



PASTOR'S MANUAL

PROJECT **ADVANCE** 2015

Live gratefully, give generously.



Archdiocese
of Vancouver

TABLE OF CONTENTS

Welcome to Project Advance	3
Project Advance 2015 Steering Committee	4
2015 Timeline	5
What is "Project Advance?"	6
The Case for 2015	8
Promoting the Appeal	10
Increasing Participation Rate	11
Ideas for Pastors from Previous Workshops & Focus Groups	13
Duties & Responsibilities	14
Role of the: Pastor, Chairperson, Secretary, Volunteers	13
Notes for the Pastor	14
Phases One & Two	16
Checklist of Parish Activities for the Pastor	17
Introductory Letter for Project Advance	18
Appeal Materials	19
Brochure, Poster, Prayer Cards, Leadership Manual, Pledge Cards, DVD, Tax Receipts	
Supplemental Materials	21
General Intercessions	
Blessing of Project Advance Volunteers	23
Prayer for Project Advance	24
Bulletin Reminders	25

PROJECT **ADVANCE** 2015

Live gratefully, give generously.

Dear Reverend Fathers:

Project Advance is the key annual appeal for the Archdiocese of Vancouver. Since its inception in 1980, the appeal has raised a total of \$167 million for the Archdiocese and parish communities. Out of that 167 million, \$90 million has been returned to parishes.

As pastors you play an important role in the success of this important annual endeavour. We are grateful for your support and count on your leadership. One of the key points raised at the Project Advance volunteer focus group, held November 6 2014, was the importance of both pastor and assistant pastor in the success of the appeal. Those pastors who are fully engaged throughout the appeal saw a greater participation rate. Project Advance offers the opportunity for you and your parish to work together, in the spirit of stewardship, towards a goal or project that will benefit your parish and sustain your legacy.

We are particularly excited about this year's approach with the focus on inviting as many parishioners as possible to participate in the appeal. Imagine what we could accomplish if everyone gave to Project Advance. It is estimated that if every parish increased their participation rate by a minimum of 5%, we would raise an additional \$1.8 million, all of which would be returned to the parishes.

The launch of the 2015 appeal is scheduled for the weekend of April 11th and 12th. The Commencement Mass and Luncheon will be held at St. Matthew in Surrey on Saturday, April 11. Please begin now to ensure your team is in place and remind your parishioners of the official launch of the yearly appeal at your parish.

We produce and update this manual every year hoping that you will use it to your advantage in preparing your parish launch. This manual combined with the one we produce for the Leadership Committee represents a useful resource to help you demonstrate the depth and breadth of the appeal. As always, additional copies for download can be found at www.rcav.org/project-advance.

The goal for the Archdiocese of \$3,000,000 remains the same reflecting the many challenges for which the Archdiocese takes responsibility. The core needs continue to be the renovation of our secondary schools, the founding of new parish communities, the care of the needy and marginalized through Catholic Charities, evangelization and programs for enriching the faith of our youth and young adults. The appeal video highlights some of the life-changing impacts that Project Advance has on our faith community. We would encourage you to show the video at appropriate times throughout the appeal.

Please contact the Project Advance office with any questions, concerns or suggestions you may have for your own parish or the appeal at large. Our office is here to assist you and to make Project Advance 2015 as successful as possible for you.

Sincerely,

Malcolm & Renata

Malcolm Ashford and Renata Cecconi
Project Advance Coordinators, paa@rcav.org

PROJECT **ADVANCE** 2015

STEERING COMMITTEE

Most Rev. J. Michael Miller, CSB

CLERGY MEMBERS

Very Reverend Joseph Nguyen	Vicar General RCAF [Chairperson]
Rev. Glenn Dion	Star of the Sea
Rev. Vincent Hawkswell	Sts. Peter and Paul
Rev. Craig Scott	St. Clare of Assisi
Rev. Eugenio Aloisio	St. Francis of Assisi

LAY MEMBERS

Malcolm Ashford	Coordinator, Project Advance
Renata Cecconi	Coordinator, Project Advance
Grant Andrews	Administrator, Project Advance
Francis Wong	Director of Financial Administration
Barbara Dowding	Director of Stewardship
Brett Powell	Director of Development

PROJECT ADVANCE TEAM

Malcolm Ashford	paa@rcav.org
Renata Cecconi	paa@rcav.org
Grant Andrews	gandrews@rcav.org
Tim Phan	tphan@rcav.org
Brett Powell	bpowell@rcav.org

New John Paul II Pastoral Centre

4885 Saint John Paul Way, Vancouver, BC V5Z 0G3
Phone: (604) 683-0281

PROJECT **ADVANCE** 2015

Live gratefully, give generously.

