



NEWSLETTER

BUILDING OUR FAMILY OF FAITH

2017
Annual
Appeal

2017 Annual Diocesan Appeal Results as of April 24, 2017

TOTAL GOAL:

\$2,671,471

TOTAL RAISED:

\$3,249,395

PERCENTAGE OF GOAL:

121.6%

NUMBER OF DONORS:

14,565

PARISHES OVER TARGET:

89

Change in Appeal Mailing #2

Due to the logistics surrounding mailing #2, there will be a slight delay in these letters being sent. The new date will be May 5th.

Pledging and One-Time Gifts

What's interesting to note about the donation amounts in the Appeal (and sometimes overlooked) is the **AVERAGE GIFT** for those who pledge over 10 months in comparison to those who make a one-time gift. Here is the current breakdown:

3,136 donors have pledged \$1,311,136 over 10 months – this equates to an average gift of **\$418.09** per pledge.

11,429 donors have made one-time gifts of \$1,938,259 in total – this equates to an average gift of **\$169.59** per gift.

This comparison is interesting and demonstrates how the average gift greatly increases when someone can spread their pledge out over nearly a year versus a one-time contribution. Therefore, we continue to encourage pledging as much as possible (as well as paying on those pledges too)!

Are You Still Receiving Appeal Donations at Your Parish?

Although the official in-pew process has concluded, you may still receive Appeal donations at your parish office or in the collection baskets. If you receive any further donations, please mail them to:

**Catholic Diocese of Richmond
Annual Diocesan Appeal
P. O. Box 79212
Baltimore, Maryland 21279-0212**

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Continuing the Conversation

Even though donations continue to be processed daily, there is still much work to be done to keep the momentum going. As you're aware, we have several follow-up activities planned to encourage participation. In addition, I am following up with parishes under target to assist as necessary to help them accomplish their goals. One item I would suggest immediately, whether you're over or under target, is to keep talking about this in the pews and to have pledge envelopes readily available for those who want to give.

The key to talking about the Appeal in the pews over several weeks is to keep it fresh. In other words, on the first and second in-pew weekends, you followed the script, but maybe now that we're a little further down the line, you could discuss with parishioners the impact it's having at your parish more in depth. For instance, do you receive a Fuel and Hunger grant? That's supported 100% by the Appeal. Do you have a lay leader who went through the Lay Ecclesial Ministry Institute? That too is supported 100% by the Appeal. You can think along these lines for all the ministries in the case (although the Appeal isn't always funding something 100%, the idea can remain the same).

QUESTIONS, COMMENTS AND REQUESTS FOR ASSISTANCE

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Diocese of Richmond
(804) 622-5127
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Annual Appeal Donor Reports - Recipient List

If you are currently not receiving Thursday Appeal donor reports and you should be, please contact Veronica Scholle

804-622-5155

vscholle@richmonddiocese.org

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