

PARISH MANUAL 2023



Please support the St. Charles Borromeo Seminary Appeal. Your gift helps our seminarians, candidates for the Permanent Diaconate, and lay Church leaders in their formation. You can provide for the future of our faith.

Please scan here to learn more and watch our 2023 -2024 video.





PRAYER OF SAINT CHARLES BORROMEEO

Almighty God,
You have generously made known to us
the mysteries of your life
through Jesus Christ your son in the Holy Spirit.
Enlighten my mind to know these mysteries
which your church treasures and teaches.
Move my heart to love them
and my will to live in accord with them.
Give me the ability to teach the faith to others
without pride and personal gain.
Let me realize that I am simply your instrument
for bringing others to the knowledge of the wonderful things
You have done for all your creatures.
Help me to be faithful to this task that you have entrusted to me.
Amen.

SAINT CHARLES BORROMEEO, PRAY FOR US.

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HIGHLIGHTS

THEME

For Today. For Tomorrow. For All of Us.

OBJECTIVES

The objectives of the 2023-2024 St. Charles Borromeo Seminary Appeal are:

- To raise \$3.5 million to help St. Charles Borromeo Seminary continue its necessary work in preparing priests, deacons, religious, and laity for service to our parishes, schools, and other Catholic organizations.
- To provide the faithful a more comprehensive view of the programs offered at St. Charles Borromeo Seminary.

METHODOLOGY

This is a five letter appeal that runs from September to June to correspond with the academic calendar.

APPEAL GOAL

The financial goal of the 2023-2024 St. Charles Borromeo Seminary Appeal is **\$3.5 million**.

PARISH TARGETS

In lieu of a specific goal, each parish should reference their previous year's performance and plan to surpass that amount. A mid-appeal letter will be sent to each parish in February, comparing their current appeal year's progress to previous years' progress.

CASE FOR SUPPORT

St. Charles Borromeo Seminary remains the region's most outstanding institute of sacred theology. St. Charles Borromeo Seminary embraces a dual role: a hub of priestly formation and a center of intellectual life for all. It accomplishes this mission through its four divisions:

COLLEGE SEMINARY

The College Seminary is a 4-year undergraduate program offering a Bachelor of Arts in Philosophy. Students can complete a full baccalaureate program while also discerning a vocation to the Roman Catholic priesthood. The goal of the College Seminary is to provide students with the emotional, intellectual, and spiritual maturity necessary to follow the vocation to which they are called.

THEOLOGICAL SEMINARY

The Theological Seminary prepares students for ordination to the Roman Catholic priesthood. The 4-year graduate-level program offers completion of a Master of Divinity degree and a Master of Arts degree. Students come to a deeper understanding of themselves and their role in the world as a teacher, servant, and representative of Christ. Theological Seminarians are given the proper tools in preparation for their priestly life: prayer and spirituality, emotional understanding, proclamation of the word of God, and most importantly, the celebration of the Holy Eucharist.

SCHOOL OF THEOLOGICAL STUDIES

The School of Theological Studies provides an opportunity for laity to earn a Master of Arts degree in Theology and other certifications. It does so in a manner that is both authentic to the teachings of the Church and flexible for the modern world. Evening and weekend classes allow teachers, catechists, youth ministers, lectors, Church employees, and all Catholics to grow in their knowledge of the faith, so as to be more effective in their careers and vocations. The seminary also hosts public lectures which highlight important topics in theology, philosophy, and public life.

SCHOOL OF DIACONAL FORMATION

The School of Diaconal Formation provides an opportunity for mature men to train for ministry as a permanent deacon. These men receive intellectual formation leading, in most cases, to a Master of Arts degree in Theology. This training provides a foundation for the three primary charisms of a deacon: word, altar, and charity.

APPEAL INFORMATION

MATERIALS

The Catholic Foundation of Greater Philadelphia will provide the materials that are necessary to conduct a successful 2023-2024 Appeal at your parish. Please note that this year's in-pew materials have been streamlined for your convenience.

The following materials will be mailed directly to each parish prior to *Kick-Off Weekend*:

- In-Pew Pledge Forms (sample on next page)
- USPS Priority Mail Pac Envelopes (to package all in-pew pledge cards and mail to the lockbox address below)

Any additional supplies or materials can be provided by contacting The Catholic Foundation of Greater Philadelphia at 215.587.5650 or scsappeal@TheCFGP.org.