2015 TIMELINE

- JANUARY Deadline for submitting materials and packing list to PA Office. Parish should begin to review Leadership Committee members for upcoming appeal.
- JANUARY 31 2014 Income Tax receipt with Archbishop thank you note incorporated prepared and ready for delivery to Parishes.
- FEBRUARY Video filming and editing.
- Clergy letter outlining 2015 goal to be sent to each parish.
- Deadline for Parishes to submit their 2015 Leadership Committee Contact Form to Project Advance Office.
- MARCH 11 ANNUAL CLERGY MEETING**
New John Paul II Pastoral Centre, 4885 Saint John Paul Way, Vancouver
10:30am followed by lunch
- MARCH 25 Parish Leadership Meeting #1 – All Saints, Coquitlam, 7:00-9:00pm
- MARCH 28 Parish Leadership Meeting #2 – Archdiocese of Vancouver,
New John Paul II Pastoral Centre, 4885 Saint John Paul Way, Vancouver
10:00am-12:00noon
- MARCH 31 Parish Leadership Meeting #3 – St. Andrew Kim, Surrey, 7:00-9:00pm
- APRIL 3 Good Friday
- APRIL 5 Easter Sunday
- APRIL 11 COMMENCEMENT MASS/LUNCHEON**
St. Matthew, Surrey
Mass 11:00am followed by lunch
- APRIL 11/12 Project Advance Announcement – **at parish discretion** Project Advance launch at parish level - video presentation, mailing of brochures, letters by the Parish PA team.
- APR to JUN Initial Phase of Project Advance
- SEP to DEC Final Phase of Project Advance

PROJECT ADVANCE 2015

1. WHAT IS "PROJECT ADVANCE"?

Project Advance is a diocesan-wide annual appeal which seeks to provide resources for both diocesan and individual parish needs. Project Advance began in 1980 with Archbishop Carney's vision of building a strong diocesan community. Its purpose was to provide the necessary resources to fund important capital projects within the Archdiocese. In later years, programs in the areas of education, social concerns and spiritual growth were added. Parishioners responded to this call for support with great generosity, and the fruits of their gifts can be seen and felt throughout the Archdiocese and in all parishes.

Project Advance has raised more than **\$167 million dollars** since its inception. Under the guidance of our Steering Committee, comprised of clergy and laypersons, our pastors and the tireless work of parish volunteers, each year the Archdiocese and its parishes are able to go forward with many worthwhile capital and operational projects. The cost of running Project Advance is minimal at 4.9% last year.

Project Advance provides the opportunity to promote the ideals of Christian stewardship, to become aware of our blessings, and to use them accordingly for the growth and benefit of God's Kingdom in the Archdiocese of Vancouver. Further, parishioners have become more aware of the needs beyond the boundaries of their own individual parishes. Project Advance enables them to share in reaching the goals of both the diocese and their own parish.

The Parish Rebate Program has assisted all parishes within the Archdiocese to fund their own local building or financial programs. Further details on the rebate will follow.

2. WHEN DOES PROJECT ADVANCE TAKE PLACE?

Project Advance is divided into two phases. Phase 1 takes place after Easter in April, May and June. Individual parishes may adjust the schedule to best suit their parish. It should not coincide with First Communion or another event which would prevent a significant number of parishioners from attending their usual Sunday Mass and so not hear the Project Advance request. Phase 2 takes place in the fall continuing right to December 31st.

3. WHAT IS THE PARISH REBATE PROGRAM?

Each parish in the Archdiocese is assessed a financial goal for Project Advance. Once that goal has been reached, all additional gifts (less the parish's share of expenses) is returned to the parish for its own use. For example, parishes have used the rebate to pay down debts, expand their buildings, replace equipment, etc. To date, an astounding \$90 million dollars has been rebated to our parishes. **The Project Advance rebate is not subject to the cathedraticum tax.**

4. HOW IS THE INDIVIDUAL PARISH GOAL CALCULATED?

The parish goal is based on the total parish income from Sunday collections as reported by your parish to the Archdiocese. The individual parish's percentage of the total income is the approximate percentage of its Project Advance Archdiocesan goal. For example, if Parish A contributed 2.4% of the total Sunday collection for the previous year, then its share will be approximately 2.4% of the total Project Advance goal. Some adjustments may be made for special circumstances. The \$3M goal is approximately 12% of the total Archdiocesan Sunday collection so most parish goals are approximately 12% of their annual Sunday collection.

5. HOW ARE DECISIONS MADE WITH RESPECT TO ALLOCATION OF FUNDS?

The Project Advance Steering Committee has been appointed to make the decisions regarding allocation of Project Advance funds. The main case meets pressing capital and charitable needs in the Archdiocese. There is a "Special Grants" fund of up to \$100,000 set aside for which groups within the Archdiocese that require one-time special funding may apply. The committee's recommendations for these grants are sent to Archbishop Miller for approval. Applications are available online at Project Advance.

6. HOW DO I GO ABOUT ORGANIZING THE PROJECT ADVANCE APPEAL IN MY PARISH?

Our diocese is blessed with many knowledgeable and dedicated volunteers. The most challenging part of your role will be to seek out and recruit the volunteers most suited to the positions on the Leadership Committee. The Chairperson and Co-Chairperson play key roles in generating enthusiasm, promoting the goals of both the diocese and the parish, and extending that enthusiasm from the beginning of the Appeal right to December 31st.

The Chairperson should be someone who is enthusiastic, committed to the parish, and not afraid to speak to parishioners in order to promote the Appeal and to report on progress. The secretary should have some knowledge of accounting procedures, but does not need to be an accountant.

Complete instructions for each member of the committee (including the pastor) are provided by the Project Advance office.

7. WHAT IS MY TIME COMMITMENT TO PROJECT ADVANCE?

Project Advance conducts **one** Clergy Meeting with Archbishop Miller and the staff of Project Advance. It is important that you attend this meeting to gain an understanding of the success of the previous year, the thrust of the upcoming appeal and how to best promote the appeal in your parish. **(BONUS: we provide lunch!)**

You will need to meet with your parish Leadership Team to plan how you will run the Appeal in your parish.

