

ARCHBISHOP'S CHARITIES AND DEVELOPMENT DRIVE

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2025 †† ABCD

ARCHBISHOP'S CHARITIES & DEVELOPMENT DRIVE

PARISH RESOURCE MANUAL 2025  
ARCHDIOCESE OF MIAMI DEVELOPMENT CORPORATION

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## BRING **HOPE** TO OTHERS

Hope is not always easy especially in a broken world, yet our faith calls us to be agents of hope to unite, heal and transform our world. In the most challenging times, when it is easy to lose heart, there is always an invitation to witness hope knowing that God never gives up on us.

In this Jubilee Year, we are all invited to serve as pilgrims of hope and develop a deeper connection with our faith, anchored in hope and lived out in charity. Hope, like faith, is not an attitude or opinion, but is a special gift from the Holy Spirit that is vital in our lives. It is what gives us confidence for the future, even when things may seem bleak. For us Catholics, Jesus is our hope. (Romans 5: 5)

The Archbishop's Charities and Development Drive (ABCD) is one way we can bring hope to others and help them experience the transformative love of Christ- a love so powerful that it can heal the sick, convert hearts and change the course of someone's life. Whether it is through advocacy, education, housing, or serving the poor- just to name a few- ABCD is bringing hope to those in need.



## WHY SUPPORT ABCD?

1. **ONE IN FAITH:** ABCD provides education and formation for seminarians, clergy, deacons and religious.
2. **ONE IN HOPE:** ABCD supports ministries, evangelization and faith formation.
3. **ONE IN CHARITY:** ABCD assists parishes and people in poor communities and support social ministries.
4. **UNIVERSAL CHURCH:** ABCD funds the work of the Church above and beyond what happens in each parish. ABCD brings hope and the love of Christ to others regardless of who they are or where they live.

## ■ PASTOR:

- Encourages active participation and sacrificial giving in the ABCD campaign.
- Maintains a positive outlook and perspective on ABCD and its importance in the Archdiocese of Miami.
- Tailors homilies and other communication platforms to ABCD, including showing the ABCD video during Commitment Weekend at all Masses.
- Coordinates with the ADOM Development Office to ensure the proper execution of the ABCD campaign.

## ■ ARCHDIOCESE OF MIAMI DEVELOPMENT OFFICE:

- Acts as a bridge between the Archdiocese of Miami and the parish with 24/7 support to the parishes on their ABCD needs.
- Collaborates with the Pastor and parish team to ensure a smooth and successful ABCD appeal and campaign.
- Provides resources, materials, information, and support throughout the ABCD campaign.
- Provides support to parishes regarding ABCD gift processing and beyond.
- Provides training to parish staff on the ABCD campaign and process.
- Submits timely reports on ABCD gifts and progress towards the goal.

## ■ PARISH ABCD COORDINATOR:

- Supervises the ABCD process at the parish level.
- Ensures that ABCD materials are properly displayed and disseminated within the parish.
- Adds ABCD bulletin announcements and prayer of the faithful intercessions to each Mass, in accordance with the ABCD timeline.
- Reviews and inspects the ABCD material delivery for accuracy before Commitment Weekend, including testing the ABCD video.
- Keeps the ADOM Development Office updated on parishioner and new parishioner information throughout the year and communicates regularly on any ABCD-related issue, concern, or request.
- Reconciles ABCD pledges and gifts with the ADOM Development Office on a weekly basis.

## ■ PARISH VOLUNTEERS:

- Help prepare and display all materials for Commitment Weekend and Follow-Up Weekend before Masses.
- Assist with coordinating the in-pew process.
- Provide assistance as requested by the Pastor or Parish ABCD Coordinator.



## PREPARE

We encourage you to make full use of the resources available to you, and please remember that the ADOM Development Corporation is here to support you throughout the ABCD Campaign.

## DELIVERY AND PREPARATION OF ABCD MATERIALS

During the week of December 16th, each parish will receive a package of ABCD materials that should reflect the quantities that you requested. Materials are prepared in quantities of 250 so if you requested an amount that did not round to 250, then we rounded up based on the specific quantity you requested.

Upon receiving the materials, we ask that you carefully review the contents of the package to ensure that the parish materials order was accurately fulfilled. Please note-this includes testing the ABCD DVD using the same device that will be used during Masses. If you have any concerns or issues with any of the parish ABCD materials, please contact the Development Corporation at (305) 762-1054 immediately. Do not wait until the week before Commitment Weekend.

## ABCD TRAINING SESSIONS

The ABCD Training Sessions provide ABCD Coordinators with crucial information about the upcoming ABCD campaign, including the steps for processing ABCD gifts. All training dates and times are available on the ABCD Important Dates page, so please register for your preferred training as soon as possible. ABCD training is required unless you receive an exemption from the Development Office.

# 2025 ABCD IMPORTANT DATES

|     | DATE                   | TIME                      | DESCRIPTION  | LOCATION   |
|-----|------------------------|---------------------------|--|--|
| NOV | <b>19</b> TUE<br>2024  | 11:00 a.m.                | 2025 ABCD Pastors' Luncheon  | St. Martha's Parish Hall                                     |
| NOV | <b>23</b> SAT<br>2024  | 5:30 p.m.                 | Thanks <i>for</i> Giving Mass & Reception  | Cathedral of St. Mary  |
| DEC | <b>03</b> TUE<br>2024  |                           | iGiveCatholic on GivingTuesday   | online giving campaign for end of year gifts                 |
| DEC | <b>05</b> THU<br>2024  | 6:00 - 8:00 p.m.          | ABCD Dade Cocktail Reception   | St. John Vianney College Seminary                            |
| DEC | <b>16</b> WEEK<br>2024 |                           | 2025 ABCD Materials Delivery   | ALL PARISHES   |
| DEC | <b>18</b> WED<br>2024  | 6:00 - 8:00 p.m.          | ABCD Broward Cocktail Reception  | Bienes Center for the Arts<br>St. Thomas Aquinas High School |
| JAN | <b>06</b> WEEK<br>2025 |                           | ABCD Archbishop's Mailing  | Sent to all active registered parishioners                   |
| JAN | <b>06</b> WEEK<br>2025 |                           | ABCD Materials Display<br>(put up posters, display brochures, etc.)  | ALL PARISHES   |
| JAN | <b>09</b> THU<br>2025  | 10:30 a.m.<br>& 1:00 p.m. | ABCD Training #1   | ADOM Pastoral Center   |
| JAN | <b>11/12</b> 2025      |                           | ABCD Introduction Weekend<br>(anticipation of Archbishop's letter<br>and begin bulletin announcements & POF) | ALL PARISHES   |
| JAN | <b>14</b> TUE<br>2025  | 10:30 a.m.<br>& 1:00 p.m. | ABCD Training #2   | ADOM Pastoral Center   |

