

TGA poised to begin; goal set at \$4.6 million

By Lee Strong
Senior staff writer

The 1994-95 Thanks Giving Appeal campaign is poised to begin with a goal of \$4.6 million.

Kickoff meetings for pastors and volunteers for the TGA campaign — the Diocese of Rochester's chief source of income for operations — began Sept. 19 at Ithaca's Immaculate Conception Church. A total of seven such information and training meetings have been scheduled around the diocese, with the last slated for Oct. 11 at St. Mary's Church in Geneseo.

The leadership phase — during which volunteers will contact individuals who are capable of giving large gifts — is scheduled to begin with a mailing of letters on Oct. 17.

The TGA's parish phase — often referred to as the "in-halls" — will take place the weekends of Oct. 29-30 as well as Nov. 5-6 and 12-13. These weekend sessions will be followed by parish-based telephone or mail follow-ups to contact those people who have not yet given. A TGA office follow-up will take place after these parish efforts are completed.

In addition, press conferences officially announcing the campaign have been scheduled for Oct. 25 at the Pastoral Center in Gates; Oct. 26 at the Knights of Columbus hall of St. Mary's Parish in Auburn; and at Southern Tier Social Ministry, Elmira, on Oct. 27.

Thomas D'Agostino, appeal director, noted that this year's efforts will build on some of the initiatives that worked in last year's successful campaign, which brought in \$4.41 million in pledges (exceeding the goal of \$4.4 million). Those initiatives include the leadership phase, recruiting of volunteers, actively involving parishioners and pastors, and even keeping the same logo and slogan, "Christ's Ministry Continues Through Us."

But this year's effort will include new wrinkles as well, the director observed.

In addition to expanding the speakers' bureau, the first weekend of in-halls will feature speakers from diocesan Catholic Charities and social ministry offices who will talk about how TGA funds help them in their efforts. This

weekend's goal, D'Agostino said, is "to really let people know the value that's being returned on TGA contributions."

As part of this effort, D'Agostino continued, campaign literature is focusing on those who have benefited from the TGA. The TGA booklet, for example, includes stories of five such people: a catechist, a parish council member, a pastoral administrator, a food bank volunteer, and a small Christian community founder.

The emphasis on priest leadership continues this year with the pastors' advisory board formed this summer. In addition to helping establish this year's TGA goal, the board offered advice on ways to improve the campaign.

"I have always felt that it's nice to be here at Buffalo Road, but the (TGA) really happens at the parishes," D'Agostino said. In creating the advisory board, he said, his thinking was, "Let's tap their collective wisdom."

One of the pastors' recommendations, D'Agostino said, was moving the leadership phase closer to the parish phase to ease operations. Pastors also recommended that, during in-hall or direct-mail efforts, even people who choose not to give should be asked to fill out a card. This helps to cut down on the number of people who need to be contacted during the follow-up phase. And they recommended that the pledge cards themselves be simplified.

Beyond the overall pledge goal, parishes will also be concentrating on increasing the number of people contributing to the TGA, D'Agostino reported. During the 1993-94 campaign, some 61,000 people contributed out of a potential 136,000 donors. This year, the target is 64,500 donors.

"The real game plan is to get people on board," D'Agostino explained. Although donors who participate in the leadership phase are important, he explained, "When you look at the reality of the numbers, the TGA is driven by the \$25, \$50, \$75 donor."

Looking at the long term, D'Agostino said, the hope is that the TGA campaign will be run entirely through the parishes, and that efforts such as the TGA office follow-ups will no longer be necessary.

St. Michael's schedules sock hop, marathon

NEWARK — St. Michael's School has scheduled two fundraising events in October: a sock hop to celebrate the school's 40th anniversary, and a marathon.

The sock hop will take place Saturday, Oct. 1, from 7:30 to 11 p.m. in the school gym, 320 S. Main St. Those planning on attending are encouraged to wear attire appropriate for the 1950s. In addition to a costume contest, there will also be jitterbug, hula hoop and bubble-gum-blowing competitions.