The Commencement Mass and Luncheon will be held on the morning of April 11, 2015 at 11am, at St. Matthew in Surrey, with Archbishop Miller as the main celebrant. All pastors and assistants are invited to attend to concelebrate, and to have lunch along with all the parish committees. This event allows the Archbishop to officially commission the volunteers and to send them forth with his blessing to carry out the Appeal in the parishes.

You will be asked to promote the Appeal at Mass during the April/May/June and fall/ December phases – **your support is critical**, both for the diocese and for your parish.

8. WHAT MATERIALS ARE PROVIDED TO ASSIST US IN RUNNING THE APPEAL?

The Project Advance office will provide all necessary materials for your parish to conduct the Appeal: brochures, posters, pledge cards, prayer card master, and a promotional DVD which you are asked to play at Mass on several occasions, manuals of instruction for the pastor and for each member of the Leadership Team are also provided. As always, the Project Advance staff is available 12 months of the year to assist with providing additional materials or to answer any questions.

THE CASE FOR 2015: PROJECT **ADVANCE** NEEDS

Core Needs

Secondary Schools	\$ 1,400,000
New Sites Fund	650,000
Catholic Charities	450,000
Ministry to Youth	100,000
VANSPEC	50,000
Diocesan Outreach	250,000
Special Grants*	100,000
2015 Goal	\$3,000,000

*The 2015 Special Grants:

St. Joseph's Society	\$ 42,500
St. Michael's Centre	10,000
SFU Chaplaincy	8,000
Signal Hill Life Ed Society	10,000
Serena Family Planning BC	6,000
Domestic Abuse Services	15,000
Sancta Maria House of Healing	3,500
L'Arche Foundation Vancouver	5,000
Total	\$ 100,000

*The Special Grants are funded on a one-time-only basis totaling up to \$100,000. Recipients must apply each year if they would like to be considered for funding of a capital project. See our website for more information and applications for next year.

CORE NEEDS:

SECONDARY SCHOOLS - \$1,400,000

Reducing the deficit incurred from new construction and rebuilding of our 6 regional secondary schools and save for future building.

NEW SITES FUND - \$650,000

Reducing the deficit incurred from purchases of land for future parishes and schools.

CATHOLIC CHARITIES - \$450,000

Providing support and resources to parishes developing service outreach initiatives, as well as programs for seniors; providing fiscal and human resources to strengthen families, reduce poverty, and build communities, especially for those whose basic needs are most neglected: the poor, the homeless, the refugees, the mentally and physically challenged.

YOUTH MINISTRY - \$100,000

Empowering young people to live as disciples of Christ in our world today by fostering total personal and spiritual growth, and encouraging responsible participation in the life, mission, and work of the Catholic faith community. www.oyyam.com

VANSPEC - \$50,000

Offering catechetical instruction to children and adults challenged by intellectual or specific learning disabilities primarily those dealing with autism. The program is offered in a number of parishes throughout the Archdiocese of Vancouver. www.rcav.org/vanspec

DIOCESAN OUTREACH - \$250,000

A response to the Synod's directive, Diocesan Outreach seeks to provide resources to improve the Archdiocese's evangelization efforts, including the communication to the world through our website and support for parish refugee sponsorships.

THE 2015 SPECIAL GRANTS:

ST. JOSEPH'S SOCIETY - \$42,500

Provides care and benefits for sick and retired priests.

ST. MICHAEL'S CENTRE/TAPESTRY FOUNDATION FOR HEALTH CARE - \$10,000

Fosters and provides care and compassion to seniors.

SIMON FRASER UNIVERSITY CATHOLIC CHAPLAINCY - \$8,000

Provides pastoral assistance and ministry to students and staff at SFU.

SIGNAL HILL LIFE EDUCATION SOCIETY - \$10,000

Promotes the value of human life through education and support services.

SERENA FAMILY PLANNING SOCIETY OF BC - \$6,000

Offers workshops and support services on natural family planning to couples.

DOMESTIC ABUSE SERVICES: OUR LADY OF GOOD COUNSEL SOCIETY - \$15,000

Provides educational programming, a helpline, safe housing and support services to victims of domestic violence.

SANCTA MARIA HOUSE OF HEALING - \$3,500

Catholic Christian Healing home for women struggling with addictions.

L'ARCHE FOUNDATION OF GREATER VANCOUVER - \$5,000

Provides homes and programs for people with developmental disabilities.

PROMOTING THE APPEAL

SHOW THE VIDEO

The 2015 Project Advance video is filled with key testimonials about the impact Project Advance has on our faith community. It also outlines how the funds are used and how the appeal has made a difference in our lives. You can also view the video online at www.rcav.org/giving.

The video was produced to have an extended shelf life. For maximum impact make arrangements to share this video during the launch weekend, at Masses throughout the year, with your staff, at parish council and committee meetings and other special parish gatherings and events. Supplement the video with your own communication strategies to add strength to your message. The video is one of the most compelling and influential promotional tool available to you to tell the Appeal story and its impact. We would encourage you to use it to its fullest advantage.

MAKE THE CASE FOR SUPPORT

Share how Project Advance has affected you personally, the parish or how your parishioners have benefitted. Take time to identify the Archdiocesan and parish programs and projects the appeal supports. Communicate the appeal's impact from the pulpit, in your bulletins, newsletters and website. The more you personalize through real-life examples, the more informed your parishioners are about the Appeal and the more motivated they will be to give.

LOCALIZE AND PERSONALIZE

Compile information about your parish's use of the appeal over the years. List some of the projects and or programs the appeal has supported and what it will support in the future.

