



The meeting will begin in a few moments

APA 2021, Cathedraticum Tax & Shared Administration Costs

Phil Signore

Exec. Director of Finance



COURAGEOUSLY
Living the Gospel

When does APA 2021 end?

- APA 2021 is currently at \$8M toward the goal of \$11M
- The campaign itself will continue to run in this calendar year through December 31, 2021
- As in previous years, parishes will still owe the balance for the 2021 assessment by June 30, 2022. This is our only source of funding Pastoral Center costs for FYE June 30, 2022.

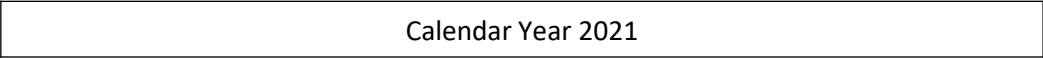
When does the new Cathedraticum begin?

- The Cathedraticum begins on July 1, 2022
- It will be a 2% assessment on (offertory + donations, less school support up to \$100,000)
- At month end, parishes will calculate & remit their 2%. A custom report will be available within Parish Soft CN.
- See the FAQ document that you all received

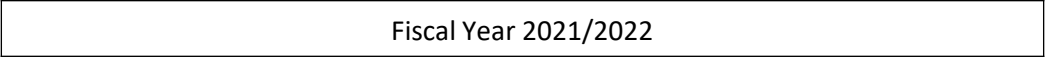
When is APA? When is the Catholic Ministry Appeal? When is the Cathedraticum?

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
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Annual Pastoral Appeal



Parish Assessment



When is APA? When is the Catholic Ministry Appeal? When is the Cathedraticum?

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
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Catholic Ministry Appeal

Calendar Year 2022

Budget for Diocesan Ministry

Fiscal Year 2022/2023

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
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Cathedraticum

Fiscal Year 2022/2023

Budget Year for Expenses

Fiscal Year 2022/2023

How will the Cathedraticum be calculated?

Offertory

Plus Donations

Less School Support up to \$100,000

= Assessable Revenue

Assessable Revenue X 2.0% = Cathedraticum

Which account numbers will be assessed?

Offertory and Donation Revenue accounts:

- 4000 Offertory: Weekend
- 4001 Offertory: Christmas
- 4001 Offertory: Easter
- 4001 Offertory: Holy Days
- 4001 Offertory: Weekday Mass
- 4001 Offertory: Special Masses
- 4012 Building Fund & Maintenance Collection
- 4160 Donations

Which account numbers are deductible?

School Support Expense accounts:

- 5210 School Assessment: Diocesan
- 5215 School Support: Transfers to Schools
- 5220 School Support: Tuition Assistance

What does the Cathedraticum fund?

- Pastors and parish leaders wanted the appeal to focus on social services and pastoral ministries (ie. “100% will go toward ministries and programs”)
- The tax will fund Diocesan Leadership, formerly funded through APA. This includes:
 - the Bishop’s Office
 - Chancellor’s Office
 - The organizational leadership of the Church up to the Holy See.

What about shared administration costs?

- Administrative functions that serve our parishes, schools and ministries such as Human Resources, Accounting and I.T. will be supported through earnings from a trust.
- By funding these costs with future earnings, we were able to set the parish Cathedraticum at 2% instead of 6%.

Catholic Ministry Appeal

Meegan Wright

Exec. Director of the Office of Stewardship & Development

Exec. Director of the Catholic Foundation



#1

Diocese of St. Petersburg

CATHOLIC
MINISTRY
— APPEAL —



#3



DIOCESE OF ST. PETERSBURG
CATHOLIC
MINISTRY
Appeal

#2



DIOCESE OF ST. PETERSBURG
CATHOLIC
MINISTRY
Appeal

#4



DIOCESE OF ST. PETERSBURG
CATHOLIC
MINISTRY
Appeal


Catholic Ministry Appeal – Timeline & Plan of Action

Catholic Ministry

of Action

2021

August


 Catholic Ministry
 We invite you to
 You can

This is the information we have
 Full Name: _____
 Home Parish: St. Luke the
 Palm Har

Preferred Email Address: _____
 Preferred Phone Number: _____
 Preferred method of contact: _____

1. Which logo do you prefer?
 Please pick one

August 10, 2021


 DIOCESE OF ST. PETERSBURG
 Office of the Bishop

Dear _____

As Catholics, we do amazing things when we work together.

