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Faith + Family + Mission

2026 BISHOP'S MINISTRIES APPEAL MINISTRIES OF HOPE

Diocese *of* Oakland



PARISH LEADERSHIP MANUAL

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THE OFFICE *for* MISSION ADVANCEMENT

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INTRODUCTION

2026 BISHOP'S MINISTRIES APPEAL: ONE FAITH. ONE FAMILY. ONE MISSION.

The Diocese of Oakland is united under the theme **One Faith. One Family. One Mission** for the 2026 Bishop's Ministries Appeal. This theme highlights our identity as one diocesan family carrying our shared faith into the future. Across every parish, school, and outreach program, we are the living Body of Christ—teaching our children, serving our neighbors, caring for the vulnerable, and celebrating the Sacraments that strengthen us. United, we can do what no parish can do alone.

The Bishop's Ministries Appeal sustains the vital programs that bind our diocesan family together in faith and service. Your participation ensures that we continue to form disciples, strengthen parishes, and serve Christ in those most in need. These essential initiatives include:

- Catholic education and faith formation for students in our 37 schools and 75 parish religious education programs.
- Seminarian formation and vocations support, nurturing the future priests who will serve our parishes.
- Pastoral care ministries reaching the sick, the homebound, and those in hospitals and prisons.
- Outreach to the poor and immigrant communities, offering compassion, advocacy, and hope.
- Parish leadership development, helping each faith community thrive in mission and service.

By participating in the Bishop's Ministries Appeal, you strengthen our shared mission to be instruments of God's mercy and grace—and you help secure a foundation of hope for thousands we are called to serve.

In gratitude for your invaluable help and support,

THE OFFICE FOR MISSION ADVANCEMENT

CASE *for* SUPPORT: HOW YOUR GIFT IS USED

The overall goal for the 2026 Bishop's Ministries Appeal is \$3 million. These funds help to offset the total costs of services and ministries. Information regarding parish goals can be found on the diocesan intranet (see page 11 for access instructions).

PASTORAL MINISTRIES & SERVICES: \$2,086,509 (35%)

Through diocesan pastoral ministries, parishioners deepen their faith, enrich family life, and build stronger parish communities as they embrace Christ's teachings.

- Liturgy
- Youth Retreat Center
- Respect Life & Justice Programs
- Catholic Youth Organization (CYO)
- Vietnamese, Filipino & Latino Ministries
- Catholic Scouting
- Ethnic Pastoral Centers
- Young Adult Ministries
- Marriage & Family Life
- Children & Youth Ministries
- Marriage Preparation Programs
- Safe Environment Programs

RELIGIOUS EDUCATION AND FORMATION: \$580,009 (10%)

Gifts to the appeal support multigenerational faith formation programs that equip parents to be primary teachers of faith while nurturing spiritual growth across all ages, creating lifelong disciples who bear witness of Christ's love in the world.

- Faith Formation Programs
- Evangelization and Outreach Efforts
- RCIA (Rite of Christian Initiation of Adults)
- Religious Education Teachers' Training
- Serra Catechetical Institute
- St. Francis de Sales School for Pastoral Ministry

CLERGY FORMATION & SUPPORT: \$1,817,907 (31%)

PRIEST RETIREMENT & CARE: \$1,366,000 (23%)

Through the Bishop's Ministries Appeal, we invest in our clergy's growth and well-being, providing essential support and continuing education from their initial calling through retirement, strengthening their ability to serve our faith community.

- Permanent Diaconate Program
- Office of Vocations
- Seminarian Education & Formation
- Priest Retirement & Long-term Care
- Continuing Education Programs

CATHOLIC SCHOOLS & PARISHES IN NEED: \$75,000 (1%)

Each year, the diocese provides subsidies and grants to assist with operating expenses at our inner-city Catholic schools and for parishes and faith communities that are facing extraordinary and immediate financial challenges.

