

I NEED YOUR HELP  
TO ANSWER PRAYERS



Most Reverend Jerome E. ListECKi  
Archbishop of Milwaukee

*I need your help*

THE CATHOLIC STEWARDSHIP APPEAL SUPPORTS VITAL MINISTRIES  
AND PROGRAMS IN THE ARCHDIOCESE OF MILWAUKEE

Dear Parish Chairs and Pastors,

Thank you for your commitment to the 2010 Catholic Stewardship Appeal. Your time, talent and leadership are invaluable gifts to the Appeal, and we are deeply grateful for them. Encouraged by your response in 2009, we are sending you a streamlined Guide again this year. It is an executive summary of what you need to know. All of the material that used to be in the unabridged Guide hasn't gone away; it's just now on the web for easy access and downloading.

Here are the contents of the streamlined Guide:

- Letter from Archbishop Listecki
- Campaign overview, including the rationale for this year's theme and a description of featured ministries
- Appeal timeline
- Campanile Society summary
- FAQs
- Contact information page

Remember, you can go to the web site ([www.catholicappeal.org](http://www.catholicappeal.org)) for all of the campaign materials to make your effort a success. These include:

- Intercessions
- Pulpit announcements
- Role of chairperson and stewardship committee
- Mini-stories and bulletin inserts
- Logos
- Downloadable audio homilies

Thank you for the favorable reception you've given this streamlined format. We hope that it serves you well and directs you to all the resources you need. Please don't hesitate to contact me, (414) 769-3320 or [bohlmannr@archmil.org](mailto:bohlmannr@archmil.org), with any additional suggestions or questions.

Best wishes for a blessed campaign!

With many thanks,



Robert Bohlmann, Director  
Catholic Stewardship Appeal

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Dear Brothers and Sisters in Christ,

Thank you for welcoming me so warmly as your new archbishop! I look forward to collaborating with you, the pastors and lay leaders of our parishes in southeastern Wisconsin. The timing of the Catholic Stewardship Appeal couldn't be more perfect, since it will give us a wonderful first opportunity to begin our ministry together.

I don't need to remind you of the tremendous impact the Appeal has on the work and mission of our Church. Appeal funds help to train thousands of staff and volunteers who work in ministries that strengthen marriages and families, enrich our parishes and support our schools, form priests and lay leadership, help young adults to nurture or rediscover their faith, provide basic needs for the most vulnerable among us, and build self-reliance of those living with cognitive and physical disabilities.

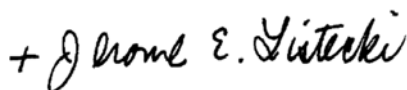
"Answering Prayers," this year's Appeal theme, calls us all to prayer. "Whatever you ask for in prayer with faith, you will receive," Jesus promises. Prayer raises our awareness of the needs of our brothers and sisters. Prayer also raises our awareness of God's abundance and generosity. These are desperate times for many and people are turning to the Church for help with human and social needs. When we count our blessings, we are compelled to share, and the Appeal provides us with the means to help people in need through strengthening these outreach ministries.

In the next few months, you will be telling the story of how gifts to the Appeal help to answer prayers. As you begin this important work, know, too, that you are an answer to prayer yourselves. Your leadership and dedication toward ensuring a successful parish campaign will help change the lives of thousands of Catholics within our archdiocese.

Thank you for agreeing to serve as the CSA chair of your parish and for helping to promote the advancement of stewardship through time, talent and financial resources within your parish community. Your role as chair is critical to the success of the Appeal and I ask that you approach it with great care and enthusiasm.

May God bless you and guide you in your important work!

Sincerely yours in Christ,

A handwritten signature in black ink that reads "+ Jerome E. Listecki". The signature is written in a cursive style with a cross at the beginning.