We feed the hungry, shelter the homeless and provide hope for those who need it most. We take care of our retired priests and invest in our young seminarians.

We build strong parishes that support families through good times and in bad. And we educate our youth through traditional Catholic schools and religious formation programs.

For the past 23 years, we have funded all those important activities and more through the Annual Pastoral Appeal (APA). And, because of the generosity of people like you, we now raise nearly \$10 million annually for Catholic social services, faith formation and education. **APA has not gone unnoticed. Thank you!**

While APA has always been a financial success, I couldn't help but wonder if there was a better way to fund our shared ministries. So, over the last year, I have been meeting with a committee of priests and diocesan leaders to discuss how we can best restructure our annual fundraising efforts.

After much discussion, careful consideration and prayer, we have come up with a plan. And I am so proud of what we put together.

This year, I am honored to announce the new *Catholic Ministry Appeal*, which will replace the Annual Pastoral Appeal.

The biggest change, besides the name, is that every dollar donated to the Catholic Ministry Appeal will go directly to fund ministries, outreach, and programs throughout the Diocese. With this change, every penny of your gift will help us proclaim the good news to every person who encounters the love of Christ.

We're replacing APA, and I want you to help me design the new Catholic Ministry Appeal. Will you fill out the survey and share your thoughts on the new structure, design and logo?
 Bishop Parkes

Support to the following ministries.
 1=most important, 6=least important

inviting others into our Faith
 assistance programs

more about? (Check all that apply)

inviting others into our Faith
 assistance programs

in our area?

could support shared ministries?

do you support shared ministries?

Catholic Ministry Appeal Survey!
 New Catholic Ministry Appeal,
ewardship@dosp.org

Catholic Ministry Appeal – Timeline & Plan of Action

2021	
August	<ul style="list-style-type: none">• Introduce the plan to pastors & parish leaders• Introduce the plan to donors (survey)• Gather input from donors regarding structure, marketing and logo
September	<ul style="list-style-type: none">• Finalize the marketing materials (logos, brochures, collateral)• Provide pastor and staff parish training (9/22)• Thank survey respondents, provide results
October 24	Mater Dei Giving Society prayer service
November	<ul style="list-style-type: none">• Champions are chosen• Goals are communicated
November 15	Mailing #1 (long-time donors and electronic givers)
December	Digital materials uploaded to the resource page

Catholic Ministry Appeal – Timeline & Plan of Action

2022	
January 1-7	Collateral material delivered to parishes
January 8-9	Kick-off Weekend
January 10	Mailing #2 (those who didn't respond to mailing #1 + all remaining households)
January 12	Pastor and parish staff training ahead of commitment weekend
January 15-16	Education weekend
January 17	Pastor letter
January 22-23	Education weekend
February 5-6 & 12-13	Commitment Weekend 1 and 2

Catholic Ministry Appeal – Timeline & Plan of Action

2022	
February 19-20 and 26-27	Follow-up 1 and 2
April 1	Mailing #3 (those who haven't responded to previous mailings)
April 17	Easter
August 24	Mailing #4 (those who didn't respond to previous mailings)

- See the handout provided for the complete timeline + dates
- Please put these dates on your parish calendar!

Appeal materials that we will provide to every parish

Weekly, step-by-step plan

Talking points

FAQs

Brochures

Draft pastor letter

Pulpit announcements

Bulletin inserts

Social media posts

Champion & appeal videos

Pre-written emails

In-pew pledge cards

Is there something else we can provide that would help you run a great appeal in your parish?

Let us know and we'll make it happen!