Identify those parishioners who are supporters of Project Advance and ask them why they give and if they are willing to share their reasons for giving. Try to use testimonials in all your communication efforts.

ASK FOR HELP FROM THE OFFICE OF DEVELOPMENT

Use the Project Advance team as a resource. We are at your disposal to help you with your communication efforts. If you are not equipped to do the things you would like to do, ask us for help. We may be able to assist you on your behalf.

INCREASING PARTICIPATION RATE

Project Advance is all about sharing our gifts and our legacy as a Catholic family. It is and will continue to be an important annual endeavour for the Archdiocese and for parishes.

Every year most parishes meet their diocesan goal which is a testament to the loyalty of our parish donors. What is equally important, however, is the level of participation. **Imagine what we can accomplish if everyone gives.**

This year, we would like to focus on encouraging every parish to increase their participation rate. As mentioned in the introduction, it is estimated that if every parish increased their participation rate by a minimum of 5%, we would raise an additional \$1.8 million, all of which would be returned to the parishes.

Here are a few things you can do to help increase the number of people who give to Project Advance:

- **Ensure your database is up-to-date and accurate.**

It's important that you have accurate information on the number of parishioners that attend your church. You should also be able to keep track on who gives and who doesn't give to Project Advance. This will help you with your communication strategies and messages. If you are not equipped to do this and or feel that you need help in this area, please contact us.

- **Use all the appeal promotional tools at your disposal to their fullest advantage.**

We already mentioned the importance of showing the video at the launch, at Masses throughout the year, at parish events and meeting and other special parish gatherings. The key here is to show the video more than once. It is one of the most influential promotional items you have available. Make good use of the brochure, the posters and ensure you dedicate a prominent location for your annual appeal in the church vestibule.

- **Use various methods to communicate the message:**

From the pulpit, in your bulletins, your newsletters, e-news, and website etc, share how the annual appeal is making a difference in our parish life and for countless others within the Archdiocese. Refer to the list of our Special Grants recipients, review how the money is allocated and used at the Archdiocese and finally how it will be used at your parish.

- **Reach out to those who have not given and or have stopped giving.**

Send a letter, a note or even make a phone call to those who may have given in the past but have failed to do for some time. Ask them for their help and communicate what we can do if everyone participated. They need to learn that when money or support is asked for, it is because it is needed; that it has an importance and will have an impact on the parish and on the Archdiocese.

- **Keep and thank your current donors.**

At the beginning of the appeal thank your current donors for their past support and encourage them to continue to support the appeal.

- **Review your “LYBUNT” [Last year but not this year] list:**

Throughout the appeal make sure you reach out to those who gave the previous year but have yet to give in the current year, particularly during the second phase of the appeal. Past appeals show that parishes who contact those donors who have yet to give capture between 50% and 60% of lapsed donors.

- **Promote online giving.**

Make it easy for people to give by reminding them that a quick and easy option is to give online at www.rcav.org/giving and to designate your parish as the recipient. This helps your parish manage the appeal much more efficiently.

- **Process the gifts and reports accurately and on time.**

Ensure your Project Advance Secretary is aware of procedures and is following them accurately. A complete guideline is available in the Parish Leadership Committee Manual. Our office is available to answer questions at any time, either by phone (604) 683-0281 or by email gandrews@rcav.org, tphan@rcav.org or paa@rcav.org

IDEAS FOR PASTORS FROM PREVIOUS WORKSHOPS & FOCUS GROUPS

1. On the pastor assembling and supporting a good team:

- Ask in person
- Have a good mix of age and gender
- Have a good speaker
- Have a good salesperson
- Use the languages of your parish
- Invite retirees
- Ask those with a stake in the project
- Underline the need for confidentiality
- Invite couples or friends to co-chair
- Support by respecting their work
- Involve all parish groups and school
- Ask someone who loves the parish
- Prepare throughout the year with stewardship development
- Ask someone who challenges but doesn't nag

2. On the pastor communicating to the parishioners:

- Ask the parishioners to give to Project Advance at the announcement time of Mass
- Allow for Chairperson to give a reminder at announcement time
- Remind parishioners to go online to see the video and make an online donation
- Put something spiritual in with the letter such as upcoming Mass times or a prayer
- Get the advice of experienced sales and business people to help
- Be straight forward and ask
- Don't beat around the bush
- Send a good letter out with the brochure
- Say how the parish will use the money
- Show the video again, several times, in the fall
- Say thank you again and again
- Use the opportunity of a Phase 2 – "LYBUNT-List- Last year but not this year"
- Publish the progress
- Ensure weekly bulletin space
- Provide translations if necessary
- Use various communication methods - bulletin, e-newsletter, website, even social media if applicable

3. On choosing a compelling parish project:

- Every parish should have a project of some sort – big or small
- Project Advance is a logical way to help fund seismic upgrades
- Say you are building a reserve for a rainy day (or your roof)
- Accentuate the responsibility the parish has towards the school, its future
- Be very specific

DUTIES & RESPONSIBILITIES

ROLE OF THE PASTOR

As the pastor, you are the spiritual leader of the community. Your involvement and commitment are a tremendous source of inspiration to parishioners and the most important component of the success of Project Advance.

- Appoint a chairperson who is committed to the success of Project Advance. If possible, attend a Leadership Committee Meeting with your team.
- Make a commitment to meet the diocesan goal, and then to promote the Parish Rebate Program which will benefit your parish by sending out a letter, the brochure and follow-up reminders. **Show the video on several occasions.**
- Invite everyone to participate at a level that expresses their thanks for God's gifts to them. Do this verbally at the end of every Mass for a few weeks and then periodically throughout the appeal.
- Send a thank you letter to each donor family immediately upon receipt of their gift.