# 2025 ABCD IMPORTANT DATES

|     | DATE  | TIME         | DESCRIPTION   | LOCATION                             |
|-----|-------|--------------|---|--------------------------------------|
| JAN | 15    | WED<br>2025  | 2024 ABCD Tax Receipts Mailed   | All ABCD Donors                      |
| JAN | 18/19 | 2025         | ABCD Announcement Weekend<br><i>(announce Commitment Weekend is next weekend)</i>     | ALL PARISHES                         |
| JAN | 22    | WED<br>2025  | 2025 ABCD Weekly Reports Begin  | ALL PARISHES                         |
| JAN | 25/26 | 2025         | ABCD Commitment Weekend<br><i>(Show ABCD video at ALL Masses)</i>                     | ALL PARISHES                         |
| FEB | 1/2   | 2025         | ABCD Follow-up Weekend  | ALL PARISHES                         |
| FEB | 08    | SAT<br>2025  | 4:00 p.m.<br>ABCD Ocean Reef Mass   | Ocean Reef Chapel                    |
| FEB | 09    | SUN<br>2025  | 9:00 a.m. Mass<br>10:00 a.m. Breakfast<br>ABCD Key West Mass &<br>Breakfast Reception | Basilica of St. Mary Star of the Sea |
| FEB | 28    | FRI<br>2025  | 2024 ABCD Campaign Closes   | ALL PARISHES                         |
| FEB | 28    | FRI<br>2025  | 2025 ABCD Parish Processing ENDS  | ALL PARISHES                         |
| MAR | 10    | WEEK<br>2025 | 2025 ABCD Pledge Billing Begins   | ALL PARISHES                         |
| MAR | 14    | FRI<br>2025  | 2024 ABCD Final Reports & Release<br>of ABCD Data to Finance Office                   | ALL PARISHES                         |

## WEEK OF JANUARY 6TH

- Archbishop's ABCD letter mailed to all parishioners.
- ABCD Materials Display - display ABCD posters, pledge envelopes and brochures, etc.
- Prepare bulletin announcements and prayer of the faithful intercessions for this weekend.
- Add ABCD logo and link to ABCD website on your Parish website.
- ABCD Training offered on January 9th.

## WEEKEND OF JANUARY 11-12

### ABCD INTRODUCTION WEEKEND

- The Pastor announces the upcoming ABCD campaign, including the anticipation of the Archbishop's letter that should be received by the parishioners in the upcoming week.
- Bulletin announcements and prayer of the faith intercessions begin this weekend.
- Pastor takes this moment to express the importance of ABCD, what it supports, why it is essential to contribute, etc.
- Conclude Mass with a powerful testimonial from a witness, such as a seminarian, ministry representative, or someone involved in respect life (refer to the Speaker Pool) who can share their personal experiences and how ABCD has positively influenced their lives. This testimonial can also be from one of the parish's top or most consistent donor(s) to the ABCD to talk about why they give and what it means to them.



## WEEK OF JANUARY 13TH

- Refresh ABCD Materials Display- brochures, pledge envelopes, etc.
- Prepare bulletin announcements and prayer of the faithful intercessions for this weekend.
- Begin promoting ABCD on social media and through other communications mediums.
- ABCD Training offered on January 14th.



## JANUARY 18-19

### ANNOUNCEMENT WEEKEND

- From the pulpit, the Pastor talks about stewardship at an archdiocesan level, and charity must extend beyond what happens at the parish level.
- The Pastor announces the ABCD from the Pulpit at all Masses to prayerfully consider what gift they will make next week at Mass. It is important to talk about what ABCD is and how it serves our Catholic community, as well as share the ABCD parish goal, etc.
- Make sure there are ample ABCD brochures and pledge envelopes in the pews for parishioners to review.
- Bulletin announcements and prayer of the faith intercessions continue (see bulletin announcements & prayer of the faithful intercessions).
- Insert the ABCD Flyer/into all the Bulletins for each Mass.
- Conclude Mass with a powerful testimonial from a witness (different speaker from last week), such as a seminarian, ministry representative, or someone involved in respect life (refer to the Speaker Pool) who can share their personal experiences and how ABCD has impacted their lives.

## WEEK OF JANUARY 20TH

- Refresh ABCD Materials Display- brochures, pledge envelopes, etc.
- Prepare bulletin announcements and prayer of the faithful intercessions for this weekend.
- Continue to promoting ABCD on social media and through other communications mediums.
- ABCD weekly reports begin on Wednesday, January 22nd.

## JANUARY 25-26

### COMMITMENT WEEKEND

- Pledge Envelopes and brochures in all pews for all Masses.
- Bulletin announcements and prayer of the faith intercessions continue (see bulletin announcements & prayer of the faithful intercessions).
- Under the leadership of your pastor, the in-pew appeal plays a very important role in the overall success of the Archbishop's Charity and Development Drive (ABCD). The following points outline the recommended process to conduct the in-pew appeal on Commitment Weekend:
  - During the homily the Celebrant should incorporate a message of returning gifts to God in return for his abundant blessings through the ABCD. The homily will stress the importance of the Appeal to the Archdiocese and the ministries that benefit from funds it raises.
  - The ABCD Video should be shown during the Homily or after Communion.
  - During the in-pew appeal, the pastor should make his own commitment, modeling the act of stewardship for others.
  - Please share the parish's dollar goal and participation goal. Ask all individuals/households to commit to the ABCD. Express the importance of 100% participation as the parish's commitment to stewardship. Note that no gift is too small.
  - Guide parishioners through the process of completing the pledge envelope, which can then be torn from the envelope and inserted into it, along with any cash or checks.
  - Invite all to place their pledge/envelopes into the Offertory. Celebrant should do the same.

