

# Catholic Services Appeal Overview

While the words “Catholic Services Appeal” are familiar to most of our parishioners, many do not realize what the appeal actually accomplishes. The Catholic Services Appeal provides the funds necessary to support more than 100 programs and ministries. It is our job as pastors, pastoral coordinators, Catholic Services Appeal coordinators, parish and diocesan staff to educate our fellow Catholics about the good work that is accomplished because of the Catholic Services Appeal.

Let’s consider the following statements:

People who feel **inspired** to give to a cause tend to give as much as they can.

People who feel **obligated** to give tend to give the minimum expected.

People are more likely to offer financial support to something that they believe in, knowing that their gift will make a difference and help others. We cannot assume that people across the Diocese of Austin are aware of the variety of services that are provided through the ministries and programs supported by the Catholic Services Appeal. Therefore, the task of communicating about its many good works is critical. As Catholic Services Appeal coordinators, we have several jobs in front of us. We need to educate ourselves about the appeal and the ministries it supports, so that we can speak about them with confidence. We need to look over the Catholic Services Appeal materials, so that we understand all the tasks that need to be done to make the appeal a success in our parish. We need to make sure that ALL parishioners are given the opportunity to give to the appeal. And we need to pray for the success of the Catholic Services Appeal. Pray for those we talk with, that they may open their hearts and their minds and listen to God’s call. Pray for a positive spirit in your parish toward the appeal, and pray that we can accomplish the work that God has sent us forth to accomplish.