PARISH CHAIRPERSON(S)

A strong parish chairperson who is dedicated, caring, and knows how to reach out to others will be an effective partner in making your parish Appeal a success.

- Make a commitment to meet the diocesan goal, and then to promote the Parish Rebate Program which will benefit your parish.
- Be first to make your own gift to Project Advance.
- Recruit enough volunteers to carry out the Appeal successfully.
- Ensure parishioners are instructed on how to handle completion of the pledge card, and how to return it to the Appeal Secretary.
- Ensure all potential donors are contacted.
- Ensure all reporting procedures are followed; make sure reports and payments are forwarded **promptly- within one week** - to the Project Advance office.
- Follow up during Phase 2 to contact those who have not yet responded - LYBUNT letter.
- Identify ways to increase participation by 5% across the board.

SECRETARY

As the person who makes the details work, from distributing materials to processing gifts to liaison with the Project Advance office, the appeal secretary is the backbone of the appeal.

- Make your own gift to Project Advance.
- Be responsible to safeguard all cash, cheques and personal information received through the Appeal.
- Ensure reports are submitted to the Appeal office as required.
- Prepare thank you letters for pastor's signature as each gift form is submitted.

VOLUNTEERS

The Project Advance Appeal is truly a parish effort. Volunteers who help organize events, assist with completion of pledge cards, or who simply share their enthusiasm, are an important part of any well-run appeal. They must be reminded to treat each gift confidentially and to treat each parishioner with sensitivity, especially those who are not able to give.

NOTES FOR THE PASTOR

When the people running the Appeal take an active role in promoting the Appeal to the parish family, it shows in the results. Here are a few ideas on how to personalize your parish Appeal:

- **Reach out to donors**

Send a letter, pledge form and brochure to all parishioners and school parents. Your parish office should have an updated parishioner list to use especially for those new to your parish, or new to the diocese and have never heard of Project Advance before. Be certain your letter explains what Project Advance is all about, and be specific about your parish goals. **Encourage giving online.**

- **Speak from the heart**

Talk about the people who will be helped with support from Project Advance: an elderly neighbour who will receive pastoral visitation, teenagers who can participate in Youth Ministry, those with learning disabilities who will be able to grow in their understanding of the faith. Talk about any of the supported ministries that you have personally witnessed or participated in. Personal anecdotes put a face on the Appeal, reminding all of us that the Appeal is about people. Encourage support for your parish project.

- **Focus on participation of all Catholics**

It should be our long-term goal to encourage participation from all members of our parish community – those registered in the parish, certainly, but also those who are not registered and attend Mass regularly or periodically. Perhaps they are looking for a meaningful way to support their Catholic community, even with a small gift.

- **Follow-Up Letter**

A follow-up letter should be sent in October/November to registered parishioners who have not yet given a gift. [Lybunt] A reminder of what the Appeal is about and how a gift will benefit your own parish, along with a pledge form (even a photo-copied one) will help to motivate those who procrastinate, or those who have registered in the parish since the spring. The small investment in postage will provide a much greater return.

- **Phone Solicitation**

After a parish has completed the appeal process as outlined, a review of the parish list in comparison to the monthly report from the Project Advance office will show which families have not yet made a gift. Consideration could be given to conducting phone solicitations, if only to remind parishioners that it is not too late to participate, and that the Appeal is not over until December 31. **It is recommended that phone solicitation not take place until the Fall, thus giving parishioners a longer timeframe to reflect and consider their gift.**

- **Say “Thank You”**

It makes a big difference, doesn't cost much, and lets your donors feel appreciated. Those who have given in the past recognize that they make a real difference in so many lives. We need to remind them of the valuable work their gifts fund, and to acknowledge our appreciation of their generosity.

Thank you

PHASES ONE & TWO

PHASE ONE:

Phase 1 will take place beginning April 11, with the Commencement Mass and continue into June. During this phase, committees will attempt to contact all parish families, and encourage their participation in Project Advance prior to the conclusion of Phase 1. Be sure to include an item in the weekly bulletin every week. What is your parish goal? How will your parish benefit from the Rebate Program? Keep parishioners updated on the pledge total and the participation ratio (very important). **Speak from the pulpit with your encouragement and speak from the heart.**

PHASE TWO:

Phase 2 will take place in October, preferably near Thanksgiving weekend, and continue into November and December. At this time, less emphasis is placed on the Project Advance program, but if you have made your diocesan goal, this is the time to fully promote your own parish project for which you will receive funds from the Parish Rebate Program.

Parishioners will be reminded that the December 31st tax deadline is approaching, that all gifts are important and that it is not too late to participate. Pledge forms can be returned to the Project Advance committee via the parish office, or through the collection basket (in an envelope specifically marked "Project Advance"). Some parishes accept pledges (particularly credit card pledges) over the phone. Cheques can also be sent directly to the Project Advance office, or a credit card gift can be phoned in.

**Online giving is the easiest for everyone involved. Suggest parishioners give by going to:
www.rcav.org/giving

Follow-up is a must for the Appeal to be successful. Many people fail to participate just because they don't get around to it. Their intentions are good, but they don't take action. Others just need to be asked more than once because the message doesn't get through the first time. So, follow-up is not "harassment"; it is just good practice to give people multiple opportunities to participate.