SEMINARY APPEAL LOCKBOX

If any parishioner makes a St. Charles Borromeo Seminary Appeal gift or returns their completed envelope through the Sunday collection, please forward it directly to the lockbox.

The address for the lockbox is:

St. Charles Borromeo Seminary
CL# 5315
PO BOX 95000
Philadelphia, PA 19195-0001

DO NOT SEND CASH TO THE LOCKBOX!

If you receive a gift in cash, please deposit the cash into your bank account, issue a parish check in that amount, and send that check to the lockbox. Please include a list of contributing parishioners and their gift amounts, so that we may properly credit these donors and your parish.

APPEAL INFORMATION

SAMPLE: IN-PEW RESPONSE PIECE

This year, the in-pew pledge form will incorporate elements of the brochure, response card, and return envelope. This eliminates the need for three individual elements to conduct a successful in-pew weekend.

The top portion of the response piece includes a message from Father Chylinski, information regarding giving options, and a pledge card.

FRONT

BACK

The bottom portion of the response piece is a convenient tear-off response envelope.

YOUR GIFT STARTS HERE

ST. CHARLES BORROMEEO SEMINARY
CL # 5315
P.O. BOX 95000
PHILADELPHIA, PA 19195-0001

TIMELINE

SEPTEMBER

- Speaker Request forms are due
- Initial mailing to approximately 200,000 registered households

OCTOBER

- Speakers are assigned to parishes and are encouraged to reach out to their assigned parish for introduction

NOVEMBER

- Second mailing on **November 3** to registered households who have not yet responded
- Kick-Off Weekend: **November 4 and 5**
- Speaker and In-Pew Weekend: **November 11 and 12, November 18 and 19, or November 25 and 26**
- Thank You Weekend: **November 25 and 26**
- Seminary Appeal participates in #iGiveCatholic: **November 28**

DECEMBER

- Third mailing to registered households who have not yet responded

MARCH

- Fourth mailing to registered households who have not yet responded

MAY

- Fifth mailing to registered households who have not yet responded

JUNE

- The 2023-2024 Seminary Appeal concludes at the end of June. Any gift postmarked after June 30th will be counted toward the 2024-2025 Appeal.

THE CATHOLIC FOUNDATION OF GREATER PHILADELPHIA

WE'RE HERE TO HELP

We at The Catholic Foundation of Greater Philadelphia appreciate all that you do to support the St. Charles Borromeo Seminary Appeal. We understand the many moving pieces of a parish community and we're available to make promoting the Appeal as easy as possible. Without your leadership at the parish level, the Appeal would not be successful.

Your involvement and feedback are indispensable to this Appeal, as it is you who know your parishioners best. This is why we ask you to introduce the Appeal to your parishioners and remind them of the importance of their contribution to the Seminary. The following pages outline what to expect in the coming months and how we hope you will participate in the Appeal. We understand that every parish is different and that your approach to sharing the Appeal with your parishioners will also be unique.

Please know, we are here to help you promote the Appeal at your parish. We hope that you won't hesitate to reach out with any questions you may have regarding the 2023-2024 St. Charles Borromeo Seminary Appeal.

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STEPS TO FOLLOW FOR A SUCCESSFUL APPEAL

1. Tell the story of St. Charles Borromeo Seminary

- Utilizing the video is a great way to illustrate the importance of a donation to the Appeal. Even if your worship space does not create the most optimal viewing or listening environment, the importance of the Appeal is not lost, particularly when the video is coupled with testimonial by your assigned speaker or the Pastor.
- If showing the video during Mass is not an option, showing the video in a parish gathering space, like the Narthex, or including the video on your website or social media page are other great options.

2. As a pastor, personalize the message for your parishioners.

- Your parishioners admire and relate to you. Discussing your own seminary experience and how it prepared you for your life of priestly service is very motivating for your parishioners.
- Highlight the various programs at St. Charles Borromeo Seminary and mention any parishioners, volunteers, and/or staff who have graduated or are currently enrolled at the seminary.
- Reflect on the reasons why you, the pastor, support the Appeal. If you contribute to the seminary, discussing why you make that commitment can encourage parishioners to do the same.

3. Thank past contributors.

- The Appeal is only successful because of the participation of our faith-filled community. It's important that each donor understand how appreciated their gift is and realize the positive impact their support has on the Appeal. Sharing the annual report is a great way to convey this.