Tickets are \$3 per person. Refreshments will be for sale throughout the evening. Alumni are encouraged to call Karen Kehoe at 315/331-6769 if they

wish to reserve tables with friends.

The marathon will feature separate events for various age groups. A "micro" marathon for prekindergarten students will take place the mornings of Oct. 6 and 7. A "mini" marathon for students in kindergarten through grade 4 is slated for Oct. 7 from noon to 1 p.m., with a "big" marathon for students in grades 5 through 8 set for 1 to 2:30 p.m.

Students will be taking pledges based on the number of laps they complete. Prizes will be awarded to individuals and classes that raise the most money.

To sponsor a child, calls 315/331-2297. Spectators are welcome at the mini and big marathons, beginning at noon.

St. Anne's Parish appoints veteran choirmaster

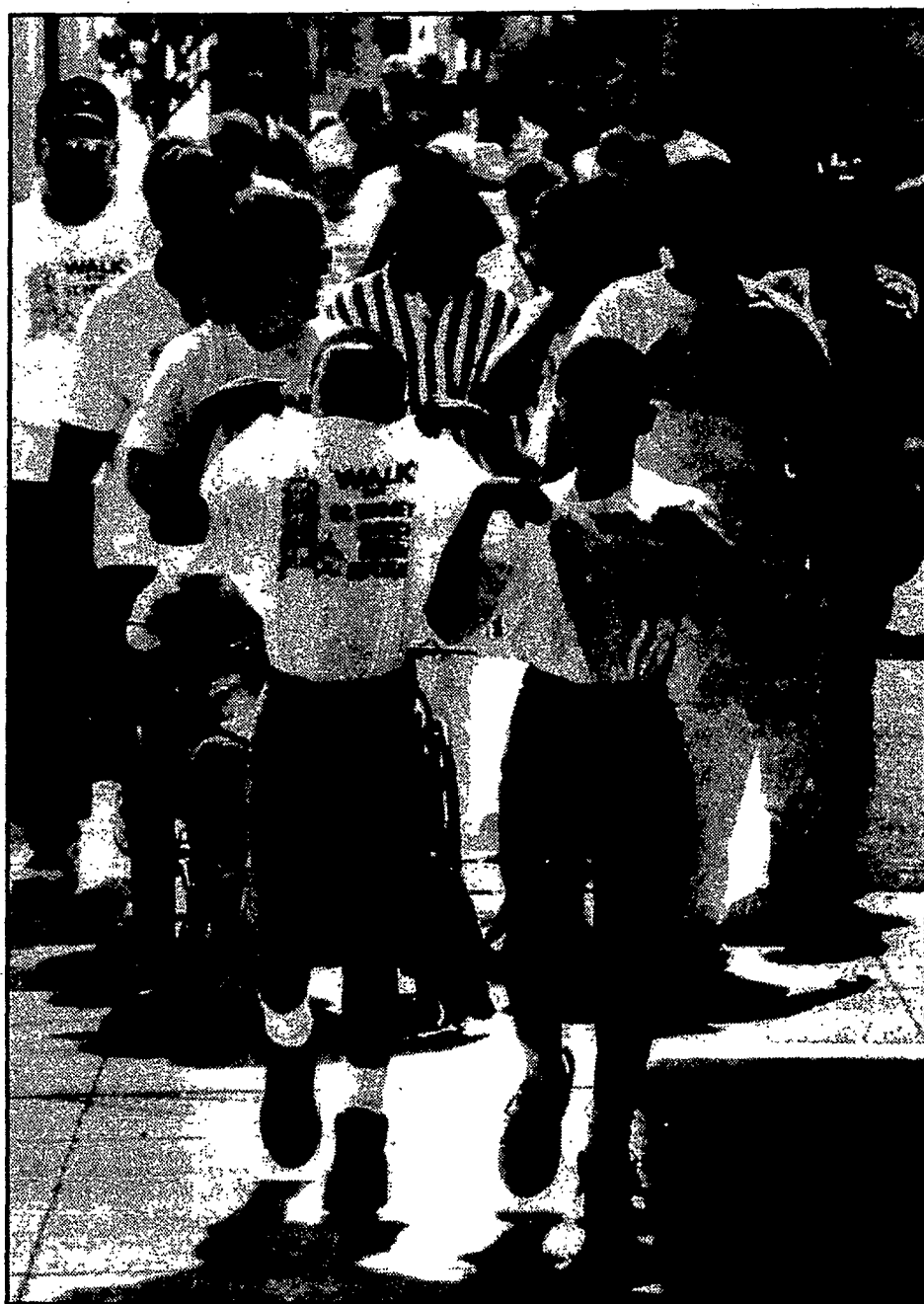
ROCHESTER — St. Anne's Church, 1600 Mt. Hope Ave., has named Thomas G. Donohue as its new choirmaster. Father Frank Lioi, pastor, announced the appointment effective Sept. 1.