Most Reverend Jerome E. Listecki  
Archbishop of Milwaukee



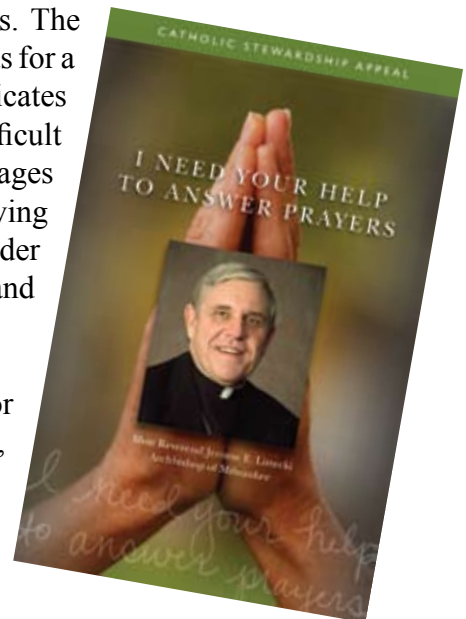
# 2010 Campaign Overview

The Catholic Stewardship Appeal continues to provide major support for life-changing ministries and programs throughout the Archdiocese of Milwaukee. Despite a prolonged recession that has affected almost every charitable cause, Catholics still make giving to the Appeal a priority. Every year we build upon the successful elements of the previous year's campaign in order to create an inspiring, effective, coherent message about the CSA.

## Campaign Theme & Direct Mail

**Prayer.** They can be wishes, cries, hopes, pleas, thoughts and requests. However needs in our community are expressed, they're prayers. The Catholic Stewardship Appeal strives to answer them by raising funds for a variety of ministries and programs. This year's campaign communicates that Appeal-supported ministries serve on the front lines in a difficult time, distributing food, offering counseling, strengthening marriages and families, guiding youth, forming Church leadership and improving Catholic schools. The campaign aims to draw Catholics into the wider circle of prayer, sharing their blessings to meet needs spoken and unspoken, and experiencing the peace of God in return.

**Answering Prayers.** The cover of the direct mail brochure for 2010 sets a prayerful tone. The image of folded hands is familiar, yet fresh; the gesture of prayer is unmistakable and universal. Lightly superimposed on the hands, and throughout the brochure, are phrases from actual prayers handwritten by the individuals profiled inside. They personalize the ministries supported by the Appeal, underscoring the message that contributions to the Appeal help real people. As the brochure unfolds, almost like hands opening themselves in prayer, it features stories of ministries funded by the Appeal. While not exhaustive, they illustrate the range and impact of the Appeal.



The brochure encourages readers to reflect on the power of prayer. It is a force for good that we all can tap into. Prayer may well be our greatest resource as people of faith. In countless and concrete ways, Appeal-funded ministries answer prayers every day and invite us to share in that wondrous act.

Our Lord and Savior Jesus Christ showed the way. He answered prayers for everything from basic needs, to



health and healing, to increased faith. Will we follow his example? Our prayerful response is to give and enable Appeal-funded ministries to continue their Christ-like service. Ultimately, that is what distinguishes the Appeal from most other charities. It exists to extend Christ’s love, helping all to grow in the faith, to serve, lead and to reach out to others with compassion.

The reverse side of the brochure offers more background about the Appeal and how it provides funds to programs such as those featured this year:

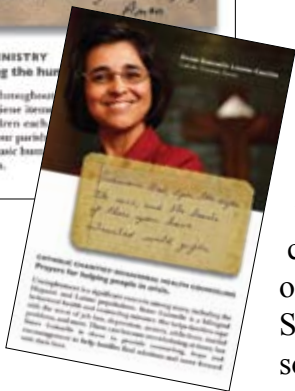
**Youth Outreach and Faith Formation.** Youth is a natural time for exploration, discovery, asking questions. It often leads young people away from the Church. But can the Church reach out to them and accompany them on their journey? The Theology on Tap series, sponsored by the archdiocese and participating parishes, welcomes young people to events that are both social and spiritual. It demonstrates that faith can walk with young people on their exciting path to the future.

**Food Pantries.** Demand has increased dramatically at area food pantries over the past year—in some cases up 40 percent. One such pantry serves nearly 2,000 men, women and children each month. In addition to a balanced selection of food, it gives out fresh produce from farmers’ markets in season, and also distributes personal care items, clothing and recipe booklets. Appeal-funded coordination from the archdiocesan Social Justice Ministry helps parishes extend this outreach to their communities. For the grateful recipients, it answers their prayers for daily bread.