4. Keep the Appeal in front of the parishioners.

- Use the announcements, bulletin inserts, and other information provided. All of these elements can be found on the following pages or at stcharlesseminaryappeal.org/resources.
- Post your Appeal progress toward your parish target in your bulletin.
 - We suggest bi-weekly posts for several months, starting in mid-November.

5. Emphasize that St. Charles Seminary is more than a location.

- As the seminary begins moving to its new property, it's important to remind parishioners that St. Charles is a mission, not a location. The seminary is not closing down.
- Parishioners can be directed to stcharlesseminaryappeal.org/FuturePlans for more information.

KICK-OFF WEEKEND

NOVEMBER 4-5

Kick-Off Weekend is timed with the first mailing so parishioners are made aware of the new Appeal. More information about the Appeal will be provided during Speaker Weekend.

If no speaker is scheduled, Kick-Off Weekend is a great opportunity to distribute the in-pew response piece and use the video as a motivating case for giving.

OBJECTIVES

- Announce the start of the 2023-2024 Appeal.
- Display posters throughout the parish.
- Show the Appeal Video.
 - The video is a compelling way to incorporate the Appeal into Mass, particularly if no speaker is scheduled in the coming weeks.
- Utilize the provided Prayers of the Faithful.
- Include a bulletin insert in this week's bulletin and/or include provided pulpit/bulletin announcement.
- Post about the Appeal on parish social media outlets.
 - Prayers of the Faithful, bulletin inserts, announcements, and social media content can also be found on www.stcharlesseminaryappeal.org under the Resources Tab.
- *If no scheduled speaker, distribute in-pew response piece.*

PRAYERS OF THE FAITHFUL

- For those currently in discernment journey toward priesthood and the Diaconate at St. Charles Borromeo Seminary, that through our engagement in this year's St. Charles Borromeo Seminary Appeal, they come to feel our support in them. We pray to the Lord.
- For all teachers, catechists, and volunteers enrolled in the School of Theological Studies, may the Lord continue to strengthen them as they prepare for service in the Church. We pray to the Lord.
- As we are called to engage in the St. Charles Borromeo Seminary Appeal, may we also witness greater strength in vocations to the priesthood, diaconate, and religious life. We pray to the Lord.
- That more individuals, like ourselves, will continue to listen for God's call to share their

KICK-OFF WEEKEND

NOVEMBER 4-5

PULPIT/BULLETIN ANNOUNCEMENTS

- This weekend marks the kick-off of the 2023-2024 St. Charles Borromeo Seminary Appeal. A donation to the Appeal supports our seminarians, candidates for the Permanent Diaconate, and lay church leaders in their formation. Most importantly, your gift provides for the future of our faith. Please prayerfully consider a gift to this year's Appeal to provide for the future generations of the Church.
- As the first Catholic institution of higher learning established in the Archdiocese of Philadelphia, the history of St. Charles Borromeo Seminary is a vibrant narrative. As the 2023-2024 St. Charles Borromeo Seminary Appeal begins, please consider joining the next faith-filled chapter of the seminary's story through your generosity. Your support provides for the seminarians and students of today, which helps nourish our hope in the future of our Church.

SOCIAL MEDIA CONTENT

- This weekend marks the kick-off of the 2023-2024 St. Charles Borromeo Seminary Appeal. Please join us in supporting the seminary as it continues to form servant leaders after the heart of Jesus Christ. Visit stcharlesseminaryappeal.org/donate to make your gift today!
- St. Charles Borromeo Seminary has been a bedrock of the Catholic Church in Philadelphia since 1832. You can help build upon the seminary's outstanding formation programs and undergraduate and theological education by making a gift to the 2023-2024 St. Charles Borromeo Seminary Appeal. Please visit stcharlesseminaryappeal.org/donate to make your donation today!

SPEAKER AND IN-PEW WEEKEND

NOVEMBER 11-12, NOVEMBER 18-19, OR NOVEMBER 25-26

Speaker Weekends are designed to connect parishioners with the Seminary through speakers who share personal stories of how the seminary has impacted their life. This is also the best time to distribute the in-pew response piece. Encourage parishioners to take this home to complete if they do not wish to do so during Mass.

If you requested a speaker, you will be contacted in October about your assignment. We do our best to accommodate each parish's request. Your speaker is instructed to reach out to you to introduce themselves and discuss specifics for your Speaker Weekend.

