



NEW HAMPSHIRE CATHOLIC APPEAL: FUTURE OF OUR FAITH II
MANY PARTS, ONE BODY
Appeal Manual

TALKING POINTS FOR PASTORS

- In 2019, the Diocese of Manchester conducted a study of our collections, fundraising programs, and overall financial needs of ministries and locations across the state. As clergy, we shared our concerns about the number of times and ways that our parishioners are solicited throughout the year and potentially the effect it has on parish income, and as a group, the majority of us were in favor of moving many collections, “asks”, and programs into one fundraising endeavor, such as an annual Catholic ministries appeal.
- In the spring of 2022, Bishop Libasci decided to implement this new Appeal in about half of our parishes. The Appeal is called New Hampshire Catholic Appeal, because this Appeal is dedicated to strengthening the mission of our Church across the state, together. He has also decided to fuse it with the name of a successful campaign conducted in the ‘90’s, the Future of our Faith, because the needs of our Church are very much the same: education of seminarians and investment in vocations, care of our retired clergy, Catholic education, parishes in need and individual parish support, missionaries and multicultural ministry, evangelization and *Parable* magazine, and the charitable works of the Church enabled by Catholic Charities NH.
- Traditionally each year, parishes have conducted an Appeal to support Catholic Charities. The Bishop has included the special collection appeal for Catholic Charities in the *New Hampshire Catholic Appeal: Future of our Faith II* and so moving forward we will not conduct a separate parish appeal for this important ministry. Catholic Charities N.H. is a vital service to our state, and it responds to those in need with programs that heal, comfort, and empower. CCNH will receive a significant portion of the NHCA proceeds to continue and expand their charitable ministries – the charitable mission of the Church will be an essential part of this Appeal and will not suffer unnecessary revenue loss. Please note that the NHCA appeal does not fully fund CCNH nor has it in the past as the CCNH parish appeal only represented about 30% of their overall fundraising. If parishioners have additional concerns or questions regarding CCNH, please share with them the CCNH/NHCA report which explains more. [CCNH-NHCA-Report.pdf \(catholicnh.org\)](https://www.catholicnh.org/CCNH-NHCA-Report.pdf) . We are also including this one page flyer in your materials box to share with your parishioners.
- This year all parishes will participate in the New Hampshire Catholic Appeal. The Appeal is very important for the present and future of the Church of New Hampshire. By making this one ask of you each year, we hope that you will be able to make a meaningful gift and help our ministries to reach more people in our diocese with the message of Christ’s love.



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- Approximately 95%, of revenue will go towards ministry, education, and parishes. The goal is for less than 5% of revenue to be spent on administering the NHCA. The 2022 administrative costs were higher as they included initial set up costs and fixed costs. The intent of the Diocese is to keep these costs as low as possible. No funds will go towards diocesan administration, the bishop's office, or any clergy abuse settlements/litigation.
- Parishes will get to keep any income raised above our set fundraising goal. Goals are set at 10% of the average of the last three years of our assessable income. Additionally, our assessment (our payments to the diocese for administration and operations) will be lowered.
- Parishioners will have a variety of ways to give to the NHCA (online, in-pew, etc.) and, as many of the second collections are being eliminated, will receive less envelopes. The second collections being eliminated in 2023 are:
 - Seminarian Fund
 - Catholic education (now optional for parishes who need it)
 - Parish to Parish Support Fund
 - NH Missionaries Abroad and Migrant & Refugee Ministry in NH
 - Catholic University of America and USCCB
 - NH Priest Retirement Fund
 - Catholic Charities NH Special Collections Appeal
 - *Parable Magazine Drive* - this annual drive will no longer take place.
- We at the parish will be provided materials to assist with enabling this Appeal to be successful such as a manual for appeal operations, orientations for parish staff, marketing materials such as a brochure and videos, and 3-4 mailings will come from the NHCA and Bishop Libasci to our parishioners.
- Thank you for your continued support of our parish and all our diocesan services and ministries; and I thank you for all you will do to support this new effort. God bless you.