

## APPEAL GLOSSARY OF TERMS

The metrics described below help Pastors and Appeal Coordinators to see parish giving patterns when reviewing monthly Parish Reports.

### **Average Gift**

Average Gift is the total Amount of Funds Collected divided by the total Number of Donors for your parish. The 2011 Goal for the Average Gift is \$200.

Past Average	Gift Amounts
2010	2009
\$149	\$85

NOTE: Pledges allow Donors to make a larger gift and pay it out in 10 months; thus, increasing the Average Gift.

### **Parish Rebate**

When a parish exceeds its goal, 50% of the funds collected over its goal are returned to the parish as a rebate.

### **Parish Report**

Reports are emailed monthly to Pastors and Appeal Coordinators. Please contact the Appeal Office at 210-734-1604 if you are the pastor or Appeal Coordinator and are not currently receiving a report, or you can email us at [Archbishops\\_Appeal@archsa.org](mailto:Archbishops_Appeal@archsa.org) with your email information and a request to be added to the Monthly Parish Reports for your parish.

### **Participation Rate**

Participation Rate is the total number of Donors from your parish divided by the Number of Registered Families\* for your parish. The 2011 Goal is to raise the participation by 2% to a total participation rate of 20%.

NOTE: 20-30% of Registered Parishioners attend Mass regularly, of these parishioners anything over 30% is good participation. Participation in the state of Texas is 20%.

"It has been my experience when a parish has between 30-35% rate of participation in response to a Diocesan Appeal they are actually gaining the support from approximately 75% of their consistent envelope users." - [Rory M. Reilly, Cavan Corporation](#).

### **Percent of Goal**

Percent of Goal is the percent of the Goal Amount that has been collected or the total Amount of Contributions divided by the Goal.

### **Pledge Fulfillment**

Pledge Fulfillment is the Amount Paid to Pledge divided by the total Amount Pledged.

### **Pledge Ratio**

Pledge Ratio is the total Amount Pledged divided by the total Amount of Contributions.

\*Registered Number of Families comes from the information in the Official Directory. Please send parishioner updates or changes to your Parish List to [Archbishops\\_Appeal@archsa.org](mailto:Archbishops_Appeal@archsa.org) to minimize return mail costs and to have a more accurate Number of Registered Families.