Frederick Bersch  
St. Hyacinth Emergency Food Pantry

Good and Gracious God,  
Bless us and give us the strength  
and wisdom to hear the call of  
people in need. Help us  
share your beautiful harvest,  
but do not give hungry  
Amen



**Marriage Enrichment.** There are numerous programs to support and encourage engaged couples. But married couples often find themselves on their own when they face challenges. One particular couple is doing something about that, with help from the Nazareth Project, an Appeal-funded ministry. Their program gives couples the opportunity to hear speakers, reflect alone and together, and share experiences with other couples. They’re helping husbands and wives stay strong in their marriage or rekindle the spark that was there at the beginning.

**Social Services.** Hispanic and Latino individuals make up about 14 percent of Racine’s population. But Catholic Charities noticed that social services for them were lacking, and opened a center for families and children. Jobs are a major concern for many of the individuals who come in for counseling, as is keeping families together. It helps that one of the psychotherapists is fluent in both Spanish and English. She provides hope and encouragement to help families find solutions and move forward with their lives.



**Worship and Liturgy.** The saying goes that when you sing, you pray twice. Music has a unique power to touch people at many levels. One parish, with help from the archdiocesan Office for Worship, has built on its reputation for introducing new music and incorporating contemporary compositions in its Masses. Responding to the wider concerns of its community, it has even created a worship based on “Lamentations” for members worried about losing their jobs, and led a special prayer service for the unemployed.

**Priestly Formation.** More and more young men are answering the call to enter the priesthood. Today 36 men are enrolled at Saint Francis de Sales Seminary, double the number from a decade ago. “We’re truly blessed by the high quality of seminarians on fire to serve the Lord,” says Fr. Don Hying, Seminary rector. Strong support from the Appeal enables the Seminary to continue growing the ranks of priests right in our own archdiocese.

**Leadership Training.** A new generation of parish leaders is coming into their own and revitalizing parish education. They’re guiding confirmation instruction, RCIA, baptismal preparation and adult faith formation, among many responsibilities. Cultivating their talents is the New Directors Program of the Archdiocese, funded by the Appeal. It enriches their understanding of Catholic faith formation, demonstrates best practices and links them with resources for the parish. One such leader sees the program as helping her “be the best at my job and doing what I’m called to do.”

**Catholic Education.** One family believed in the quality of Catholic education so strongly that they sent 30 children, over three generations, to Catholic schools. Lifelong learning skills, academic preparation and a faith-centered environment are what Catholic schools provide. The Schools Office of the archdiocese, which is supported by the Appeal, assures that Catholic schools meet high standards and accreditation requirements, and holds them accountable. For many families, Catholic education is a sound investment, one that they gladly make again and again.

**Online Contributions.** The 2010 campaign again offers donors the opportunity to contribute online and avoid the hassle of stamps and envelopes. The pledge card directs contributors to the Appeal web site, [www.catholicappeal.org](http://www.catholicappeal.org). *Giving can be as easy as type, click and send!*

**CATHOLIC SCHOOLS MINISTRY**  
Prayers for educating our students.

The Newman family believes so strongly in the excellence of Catholic education that they've sent 30 children over three generations to Catholic schools. The Schools Office of the archdiocese, supported by the Appeal, serves our 133 Catholic elementary and high schools, that educate 32,544 students. A Catholic education develops the whole student—mind, body and spirit—providing religious instruction, high academic standards, and opportunities to live and grow in the faith that parents cherish for their children.



**YOUNG ADULT MINISTRY**  
Prayers for guiding young adults.

Emily Kang guides young adults seeking direction toward the Catholic Church. As a leader of the speaker series, “Theology on Tap,” and the 2010 Lenten series “40 Days in the Desert,” both sponsored by the archdiocese and participating parishes, Emily leads programs designed to fulfill the specific needs and interests of young adults looking to weave their faith into all aspects of their lives.



Father, your gracious love washes over us  
our hearts to your love and give us the  
to be image of Christ in our world.



