Role of the Pastor and Parish Leaders in Promoting the Catholic Services Appeal

The success of the Catholic Services Appeal each year greatly depends on the support it receives from our clergy. In fact, the single most important factor in whether the parish reaches its goal is often the pastor’s support. If parishioners knows the pastor believes in the CSA and in the importance of the programs and services it funds, then they are more motivated to make a gift. If they understand stewardship and discipleship, their gifts will be proportionate ones.

What motivates people to give to the Church varies with each individual or family. Some embrace that all we have is a gift from God, meant to be shared freely in order to build up the Kingdom of God on earth. Some give to causes about which they are most passionate. And some only give if they feel it is an investment in the spiritual wellbeing of the Church.

Whatever their motivation, please know that parishioners respond to your contagious enthusiasm. People get their direction from you, and give in direct proportion to the level of excitement you have for the campaign.

You can influence the level of giving in your parish by:

- **Appointing a CSA chairperson/couple** who believes in and supports the Catholic Services Appeal and who will do the necessary work to promote the Appeal in your parish. Someone personable and motivational will help others get on board and/or contribute.

- **Spending a few moments on CSA Sunday (April 27 & 28, 2019) to explain the value of diocesan programs and ministries funded by the CSA** and to encourage participation of every parishioner, reminding them it’s not about equal giving, but rather equal sacrifice.

- **Conducting an in-pew appeal**, asking parishioners to commit to a pledge for this year’s campaign.

- **Sharing concrete examples** of youth activities/Catholic school tuition assistance/Tribunal assistance/vocations support/Lay ecclesial ministry formation, etc. Each of these areas receives support from the CSA campaign and benefits parishes.

- **Tying your parish CSA over-goal rebates back to a particular project or ministry investment** that will directly benefit your congregation. Remind your flock that 100% of contributions over your CSA goal come right back to the parish!

- **Communicating that if the parish makes its 2019 CSA campaign goal, 10% of the parish’s goal will be added to the rebate** to help support Synod implementation in the parish.