



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Anuncio para el boletín de la Campaña Anual Porque Somos Católicos



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## May 11 & 12 Mother's Day Weekend

### Bulletin Insert – Parish Life

#### Bulletin Announcement

Because We Are Catholic Annual Appeal Bulletin Announcement



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Anuncio para el boletín de la Campaña Anual Porque Somos Católicos



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OR

#### BECAUSE WE ARE CATHOLIC ANNUAL APPEAL

Many thanks to those who have made a pledge to the *Because We Are Catholic Annual Appeal*. Making a six-month pledge to the Appeal allows you to maximize the amount that you may give by making monthly payments. For example, a \$120 gift to the Appeal may be set up with six \$20 installments. Remember, every gift counts, no matter how big or small. Your generosity supports children and families in our own community and throughout the Diocese of Allentown. You can make your gift online at [www.BecauseWeAreCatholic.org](http://www.BecauseWeAreCatholic.org).

#### CAMPAÑA ANUAL PORQUE SOMOS CATÓLICOS

Muchas gracias a quienes se han comprometido con la Campaña Anual *Porque Somos Católicos*. Hacer una contribución de seis meses a la Campaña permite maximizar la cantidad que pueden donar al hacerlo mediante pagos mensuales. Por ejemplo, una donación de \$120 para la Campaña se puede dividir en seis cuotas de \$20. Recuerden que cada donativo cuenta, sin importar cuán grande o pequeño sea. Su generosidad apoya a los niños y las familias de nuestra propia comunidad y de toda la Diócesis de Allentown. Pueden hacer su donación en línea en [www.BecauseWeAreCatholic.org](http://www.BecauseWeAreCatholic.org).



## **Pulpit Announcement**

Many thanks to those who have made a commitment to the *Because We Are Catholic Annual Appeal*. If you have not done so already, please bring your pledge form to Mass next weekend. The participation of all our parish families makes it possible to serve those in need. Remember every gift counts, no matter how big or small. Please see the bulletin for details.

## **Anuncio desde el púlpito**

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## **May 18 & 19 COMMITMENT SUNDAY**

### **FROM THE PASTOR'S DESK**

**(Pastors: Please feel free to modify this note as you deem appropriate.)**

Dear Friends,

I want to thank you for your attention and interest as we have presented the 2024 *Because We Are Catholic Annual Appeal* the past few weeks.

I know that there are many obligations and concerns facing each of you and your families, but, as your Pastor, I want you to know that I support this effort. Every year, the Appeal provides the means to continue the mission that Christ has entrusted to us: to serve, to educate, to care for the poor and marginalized, and to be an inspiration of hope. The ministries, seminarians, retired priests, and programs that benefit from this effort allow us to fulfill our Diocesan Mission which is to be a Roman Catholic Family of Faith, centered in the Holy Eucharist, faithful to the Church's teaching, bringing the Light of Christ to each other, and to our community.

I am confident that together, with every family's participation, we can and will make a difference in furthering Christ's work on earth. Please take a few minutes to prayerfully consider making your commitment today by completing a pledge envelope. For those of you who have already made a gift, I thank you for your generosity. In a few moments I will ask the ushers to pick up all envelopes and pledge cards.

With gratitude,  
<Pastor's Name>

## Bulletin Announcement

### BECAUSE WE ARE CATHOLIC ANNUAL APPEAL

We are grateful to all who pledged their support this weekend to the 2024 *Because We Are Catholic Annual Appeal*. Your gift will allow our Diocese to meet the many and varied needs of people in our community. Remember, every gift counts, no matter how big or small. If you did not take the opportunity to make your gift, you may do so at any time over the next few weeks by placing your pledge form in the collection basket or visiting the Appeal website at [BecauseWeAreCatholic.org](http://BecauseWeAreCatholic.org). Thank you for your support!

### CAMPAÑA ANUAL PORQUE SOMOS CATÓLICOS

Agradecemos a todos los que otorgaron su apoyo este fin de semana a la Campaña Anual 2024 *Porque Somos Católicos*. Su donación permitirá que nuestra Diócesis satisfaga las muchas y variadas necesidades de las personas de nuestra comunidad. Recuerden que cada donativo cuenta, sin importar cuán grande o pequeño sea. Si no tuvieron la oportunidad de hacer su donación, pueden hacerlo en cualquier momento durante las próximas semanas colocando su formulario de compromiso en la canasta de la limosna o visitando el sitio web de la Campaña en [BecauseWeAreCatholic.org](http://BecauseWeAreCatholic.org). ¡Gracias por su apoyo!