The Project Advance office makes every effort to accept last-minute gifts. However, in accordance with CRA regulations, the parish is responsible for sending those last-minute gifts in to our office by the deadline specified. We cannot accept **any** gifts once our books are closed.

CHECKLIST OF PARISH ACTIVITIES FOR THE PASTOR

TASK:	CHECK:
Select a strong Leadership team: Chairperson, Co-chair and Secretary (JAN-MAR)	_____
Send contact information for above to Project Advance Office (FEB-MAR)	_____
Attend Clergy Meeting, March 11th at John Paul II Pastoral Centre 4885 Saint John Paul Way, Vancouver - 10:30am followed by lunch	_____
Encourage Leadership Team members to attend one of the Leadership Committee meetings to discuss 2015 Appeal with Project Advance staff:	_____
MAR 25 All Saints, Coquitlam, 7pm-9pm	
MAR 28 John Paul II Pastoral Centre, Vancouver, 10am-12noon	
MAR 31 St. Andrew Kim, Surrey, 7pm-9pm	
Write letter to be sent to parishioners along with brochure (APR 2015)	_____
Display Project Advance posters in prominent locations (APR-DEC 2015)	_____
Ensure necessary equipment is ordered or in place to show 2015 DVD	_____
Attend Commencement Mass and Luncheon, April 11th at St. Matthew, Surrey RSVP to gandrews@rcav.org and bring your leadership committee	_____
Set a parish goal in addition to the Project Advance goal. What will your parish do with a Parish Rebate? (Seismic upgrades, Renovation, New programs) How much will you need to make that happen? If you don't have a project - get one! Report on what you have done with the money to date.	_____
Plan Project Advance Announcement Launch Sunday (APR 2015)	_____
Show the video on several occasions throughout the appeal (APR-JUN & SEP-DEC)	_____
Insert weekly bulletin announcements into your bulletin	_____
Encourage previous donors to give again; encourage new donors to participate. All gifts - of any amount - matter.	_____
Promote the idea of Stewardship - giving back to God a portion of the blessings He has entrusted to us. (Stewardship also includes time and talent.)	_____
Ensure parishioners are consistently informed of progress of amounts pledged to date and rate of participation to date.	_____
Ensure pledge forms and payments are forwarded to Project Advance office on a regular basis, especially through the summer and at year-end.	_____
Prepare and make note of when you plan to begin Phase 2 of Project Advance in the fall.	_____
Personally sign individual letters of thanks as each donation comes in	_____

PROJECT **ADVANCE** INTRODUCTORY LETTER

It is highly recommended that the pastor include a letter with the Project Advance brochure and pledge form. We cannot expect parishioners to understand what Project Advance is all about and how it benefits the parish directly just by reading the brochure. It is very important that the pastor's letter make a personal appeal to donors to consider how they have been blessed, and how they can return a portion of those blessings to further the work of God in the Archdiocese and in the parish community.

The letter should contain the following:

1. Thank you for past support
2. Parish and Archdiocesan results in 2014
3. Objectives for Project Advance 2015
4. Explanation of the rebate features
What is your parish goal? What plans do you have for your parish rebate?
5. Names of parish committee leaders
6. Conclusion and request for support

Remember to **hand-write** a comment or request for support on the top right-hand side of the page, and sign it. The eye is automatically drawn to a hand-written note on a type-written page, and it looks more personal. Be creative. For example:

*"Your gift is so important to all of us.
Thank you for your support."*

Fr. Sack

or

*"So many people will be helped because you care.
May God bless you for your generosity."*

Fr. Bob

**Contact the Project Advance office if you'd like samples.
We will also have samples available online.**

PROJECT **ADVANCE** MATERIALS

The Project Advance office has provided a variety of promotional materials to help you run a vibrant parish appeal. In addition to posters and brochures, the Pastor's Manual and the Leadership Committee Manual contain notes and suggestions, bulletin announcements, etc.

Please remember to take the following steps during the appeal:

- **Place** Appeal materials in a prominent location
- **Hang** Posters
- **Distribute** brochures **along with your personal letter of explanation & encouragement.**
- **Plan** and arrange for necessary equipment to show the 2015 DVD
- **Include** appeal-related bulletin / newsletter announcements on a weekly basis
- **Create** a link on your parish website to the RCAF website
- **Pray** for the Appeal at some point during Mass
- **Use** the **Project Advance prayer** as provided, or adapt to your own specific needs.
- **Make extra brochures and pledge forms visible.** New donors especially may not be on a list, but may still want to help.

Materials have been developed to support Project Advance 2015.

The following materials will be made available for use during the appeal:

BROCHURE

The Project Advance brochure highlights the important objectives of the 2015 Appeal. The brochure must be distributed and accompany the pastor's letter to all parishioners. Two features of the brochure are its **detachable** envelope and pledge form for parishioners' convenience to return to the parish in the collection or by mail.

POSTER

The poster should be displayed as much as possible for as long as possible, even to December 31st. It serves as a visual reminder to parishioners that Project Advance is in progress. The back of the church and hall are other visible areas to display the poster. The ultimate purpose of the poster is to create awareness of Project Advance. Posters are available in large and small sizes to fit a variety of spaces.