Catholic Ministry Appeal


Nic Prenger

CEO, Prenger Solutions Group





WILL
WORK
FOR FOOD

A man with a beard, wearing a green beanie and a dark jacket, stands in front of a grey stone wall. He is holding a large, rectangular sign made of cardboard. The sign has the words "Will work for food" written on it in black marker. The sign is held in front of his chest, partially obscuring his face. In the foreground, to the left, there is a clear plastic bottle with a green cap. To the right of the bottle, there is a metal cup. The ground is covered with snow. The man's expression is one of desperation or pleading.

Will work
for food



Will work
for f...

Legal and HR
expenses



Will work
for

Accounting,
finance and IT
support services

A man with a beard, wearing a green beanie and a dark jacket, is holding a large cardboard sign. The sign has the words "Will WORK" written on it in black marker. He is standing in front of a rough, grey stone wall. In the foreground, there is a clear plastic water bottle with a green cap and a metal cup. The ground is covered with snow.

Will WORK

To reduce the tax burden
imposed by the diocese on
my parish

Catholic Ministry Appeal will fund

Shared Catholic ministries and services that no single parish could accomplish on its own

- Catholic Charities
- Promoting vocations
- Supporting our seminarians
- Campus ministry
- Lay Pastoral Ministry Institute

100% of every dollar donated to the appeal will fund ministries and programs

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100% of every dollar donated to the appeal will fund ministries and programs

Catholic Ministry Appeal succeeds when...

We make a compelling case for parishioners to support these ministries and program

Pastors are vocal in support the appeal

Parishes run a robust in-pew appeal and follow the marketing timeline

People are inherently generous. They feel called to support the Church and they want to make a difference.

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Defining “best effort”

“Whatever you do, do from the heart, as for the Lord and not for others, knowing that you will receive from the Lord the due payment of the inheritance; for you serve the Lord Christ.” (Colossians 3:23-24)

Dr. Lois Locey

Secretary for Administration



COURAGEOUSLY
Living the Gospel

INVITE them into a deeper encounter
with God

ENGAGE them in a concrete part in God's
mission and ministry – what every
disciple is called to do

LIVE as stewards through works of
gratitude and evangelization

WITNESS to the Gospel of Jesus Christ.

"You are my companion and must walk with me. For if we hold together no earthly power can withstand us."

— St. Dominic Upon meeting St. Francis of Assisi

If parishes put forth their best effort to make the appeal a success, they will not be assessed if they don't hit goal

“Best effort” is...

- ✓ Attend today’s webinar
- ✓ Attend the Sept. & Jan pastor and staff training
- ✓ Set a participation goal
- ✓ Follow the timeline and do the step-by-step plan
- ✓ Run a robust in-pew appeal

Do this and your parish will have great success with no assessment

Even if the overall goal is not reached, ministries and programs will live within what is raised... we will live within our means.

You are not limited to “best effort” !!

See the handout provided that describes “best effort” plus additional, creative ideas you can do at your parish

BEST EFFORT

- Pastor & administrative staff attend January 12 training

EXTRAORDINARY BEST EFFORT

- Pastor, administrative staff & members of the Stewardship Council attend January 12 training

BEST EFFORT

- Parish sets a participation goal equal to the number of commitments received for APA 2021

EXTRAORDINARY BEST EFFORT

- Parish sets a participation goal of either 30% of registered active members or 10% more than the number of commitments received for APA 2021

BEST EFFORT

- A personalized letter sent from the pastor by the DIOCESE

EXTRAORDINARY BEST EFFORT

- A personalized letter sent from the pastor on PARISH stationery by the PARISH

Promote the appeal to parishioners

- General intercessions during Catholic Ministry Appeal weekends
- Inserting bulletin inserts
- Sending emails about the Catholic Ministry Appeal
- Making pulpit announcements
- Publishing on social media
- Never using acronyms for the Catholic Ministry Appeal

During the Homily, our best effort would be...