## WEEK OF JANUARY 27TH

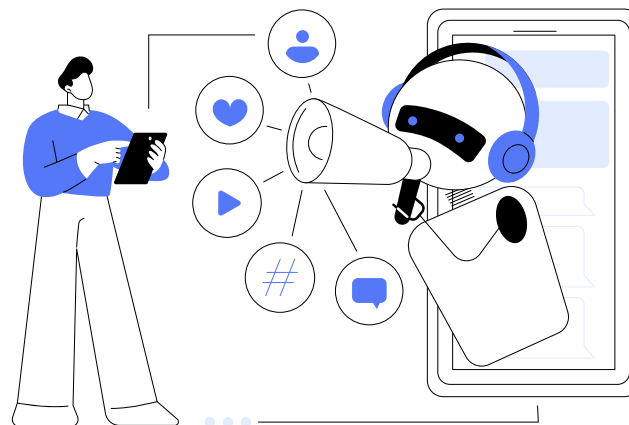
- Refresh ABCD Materials Display- brochures, pledge envelopes, etc.
- Prepare bulletin announcements and prayer of the faithful intercessions for this weekend.
- Recognize your ABCD donors (unless they have asked to be Anonymous) in your bulletin for the weekend.
- Add ABCD video to your website.
- If you have an electronic newsletter and/or text to give option, now is the time to email the ABCD video with a link appeal to your parishioners.
- Continue to promoting ABCD on social media and through other communications mediums.

## FEBRUARY 1-2 FOLLOW-UP WEEKEND

- Pledge Envelopes and brochures in all pews for all Masses.
- Bulletin announcements and prayer of the faith intercessions continue.
- At Homily time, parishioners are asked to fill-out a pledge envelope if they did not do so previously.
- Pastor thanks those who have responded generously while providing a response on how close/far to their goal they are.
- Recognize the donors to the ABCD in your bulletin. (If not this week, then in the weeks to follow.) Be sure to not include those who requested to remain anonymous.

## WEEKS FOLLOWING THE ABCD APPEAL

- Continue to refresh the ABCD materials in the pews.
- Continue to promote on social media and through your communication mediums.
- Continue to recognize the ABCD donors in the bulletin (unless anonymous).
- Update your parishioners on ABCD progress towards goal.



# PARISH GIFT PROCESSING

Gift processing is either done at the parish or by the Development Office. If your parish does not have the resources to process their ABCD donations, the Development Office will do it for you.

Regardless of whether ABCD donations are processed at the parish or at the development office, there are very important steps and guidelines for ABCD gift processing. ABCD training is essential to understanding the gift processing procedure.

Parish processing of ABCD donations is permitted using the online processing platform until February 28th. After February 28th, all ABCD donations must be processed by the Development Office.

This is the Processing Map for Parish Gift Processing:

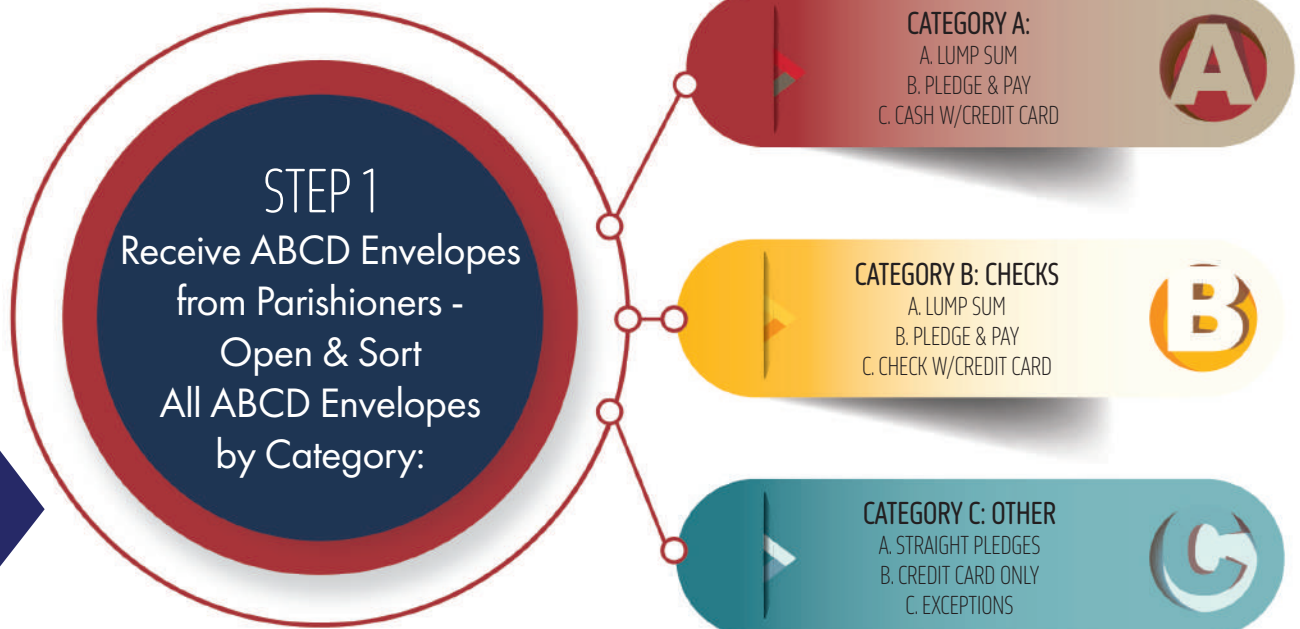


PROCESS VALID UNTIL FEBRUARY 28TH



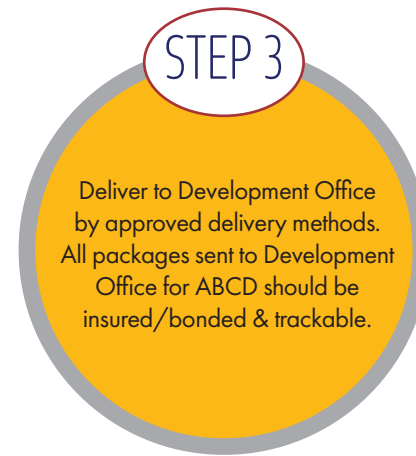
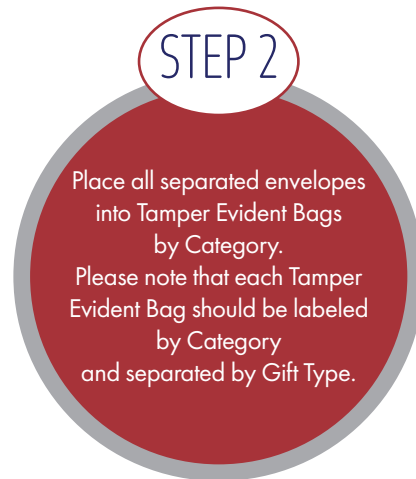
# ADOM PROCESSING FOR THE PARISH

To provide support to parishes, the Development Office offers assistance with ABCD gift processing. It is crucial for parishes to follow the necessary steps to prepare pledges and gifts for processing before sending them to the Pastoral Center. Refer to the ADOM processing for the parish map here:



## **\*\*IMPORTANT NOTE:**

- \* DO NOT separate Cash/ Check from Pledge Envelope. Please send the envelopes with original content
- \* DO NOT deposit any cash or checks.
- \* DO NOT use staples, only paper clips when necessary.



