



# Catholic Stewardship Appeal

## 2026 Kickoff Webinar

**JENNY MENDENHALL**

*Director, Catholic Stewardship Appeal*

# Agenda

- Prayer
- CSA Overview
- Ministry Areas
- CSA 2026 Theme
- Society of 1875
- How the CSA Works
- Best Practices for the CSA



## What is the Catholic Stewardship Appeal?

Annual  
Fund

Funds 40+  
Ministries

Across 10  
Counties

\$8.1 million  
goal (in 2025)



Catholic Stewardship Appeal

Archdiocese of Milwaukee



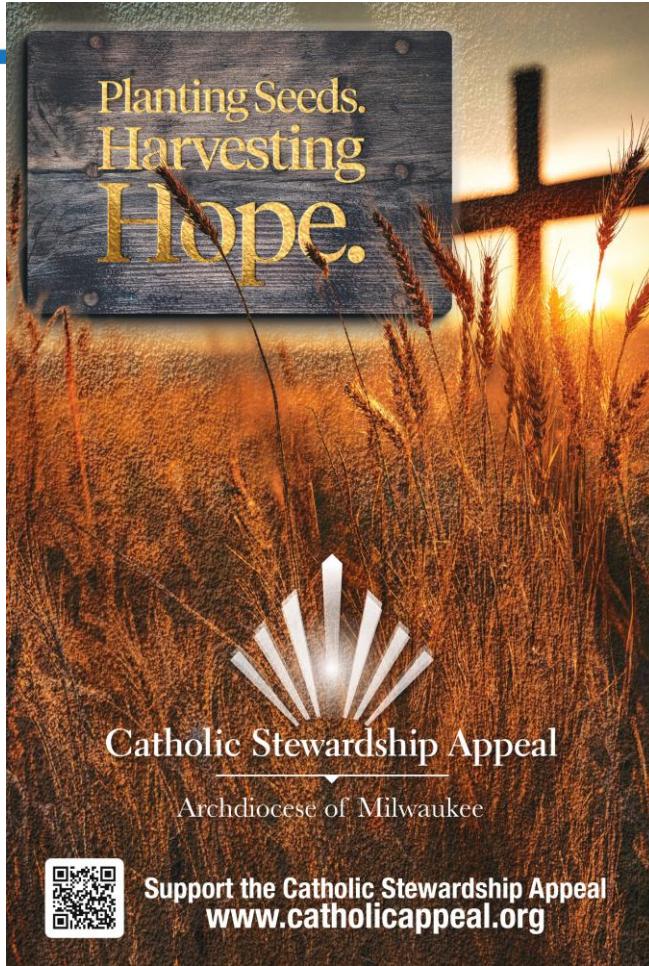
## Catholic Stewardship Appeal Ministry Areas

- Forming Priests, Deacons and Lay Leaders (46%)
- Strengthening Parish Ministries and Promoting Evangelization (22%)
- Serving Those In Need (21%)
- Supporting Catholic Schools & Parish Religious Education (11%)

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## 2026 CSA Theme

## CSA Giving Society

All donors giving \$1,000 or more are welcomed into the Society of 1875.

In 1875, Pope Pius IX elevated our then-Diocese to an Archdiocese. Our newest society, embraces our history. Members are invited to an annual recognition Mass, reception and dinner, hosted by Archbishop Grob. The Society includes additional recognition levels for those who make leadership gifts at higher amounts.

*Formerly known as the Campanile Society*



## How the CSA Works

### SCHEDULE



- Preparation for CSA: November-January
- CSA video, poster and other resources
- 2026 Kickoff Weekend: February 6-7
- Mailing coordinated to coincide with kickoff
- Four additional mailings: April, May, September and November
- Recommend in-pew weekend in the Fall

### CSA GOALS



- \$8.1 million overall annual goal (2025)
- CSA parish goals – monetary and participation
  - 8% of your 5-year average offertory and envelope giving
  - 2% higher than your parish's participation rate in the previous year
- Monthly reports on progress

# CSA Best Practices

- **Pastor Support** Your enthusiasm from the pulpit matters most
- **CSA Parish Advocate** Appoint a volunteer to champion CSA locally
- **Use Available Tools** Poster, video, bulletin/pulpit announcements, training, etc.
- **In-Pew Weekend** Choose a date that works best for your parish, recommended in the Fall
- **Lay Witness** Invite someone to share how CSA made a difference
- **Regular Communication** Share progress and thank parishioners often



THANK  
YOU SO  
MUCH



Happy to help!

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