

Date: February 1, 2008  
To: Pastors and Pastoral Administrators  
From: Scott Whitaker, Director of Stewardship and Development  
Subject: Catholic Services Appeal

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Your leadership is very important to our success. Thank you for your continued hard work and dedication in leading our stewardship and development efforts for parish and diocesan-wide ministries. Your ongoing partnership and support of our shared stewardship ministry is invaluable.

Enclosed with this memorandum, you will find several reports about the Catholic Services Appeal. These reports are prepared annually for you to review the success of the CSA. The colored reports are explained below:

Red – donors that did not renew their gift in this year's appeal. They made a gift in 2005 (2006 CSA was included in OFOL) but did not renew that gift this year. This report is very important to our efforts. It is very important that we renew as many previous gifts as possible. Parishes that have unusually high non-renew rates are less likely to make their goals.

Green: donors that increased their 2005 gift

Yellow: donors that decreased their 2005 gift

White: donors that made the same gift in 2005 and 2007

Blue: new donors to the appeal. It doesn't necessarily mean they are new to the parish, just that they made a gift to the CSA for the first time. This report is also important as it usually helps balance the red report.

As we move ahead in 2008, we will send another follow-up letter to all parishioners that are on the red reports. This should significantly help us reach our target goal of \$4 million. Currently we have pledged more than \$3.6 million from over 15,000 households. Any help that you can give to our efforts is greatly appreciated. The diocese depends greatly on this annual operating support to meet our pastoral priorities.

Thank you one again for your continued support and generosity. If you have any questions, please contact me directly at (512) 697-2041 or [scott-whitaker@austindiocese.org](mailto:scott-whitaker@austindiocese.org)