


Diocese of San Diego



2023 Annual Catholic Appeal Kickoff Luncheon



Office for Stewardship

AGENDA

- **Welcome and Introduction.....**

Manny Aguilar

- **Scripture Reading...Heb. 10:1-10...**

Marioly Galvan

- **Insights, Reflection and Prayer.....**

Cardinal McElroy

AGENDA (cont'd)

- **Results of 2022 ACA Campaign**
- **Why?**
- **Trends in Giving**
- **How were the 2023-2027 ACA Assessments determined?...Shirley Pajanor**

AGENDA (cont'd)

- **2023 ACA Goal**
- **2023 Campaign Calendar, Materials & Video**
- **“Best Practices” for a Successful Annual Catholic Appeal**
- **Virtual Social Media “Best Practices” Planned for February 8 from 1pm-2pm via Zoom**
- **Q & A**
- **Thanks and Closing Prayer.....All**

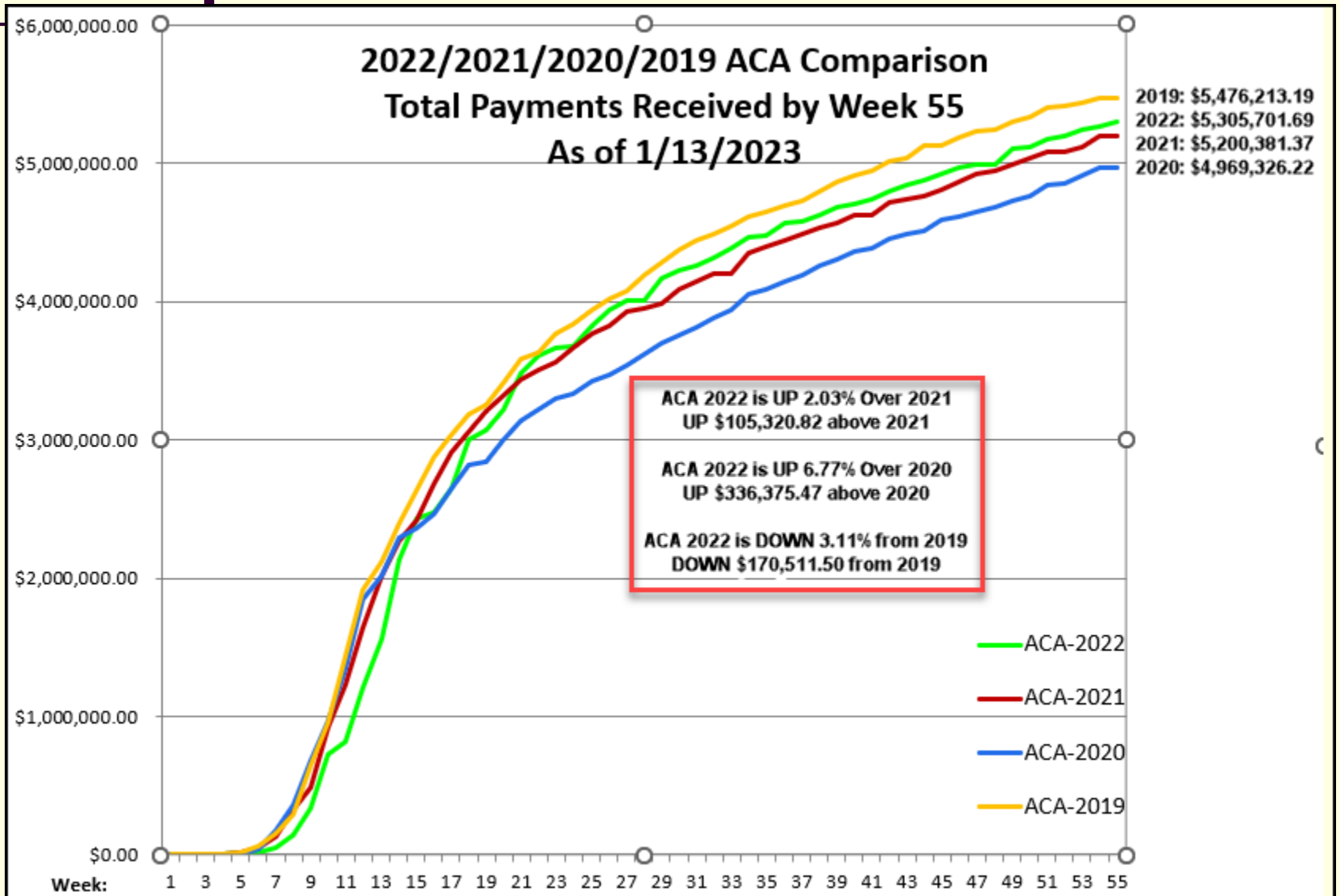
WELCOME

- **We are so blessed to be together again.**
- **First time since 2020!**
- **Lots of changes since then**
- **We are so grateful for you, our parish leadership teams and parishioners!**

Insights, Reflection & Prayer

- **Insight, Reflection and Prayer.....**
Cardinal McElroy

RESULTS: 2019-2020-2022-2023 Comparison



2019-2020-2022 Comparison

Goal: \$3.5M

2019	2020	2022	2023
\$5,476,213.00	\$5,014,386.00	\$5,189,682.53	\$5,305,701.69
(preliminary results)			

- 2022 is UP 2.03% - \$105,320.82 OVER 2021
- 2022 is Up 6.77% - \$337,375.47 OVER 2020
- 2022 is DOWN 3.1% - \$170,511.50 UNDER 2019

*Please note that the 2022 results have yet to be reconciled by our Finance Department.

Why?

- We continue to work to open the Life of the Church.
- Churches waiting for more people to return on Sunday mornings are still waiting, two years into the pandemic. *Christianity Today Research Article entitled, Americans' Return to Church Has Plateaued, dated 03/22/2022 by Kate Shellnutt*

Overall Giving Trends

- Though fewer Americans have given to charity over the last two decades, the amount of money going to charity in the United States continues to grow, exceeding \$484 billion in 2021 following the record-setting giving of 2020 amid the global pandemic.

YOUNGER GIVERS MATCH OTHER DEMOGRAPHICS IN UPPER GIVING AMOUNTS

- More younger givers fall into the smallest giving level, which is not a surprise. But in upper giving levels, age does not seem to matter.