OR

Because We Are Catholic Annual Appeal Bulletin Announcement



The 2024 **Because We Are Catholic Annual Appeal** is underway! Our parish support is a vital part of this Diocesan-wide effort to serve children and families in our own community and throughout the Diocese of Allentown. You can scan the QR code and make your gift today at [www.BecauseWeAreCatholic.org](http://www.BecauseWeAreCatholic.org). Thank you!

Anuncio para el boletín de la Campaña Anual Porque Somos Católicos



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**May 25, 26, 27**  
**Memorial Day Weekend**

**Bulletin Announcements**

Because We Are Catholic Annual Appeal Bulletin Announcement



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**June**

**Bulletin Announcements**

As of today, \_\_\_\_\_ (parish name) parishioners have contributed \$ \_\_\_\_\_ to the 2024 Because We Are Catholic Annual Appeal. This represents \_\_\_\_\_% of our total number of registered families. With 100% participation, we can make a major impact on the lives of friends, families, and neighbors in need. If you have not made your pledge of support, you may return your pledge form to the parish office or make your gift online. Remember, every gift counts, no gift is too small. Every dollar helps those in need. If you have any questions or would like to make a gift, please call the parish office or visit the Appeal website at [www.BecauseWeAreCatholic.org](http://www.BecauseWeAreCatholic.org)

Al día de hoy, los feligreses de \_\_\_\_\_ (nombre de la parroquia) han contribuido con la cantidad de \$ \_\_\_\_\_ a la Campaña Anual 2024 *Porque Somos Católicos*. Esto representa el \_\_\_\_\_% de nuestro número total de familias registradas. Con una participación del 100%, podemos lograr un gran impacto en las vidas de amigos, familias y vecinos necesitados. Si aún no ha realizado su compromiso de apoyo, puede devolver su formulario de compromiso a la oficina parroquial o hacer su donación en línea. Recuerden que cada donativo cuenta, sin importar cuán grande o pequeño sea. Cada dólar ayuda a los necesitados. Si tienen alguna pregunta o desea hacer una donación, llame a la oficina parroquial o visite el sitio web de la Campaña en [www.BecauseWeAreCatholic.org](http://www.BecauseWeAreCatholic.org)

## **SUGGESTED PETITIONS TO BE INCLUDED IN THE PRAYER OF THE FAITHFUL**

### ***Weekend of April 13 & April 14, 2024 (Kick Off Weekend)***

Look graciously upon your people, O Lord, that recognizing the immense love You have shown to them they may be eager to express their gratitude by supporting the *Because We are Catholic Annual Appeal*. Let us pray to the Lord...

Mira con bondad a tu pueblo, oh Señor, para que, reconociendo el inmenso amor que les has mostrado, esté deseoso de expresar su gratitud apoyando la Campaña Anual *Porque Somos Católicos*. Oremos al Señor...

### ***Weekend of April 27 & 28 (Lay Witness Weekend)***

Lord, By Your grace you guide all our good efforts to a fruitful completion. Please bless all the ministries supported by the *Because We are Catholic Appeal* that, guided by Your grace, they may be a source of consolation and hope to all they serve. Let us pray to the Lord...

Señor, por Tu gracia guías todos nuestros buenos esfuerzos hacia una culminación fructífera. Bendice a todos los ministerios apoyados por la Campaña *Porque Somos Católicos* para que, guiados por Tu gracia, sean fuente de consuelo y esperanza para todos aquellos a quienes sirven. Oremos al Señor...

### ***Weekend of May 11 & 12 (Mother's Day Weekend)***

Father, You created us in a pure act of generous love and ask us for nothing more than to love You and to love our neighbor. Give us the grace to love You as we ought and to love our brothers and sisters, especially by supporting this year's *Because We are Catholic Appeal*. Let us pray to the Lord...

Padre, Tú nos creaste en un acto puro de amor generoso y no nos pides más que amarte a Ti y amar a nuestro prójimo. Danos la gracia de amarte como debemos y de amar a nuestros hermanos y hermanas, especialmente apoyando la Campaña de este año *Porque Somos Católicos*. Oremos al Señor...

