



# **2025 BECAUSE WE ARE CATHOLIC ANNUAL APPEAL PARISH RESOURCE MANUAL**

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April 2025

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 \$3.8 million for Catholic Charities, schools, parish communities and ministries throughout our five counties. Thanks to your parishioners' remarkable generosity, the 2024 Appeal also funded special one-time grants for Catholic Education, Catholic Charities and Holy Family Senior Living.

This year, we expect to raise no less than \$3.7 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.

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. Please continue to make the Annual Appeal a priority in your parish.

A "Pre-Campaign" invitation to join the 2025 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 28. 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 2025 *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 2025

### April 2025

- April 26 – Bishop Scholar Awards – Bethlehem Catholic High School
- April 26/27 – Seminarian Speaker Weekend
- April 28 (week of) – Phase 1 Mail Drop

### May 2025

- May 3/4
  - Because We are Catholic Kicks Off in Parishes
  - Lay Witness Speaker Weekend
- May 10/11 – Mother's Day Weekend
  - Lay Witness Speaker Weekend (Alternate)
- May 17/18
  - Commitment Weekend

### June 2025

- June 16 (week of) – Phase 2 Mail Drop

### September 2025

- September 8 (week of) – Phase 3 Mail Drop

### November 2025

- November 28 – Phase 4 Mail Drop

### DAILY MASS WITH BISHOP SCHLERT

- **Wednesday, May 7** – St. Joseph, Summit Hill (462 W. Ludlow St.) 8:00 a.m.
- **Thursday, May 15** – Immaculate Conception, Douglasville (905 Chestnut St.) 7:00 p.m.
- **Wednesday, September 3** – St. Joseph, Coopersburg (5050 St. Joseph Rd.) 8:00 a.m.
- **Thursday, September 4** – Holy Family, Nazareth (410 W. Center St.) 8:30 a.m.
- **Monday, September 8** – St. John the Baptist, Pottsville (S. Tenth and Mahantongo Sts.) 6:30 p.m.

# BULLETIN AND PULPIT ANNOUNCEMENTS

**May 3 & 4  
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 **2025 *Because We Are Catholic Annual Appeal*** in our parish and throughout our Diocese. I want to offer my personal thanks for the generous commitments you have made in the past. I also want to let you know that the 2025 Appeal will be part of our Diocesan-wide effort to engage our entire community in the Jubilee Year of Hope announced by Pope Francis for 2025.

The Holy Father has challenged each of us to serve as “Pilgrims of Hope” during this Jubilee. In the Diocese of Allentown, the *Because We Are Catholic Appeal* brings hope to children, families, and adults throughout Berks, Carbon, Lehigh, Northampton, and Schuylkill Counties. With your support, we feed the hungry, clothe the poor, care for the elderly, prepare young adults for marriage, inspire young men and women considering religious life, and welcome students of all abilities to our Catholic schools. The *Because We Are Catholic Appeal* makes it possible to bring the Light of Christ – our ultimate hope – to each other and to our community.

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 \$ \_\_\_\_\_. Let's 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>

## May 3 & 4 Lay Witness Speaker Weekend

### Bulletin Insert – Community Services

#### Bulletin Announcement

Because We Are Catholic Annual Appeal Bulletin Announcement



The 2025 **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 2025 **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.

## May 10 & 11 Mother's Day Weekend

### Bulletin Insert – Parish Life

#### Bulletin Announcement

##### Because We Are Catholic Annual Appeal Bulletin Announcement



The 2025 **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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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).

## May 17 & 18 Commitment Weekend

### Bulletin Insert – Catholic Education

#### Bulletin Announcement

##### Because We Are Catholic Annual Appeal Bulletin Announcement



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**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 2025 *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>

## May 24 & 25 Memorial Day Weekend

### Bulletin Insert – Vocations

#### Bulletin Announcement



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#### Anuncio para el boletín de la Campaña Anual Porque Somos Católicos



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## Bulletin Announcement

### BECAUSE WE ARE CATHOLIC ANNUAL APPEAL

We are grateful to all who pledged their support this weekend to the 2025 *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 2025 *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 2025 **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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## June

### Bulletin Announcements

#### Because We Are Catholic Annual Appeal Bulletin Announcement



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Or

### Bulletin Announcements

As of today, \_\_\_\_\_ (parish name) parishioners have contributed \$ \_\_\_\_\_ to the 2025 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 2025 *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**

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

**Weekend of May 3 & 4**

Look graciously upon your people, O Lord, that recognizing the immense love You have shown to us through our many gifts and blessings, we may be eager to express our gratitude to You by supporting the *Because We are Catholic Annual Appeal*. Let us pray to the Lord...

Señor, por Tu gracia guías todos nuestros buenos esfuerzos hacia una conclusión fructífera. Por favor, bendice todos los ministerios apoyados por la Campaña *Porque Somos Católicos* para que, guiados por Tu gracia, estos ministerios puedan ser fuente de consuelo y esperanza para todos aquellos a quienes sirven. Roguemos al Señor...

**Weekend of May 10 & 11**

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, these ministries may be a source of consolation and hope to all whom they serve. Let us pray to the Lord...

Mira con bondad a tu pueblo, oh, Señor, para que reconociendo el inmenso amor que nos has mostrado a través de nuestros muchos dones y bendiciones, estemos ansiosos por expresar nuestra gratitud apoyando la Campaña Anual *Porque Somos Católicos*. Roguemos al Señor...

**Weekend of May 17 & 18**

Father, You created us in an act of generous love. Give us the grace to love You as we ought and to love our brothers and sisters in their need by supporting this year's *Because We are Catholic Appeal*. Let us pray to the Lord...

Padre, nos creaste en un acto de amor generoso. Danos la gracia para amarte como debemos y amar a nuestros hermanos y hermanas en su necesidad apoyando la Campaña *Porque Somos Católicos* de este año. Roguemos al Señor...

**Weekend of May 24 & 25**

O Lord, You promise eternal rewards to all those who give to their neighbors in need. 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, prometes recompensas eternas a todos aquellos que dan a sus prójimos necesitados. Que nuestro apoyo caritativo a la Campaña *Porque Somos Católicos*, unido a Tu Cruz y Resurrección, nos gane un tesoro eterno en el cielo. Roguemos 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 2025 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!