- 28% of all ages of donors gave under \$100 but 42% aged 16-34 years gave under \$100
- 34% of all ages of donors and 33% of donors aged 16-34 gave between \$101 and \$500
- 28% of all ages of donors and 25% aged of donors 16-34 gave at least \$500

MOST CATHOLICS DONATE BEYOND THEIR PARISHES

- As with general givers, an overwhelming majority of Catholic givers (88%) donate money to both their parish and also to non-church charities. Of those who give, only 12% donate solely to their parish, 73% of supplemental gifts go to social justice causes, with education, healthcare, environmental causes and politics following behind.

CATHOLICS MAY BE MORE CONSISTENT AND GENEROUS GIVERS

- The prevailing trend among attendees across all churches is that only 5% tithe. 80% give about 2.5% of their income. 10-25% tithe (though this defined differently among givers)

WHAT PREVENTS CATHOLICS FROM GIVING?

Lack of transparency

- 95% of Catholics do donate to their parishes. But U.S. Catholic magazine reports that “Among the 5% who don’t donate to their parish, transparency appears to be the issue.” Like many givers in other types of churches, some Catholics value knowing how and where donations are spent.

WHAT PREVENTS CATHOLICS FROM GIVING? (cont'd)

Failure to ask

- U.S. Catholic magazine reports that “most Catholics claimed that they didn’t feel any pressure to give money to their parish.” That’s good! But we’ve seen that asking is a critical factor in why people give. Catholic-specific data bears this out as well, while also providing insight into the ways Catholics prefer to be asked.

WHY CATHOLICS WOULD GIVE

- 53% of USCCB study participants would give money if asked by the pastor at Mass
- 36% would give if their bishop requested it via their diocesan newspaper or a mailer
- 31% would give in response to a mailed letter
- 21% would give in response to an email
- 16% would give in response to a phone call

2023 ACA Goal and Fund Distributions

Goal **\$3,500,000**

- Catholic Schools Support: \$1M
- Clergy and Seminarian Support: \$1M
- Formation in the Faith: \$1M
- Catholic Charities: \$500K

How were ACA Assessments determined in 2023-2027?