PRAYER CARDS

A prayer card “master copy” is being provided in your parish box of materials. There are three copies to a page. You may photocopy as many as you need in order to include one in each envelope, along with your letter, the brochure and the pledge card. You may also choose to use this prayer at Mass each week during Project Advance time, possibly before Mass begins, or after the Prayers of the Faithful. Consider having an altar server read the prayer, or a member of the Project Advance committee, the CWL or Knights, or a PREP teacher, or Youth Ministry leader. Consider having someone translate the prayer into your parish’s language of choice. Make copies available to all parishioners. It is a certainty that not everyone can support Project Advance financially, but **everyone** can pray for its success.

LEADERSHIP MANUAL

The Leadership Manual is intended for the use of all Project Advance parish leaders.

It outlines the details of Project Advance and the duties associated with accepting a leadership or volunteer role in the Appeal. Also included in the manual is the Secretary’s Guide. It outlines the duties of the Secretary and also explains the procedures to be followed in managing and reporting gifts received in Project Advance.

PLEDGE CARDS – 2 VERSIONS

The computerized pledge card is the official record of intent. The card is prepared in three sections. The top section is batched by the secretary and forwarded to the Project Advance office for processing. The parish secretary retains the middle section, and the bottom section is a **temporary** receipt and should be left with the donor.

As well, three-part blank pledge cards will be supplied. These forms are not pre-printed with parishioner data but do have the parish number printed on them. They are mainly for newcomers, those not registered in the parish, or for those who give a gift in cash and require a receipt. The secretary processes these gifts using the same procedures as described above.

DVD

The Project Advance DVD will be made available for parishes, to be used during Mass or after Mass, Parish Council meetings, or during any other occasion where Project Advance is being promoted. It is suggested that you not show the DVD on First Communion Sunday or any other day of significance in your parish. It is further recommended that you test the DVD in the church on the same equipment you will be using during Mass. This is a good time to make a sound and visual check. If, for any reason, the DVD proves defective, we will replace it immediately.

TAX RECEIPTS

For tax purposes, receipts will be produced based on actual gifts for the tax (calendar) year. Receipts will be printed as early as possible in the new year, usually the beginning of February. Receipts are printed in alphabetical order and include a “Thank-you” note from Archbishop Miller. The Project Advance receipt may be sent in the same envelope as your parish receipt and any letter from the pastor. Inclusion of these items falls well within the weight limit for a business letter mailed in Canada.

SUPPLEMENTAL MATERIALS

GENERAL INTERCESSIONS:

The following are provided to assist you in supporting through prayer:

Project Advance: **“Live gratefully, give generously”**. You may use these as written (or create your own) on a weekly basis throughout the duration of the Appeal.

- That we, the people of _____ Parish will recognize Project Advance as an opportunity to express our thankfulness to God for the abundant blessings in our lives; we pray to the Lord.
- The Gospel calls us to fidelity to God’s Word. May we respond in generosity through personal sacrifice to meet the special needs of our parish and Archdiocese as identified in Project Advance; we pray to the Lord...
- That as faithful stewards of the gifts God has entrusted to us, we may share through Project Advance the benefits of our blessings and open a door for someone else; we pray to the Lord.
- For the courage to accept true discipleship by detaching ourselves from the grasp of worldly possessions and committing ourselves to share our worldly blessings generously to help others; we pray to the Lord...
- That we, the members of _____ parish, may continue to live in the rich heritage of stewardship and discipleship of those who have gone before us and open doors for those coming behind us by responding generously to Project Advance; we pray to the Lord.
- That we may recognize in Project Advance an opportunity to serve the Lord through our service to one another and the sharing of our treasure; we pray to the Lord...
- For a greater awareness and a deeper consciousness that our generosity in responding to the needs of others will transform our world and bring the peace of Christ to all people; we pray to the Lord....
- That God may bless our parish and Archdiocese, strengthen our faith and grant us the spirit of Christian stewardship by opening our hearts to the Project Advance Appeal and share joyfully; we pray to the Lord
- For the volunteers of Project Advance, that they be faithful witnesses in the name of Christ to the people of our parish, we pray to the Lord...
- For a spirit of thanksgiving – to be always grateful for the blessing of family and friends, and for a real awareness that we show our gratitude best by sharing generously with those in need, we pray to the Lord...
- For the courage to return to the Lord a sacrificial portion of the material blessings He has entrusted to our care; we pray to the Lord....

- The cross is the sign of our belief in Jesus Christ. May our generous sharing to support the needs of Project Advance be a sign of our faithful witness to the cross; we pray to the Lord...
- For a spirit of awareness to recognize the social, educational and spiritual needs of our brothers and sisters; we pray to the Lord...
- For the people of our parish and our Archdiocese, that together we recognize that what is accomplished through the work of Project Advance is the mandate of the Gospel – to be of service to one another; we pray to the Lord...
- For faith to trust that, in sharing of ourselves and our gifts, our lives will be abundantly blessed by God; we pray to the Lord....
- In thanksgiving to God for the generosity and sacrifice of the people of the Archdiocese of Vancouver who will ensure that the good work, as outlined in Project Advance, will continue for another year; we pray to the Lord....
- That all those who have so generously responded to Project Advance may be rewarded with the love and joy that giving generously brings; we pray to the Lord
- That we may never cease to give thanks for all good gifts and show our gratitude through our generous response to Project Advance; we pray to the Lord.
- That those who have not had an opportunity to make a decision about the Project Advance Appeal will listen to their hearts and make a generous commitment towards the greater work of our Archdiocesan Church family; we pray to the Lord.

BLESSING OF PROJECT **ADVANCE** VOLUNTEERS:

Invitation: At an appropriate time during the Mass, the priest invites all Project Advance volunteers to come forward and be visible to the community. Then, using these or similar words, invites all to receive a blessing:

“Bow your heads and pray for God’s blessing.”