## 2010 Appeal Mailing Timeline

- February 8** – **FIRST CSA MAILING DROPS**
- February 13-14** – **Kick-Off Weekend in Parishes**  
Archbishop audio homily played in all parishes.
- February 17** – Ash Wednesday
- March 15** – *Stewardship News* e-Newsletter
- March 31** – First Parish Progress Report to Bishops
- April 4** – Easter Sunday
- April 12** – **SECOND CSA MAILING DROPS**
- May 10** – Second Parish Progress Report to Bishops
- May 17** – Mail sign-up materials to parishes for follow-up mailing
- June 4** – Responses due from parishes for participation in parish follow-up mailing.
- June 21-August 15** – Telemarketing Calls
- June 30** – *Stewardship News* e-Newsletter
- Week of June 14** – Deliver non-donor mailing labels, pledge cards and response envelopes to parishes for follow-up letter.
- July 5** – **OPTIONAL PARISH FOLLOW-UP MAILING (Mail to drop no later than July 30)**
- July/August** – Phone-a-thon hosted by CSA Chairs calling Campanile Society members.
- August 31 to Year End** – Parish Chairpersons review progress report. If goal not yet achieved, select one or more strategies to implement during the remainder of the year. Contact archdiocesan staff for listings/materials pertinent to selected strategies.
- September 13** – **THIRD CSA MAILING DROPS**
- October 1** – Third Parish Progress Report to Bishops
- October 4** – *Stewardship News* e-Newsletter
- November 2** – Year End Telemarketing Calls



## Frequently Asked Questions

You may receive questions about the Catholic Stewardship Appeal, and we want you to be as knowledgeable as possible. The following questions are often asked of pastors, parish chairpersons and parish staff. If you have any additional questions that aren't addressed here, please feel free to contact us directly at (414) 769-3320.

**Q Where does the money contributed to the Catholic Stewardship Appeal go?** Funds raised by the Catholic Stewardship Appeal are allocated by the bishops to support the programs and services of the Archdiocese which are coordinated by archdiocesan staff. Grants from the Appeal are also approved by the bishops for diocesan supported activities and organizations such as Catholic Charities and Saint Francis de Sales Seminary.

- **Parish Services**
  - Training for parish leadership, staff, liturgists and musicians
  - Administrative, technical, financial, and parish council support
  - Parish consultative services
  - Liturgical services
  - Stewardship training and resources
- **Ministerial Formation**
  - Saint Francis de Sales Seminary
  - John Paul II Center
  - Lay Ecclesial minister training
  - Intercultural ministry
  - Campus ministry
  - Vocational discernment
  - Ecumenical and interfaith programs
  - Social justice ministry
  - Deaf ministry
- **Education and Family Training**
  - Marriage preparation/enrichment classes
  - Separated and divorce counseling
  - Teacher training and support
  - Catechesis and youth ministry
  - Young adult ministry
  - Adult formation
  - Schools office
- **Social Outreach**
  - Catholic Charities
  - Advocacy programs
  - Adoption and foster care services
  - Parenting support services
  - In-home support for older adults and respite care support
  - Ministry for persons with disabilities
  - Child abuse prevention programs
  - Catholic school-based counseling
  - Services for immigrants and refugees
  - Social ministries through parishes
  - Adult day care
- **Clergy Services**
  - Health care for senior priests
  - Hospital chaplain services
- **Communication and Development**
  - Public relations
  - Publicity related to church activities
  - Electronic communication and technology
  - Living Our Faith promotion
  - Coordinating the Stewardship Appeal
  - Parish communication training
  - Archbishop ListECKI's radio messages