- Operating Subsidies
- Capital Expenditure Grants
- Emergency Funding Support

APPEAL TIMELINE *and* PROCESS

DIRECT MAIL #1: *March 1, 2026*

Solicitation mailing is sent to previous Appeal donors and other prospects:

- Personal letter of appeal from Bishop Barber
- Appeal brochure
- Personalized remit card and return envelope

APPEAL WEEKEND: *March 14-15, 2026*

- Appeal is announced and promoted at all Masses.

DIRECT MAIL #2: *May 11, 2026*

- Follow-up mailing to donors who have not responded with a gift.

DIRECT MAIL #3 (FINAL MAILING): *October 2026*

- Follow-up mailing to donors who have not responded with a gift.

FOR A SUCCESSFUL APPEAL, WE GRATEFULLY ASK PASTORS AND PARISH STAFF TO:

- Attend the Bishop's Ministries Appeal Kickoff Training Session.
- Display posters at church entrances on Appeal Weekend.
- Provide a link on your website to our Bishop's Ministries Appeal online donation form: www.oakdiocese.org/bishops-ministries-appeal.
- Solicit parishioner support (Pastor or Appeal speaker) at all Masses on Appeal Weekend.
- Please ask donors to make checks payable to **Roman Catholic Bishop of Oakland**.
- Show video by Bishop Barber.
- Provide brochure/envelopes in pews on Appeal Weekend.
- Offer *Bishop's Ministries Appeal Prayer* at each Mass on Appeal Weekend (available on diocesan intranet, see page 11 for access instructions).
- Include *Prayers of the Faithful* at each Mass on Appeal Weekend (available on diocese intranet, see page 11 for access instructions).
- Promptly send Appeal funds to the diocese via our courier service (see page 6 in this manual).
- Provide follow-up announcements throughout the year to update parishioners on progress towards the parish goal and to encourage support from parishioners who have not yet made a gift.

SUBMITTING APPEAL FUNDS *to the* CHANCERY

PLEASE INCLUDE A CHANCERY SUBMITTAL FORM (NEXT PAGE) WITH EACH SUBMISSION OF APPEAL GIFTS TO THE CHANCERY.

Please indicate on the submittal form the type of Appeal gifts in your submittal:

UNOPENED APPEAL ENVELOPES:

- Submit as-is to chancery. Indicate # of envelopes on submittal form.

LOOSE CHECKS:

- If made out to Roman Catholic Bishop of Oakland, submit as-is to chancery. Indicate # of checks and total amount on submittal form.
- If made out to the parish, please process a check made out to *Roman Catholic Bishop of Oakland*. Indicate total amount of checks on submittal form. *Important: please include check copies.*

LOOSE CASH:

- Process a check from the parish made out to *Roman Catholic Bishop of Oakland* for the total amount of the loose cash. Indicate the total amount of the loose cash on submittal form.

GIFTS FROM PARISH ONLINE PORTAL, E.G. OUR SUNDAY VISITOR:

In lieu of using an online giving portal, such as OSV, parishes are instead encouraged to place a link on your website to the Bishop's Ministries Appeal giving page on the diocese website (www.oakdiocese.org/bishops-ministries-appeal).

- However, if sending Appeal funds collected via OSV or other portal:
 - Process a check from the parish made out to *Roman Catholic Bishop of Oakland* for the total amount of the online gifts.
 - Indicate on the Chancery Submittal Form the total amount of the online gifts. *Important: Please include donor names and addresses.*

- Please keep a copy of the submittal form for your records.
- Place completed Chancery Submittal Form and all Appeal funds and materials into a tamper-evident envelope, such as 10 x 13 Tyvek envelopes from DuPont.
- Place the tamper-evident envelope inside an outer mailing envelope. Deliver in person, send via certified mail, or courier to the Diocese of Oakland, Accounting Department, 2121 Harrison Street, Suite 100, Oakland, CA 94612.
- To utilize the courier service:
 - Call **One Hour Delivery** at 1-888-311-1221 by 3 p.m. to schedule next day pick-up.
 - Identify your parish by name as part of the Diocese of Oakland. Provide our account number, which is **8934711**.
 - Provide clear directions to the parish office/point of pick-up and identify the individual the courier should request, if applicable. If a parish office is closed for the lunch hour, please inform One Hour Delivery.
 - Prepare the package for a 9 a.m. pick-up, knowing the pick-up will take place between then and 3 p.m.