(The priest extends his hands over the assembled people while saying the prayer over them.)

**“Blessed are you, Lord God, creator of the universe, and Father of all:
you have called us to serve you and praise you in the family of your Church.**

**These men and women have answered your call by serving the people of our
parish to assist the Archbishop to meet the needs of our diocesan church
and our own parish projects through the work of Project Advance.**

**Give them strength and wisdom, guide their work by the light of your Spirit,
and help them work for the benefit of all your people. Father, we offer this
prayer through Jesus Christ, your Son, in the love of the Holy Spirit,
one God for ever and ever. Amen.”**

After the prayer, the priest adds:

**“May Almighty God bless you, the Father, and the Son,
and the Holy Spirit. Amen.”**

(Other “Prayers of Blessing” are available in “A BOOK OF BLESSINGS” – CCCB)

PRAYER FOR PROJECT **ADVANCE**

Consider having the following prayer read at the weekly liturgies by an altar server, a CWL member, an usher, or any volunteer of your choice in your parish community. A suggested time for this might be immediately following the General Intercessions. You might also consider distributing a copy with your letter and brochure, or including a copy in your bulletin. Customize the prayer to best suit your particular parish (i.e. does your parish have a logo? Reprint the prayer and include your parish logo). Or have someone translate the prayer into the language preferred in your parish, and distribute copies as above. A master sheet with 3 prayers to a page is provided with your materials.



Live gratefully, give generously.

Loving God:

We come to You with thanks, knowing that all we are and all we have are gifts from You. Help us to be faithful stewards of Your gifts.

May we share them wisely and generously.

Help us see Project Advance as our way to live gratefully and give generously; to evangelize and to bring us closer to You.

Whatever we do for others, we do for You.

Guide us, strengthen us, and bless us with your presence, now and always. Amen.

BULLETIN REMINDERS:

The following is a list of bulletin announcements designed to keep Project Advance on the minds of your parishioners on a regular basis. You may use these periodically throughout the appeal, and throughout the remainder of the year, editing them to best suit your parish.

****Every week please include the website www.rcav.org/giving and encourage online giving by your parishioners. The first field they complete is "what is your parish?" So they know it goes directly to their parish. This is the least amount of work for your volunteers and the easiest method for your donors. Encourage online giving!**

PROJECT ADVANCE

God calls each of us to share our gifts with others for the building up of His Kingdom. God is the giver of all gifts. We are stewards, and have a responsibility to give back to God a portion of these gifts. True stewardship means sharing our time, talents, and treasure. By sharing we bring happiness to ourselves as well as opening a door for others. Please consider prayerfully how you will participate.

PROJECT ADVANCE

Each year, thousands of people experience the Risen Lord through the programs and services supported by Project Advance. Our own parish benefits in many ways. God calls us to share what we have to help others. Please plan to give your gift to Project Advance today.

PROJECT ADVANCE

The call of the Gospel is clear. Our sacrificial gift given in a spirit of joy proves our willingness to care – because we are prepared to share. Our financial goal for our parish this year is \$ _____, of which \$ _____ goes to Project Advance. We will use our Rebate to _____. Your participation and support are critical. Your participation counts – and all gifts matter! Either submit your pledge card or give online at www.rcav.org/giving and designate our parish as the recipient.

PROJECT ADVANCE

God calls us to share what we have to help others. How much we share is a sign of our love; when we love much, we share much. Project Advance is an opportunity to show our love for the Lord by sharing our treasure with others in need all over our Archdiocese. Please participate in Project Advance.

PROJECT ADVANCE

"...for where your treasure is, there will your heart be also." (Epk. 12:34) Project Advance offers the opportunity to recognize the call of the Gospel and respond in a positive manner – thus ensuring that the needs present within our parish and our Archdiocese can be addressed. Please respond to Project Advance in faith and generosity. If you have not yet received complete information in the mail, please pick up a letter from the pastor, a brochure and a pledge form from one of our Project Advance volunteers or the office or go online to give at www.rcav.org/giving.

PROJECT ADVANCE

Our appreciation goes out to all parishioners who have made a gift to Project Advance. To date, we have received _____ gifts totaling \$ _____ from our parishioners. Remember that funds received over our diocesan goal will be returned to us and used for _____. Please continue to respond in prayer and generosity. Our sharing reflects our caring.

PROJECT ADVANCE

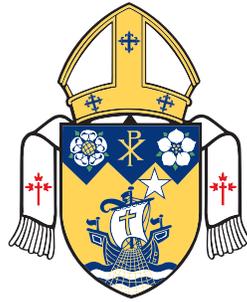
Success in the eyes of God is not about the quantity or quality of our material goods. Instead, it's about how we use these goods: do they move us closer to God, or are they an obstacle? God calls us to share what we have to help others. By providing support for many different ministries of the Church, Project Advance offers everyone a chance to exercise Christian stewardship.

PROJECT ADVANCE

God calls each of us to share our gifts with others for the building up of his kingdom. God is the giver of all gifts. We are stewards, and have a responsibility to give back to God a portion of these gifts. True stewardship means sharing our time, talents, and treasure. By sharing with joy we bring happiness to ourselves as well as helping others. Please consider prayerfully how you will participate.

Remember: These are the two most important words in the entire Appeal.

Thank you



rca.v.org

4885 Saint John Paul II Way, Vancouver, V5Z 0G3

Tel: (604) 683-0281