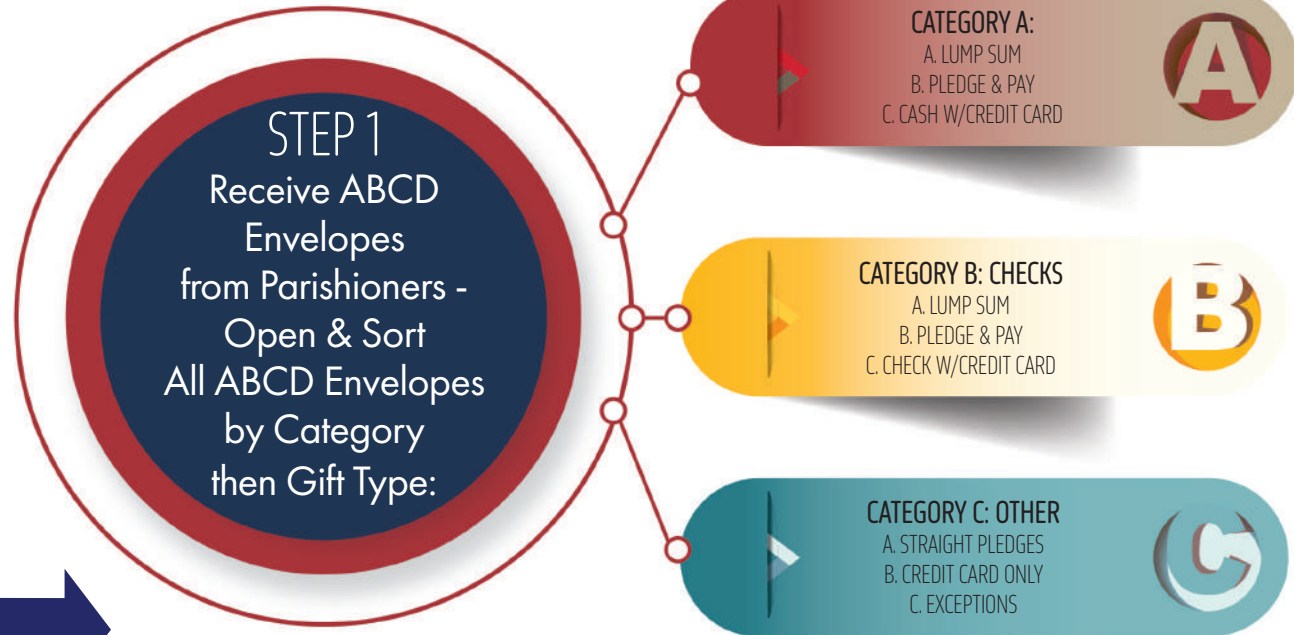
# PROCESSING AFTER FEBRUARY 28TH

To ensure seamless pledge billing, it is imperative that all gifts, particularly pledges, are processed and recorded prior to the first pledge billing report in the first week of March. By adhering to this processing map, parishes can avoid any delays or challenges in pledge billing and gift processing.

PROCESS VALID FROM  
MARCH 1ST UNTIL THE  
CLOSE OF CAMPAIGN

## \*\*IMPORTANT NOTE:

- \* DO NOT separate Cash/ Check from Pledge Envelope. Please send the envelopes with original content
- \* DO NOT deposit any cash or checks.
- \* DO NOT use staples, only paper clips when necessary.



## STEP 2

Scan or Copy each pledge envelope for your record keeping. Deposit all Cash and Checks into Parish Account.

Place all separated original pledge envelopes along with corresponding Batch Reports and Parish Check into Tamper Evident Bags. Please note that each Tamper Evident Bag should be labeled by Category and separated by Gift Type.

## STEP 3

Deliver to Development Office by approved delivery methods. All packages sent to Development Office for ABCD should be insured/bonded & trackable.

# ABCD REPORTING

The Development Office is dedicated to providing high-quality reporting services, continually assessing and enhancing our offerings through innovative solutions. Presently, ABCD Reporting is facilitated via our third-party partner, GivingTrend.

Through GivingTrend, you and your parish staff have secure access to your real-time ABCD donations. This platform empowers you to conveniently view and download a diverse range of reports. These reports can be easily downloaded in printable formats or exported to spreadsheets. Additionally, ABCD reports are emailed to parishes weekly.

It is highly recommended that parishes reconcile the ABCD reports received on a weekly basis. Upon review, if you have any questions or concerns with your ABCD report, please contact the Development Office as soon as possible.

Moreover, the Development Office stands ready to assist parishes with customized reports throughout the year. Examples of reports that may be requested by the parish include:

- Complete Donor Report: This comprehensive report provides up-to-date donor information for any campaign, including details on whether the donor has chosen to remain anonymous.
- Appeal Prospecting: Utilize this report to identify LYBUNTS (Last Year but Not This Year), allowing targeted follow-up with donors who contributed to the previous year's appeal but have not yet contributed this year. This report proves invaluable for fostering continued engagement.
- SYBUNTS (Some Years but Not This Year): This report helps identify donors who contributed to the appeal in previous years but have not contributed this year. It assists in tailoring outreach efforts to reconnect with these individuals.



*BULLETIN ANNOUNCEMENTS PLAY A CRUCIAL ROLE in engaging and informing our parishioners about the importance and significance of the ABCD Campaign. These announcements serve as a means of communication, connecting us as a community and inspiring us to take action. Below are several options to choose from for the 2025 ABCD:*

## JANUARY 11-12

Select one of the options below:

### ■ OPTION 1

As we begin a new ABCD campaign, we invite you to reflect on the importance of charity and why it is important to bring hope to others, especially those in need. Through your support of the ABCD, you serve as an agent of hope to unite, heal and transform our world. Please help us bring the love and mercy of Christ to people- no matter who they are or where they live- by making a gift to the ABCD.