2026 BISHOP'S MINISTRIES APPEAL CHANCERY SUBMITTAL FORM

Parish name/city _____ Phone # _____

Person completing form _____ Date _____

PLEASE SUBMIT TO CHANCERY AS-IS:

<input type="checkbox"/> Unopened Appeal envelopes <i>(Pew Envelopes, parish envelopes)</i>	# of envelopes:	
<input type="checkbox"/> Loose checks from parishioners <i>(Only if made out to Roman Catholic Bishop of Oakland or RCBO)</i>	# of checks:	
	Total Amount:	\$

PLEASE SEND ONE CHECK TO COVER ONE OR MORE OF THE FOLLOWING:

<input type="checkbox"/> Loose cash	Total Amount:	\$
<input type="checkbox"/> Checks made out to parish <i>(Please include check copies)</i>	Total Amount:	\$
<input type="checkbox"/> Gifts from parish online portal <i>(Please include donor list with addresses)</i>	Total Amount:	\$

NOTES:

SEND/DELIVER/ COURIER TO:

Diocese of Oakland
Accounting Department
2121 Harrison Street, Suite 100
Oakland, CA 94612

CONTACTS:

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SUGGESTED PULPIT COMMENTS

The following are suggested presentations and remarks for the 2026 Bishop's Ministries Appeal. We encourage you to customize the remarks to best serve your parish community.

To further support your pulpit announcements, our Homily Helper is available for download on the diocesan intranet (see page 11 for access instructions). For your convenience, a printed copy will also be included in your parish's promotional material shipment.

SUGGESTED PULPIT COMMENTS FOR APPEAL WEEKEND: *March 14-15, 2026*

I'm here to speak with you today about the 2026 Bishop's Ministries Appeal and our theme: **One Faith, One Family, One Mission**. This speaks to who we are as the living Body of Christ—called to teach our children, serve our neighbors, and care for the vulnerable as one diocesan family.

In 2025, Pope Leo reminded us: "The hour of love is now!"—a plea for a more united, missionary Church focused on bringing God's compassion to a wounded world. As Saint Paul teaches, "So we, though many, are one body in Christ, and individually members one of another." Though we come from different parishes and backgrounds, we are one family entrusted with carrying our faith into the future.

Across our diocese, parish renewal, youth formation, priestly support, seminarian education, and care for the most vulnerable are not separate efforts—they are threads of the same fabric. United, we can accomplish what no single parish can do alone. This unity is love in action.

Your support empowers vital ministries that:

- **Nurture the next generation** through Catholic education and faith formation in our 37 schools and 75 parish religious education programs
- **Form our future shepherds**, supporting the seminarians who will one day celebrate the Sacraments and walk beside us through life's joys and challenges
- **Extend a hand to the forgotten**, bringing pastoral care to the sick, the homebound, and those in hospitals and prisons
- **Advocate for the vulnerable**, offering dignity and resources to the poor and our immigrant brothers and sisters
- **Empower our local community**, providing the leadership development necessary for every parish to thrive in its mission

Last year, our parish contributed [amount]. This year, our goal is [amount]. When we exceed this goal, every additional dollar returns directly to our parish for local needs.

Friends, this is the Hour of Love—the moment to step forward with trust and generosity. Your gift, regardless of size, makes Christ's love visible across the Diocese of Oakland.

May God bless you for your generosity and strengthen you always in His love.

2026 MATERIALS

THE FOLLOWING MATERIALS WILL BE SHIPPED TO PARISHES BY 3/2/2026 FOR ARRIVAL ON OR AROUND 3/6/2026.