Organist and choirmaster at Avon's St. Agnes Church for the last eight years, Donohue has held similar positions at St. Mary's Church in Rochester, and St. Margaret Mary, Irondequoit.

A graduate of the Eastman School of

Music, Donohue served on the faculty at the renowned musical school for 20 years. In addition to previously serving as dean of the Rochester chapter of the American Guild of Organists, Donohue holds a master of divinity degree from St. Bernard's Institute, where he served as director of music.

Anyone who wants to join the choir should contact Donohue at 716/271-3260 for information.



S. John Wilkin/Staff photographer

Stroll for St. Bridget's

Members of St. Bridget Church, 175 St. Bridget's Drive, Rochester, Sept. 25 sponsored a five-mile walk to benefit the church building and restoration fund. Anthony Hall (left) and Jason Danzy hold up their T-shirts as they lead about 50 participants in a walk from St. Bridget's down North Clinton Avenue to the Seneca Park Zoo, where refreshments were waiting. As another benefit for the church's restoration fund, the parish hosted a Sept. 24 gospel choir concert.

Obituary

Sister Florita, longtime teacher

BRIGHTON — Sister Mary Florita Kast, RSM, a Sister of Mercy for 63 years and also a member of Our Lady of Mercy High School's first graduating class, died on Monday, Aug. 22, 1994, at St. Mary's Hospital. She was 80.

A Rochester native, Sister Florita entered the Mercy community in 1931, pronouncing perpetual vows in 1937. She was in Mercy High's inaugural graduating class in 1932. She graduated from Nazareth Normal School in 1937.

An instructor at diocesan elementary schools for 47 years, Sister Florita served at several parish schools, including: St. John the Evangelist in Rochester; St. Cecilia's and St. James in Irondequoit; Holy Cross in Rochester; Our Lady of Mercy in Greece; Annunciation in Rochester; St. Helen's in Gates; St. Rita's in Webster; and St. Patrick's in Owego.

In later years, Sister Florita served as

a study-hall proctor at Mercy High from 1980-92 and had engaged in visitation ministry at the Mercy infirmary beginning in 1992.

A Mass of Christian Burial for Sister Florita was celebrated on Aug. 25 at the Mercy motherhouse chapel, 1437 Blossom Road. She is survived by her brother and sister-in-law, Charles Kast Jr. and his wife Marie; several nieces, nephews, grandnieces and grandnephews; and the Sisters of Mercy.

"She loved children and they loved her a lot. A number of them stayed in touch with her over the years. She was young at heart and had such a wonderful spirit," observed Sister Rita Biel, RSM, who currently serves as parish visitor at Rochester's Holy Cross Church. The two Mercy sisters taught together at both St. James School in Irondequoit and St. Patrick School in Owego.

Concert to mark Camp Good Days' 15th anniversary

ROCHESTER — An "oldies" rock-and-roll concert will take place Saturday, Oct. 1, to commemorate the 15th anniversary of Camp Good Days and Special Times, Inc.

The concert will run from 5 p.m. to midnight at the Rochester Community War Memorial. Headlining the

event will be three legendary rock groups from the 1950s and '60s: the Drifters, the Coasters and the Shirelles. The evening will also feature local acts the Skycoasters, the Showvinistics and the Showvinnettes.

For ticket information, call Camp Good Days at 716/624-5555.