### ■ OPTION 2

In this Jubilee Year, we are all invited to serve as pilgrims of hope and develop a deeper connection with our faith, anchored in hope and lived out in charity. Hope, like faith, is not an attitude or opinion, but is a special gift from the Holy Spirit that is vital in our lives. For us Catholics, Jesus is our hope. (Romans 5: 5). The upcoming ABCD Campaign is one way we can bring hope to others and help them experience the transformative love of Christ.

## JANUARY 18-19

Select one of the options below:

### ■ OPTION 1

Our faith is not confined to the walls of our parish. We are a universal Church. Through your contributions to the ABCD, we help those in need, above and beyond what happens in our parish. Let us embrace the universal spirit of our Church and join hands with our brothers and sisters to bring hope and transform our world through our support of the ABCD.

### ■ OPTION 2

ABCD reminds us of our shared responsibility, as Catholics, to place our blessings at His service. ABCD unites us, as one faith community, in our commitment to serve and support the needs of our brothers and sisters and allows the Archdiocese of Miami to share God's love with others regardless of who they are or where they live. Let us be generous to this year's ABCD and be agents of hope and love for all.

## JANUARY 25-26

Select one of the options below:

### ■ OPTION 1

This weekend, we are all invited to participate in the ABCD and bring hope to others and help them experience the transformative love of Christ- a love so powerful that it can heal the sick, convert hearts and change the course of someone's life. Whether it is through advocacy, education, housing, or serving the poor- just to name a few- ABCD is bringing hope to those in need. Please join us and be an agent of hope by making a gift to the ABCD today!

## JANUARY 25-26

Select one of the options below:

### ■ OPTION 2

Today is the day to make your gift to the 2025 ABCD! It is an opportunity for us to bring hope to others and help them experience the transformative love of Christ- a love so powerful that it can heal the sick, convert hearts and change the course of someone's life. Whether it is through advocacy, education, housing, or serving the poor- just to name a few- ABCD is bringing hope to those in need. Please join us and be an agent of hope by making a gift to the ABCD today!

## FEBRUARY 1-2

Select one of the options below:

### ■ OPTION 1

No matter the amount, each dollar donated to the ABCD brings hope and has the power to change lives and strengthen our community. Let us continue to give generously to the ABCD knowing that our collective efforts, every day, make a meaningful impact on the life of someone else.

### ■ OPTION 2

If you have not given to this year's ABCD campaign, we ask that you consider making a gift today! Every dollar makes a difference in the lives of those in need. Your support of the ABCD enables us to provide essential programs and support to individuals and families above and beyond what happens in our parish. Together, let us continue to give generously, knowing that our efforts have a lasting impact.

## FEBRUARY 8-9

Select one of the options below:

### ■ OPTION 1

Through the ABCD, let us deepen our commitment to our faith through almsgiving and serving as agents of hope to those in need. ABCD is an opportunity to extend a helping hand to those in need and share the love of Christ with them. For those who have given, thank you for answering that call, and for those who have yet to contribute, please consider making a gift of hope to the ABCD today.

### ■ OPTION 2

Hope is not always easy especially in a broken world, yet our faith calls us to be agents of hope to unite, heal and transform our world. In the most challenging times, when it is easy to lose heart, there is always an invitation to witness hope knowing that God never gives up on us. Through the ABCD, you are invited to be an agent of hope to those most in need. For those who have given, thank you for answering that call, and for those who have yet to contribute, please consider making a gift of hope to the ABCD today.



## FEBRUARY 15-16

### FOR PARISHES THAT HAVE MET GOAL

Theme: "Celebrating Our Parish's ABCD Results"

Select one of the options below:

*(If you have not met goal by this date, then refer to the bulletin announcements suggested below for parishes that have not met goal)*

#### ■ OPTION 1

We are excited to share the results of our parish's ABCD campaign! Thanks to your generosity and commitment, we have met our goal! Let us celebrate this achievement! This would not have been possible without YOU! Thank you for your sacrificial giving and your selfless support. [This is where you can list those who have contributed (so long as they didn't request to remain anonymous)]

#### ■ OPTION 2

Incredible news! Our parish's commitment to the ABCD has yielded outstanding results. Through your generosity, we have surpassed our goal, and more importantly, as a community we have made a lasting impact on the lives of many. We extend our heartfelt appreciation to everyone who contributed to the ABCD. Thank YOU! [This is where you can list those who have contributed (so long as they didn't request to remain anonymous)]

## FEBRUARY 15 and beyond

### FOR PARISHES THAT HAVE NOT MET GOAL

Select one of the options below:

#### ■ OPTION 1

Our commitment to the 2025 ABCD as a parish is a testimony to our collective faith and the love we have for those in need. Thank you to those who have already made their ABCD gift. Though we've made significant progress, we've yet to meet our goal. Every contribution counts, and with your support, we can make a real difference. Please take a moment to consider making a gift to the ABCD today- helping us achieve our goal and offering love and compassion to those who need it most.

#### ■ OPTION 2

The ABCD is an opportunity for us to unite as a faith community and show our commitment to being agents of hope. Thank you to all who have already made their

commitment to the ABCD, and although we're on the right path, our parish has not met our goal yet. We believe we can get there, but we need your help! We invite you to join hands with us in support of the ABCD. Your support is essential and every donation makes a difference. Please consider making a gift to the ABCD today!

#### ■ OPTION 3

Thank YOU to all who have contributed to the 2025 ABCD! For those who have yet to give, our parish still needs your help in reaching our ABCD goal! Your sacrificial gift can leave a lasting impact on our community and beyond. It's not about the amount; it is about coming together as a community in support of the ABCD- helping our Church bring the love and mercy

of Christ to people, no matter who they are or where they live. Please consider making a gift to the ABCD today. Every gift makes a difference. Please join us in making a difference in the lives of others today.

#### ■ OPTION 4

We extend our heartfelt gratitude to those who have already generously supported the 2025 ABCD. Your contributions have brought us closer to our goal, but we still need the rest of our parish community. Your support is vital to meeting our goal. Every donation takes us a step closer to a community enriched by compassion and assistance. Please consider making a gift to the ABCD today! Thank you and God bless you!

# PRAYER OF THE FAITHFUL INTERCESSIONS

## JANUARY 11-12

Select one of the options below:

### ■ OPTION 1

Let us pray for those in our community who are suffering. May we, as a parish family, be inspired by the love and mercy of Christ to extend a helping hand to the vulnerable, the marginalized, and the lonely. We pray for the success of the upcoming ABCD campaign, that through our sacrificial generosity, we will serve as agents of hope to our brothers and sisters in need.