### ***Weekend of May 18 & 19 (Commitment Weekend)***

O Lord, You promise eternal rewards to all those who leave everything to follow after You. May our charitable support of the *Because We are Catholic Appeal*, united to Your Cross and Resurrection, win for us eternal treasure in heaven. Let us pray to the Lord...

Oh Señor, Tú prometes recompensas eternas a todos aquellos que dejan todo para seguirte. Que nuestro apoyo caritativo a la Campaña *Porque Somos Católicos*, unido a Tu Cruz y Resurrección, nos consiga el tesoro eterno en el cielo. Oremos al Señor...

## PARISH COMMITTEE

### Summary

A local, parish-based committee of volunteers for the Because We Are Catholic Annual Appeal, consisting of 3-5 individuals, can assume some of the Appeal tasks from the pastor and parish staff. Parishes with Because We Are Catholic Annual Appeal committees generally have a more successful and enjoyable experience. Specific responsibilities for committee members include:

- **Make your gift** to the 2024 Because We Are Catholic Annual Appeal.
- **Pulpit Announcements & Bulletin Inserts:** The committee will be responsible for making certain bulletin inserts and pulpit announcements are available.
- **Commitment Sunday:** The committee will be responsible for making certain that the Appeal materials are available and that the pledge cards are collected at Mass.
- **Be available as a resource** by phone or email to your pastor for assistance or consultation.

Volunteer oversight for the Because We Are Catholic Appeal can also be assigned to the Parish Council, Finance Committee, or as a project for another parish council or group.

## **BECAUSE WE ARE CATHOLIC ANNUAL APPEAL PARTICIPATION**

**Participation is KEY!** Once again, we are focusing on participation in the Because We Are Catholic Annual Appeal.

- The best results occur when the pastor/priest completes a pledge card with the parishioners. Verbally ask them to prayerfully make a gift. Invite parishioners to complete the “in-pew” card. It is also beneficial to have a special collection of the cards or have the parishioners come forward and place cards in the basket at the altar.
- Encourage pledging instead of one-time gifts. Remind people they may make a pledge and pay it over a period of time.
- Assure people that every gift is important and every gift helps. Those who are not in a position to make a gift are asked to fill out the commitment card and indicate “prayers only.” This will save on additional mailing expenses.
- For commitment weekend and the weeks to follow, it is very important to have extra “in-pew” commitment envelopes, writing instrument (if possible) readily available and easily accessible to parishioners.

## ADDITIONAL BECAUSE WE ARE CATHOLIC ANNUAL APPEAL MATERIALS

- **Banners and Lawn Signs:** Banners and lawn signs are available. Please call Michele at 610-871-5200 Ext. 2282 or e-mail [mmullikin@allentowndiocese.org](mailto:mmullikin@allentowndiocese.org) if you need additional banners and signs.
- **Prayer Request Cards:** All are welcome to return the Prayer Request card to be remembered during daily Mass by Bishop Schlert or a Seminarian. Completed prayer requests cards may remain anonymous.
- **Prayers of the Faithful:** Petitions should be used during the Prayer of the Faithful for the weeks of the Appeal.
- **Posters:** Posters are provided for you and should be hung in gathering and entrance places.
- **Because We Are Catholic Pledge Envelopes:** The pledge envelopes should be available in the parish office. All parishioners will receive their request letter in the mail.
- **Business Reply Envelopes (BRE):** The BRE's are designed for you to return your pledge commitments/envelopes to the Development Office. *Please mail us your pledge forms weekly* so that we may send thank you letters out in a timely fashion. **Please use the large BRE envelope when mailing larger quantities of pledge forms and the small BRE envelopes when mailing smaller quantities.**
- **GIFTS OF CASH:** If parishioners choose to turn cash in to your parish, **please be certain to mark the amount of their pledge on their form**, deposit it in your account and then make a check out to "Annual Appeal" in the exact amount of their pledge. You may simply make out one check for all cash donations, however, it is **imperative** that you mark the amounts on each donor's pledge form so that we may record the pledge in the donors account and send them a thank you/acknowledgement letter. Please do not deposit checks, or separate checks from the pledge forms. Thank you!