



# Every Step of the Way

## 2017 Annual Appeal

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### The Mission

Episcopal Ministries of Long Island responds to Christ's call to care for our neighbors as if directly for Christ, through establishing, nurturing and funding parish-based services and community partnerships which affirm the dignity of all people.

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*Thank you for your support!*

## **ANNUAL APPEAL TIMELINE**

Begin to build awareness by displaying posters in a visible location as soon as possible.

### **March 12<sup>th</sup>: Announce the Episcopal Ministries Annual Appeal**

- Ensure that posters have been displayed
- Distribute brochures and envelopes
- Include announcement in your bulletin (it will be included in the diocesan insert)
- Introduce the Annual Appeal and ask your congregation to be prepared to make a commitment (a pledge or a gift) to the Appeal on the following Sunday

### **March 19<sup>th</sup>: Commitment Sunday**

- Encourage parishioners to make a gift or a pledge to the Appeal
- Share a message from Bishop Provenzano with your congregation
- Distribute additional brochures or envelopes if necessary
- Take up a special collection
- Include bulletin announcement

### **March 26<sup>th</sup>: Follow up**

- Take up a special collection again or make a basket/ box available for Appeal envelopes.
- Please mail the unopened envelopes along with the parish report form to Episcopal Ministries of L.I. as soon as possible so that we can acknowledge the donors in a timely manner and apply payments appropriately to pledges.

Additional Resources will be emailed to you.

**Bulletin Announcement:**

An announcement about the Annual Appeal will be included in the bulletin insert you receive from the diocesan communications office. We will also provide an announcement electronically in case you do not use the diocesan insert and wish to include it in your parish bulletin or e-newsletter.

**Message from the Bishop:**

Bishop Provenzano will record a video message to be share with your parish on Commitment Sunday. This will be posted on the EMLI website and a link will be emailed to you. It will also be transcribed. We recognize that every parish communicates and uses technology differently so feel free to utilize in whatever way best suits your parish.

**Talking Points:**

We will provide you with bullet points that outline what we believe are the important features of EMLI and the most compelling reasons to give to the Annual Appeal. It is for your reference if you wish to use it.

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**Important Change: Envelopes**

This year, we are **not** using Business Reply Envelopes. Envelopes must be collected by the parish. This was done for a few reasons. When there is a specific collection, it creates a greater urgency to respond now as opposed to some later date that may or may not happen. It also ensures that we are able to attribute each gift to the appropriate parish when they are mailed together from a parish.

**Also Note:**

**Pledges:**

Often parishioners will choose to pledge and we encourage that. Pledges can be paid out over 10 months. It can be done through automatic payments with a credit card or we will mail monthly reminders if paying by check.

**Parish Goals:**

Parish goals have been set at 3% of pledge and plate income from fiscal 2016. We have found this to be an effective benchmark. In the past, many parishes exceeded this goal.

### **GIFT PROCESSING AND TRANSMITTAL INSTRUCTIONS:**

- 1) Enclose the unopened envelopes, donation summary report, and any loose checks (checks not in an envelope) in a larger envelope.
- 2) Loose bills (cash not submitted in the appeal envelope by the donor) should be deposited into your parish account, and a check written for that amount to “Episcopal Ministries of Long Island”.
- 3) Mail your parish envelope within a week after the collection. We want to thank the donor in a timely manner. If weeks go by, the donor may feel as if their gift is not appreciated. It can also create a problem for their own personal accounting.

### **DIOCESAN GIFT PROCESSING PROCEDURES**

- 1) The gift will be deposited and the information added to the parish and individual-giving records.
- 2) All donors will receive a letter of thanks from the Bishop.
- 3) The rector or priest in charge will receive a list of the parishioners who have contributed to the Annual Appeal in case you wish to acknowledge them as well.
- 4) Parishioners who make a pledge to the Annual Appeal and spread their gift out over a certain number of payments will be sent monthly reminders with a business reply envelope (except for credit card pledges).

### **QUESTIONS, COMMENTS, AND REQUESTS FOR ASSISTANCE**

Please remember, if you have questions or comments or need assistance of any kind with the implementation of the Annual Appeal, don't hesitate to contact:

Mary Beth Welsh at (516) 248-4800, ext. 123, and [mbwelsh@dioceseli.org](mailto:mbwelsh@dioceseli.org) or

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