OBJECTIVES

- Introduce your Seminary Appeal speaker.
- Distribute in-pew response pieces after the presentation, or have the materials available in the pews with pencils.
- Utilize the provided Prayers of the Faithful.
- Include a bulletin insert in this week's bulletin and/or include provided pulpit/bulletin announcement.
- Post about the Appeal on parish social media outlets.
 - Prayers of the Faithful, bulletin inserts, announcements, and social media content can also be found on stcharlesseminaryappeal.org under the Resources Tab.

PRAYERS OF THE FAITHFUL

- May our passion for the seminary community continue to motivate those who have devoted their lives to the Lord's call to serve the Church. We pray to the Lord.
- Through the example of (NAME OF SPEAKER), may others in our Catholic community be inspired to heed the Lord's invitation to serve. We pray to the Lord.
- Through our increased awareness of the backbone mission of St. Charles Borromeo Seminary, may we come to a deeper appreciation continued support and the impact we have

SPEAKER AND IN-PEW WEEKEND

NOVEMBER 11-12, NOVEMBER 18-19, OR NOVEMBER 25-26

PULPIT/BULLETIN ANNOUNCEMENTS

- We are grateful to [insert speaker's name] for joining us this weekend and sharing their experience at St. Charles Borromeo Seminary. From forming our future priests and deacons, to educating the hundreds of lay men and women who study at the seminary, St. Charles' influence is far reaching. Please consider supporting our seminary by making a gift today using one of the envelopes found in your pew.
- Since 1832, the faithful's support of St. Charles Borromeo Seminary has been remarkable. This weekend we welcome [Name of Speaker], a current seminarian/permanent diaconate candidate/graduate school student, to share their experience at St. Charles Borromeo Seminary. We hope that after you hear about their journey you will continue on the tradition of support by making a donation to the Seminary Appeal using one of the envelopes found in your pew.

SOCIAL MEDIA CONTENT

- This weekend, we are honored to hear from [Name of Seminarian]'s journey at St. Charles Borromeo Seminary. Please consider a donation to support [Name of Seminarian] and other seminarians on their path towards the priesthood and pastoral service by visiting stcharlesseminaryappeal.org/donate today!
- This weekend, we are honored to hear from [Name of Speaker]'s journey at St. Charles Borromeo Seminary. Please consider a donation to support each of the seminarians, candidates for the Permanent Diaconate and lay church leaders in their formation by visiting stcharlesseminaryappeal.org/donate today!

THANK YOU WEEKEND

NOVEMBER 25-26

Thank You Weekend is an opportunity to reflect on what your speaker shared and to remind your parishioners of the impact that their gift makes.

OBJECTIVES

- Celebrant makes a pulpit announcement, thanking the parishioners for their generosity and asking them to make a pledge if they have not already done so.
- In-Pew response form and pencil are made available.
- Utilize the provided Prayers of the Faithful.
- Include a bulletin insert in this week's bulletin and/or include provided pulpit/bulletin announcement.
- Post about the Appeal on parish social media outlets.
 - Prayers of the Faithful, bulletin inserts, announcements, and social media content can also be found on stcharlesseminaryappeal.org under the Resources Tab.

PRAYERS OF THE FAITHFUL

- May the Lord strengthen all those who have engaged in the Seminary Appeal in the past and are continuing their involvement today. We pray to the Lord.
- May we, the faithful, continue the work of St. Charles Borromeo Seminary by dedicating our giving and compassion to the future of our Faith. We pray to the Lord.
- May our Archdiocese continue to be blessed with dedicated seminarians and students who carry the heart of Jesus Christ every day in become future stewards of our Faith. We pray to the Lord.
- Inspire all those in formation, teaching, and providing spiritual guidance at St. Charles Borromeo Seminary will be motivated in their service for our Catholic community. We pray to the Lord.

THANK YOU WEEKEND

NOVEMBER 25-26

PULPIT/BULLETIN ANNOUNCEMENT

- Thank you to everyone who has participated in this year's St. Charles Borromeo Seminary Appeal. Your gift supports a shared spiritual mission that impacts each of us. If you have not yet donated, please consider making your gift today using the envelope found in your pew.
- Thank you for supporting the 2023-2024 St. Charles Borromeo Seminary Appeal. Your generosity does more than just support our seminarians, candidates for the Permanent Diaconate and lay church leaders in their formation today. Your gift provides for the future of our faith. If you haven't made your gift yet, please prayerfully consider a donation and complete one of the envelopes found in your pew.