### ■ OPTION 2

Let us pray for those who are suffering from physical, mental, emotional, and spiritual difficulties. As we prepare for the upcoming ABCD campaign, may the funds raised bring hope and healing to those in need. May we be instruments of God's love and compassion and serve as agents of hope through our almsgiving.

## JANUARY 18-19

Select one of the options below:

### ■ OPTION 1

Let us pray for those in our community who are in need. May we, as a parish family, be inspired by the love and mercy of Christ and open our hearts to answer the call to help the vulnerable, the marginalized, and the lonely through the ABCD. We pray that, through our generosity and almsgiving, we may serve as agents of hope and alleviate the suffering of our brothers and sisters.

### ■ OPTION 2

Let us lift up our intentions for the ABCD. As we discern, individually, how we can best open our hearts in support of this annual diocesan campaign, may our sacrificial giving be a tangible expression of our faith and may our charity bring unity and healing to our community and beyond. We pray that, through our almsgiving, we may serve as agents of hope and alleviate the suffering of our brothers and sisters.

## JANUARY 25-26

Select one of the options below:

### ■ OPTION 1

May we be agents of hope to unite, heal and transform our world by answering the call to support the ABCD, joyfully and generously, so that we, ourselves, can develop a deeper connection with our faith, anchored in hope and lived out in charity.

### ■ OPTION 2

May we all serve as good stewards of the gifts we have received by giving back, joyfully and generously, to the ABCD. May we use our time, talents, and treasure for the greater glory of God and serve as agents of hope to unite, heal and transform the world.

## FEBRUARY 1-2

Select one of the options below:

### ■ OPTION 1

May we bring hope to others through the ABCD and help them experience the transformative love of Christ. May we, as a parish family, be inspired by His love and mercy and serve as agents of hope to extend a helping hand to the vulnerable, the marginalized, and the lonely.

### ■ OPTION 2

May we all serve as good stewards of the gifts we have received by giving back, joyfully and generously, to the ABCD. May we use our time, talents, and treasure for the greater glory of God and serve as agents of hope to unite, heal and transform the world.

## FEBRUARY 8-9

Select one of the options below:

### ■ OPTION 1

Let us pray for all those who dedicate their lives to serving others and sharing the love of Christ through the life-changing ministries supported by the ABCD. We pray for their strength, perseverance, and unwavering commitment to our faith. May the Holy Spirit guide and inspire them in their mission of bringing the love and mercy of Christ to those in need.

### ■ OPTION 2

For the intentions of the ABCD, that we grow to better understand the importance of stewardship and almsgiving in our parish and beyond. May we recognize that our blessings are gifts from God-entrusted to us for the service of others. Together, may we serve as agents of hope to those in need.

## FEBRUARY 15-16

Select one of the options below:

### ■ OPTION 1

For the success of the ABCD appeal. We pray for the abundance of blessings upon our parish community, that by reaching our goal, we will make a lasting impact on the lives of those in need. May our contributions be a testament to our faith and a reflection of God's abundant love and generosity.

### ■ OPTION 2

Let us remember the importance of charity in our faith journey. May we love as Christ loved us. We pray for the grace and strength to be instruments of God's mercy and compassion, especially through our participation in the ABCD, which enables the Church to bring hope and love to our brothers and sisters in need.

MAMANA  
DANK JE  
MAMA  
MAAKE  
OBRIGADO  
KIITOS  
MOCHCHAKKERAM  
KIA ORA  
CHOKRANE  
TERMA KASIH RAIBH MAITH AGAT  
MULTUMESC  
MERCY

MERCY  
GRAZIE  
MATUR NUWUN  
CHOKRANE  
MERCY  
OBRIGADO  
DANK JE  
RAIBH MAITH AGAT  
ASANTE

THANK

MATONDO  
UA TSAUG RAU KOI  
DANK JE  
SPASIBO  
OBRIGADO  
WELALIN  
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KIITOS  
SPASIBO  
DANKON  
MOCHCHAKKERAM

ARIGATO  
OBRIGADO  
WELALIN  
DANK JE  
MOCHCHAKKERAM  
KIITOS  
DANK JE  
MOCHCHAKKERAM  
MULTUMESC  
NIRRINGRAZZIAK  
VINAKA

# ACKNOWLEDGMENT LETTERS/ THANK YOU LETTERS

Acknowledging the generosity and support of our donors is an essential component to the ABCD campaign. It is not only an opportunity to express gratitude, but also a chance to strengthen relationships, foster a sense of belonging, and deepen the engagement of our parishioners. While the Development Corporation sends acknowledgment letters from Archbishop Wenski, we strongly encourage pastors to personally extend their appreciation through parish acknowledgment letters.

Segmentation is a tool that can be used to tailor communications to different constituencies. By segmenting donors based on various criteria, such as giving level, frequency of donation, or specific campaign participation, pastors can deliver more targeted and relevant messages. Here are some ways to segment acknowledgment letters:

- **GIVING LEVEL:** Acknowledge donors at different giving levels individually, expressing gratitude for their specific level of support. This demonstrates that their contribution is recognized and valued.
- **RECURRING DONORS:** Highlight the commitment of recurring donors by acknowledging their consistent support. Express appreciation for their ongoing dedication and emphasize the impact of their sustained giving.
- **FIRST-TIME DONORS:** Extend a warm welcome and express sincere gratitude to first-time donors. Emphasize the significance of their initial contribution and the positive impact it will have on the parish's mission.

Personalizing acknowledgment letters based on segmentation helps to create a sense of individual appreciation and recognition. It demonstrates that the parish values and understands each donor's unique contribution, fostering a stronger bond between the parish and its supporters.

***We encourage pastors to take the time to personally sign and send these acknowledgment letters, as it adds a special touch and reinforces the personal connection. Let us continue to express our gratitude and appreciation to our generous donors, recognizing the important role they play in the life of our Church.***

# SAMPLE "THANK YOU" LETTER FROM PARISH

[Parish Logo]

[Date]

[Donor Name]

[Donor Address]

[City, State, ZIP Code]

Dear [Donor Name],

On behalf of [Parish Name], thank you for your generous contribution to the Archbishop's Charity and Development Drive (ABCD). Your support enables the Church in South Florida to fulfill our mission of sharing the love of Christ and serving those in need.

Your generosity plays a vital role in supporting the various ministries, outreach programs, and initiatives that make a lasting impact in our parish and beyond. Through your donation, you are helping to bring hope, healing, and support to individuals and families who need it the most.

