



**DEVELOPMENT OFFICE
ARCHDIOCESE OF NEW YORK**

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Dear Pastors,

I hope that you had a rejuvenating retreat earlier this month. This time of year, our *Cardinal's Annual Stewardship Appeal* Campaign Managers are always humbled by the sheer number of activities happening in your parishes. *Thank you for all that you do and for your continued flexibility in scheduling meetings with them.*

The increased offertory programs that launched last month have provided select parishes an ideal way to improve their offertory during a time of the year when most people give to a variety of philanthropic causes. For those parishes not participating, the autumn is still a great season to boost participation and communicate the benefits of sustained offertory giving. This year's Giving Tuesday (Tuesday, November 29, 2022), a global day to encourage charitable giving following the consumer-driven Black Friday and Cyber Monday, may be an ideal time to emphasize your electronic giving program during mass, as most are already being asked to support causes through online giving.

It may also be good practice to promote less discussed giving options that nonetheless provide substantial support, especially due to larger gift sizes. These options include employer matching gifts, gifts of securities, gifts through Donor Advised Funds (DAF), gifts through mandatory distribution from Individual Retirement Accounts (IRA), and estate planning (also known as Planned Giving).

For detailed instructions on handling these gift types, or for more information on informing parishioners about these giving options, please reach out to your Associate Director of Finance, Campaign Manager, or contact the Development Office of the Archdiocese of New York directly at (646) 794-3300 or development.office@archny.org.

Please know that our entire office is here to assist you and your parish however we can. Should you wish to contact me directly with any questions or concerns, my email is kelvin.gentles@archny.org.

Sincerely,

Kelvin Gentles
Executive Director
Parish Development