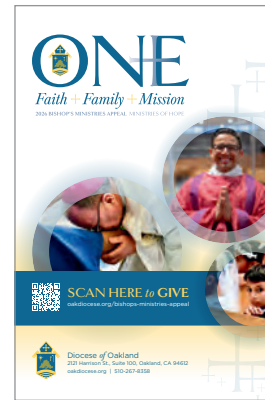
If additional materials are needed, please contact our office at 510-267-8358.

- In-pew brochure/envelopes
- Appeal Posters
- Goal Posters

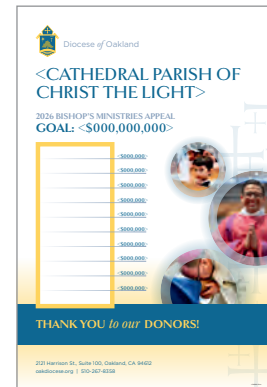
MATERIALS AVAILABLE ON THE INTRANET:

(See Intranet Access Instructions, pg. 11)

- Appeal Video
- Leadership Manual
- In-pew brochure/envelope
- Bulletin Insert
- Bishop’s Ministries Appeal Prayer
- Prayers of the Faithful
- Instructions for Submitting Appeal Funds to the Chancery
- Chancery Submittal Form
- 2026 Parish Appeal Goals
- 2025 Appeal Results
- FAQs



Posters



Goal posters



In-pew brochure/
envelopes

FREQUENTLY ASKED QUESTIONS

Q. HOW WAS THE BISHOP'S MINISTRIES APPEAL GOAL OF \$3 MILLION DETERMINED? HOW ARE PARISH GOALS DETERMINED?

A. Considering the needs and costs of diocesan programs and ministries, the diocese decided to keep the 2026 goal at \$3 million. Parish goals are determined by unrestricted parish revenue over a given period.

Q. WHAT IF MY PARISH EXCEEDS ITS GOAL? WHERE DOES THE EXCESS GO?

A. 100% of all funds collected over a parish's goal will be returned to the parish for its own special needs in the form of a rebate check paid at the conclusion of the Appeal (i.e., first quarter 2027).

Q. WILL ANY OF THESE FUNDS BE USED FOR ANYTHING OTHER THAN THE DEFINED CASE ELEMENTS?

A. No. Funds raised through the Bishop's Ministries Appeal will be used exclusively for the ministries and services noted.

Q. HOW WILL MY PARISH RECEIVE CREDIT FOR PARISHIONER GIFTS?

A. On the direct mail reply card of the appeal letter, a household registered parish will be pre-printed. Please encourage your parishioners to double-check their registry on this card and to make corrections if needed. For gifts sent in pew envelopes or *The Catholic Voice* envelopes, a space is provided for a parish listing. It is important that your parishioners indicate which parish should receive credit and that they specify the correct city/location of the parish.

Q. CAN A PARISHIONER RESTRICT A GIFT TO ONE OR MORE PROGRAM OR MINISTRY?

A. No. Appeal funds are spread across the various ministries based on the needs at the time. Gifts can be made to a specific ministry via a separate check or online gift noting how the gift should be designated.

Q. WHAT TYPES OF GIFTS WILL BE ACCEPTED?

A. Gifts are gratefully accepted via check, credit card (Visa, MasterCard, Discover, American Express), or direct debit of a checking account. Parishioners can give online by visiting the Bishop's Ministries Appeal website at www.oakdiocese.org/bishops-ministries-appeal. We also accept gifts of appreciated stock or securities, easily liquidated property, and bequests.

Q. HOW WILL PROGRESS OF THE APPEAL BE COMMUNICATED TO THE PARISHES?

A. The Office for Mission Advancement will provide fundraising updates to parishes on a bi-weekly basis throughout the year.

Q. WHERE CAN I FIND THE MATERIALS FOR THE APPEAL?

A. Appeal materials (video, bulletin insert, goals, leadership manual, submittal form, contact info etc.) can be found on the diocesan intranet.

TO ACCESS THE DIOCESAN INTRANET:

- Go to www.oakdiocese.org/BMA-parish-materials
- Enter password: Shared!info
- Select the piece(s) you would like to view or download.





Diocese *of* Oakland