We are truly grateful for your commitment to the ABCD and for considering the Church when sharing your blessings. Your contribution not only bears witness to your faith but also unites our parish with our universal Church.

Be assured of our gratitude for your generosity and count on our prayers for you and those you hold dear. God bless you!

With gratitude,

Pastor Name

Parish Name

*Note: This letter is provided as a template and can be customized to reflect the specific circumstances and appreciation of your parish.*

# SAMPLE FOLLOW-UP LETTER BY PARISH (HAVE NOT YET GIVEN)

[Parish Logo]

[Date]

[Donor Name]

[Donor Address]

[City, State, ZIP Code]

Dear [Donor Name],

Greetings in the love and joy of our Lord Jesus Christ! I hope this letter finds you in good health and spirits. I am writing to ask for your help.

As we journey together in faith, I want to take a moment to reflect on the importance of the Archbishop's Charity and Development Drive (ABCD) and the profound impact it has on the lives of so many in our Catholic community. The ABCD campaign allows us to extend our outreach, touch the hearts of those in need, and spread the love of Christ far beyond the boundaries of our parish.

As a valued member of our parish family, your time, talent and treasure have been a source of inspiration and hope for us all. Your contributions to the parish have made a significant difference in the lives of many, and for that, I am truly grateful. Now, I am writing to ask for your support of the ABCD. I need your help. I believe that together, as a community united in faith, we have the power to accomplish extraordinary things.

I invite you to prayerfully consider joining us in supporting this year's ABCD campaign. Your gift, regardless of its size, will help us continue our mission of bringing hope to the hopeless and sharing the love of Christ with other regardless of who they are or where they live. Your generosity can be the answer to someone's prayers.

To make a gift to the ABCD, please visit [www.isupportabcd.org](http://www.isupportabcd.org) or contact the parish office. Thank you once again for your generosity. Together, let us embrace the call to love and serve others as we strive to make a lasting impact in our parish and beyond.

May God's grace and peace be with you always.

Sincerely yours in Christ,

Pastor Name

Parish Name

*Note: This letter is provided as a template and can be customized to reflect the specific circumstances of your parish.*

# MID-YEAR FOLLOW-UP LETTER/ BEHIND ON PLEDGE PAYMENTS

In our commitment to the success of the ABCD, it is essential for us to address the importance of writing mid-year follow-up letters and reaching out to donors who may be behind on their pledged payments. These letters serve as valuable tools in fostering transparency, accountability, and maintaining strong relationships with our parishioners. Before mailing a mid-year follow-up, it is essential that you contact the Development Office for an accurate report of who is behind on their pledges based on their selected pledge term.

The mid-year follow-up letter allows us to express our heartfelt appreciation to our esteemed donors for their initial pledge to the ABCD campaign. It provides an opportunity to update them on our progress and share inspiring stories of how their contributions have positively impacted lives within our community.

Personalizing these letters based on donor circumstances enhances their effectiveness. Segmentation allows us to acknowledge past support, express understanding for hardships, and offer assistance or alternative options to fulfill pledges.





# SAMPLE MID-YEAR FOLLOW-UP BY PARISH (BEHIND ON PLEDGES)

[Parish Logo]

[Date]

[Donor Name]

[Donor Address]

[City, State Zip]

Dear [Donor Name],

Thank you for your generous pledge to the Archbishop's Charity and Development Drive (ABCD). Your commitment and support have been instrumental in advancing the mission of our parish and the larger Catholic community.

As we reach the midpoint of this year's ABCD campaign, I want to express my heartfelt gratitude for your pledge. I would like to take this opportunity to update you on the progress we have made together. Thanks to the collective efforts of our parishioners, we have already witnessed remarkable transformations in the lives of those in need. Through outreach programs, spiritual formation initiatives, and the support of vital ministries, we are extending the love of Christ to the most vulnerable among us.

There is still time to fulfill your pledge to the ABCD. However, I also understand that life's circumstances can change, and unexpected challenges may arise. If you find yourself facing difficulties in satisfying your pledge, please know that we are here to offer support and understanding. Together, we can explore possible solutions.

Please do not hesitate to reach out to me personally or our parish office if you have any concerns, questions, or need further assistance. We are here to listen, guide, and support you throughout this journey.

Once again, thank you for your commitment to the ABCD and for your unwavering support of our parish. May God continue to bless you abundantly for your generosity, and may He grant you strength and grace in all your endeavors.

With gratitude and prayers,

Pastor Name

Parish Name

*Note: This letter is provided as a template and can be customized to reflect the specific circumstances of your parish.*

# KEYS TO A SUCCESSFUL

# ANNUAL APPEAL: ELEMENTS FOR A MEANINGFUL CAMPAIGN

1

**EMPHASIZE** the importance of the Pastor's advocacy and enthusiasm in fulfilling the mission of the Archdiocese.

2

**EDUCATE** parishioners about the benefits and impact of the Annual Appeal through personal stories and ongoing communication.

3

**ENGAGE** parishioners through personal contact, including in-pew asks, follow-up letters, pulpit announcements, and bulletin reminders.

4

**ENCOURAGE** participation from every member of the parish family, emphasizing that all gifts, regardless of amount, are greatly appreciated.

5

**PROMOTE** pledged gifts, allowing for larger contributions over time and providing a convenient payment structure.

6

**CONSIDER** hosting a donor recognition event or other creative ways to thank your donors.

7

**COMMUNICATE** throughout the campaign about progress towards goal, etc.

# ABCD SPEAKER POOL

ST. JOHN VIANNEY COLLEGE SEMINARY &  
ST. VINCENT DE PAUL REGIONAL SEMINARY

**POC: FR. MILTON J. MARTINEZ**

mmartinez@theadom.org

(305) 762-1136

(786) 379-1082 cell

**TOPIC: SEMINARIANS**

Languages: English, Spanish and Creole

REDEMPTORIS MATER SEMINARY

**POC: FR. EMANUELE DE NIGRIS**

(301) 801-5262

denigirse@gmail.com

**TOPIC: SEMINARIANS**

Languages: English, Spanish, Italian,  
Portuguese and Polish

FOOD BANKS AND SOCIAL  
MINISTRY PROGRAMS

**POC: REV. JUAN SOSA**

cbarillas@stjosephmiamibeach.com

(305) 866-6567

**TOPIC: FOOD BANKS**

Languages: English and Spanish

CATHOLIC LEGAL SERVICES  
AND IMMIGRATION

**POC: MYRIAM MEZADIEU**

mmezadieu@cclsmiami.org

(305) 778-9929

**TOPIC: IMMIGRATION, CATHOLIC  
LEGAL SERVICES**

Languages: English, Spanish and Creole

RESPECT LIFE MINISTRY

**ANGELA CURATALO**

acuratalo@theadom.org

(305) 202-4894

sbarthel@respectlifemiami.org

(954) 981-2922

**TOPIC: PROGRAMS, SERVICES  
AND OUTREACH PROGRAM**

Languages: English, Spanish and Creole

PARISH LIFE & EVANGELIZATION

**POC: STEPHEN COLELLA**

scolella@theadom.org

(305) 762-1126

**TOPIC: COLLEGE CAMPUS MINISTRY;  
MARRIAGE & FAMILY LIFE;  
PARISH LIFE; RESPECT LIFE;  
YOUTH & YOUNG ADULT MINISTRY**