## Q How does a parish benefit from the CSA?

- We are blessed with **342 archdiocesan priests and 321 religious order priests** in our archdiocese. Of these, **157** are in parishes, **22** are in other archdiocesan assignments, **17** are assigned outside the diocese, and **146** are retired, on leave or unassigned. Thanks in part to the Appeal, our archdiocese has had an excellent seminary for more than 150 years.
- There are **180 permanent deacons** in our archdiocese. Preparation for the diaconate is a four year program of comprehensive formation. The CSA helps to support the *John Paul II Center's* diaconate formation program.
- The **Office for Diaconate Formation** provides a discernment process for men exploring a potential vocational calling to the diaconate. This process involves screening and selection for admissions and specific formation in the theological, spiritual, pastoral and human dimensions of ordained ministry preparation. The Diaconate Formation Program is specifically tailored to those men seeking a deeper, permanent response to be of service to God's people through ministry in the Church. Currently, there are **12 men enrolled in diaconate ministry formation** through the John Paul II Center of the Archdiocese of Milwaukee. **Approximately 25 men** anticipate starting diaconate formation soon.
- The **Office for Parish Mission** promotes pastoral renewal through parish, cluster, district, and archdiocesan planning/implementation as well as mission review and enhancement. The Coordinator helps with parish mergers, parish clusters, and the development of new models of collaborative governance structures. A major focus of the Office is to provide training, resources, and on-going formation for parish councils, committees, and staffs in order to enhance leadership skills and to encourage lay ministry in parishes. This Office helps parishes build a common understanding and a spirit of collaboration within the parish and among clustering parishes.
- **Parish Stewardship Ministry** offers consulting and mentoring services to parish leadership groups in their efforts to foster stewardship education in their parishes. The Parish Stewardship Office provides stewardship education and formation; stewardship committee formation and training; time, talent and treasure renewal resources for adults; youth and children; parish stewardship baseline assessments; long and short-term stewardship program planning; one-on-one mentoring of parish staff with stewardship responsibilities; stewardship focused retreats for Parish Councils; committees and parish staffs; and consultation with parishes in areas such as lay witness preparation; ministry fair planning; development of stewardship communication plans and capital campaign readiness.
- The **Office for Parish and School Financial Services** serves parish and school staffs, finance committees and parish organizations by providing policies and procedures for accounting and general business functions, performing financial reviews of parishes, and collecting and analyzing budgets and financial statements. Much of the director's time is spent in the parishes, meeting with pastors, reviewing parish books, and helping finance committees.



- **The Archdiocesan Office for Religious** maintains a bond between Archbishop ListECKI and nearly 3,000 religious women and men within the archdiocese.
- The **Office for Worship** provides consultation, presentations and training for parish councils, staffs, liturgical ministers, Rite of Christian Initiation teams (RCIA), pastoral musicians, parish liturgy and evangelization committees, and all aspects of liturgy.
- Annually, about **65 couples are trained** to work with engaged couples in their respective parishes.
- There were **42,599 students** enrolled in parish religious education programs throughout the archdiocese. A total of **29,545 students** were enrolled at the elementary level (pre-K to 8) and **13,654 students** at the high school level.
- There are approximately **4,100 catechists** (religious education teachers) serving in the archdiocese.
- There are **32,544 students** currently enrolled in Catholic elementary schools and high schools served by the **Office for Schools**.

### **Q The Catholic Stewardship Appeal provides more than one-quarter of the archdiocesan budget. Where do other funds come from?**

Funds to run the archdiocese come from various sources and are expended in many ways. These include the archdiocesan assessment to parishes (which at 4 percent is one of the lowest in the country), estates and bequests, grants, cemetery and mausoleum revenues, rentals and interest income.

### **Q Why are there three separate Appeal mailings?**

Actually, the Catholic Stewardship Appeal generates more than **65 percent of its gifts** from the one major mailing in February to all 230,000 registered households in our archdiocese. When any person responds to that letter with either a gift or refusal, this response is recorded. A second mailing is sent in April to households that didn't respond to the February Appeal. A third mailing in September, which includes a carefully crafted second ask, allows parishioners (1) who aren't comfortable pledging the opportunity to make a second cash gift, and (2) gives those with completed pledges a chance to increase their contribution. Contributors with open pledges do not receive the September request. We don't know which are potential donors and which choose not to give, since not everybody is prepared to respond to a February letter. More than \$1 million comes from our follow-up mailings, so they cannot be eliminated.



**Q Are Catholic Stewardship Appeal funds used to pay legal fees or settlements from sexual abuse cases?**

Absolutely not! No CSA money has ever been used for legal costs, including those regarding sexual abuse. The *Safeguarding All God's Children* program educates adults and children about appropriate and inappropriate physical contact and teaches children to consult a trusted adult if they feel uncomfortable with someone's touch. **The Office for Sexual Abuse Prevention and Response** has done remarkable work in helping victims and their families begin the healing process that is so necessary after an instance of sexual abuse.

