

[Pick the date]	7:00 PM	ZOOM On-Line Meeting
Meeting called by	Gene Fogarty	
Attendees	Gene Fogarty, Ellen Foley, Dennis Shannon, Tom Finley, and John Hall who joined the committee.	
Absent		
	Meeting began at 7:00 PM with prayer and concluded at approximately 8:00 PM	
Minutes		
	PAC Minutes from September 23, 2020 approved as written.	
2020 Appeal Update		
2020 Parish Appeal Update thru October 11, 2020	<p>PARISH APPEAL UPDATE – October 11, 2020</p> <p>The 2020 Parish Appeal is doing very well. In the first fifty weeks of the campaign we have commitments from two-hundred and ninety-four families for more than \$161,978 with \$159,700 received. The first \$150,000 will go to balance the parish budget; the remainder will go toward the emergency fund for unbudgeted, major expenses for the church; e.g., the ultimate replacement of the church roof. The 2020 Parish Appeal will conclude on October 31, 2020.</p>	

DISCUSSION

2021 Parish Appeal Goals

- The goal for 2021 is \$150,000 with the first \$125,000 earmarked for balancing the parish budget, the remaining \$25,000 will be added to the Emergency Fund.

Falling attendance due to the pandemic will necessitate using all methods of communications to reach our Parish Family, e.g. individualized letters, Constant Contact e-mails, the Weekly Bulletin, Parish Website and Parish Facebook page. More personal

phone calls will need to take place to assure all are aware of our need. Callers will ask how families are doing, do they have any needs and then lead into request to pledge/contribute to the 2021 Appeal.
two

DISCUSSION

- The 2021 Case Statement and Timeline were reviewed and discussed. Case Statement will be on Parish Website.
- Meeting Minutes are on Parish Website and distributed to other active Parish Committees (3).
- Parish E-Magazine will focus on Pandemic....
 - First third – impact
 - Second third – what are we doing
 - Third - third – where are we going!
- Parish held two First Communion Celebrations and Confirmation is scheduled before the end of the year.

ACTION ITEMS

Action Item	Person Responsible	Deadline
<ul style="list-style-type: none"> • Adhere to 2020/21 Parish Appeal Timeline. 	PA Committee	On going
<ul style="list-style-type: none"> • Continue to update Message on video Bulletin Board in Narthex. 	Gene Fogarty Michael Lundy	On going
<ul style="list-style-type: none"> • Page 4 of Weekly Bulletin and giving Tab of Website will report progress of Parish Appeal Campaign. 	Gene Fogarty	On going
<ul style="list-style-type: none"> • Committee to determine how we'll use previously developed Q&A's for succinct Parish Appeal messaging? 	PA Committee	On going

Next meeting – when necessary		
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ATTACHMENT A

Parish Appeal 2021 Draft Case Statement

What is the need?

Our Assumption BVM Parish family depends on the contributions of every member to fulfill our Parish mission. Offerings of time and talent, through any of our Parish ministries, truly bring us closer to Jesus in a very personal way. Offerings of treasure, while less personal, are nevertheless vital to our Parish life and ministries.

Each fiscal year, we define an operating budget that projects our best understanding of income and expenses for the year. We manage to that budget throughout the year making tough, responsible decisions. Our primary source of income is the Offertory Collection, but declining attendance at Mass, especially during the current pandemic, requires we leverage Parish Appeal funding to meet our budget obligations.

Additionally, we know of several projects which need attention in the coming years. These projects fall outside our normal operating budget, and we must continue to save Parish Appeal funding to carry them out. Examples include replacing the church roof, re-sealing the Parish Center roof, and replacing the carpeting in the church.

In the 2020 fiscal year, our Parish Appeal raised more than \$160,000 thanks to the generosity of 295 families. We allocated \$150,000 to meet budgetary needs and set aside \$10,000 in our Emergency Fund for future projects. Our overall goal for the Emergency Fund is \$150,000, and with 60,000 saved to-date, we are more than a third of the way there.

For 2021, our Parish Appeal goal is again \$150,000, with \$125,000 to be allocated for budgetary obligations and \$25,000 to be saved in the Emergency Fund for upcoming projects.

How will the Parish Appeal be managed?

- Donations will be requested in a tiered manner based on past contributions to both the Offertory Collection and the Parish Appeal. Suggested donation levels will be standardized at \$600, \$1,200, \$2,500, and \$5,000 or higher.
- Parish Appeal Intention Cards will be distributed to our Parish family members so they may confirm their support for the Parish Appeal. Intentions may be designated as One-Time, Commitment-based, or Ongoing.
- Contribution methods will include Monthly Envelope, Electronic Funds Transfer through Faith Direct, or other; e.g., stock transfers.
- Direct, personal communication with our Parish family is critical for the success of the Parish Appeal. We will solicit support from our Parish family by telephone calls, personalized letters, pulpit talks, e-mail messages, and the Parish Bulletin, website and Facebook page.
- A banner will be displayed in the church narthex and will be featured at our monthly Coffee & Donut Social.

ATTACHMENT B

2021 Parish Appeal Timeline		Start		Finish		Responsible
		Sked	Actual	Sked	Actual	
Project Goals - 2021						
1	Appeal	8/1/2020	7/30/2020	10/3/2020	7/30/2020	FSB/MRE/ PTJr/JCL
2	Case Statement	9/1/2020	9/18/2020	10/5/2020	10/9/2020	FSB
Prepare Intention Cards &						
3	Financial Report	9/15/2020	9/23/2020	10/5/2020	10/14/2020	FSB/ Finley/ Caruso
4	Banner	9/15/2020	9/2/2020	10/24/2020		Foley
5	Communications Plan					
	Weekly Bulletin	9/29/2020		on-going		Fogarty/ Brumbaugh
	Parish Website	9/29/2020		on-going 10/31- 11/1		Fogarty
	Pulpit Announcement	10/8/2020				TBD
6	Prepare database	9/5/2020		10/8/2020	10/14/2020	Fogarty/ Finley
7	Identify Donors & Categories					
	\$5000 or higher	9/10/2020		9/23/2020	9/25/2020	Fogarty
	\$2500 to \$4,999	9/10/2020		9/23/2020	9/25/2020	Fogarty
	\$1200 to \$2,499	9/10/2020		9/23/2020	9/25/2020	Fogarty
	\$600 to \$1199	9/10/2020		9/23/2020	9/25/2020	Fogarty
Note: Major Donor considered \$1000 and higher						
8	Prepare letters to donors					
	Major Donors	9/23/2020	9/25/2020	10/28/2020		Fogarty / Caruso
	GenPop donated in 2020	9/23/2020	9/25/2020	10/29/2020		Fogarty / Caruso
	GenPop who did NOT donate in 2020	9/23/2020	9/25/2020	11/3/2020		Fogarty / Caruso
9	Review Major Donors with MG Committee	9/23/2020		10/30/2020		Fogarty/ Bogda
10	Telephone contact with Major Donors & Donors >\$500 in 2020	10/1/2020	10/1/2020	11/4/2020		Fogarty/ Shannon