SOCIAL MEDIA CONTENT

- Thank you for helping us preserve the legacy of St. Charles Borromeo Seminary by donating to this year's Seminary Appeal. If you have not yet had the opportunity to make your gift, you can do so by going to stcharlesseminaryappeal.org/donate!
- Thank you for participating in this year's St. Charles Borromeo Seminary Appeal. Every gift supports our seminarians and nourishes our hope in the future of our Church. If you haven't made your gift yet, please support the good work being done by the Seminary and make your gift at stcharlesseminaryappeal.org/donate today!

#iGiveCatholic

#iGiveCatholic is nationally recognized by the Church as the official Catholic Giving Day, celebrating all aspects of our Catholic faith. The #iGiveCatholic Giving Day inspires faithful stewards to “Give Catholic” on #GivingTuesday, the global day of giving that follows Black Friday and Cyber Monday. **This year, #iGiveCatholic will take place on Tuesday, November 28, 2023.**

The mission of #iGiveCatholic is to unite Catholic communities and donors throughout the country to give back in support of the organizations that have always supported them: parishes, schools, and nonprofit ministries. #iGiveCatholic promotes a collective culture of Catholic philanthropy within the Archdiocese of Philadelphia, helping to build additional annual fundraising capacity for parishes, schools, and nonprofit ministries.

For parishes, engaging in #iGiveCatholic for the Seminary Appeal is completely optional. You will see the Seminary Appeal promoting gifts during #iGiveCatholic on social media channels and through email communications. Parishes are welcome to participate in #iGiveCatholic to support their own parish or to support other organizations such as St. Charles Borromeo Seminary. If you’re interested in learning more about how your parish can participate in #iGiveCatholic you can visit philadelphia.igivecatholic.org

Last year, in collaboration with CFGP, the Archdiocese of Philadelphia participated in #iGiveCatholic for the first time, raising a collective \$1.52M for the parishes, schools and nonprofit ministries that participated.

For more information, please visit philadelphia.igivecatholic.org/organizations/st-charles-borromeo-seminary to see how donors can support the Seminary Appeal through #iGiveCatholic.

Sample #iGiveCatholic social media post:

- #iGiveCatholic is the official Catholic initiative of Giving Tuesday, which is a national day of observance for making gifts to nonprofit organizations. This year, St. Charles Borromeo Seminary Appeal will participate in this initiative to support seminarians and students in their formation and academics in becoming future leaders of our Church. Please consider donating by visiting philadelphia.igivecatholic.org/

ADDITIONAL SUGGESTIONS

To help keep the Appeal in front of parishioners, we recommend using the following content as bulletin announcements or social media posts. This content can be customized and used at any time throughout the year, however, we recommend utilizing the following timeline to match the Appeal outreach plan.

DECEMBER

- As we prepare to celebrate the birth of God's only Son, let us remember to provide for those who have answered His call by entering into priestly formation. Contributing to the St. Charles Borromeo Seminary Appeal is a wonderful way to support our seminarians. Your generosity is a sign of gratitude and commitment to the future of our Church. Please consider making a gift to this year's Appeal by donating today at stcharlesseminaryappeal.org/donate.
- As the final days of 2023 wind down, we encourage you to learn more about the St. Charles Borromeo Seminary Appeal and see how you can support the work of the talented faculty, staff, and incredible students of the seminary. Your gift makes a profound impact on our seminary community and the future of our faith. Visit stcharlesseminaryappeal.org to learn more and donate today.

MARCH

- Thank you to everyone who has given to this year's Seminary Appeal. The generosity of faithful Catholics, like you, make the outstanding formation and educational programs possible. Help the seminary reach their goal of \$3.5 million by making a gift today at stcharlesseminaryappeal.org/donate.
- Having a seminary like St. Charles allows every young man to hear and answer his call on his own time. Our magnificent seminary depends on the generosity of people like you to help form priests for the Church when they are ready to answer the call. Please consider making a gift to this year's Appeal at stcharlesseminaryappeal.org/donate.

MAY

- It's not too late to contribute to this year's St. Charles Borromeo Seminary Appeal! Help continue the vibrant narrative of Philadelphia's oldest Catholic institution of higher education by showing your support and making a donation today. Tax-deductible donations can be made by going to stcharlesseminaryappeal.org/donate. Together, we can ensure that the seminary remains *For today. For tomorrow. For all of us.*

ST. CHARLES BORROMEEO SEMINARY LEADERSHIP

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