- To incorporate the joy of giving into the homily or spiritual reflection
- Explain the possible reasons for giving:
 - To recognize the need to do ministry within the greater church in the five counties of our diocese
 - To meet moral or legal obligations
 - To live out a Christian Way of life (the basis of stewardship)

Extraordinary efforts include...

- Hosting a reception with past donors/current parishioners to discuss the differences of the appeals
- Enhance the liturgy with songs that compliment or speak about doing ministry
- Include a witness talk during the Catholic Ministry Appeal

Our Lady of Lourdes

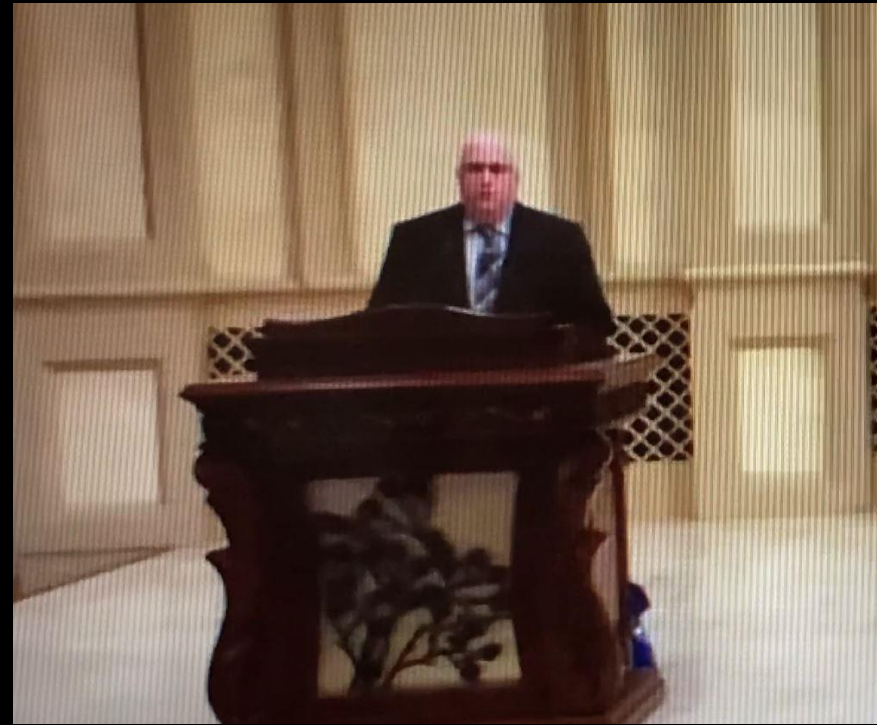


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St. Frances Xavier Cabrini



St. Mark the Evangelist



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St. Matthew

Visit us at StMat.org
Follow us on Facebook at [StMatthewRomanCatholicChurch](https://www.facebook.com/StMatthewRomanCatholicChurch)

CATHOLIC MINISTRY
APPEAL

COMPANY NAME
JUL 2021 ENV # 000
NAME
ADDRESS
CITY ST ZIP

0123

\$ _____
 I give electronically

Extraordinary efforts include...

- Create a personalized video for the Catholic Ministry Appeal
- Mail a thank you letter or card from the pastor to parishioners who have returned a commitment card
 - Yes, the Bishop will be sending a thank you note. But an extraordinary parish sends one too, enhancing the relationship with the pastor, parish and parishioner.



Nativity



705 E Brandon Blvd, Brandon, FL, United States

Call Us

Home About Us ▾ Sacraments ▾ Parish Life ▾ Grow in Faith ▾ Need Help? ▾ Connect ▾ Giving ▾



For more information from the Diocese of St. Petersburg on APA, and the ministries and services it funds, please click [HERE](#).



To make your 2021 APA gift online:



CLICK HERE
to support APA 2021

You can also:

1. Complete and return the pledge card mailed to your home.

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*Whatever you do, do from the heart for the Lord ... for you serve the Lord Christ.”
(Colossians 3:23-24)*

Questions & Answers



COURAGEOUSLY
Living the Gospel

Closing & blessing



COURAGEOUSLY
Living the Gospel