**Q Why does it cost so much to run the CSA?**

It doesn't. **Only 8 percent** of the dollars collected from the Appeal are used for its administration. Other expenses are underwritten through grants and restricted donations.

**Q If some parishes have not met their goal, why not just solicit their parishioners rather than solicit individuals from parishes that have met their goals?**

To solicit only those who appear to have the least ability or inclination to do more is to guarantee failure. We need to continue to educate and reach out to those people in the hope that someday they will understand their stewardship obligations. The fact is, however, that the parishes which have been most successful will probably be made up of people who are the most able, the most generous or the most loyal in support of the Catholic Stewardship Appeal.

**Q Why aren't the parish goals based on a per capita amount?**

Our parishes are all over the map in terms of per capita gifts, percent of participation, dollars raised and the socio-economic circumstances of their parishioners. All we can do is estimate what will likely be given based on historical giving patterns. The number of parishioners isn't a "fairness" criterion, since some parishes have wealthier families or individuals than others. Thus a "per capita" assessment wouldn't be any fairer than "giving history."



## Campanile Society

The Society now numbers 1,400 parishioners from across the ten-county archdiocese. These donors choose to keep the needs of the greater Church among their charitable giving priorities by contributing gifts of **\$1,000 or more annually** to the Catholic Stewardship Appeal. Approximately **37%, or \$2.9 million of all CSA revenue**, comes from these generous donors. Society members share a goal with all other donors to the Catholic Stewardship Appeal, that of helping to ensure the continuation of critical CSA-funded ministries.

### Levels of Giving

The Campanile Society has four levels of giving. Contributors are asked to select a level that reflects their call to charitable giving and current financial position.

Charity .....	\$1,000
Humility.....	\$2,500
Kindness .....	\$5,000
Zeal .....	\$10,000

### Membership Recognition

In recognition of their generosity and commitment, Campanile Society members are acknowledged throughout the year in these ways:

- Invitations to special events, including an annual reception and dinner hosted by the Archbishop.
- A unique membership pin acknowledging their contributions.
- Key communications from the Archbishop, and Appeal Leadership including inspirational messages.
- An in-home visit from a Campanile Society representative to learn more about members’ ideas regarding the Church and its priorities for the future.

For more information about the Campanile Society, call Rob Bohlmann, appeal director, at (414) 769-3320, or e-mail him at [bohlmannr@archmil.org](mailto:bohlmannr@archmil.org).



## Appeal Staff

### Debra Lethlean

*Development Director* .....(414) 769-3322  
E-mail: lethleand@archmil.org

### Rob Bohlmann, CFRE

*Catholic Stewardship Appeal Director* .....(414) 769-3320  
E-mail: bohlmannr@archmil.org

Call Rob with questions regarding the CSA goal-setting process, strategies, promotional materials or timeline, information on CSA-funded ministries, and special reports needed for follow-up solicitation activities. Rob also directs fundraising and recognition activities for the Campanile Society, for those who contribute \$1,000 or more annually to the Appeal.

### Loretta O’Kelly

*Systems & Operations Director* .....(414) 769-3323  
E-mail: okellyl@archmil.org

Call Loretta for reports and data requiring special formatting or for help with Parish Data Services software.

**Michele Nabih - Administrative Assistant - Systems & Operations** .....(414) 769-3321  
E-mail: nabihm@archmil.org

**Momi Szypulski - Donor Relations Coordinator - CSA/Campanile Society**.....(414) 769-3493  
E-mail: szypulskim@archmil.org

Contact Michele, Momi or Loretta regarding the following: requests for parish lists and labels, questions or information on list maintenance, parish goal information and report requests, additional copies of CSA materials, including guidebooks and inserts, posters, pledge cards and return envelopes, or receipt and recording of CSA gifts/pledges.

**Catholic Stewardship Appeal Website:** [www.catholicappeal.org](http://www.catholicappeal.org)

**CSA Fax Number:** (414) 769-3396