- Shirley Pajanor, Diocesan Chief Financial Officer will explain the 2 year process by Presbyteral Council and Office for Finance

2023 ACA Theme



Tema 2023 ACA



2023 ACA Video Information:

- *View 2023 ACA Video and Social Media Graphics will be available at:*

<https://www.sdcatholic.org/giving/annual-catholic-appeal/>

On 02/01/2023

RELATED SCRIPTURE:

“But someone will say, “You have faith and I have works.” Show me your faith apart from works, and I will show you my faith by my works..”

James 2:18

2023 ACA Timeline

- February 11-12: Announcement Weekend
- February 18-19: Appeal Weekend
- February 25-26: Follow-up Weekend
- All ACA Materials were delivered the weeks of January 2nd and 9th

*Please note that Pastors have discretion to modify the proposed ACA timeline, but it is recommended that our proposed timeline be followed.

Best Practices for Annual Appeal Communications

- Make an Emotional Connection
- It's ok if you can't think right away of a story that you want to share. Try taking some time to pray with the following questions:
 - What has God been doing in our church this year?
 - What progress am I most grateful for over the past year?
 - What "wins" am I most excited to share with my fellow ministry workers?

Best Practices for Annual Appeal

- Use Stats to Show the Big Picture
 - What other exciting numbers do you have to share?
 - Have you seen growth in your food bank numbers, virtual small groups, teen programs or any other ministries?

Share the Good News! Catholic Schools (for parishes with a school)

- Catholic schools opened for in-person instruction a full year before most public schools did, reflecting a tremendous effort by teachers and staff.
- Enrollment increased more than 11 percent in the 2020-2021 academic year. Our schools offer students a quality education while nurturing their spiritual growth, strengthening our families, our Church and our society.

Share the Good News! Faith Formation

- As the pandemic receded, the diocese's pastoral ministries stepped up their work, offering a wide range of bilingual programming. This included trainings, conferences and workshops, both online and in-person. Meanwhile, catechists and Catholic middle-school teachers continued to tackle the crisis of youth leaving their faith by implementing the innovative "Faith and Science Curriculum."

Share the Good News! Clergy Formation and Support

- The Annual Catholic Appeal supports priestly formation, the pastoral care of active and retired priests and the preparation and ongoing formation of permanent deacons. Currently, there are 13 seminarians and 47 retired priests in the diocese.

Social Media Best Practices for a Successful Annual Appeal

- Social Media Best Practices Virtual Workshop by Leonardo Fonseca, Social Media Manager, Office of Diocesan Communications (PENDING)
- Sign up for best available workshop dates at the sign up sheets (02/08 or 02/10 1pm-2pm)

Support for Parishes

Our staff is always available to help you with any ACA related questions.

Mary Lopez: (858) 490-8280 or mlopez@sdcatholic.org

Grace Perfecto: (858) 490-8249 or gperfecto@sdcatholic.org

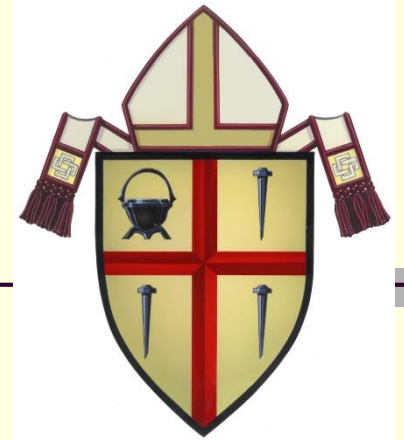
Manny Aguilar: (858) 490-8294 or maguilar@sdcatholic.org

Closing Remarks and Prayer

- Q & A

- THANK YOU

Thanks and Closing Prayer



Stewardship Prayer

God my Creator, you made me all that I am
And you've given me everything I have.
Help me show my gratitude using these gifts
to serve others in your name.

Jesus, my Redeemer, you showed me the way to eternal life by your example of loving service to others.
Grant me the courage to respond to your call to Discipleship by following in your steps.

Holy Spirit of God, be with me as I choose each day, to put you first in my life.

Let me be a model of Christian Stewardship so others will come to know you through my actions.

I pray, dear Lord, that you open minds and hearts of all men, women and young people of our parish, that we may joyfully accept your challenge to be good stewards.

Amen.