



DEVELOPMENT OFFICE
ARCHDIOCESE OF NEW YORK

Dear Pastors,

As the summer is already upon us, I want to express my gratitude for your cooperation and zeal in promoting the *Cardinal's Annual Stewardship Appeal* in your parishes during the first half of this year. It is your dedication that moves parishioners to support our Church in New York. Thank you!

I am humbled by your great work, which I am constantly made aware of by your campaign managers. These past few years have brought with them a plethora of challenges through which you remained steadfast in ministering to the spiritual and social needs of your flocks. One crucial problem so many of our parishes unfortunately continue to face is a decline in offertory giving. To address this, the Archdiocese of New York's Development Office is offering to partner with pastors to run an *Increased Offertory Program (IOP)* grounded in stewardship. This parish-driven initiative, dedicated to addressing a parish's current and long-term financial needs, edifies parishioners on the necessity of taking financial ownership of their individual parish to ensure it can continue to grow the Kingdom of God for generations to come.

This year, the *IOP* will kick-off in mid-September and will rely on traditional means of communication including postcards, letters, bulletin inserts, homilies, and pulpit announcements. The program will also leverage each parish's digital and social media platforms with the goal of further increasing both visibility and online giving to the parish. This effort will be facilitated by the *Cardinal's Annual Stewardship Appeal* Office and your assigned campaign manager will guide and assist you in preparing and implementing an eight-week program. All mailing expenses and professional counsel will be provided to you at no cost.

The *IOP* is offered to select parishes on a three-year cycle. Selected parishes will receive a letter from the Reverend Monsignor Joseph P. LaMorte, Vicar General and Moderator of the Curia, and a follow-up call from your campaign manager to confirm your parish's participation and to schedule an introductory meeting. If you desire for your parish to opt-out of the program, please communicate your intention to your campaign manager immediately.

Please do not hesitate to contact the Development Office at development.office@archny.org or by phone at 646-794-3300 with any comments, questions, or concerns. Thank you again for all you do.

Warm regards,

Kelvin

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