Languages: English

## EXPLORING NEW PAYMENT OPTIONS

### *Meeting Parishioners' Diverse Preferences*

- Offer a range of payment options beyond traditional methods to accommodate various sources, such as online platforms, text-to-donate services, and mobile apps.
- Consider providing options like stock donations, donor advised fund allocations, and more.

## UTILIZING QR CODES

### *Seamlessly Combining In-Person and Online Giving*

- Strategically place scannable QR codes in worship bulletins, on pews, or on wall posters to drive immediate action.
- Ensure that QR codes directly lead to your donation site or a multi-link giving page.

## ENCOURAGING RECURRING GIVING

### *Harnessing the Power of Loyal Supporters*

- Highlight the benefits of recurring donations and emphasize the impact of small regular contributions.
- Remind parishioners to set up pledged gifts at their preferred amount and frequency.
- Incorporate the call to action in newsletters or during services to foster ongoing support.

## ENGAGING THE YOUTH

### *Cultivating Generosity from an Early Age*

- Encourage children, youth groups, and students to participate in giving initiatives.
- Educate them on the importance of giving back and the impact their contributions can make.
- Create opportunities for small gifts or fundraising campaigns tied to specific causes within the community.

# WEBSITES & SOCIAL MEDIA

Branding plays a vital role in building an engaging ABCD campaign. Consistently and effectively using the ABCD logo and materials is crucial in conveying the essence of the campaign.

In today's digital age, your online presence is an extension of your parish's brand. How you present yourself in the digital space greatly influences how your parish is perceived. It's an opportunity to expand your reach beyond the walls of the church, connecting with a wider audience and inspiring them to join the movement. Platforms like Twitter, Instagram, and other social media channels offer an accessible and impactful way to amplify your message and draw people in.

During the ABCD appeal period, explore ways to promote the campaign through your social media accounts, leveraging the ABCD logo, materials, videos, and vignettes. Direct your audience to the online giving link ([www.isupportabcd.org](http://www.isupportabcd.org)) with a clear reference to your parish goal. This strategic promotion on social media will play a critical role in the success of your 2025 ABCD campaign.

Your website and social media platforms serve as crucial components of your virtual marketing strategy and social media vignettes are powerful previews that encapsulate the theme of the current ABCD campaign. These videos can be shared on your social media platforms and parish website.

When sharing the vignettes, remember to tag us @adomdevelopment and @catholicmiami.

## HERE ARE A FEW TIPS ON HOW TO PROMOTE THE SOCIAL MEDIA VIGNETTES EFFECTIVELY:

- **Upload one video per week**, accompanied by a concise yet impactful headline that reminds people of the importance of their contribution.
- **Boost the posts to reach a targeted audience**, ensuring it reaches those who would resonate with the message.
- **Release the vignettes over three consecutive Sundays** maintain consistency, taking advantage of increased weekend browsing.

Consider incorporating the vignettes into your email campaigns to further engage your parishioners.

# 2025 ABCD MATERIALS & LOGO

All ABCD Materials, including the logo, can be conveniently accessed online through the dedicated ABCD website:  
[www.adomdevelopment.org/abcdmaterials](http://www.adomdevelopment.org/abcdmaterials).

Below is an overview of the available materials for the 2025 ABCD campaign:

## 2025 ABCD LOGO

- Offered in multiple formats
- Parishes are encouraged to utilize the logo in their bulletins, on their websites, and in all promotional materials to effectively promote ABCD.

## ABCD BROCHURE

- Intended to be placed in the pews alongside the pledge envelopes.

## ABCD ALLOCATION GRAPH

- This visual aid can be incorporated into bulletins or featured on parish websites.
- Consider projecting it during the in-pew appeal to help parishioners understand how the funds how ABCD funds are allocated.

## ABCD IN-PEW PLEDGE ENVELOPE

- Designed to be placed in the pews along with the ABCD Brochure.
  - Offers parishioners a way to make their pledges conveniently and securely.

## ABCD POSTER

- To be displayed throughout the parish, attracting attention and raising awareness about the campaign.

## ABCD PRAYER CARD

- Sent as an enclosure with the Archbishop's ABCD letter mailed to all parishioners.

## ARCHBISHOP'S LETTER

- Printed on one side in English and on the other side in Creole and Spanish.
  - Includes a tear-off coupon and return envelope

## ABCD FLYERS

- Available in multiple languages, including English, Spanish, Creole, Portuguese, Polish, and Vietnamese.
  - Ideal for inclusion in bulletins to provide concise campaign information and inspire parishioner participation.

## ABCD VIDEO LINKS

- Direct links to the complete ABCD Video available in English, Spanish, Creole, and Portuguese.
- Links to ABCD Vignettes suitable for sharing on social media and other platforms to promote ABCD.
- Links to ABCD End of Year Giving videos to encourage continued support and engagement.

*These materials serve as VALUABLE RESOURCES to engage parishioners and effectively COMMUNICATE THE MISSION and impact of the ABCD CAMPAIGN.*

*Please make use of these materials to create a compelling and unified promotional campaign for the 2025 ABCD.*

# ARCHDIOCESE OF MIAMI DEVELOPMENT CORPORATION 2025 ABCD CONTACT INFORMATION

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**HOPE**  
DOES NOT DISAPPOINT  
BECAUSE THE  
**LOVE OF GOD**  
HAS BEEN POURED OUT INTO  
**OUR HEARTS**  
ROMANS 5:5

[www.isupportabcd.org](http://www.isupportabcd.org)  
**#GIVECATHOLIC**  
PLEASE MAKE A GIFT NOW



2025 † † † ABCD  
ARCHBISHOP'S CHARITIES & DEVELOPMENT DRIVE