

Annual Black Bag Collection

JULY 8-9, 2023 or JULY 22-23, 2023

COMMUNICATIONS GUIDE



Society of St. Vincent de Paul

Archdiocese of Galveston-Houston

JULY 8-9, 2023 or
JULY 22-23, 2023

ANNUAL BLACK BAG COLLECTION
www.svdphouston.org/blackbag

\$13.2 MILLION
given in direct aid in 2022

49,200
individuals served

95% of every dollar raised
goes to direct programs and aid

\$5.6 million
rent & utility assistance provided



Serving local families with food, housing
and financial assistance since 1871



Aid. Comfort. Hope.

UNLEASH THE POWER OF CATHOLIC GENEROSITY

UPDATE: We would like to inform parishes that you have the flexibility to choose the most suitable date for the 2023 Black bag special collection. You may opt to hold the collection on either of the following weekends: [July 8-9, 2023](#) or [July 22-23, 2023](#). Alternatively, if it aligns with your parish's needs and preferences, you are welcome to conduct the collection on both weekends.

We deeply appreciate your understanding and flexibility in accommodating this change. Your support and participation are vital to the success of the Society's mission in helping those in need within our community. We are grateful for your continued support and dedication to the Society of St. Vincent de Paul.

DEVELOPMENT OFFICE | 832-538-0327 | DEVELOPMENT@SVDPHOUSTON.ORG

WHAT IS THE BLACK BAG COLLECTION?

The Black Bag Collection is an annual opportunity for the Society of St. Vincent de Paul to reach more than 1.7 million Catholics in the Archdiocese of Galveston-Houston and ask for their help to support the poor and vulnerable in our community. The collection is a symbol of ONE SOCIETY coming together to help those in need.

We rely heavily on this major source of funds for the Society to continue to accommodate the needs of our brothers and sisters who are without basic life essentials—most of which we so often take for granted.

In 1833, our founder, Blessed Frederic Ozanam, and the original members realized they needed money to fund their good works of charity. Because the giving capacity of the members varied, they decided to pass around a simple black bag so that each member could give what they could afford to give. Today, we continue this tradition.

Parishes may opt to hold the special Black Bag Collection during the weekend of **JULY 8-9, 2023** or **JULY 22-23, 2023**. We ask for your generosity to continue serving our neighbors in need.

HOW CAN VINCENTIANS HELP?

Our Vincentian volunteers can share their stories of faith in action by speaking to parishioners and neighboring parishes. By sharing your experience as a Vincentian, you are advocating for the needs of the poor and doing what our mission calls us to do—*provide person-to-person service*.

WHAT IS THE THEME FOR THE 2023 BLACK BAG COLLECTION?

As One Society—it is our duty to advocate for the poor, the forgotten, and all vulnerable groups that need our help. The theme of this year's Black Bag collection is ***"Aid, Comfort, and Hope: Unleash the Power of Catholic Generosity."*** The generosity of parishioners like yours enables us to serve our neighbors in need with dignity, alleviating suffering and distress while addressing the conditions that cause them through systemic change.

The Society offers a number of services through its Home Visit Program, but few truly know what that entails. With your help, we can help our fellow parishioners understand why our mission is important to the community and how they can become involved with your parish Conference or through Central Council.

PARISH BULLETIN ANNOUNCEMENTS

Parishes are encouraged to publish the Annual Black Bag Campaign image in their bulletin to spread the word about the special collection. If there is not enough space for the graphic, please use the following text.

JULY 8-9 COLLECTION WEEKEND

ENGLISH

Please support the Society of St. Vincent de Paul's Annual Black Bag Collection the weekend of **July 8-9, 2023**. Donations will help the Society provide food, clothing and financial assistance to families struggling to make ends meet. With the increasing cost of living, your support can make a difference.

SPANISH

La Sociedad de San Vicente de Paul los invita a participar en la Colecta Anual de la Bolsa Negra **el 8-9 de Julio del 2023**. Sus donaciones ayudaran la misión de proveer necesidades básicas, como comida, ropa y ayuda financiera, a familias con escasos recursos.

VIETNAMESE

Xin hỗ trợ chương trình gây quỹ hằng năm của Hội Thánh Vinh Sơn Phaolô vào cuối tuần ngày **8-9, Tháng Bảy năm 2023**. Mọi đóng góp sẽ được dùng vào việc mua thực phẩm, quần áo, yểm trợ tài chính cho những gia đình gặp hoàn cảnh khó khăn. Với lạm phát đang gia tăng, sự đóng góp của quý vị có thể thay đổi cuộc sống của họ.

JULY 22-23 COLLECTION WEEKEND

ENGLISH

Please support the Society of St. Vincent de Paul's Annual Black Bag Collection the weekend of **July 22-23, 2023**. Donations will help the Society provide food, clothing and financial assistance to families struggling to make ends meet. With the increasing cost of living, your support can make a difference.

SPANISH

La Sociedad de San Vicente de Paul los invita a participar en la Colecta Anual de la Bolsa Negra **el 22-23 de Julio del 2023**. Sus donaciones ayudaran la misión de proveer necesidades básicas, como comida, ropa y ayuda financiera, a familias con escasos recursos.

VIETNAMESE

Xin hỗ trợ chương trình gây quỹ hằng năm của Hội Thánh Vinh Sơn Phaolô vào cuối tuần ngày **22-23, Tháng Bảy năm 2023**. Mọi đóng góp sẽ được dùng vào việc mua thực phẩm, quần áo, yểm trợ tài chính cho những gia đình gặp hoàn cảnh khó khăn. Với lạm phát đang gia tăng, sự đóng góp của quý vị có thể thay đổi cuộc sống của họ.

FLOCKNOTE MESSAGES

If your parish has an active Flocknote service, please consider using one or both of the following messages to help the Society spread the word about the Black Bag Collection.

JULY 8-9 COLLECTION WEEKEND

Email # 1 - Send around June 29, 2023

Subject Line: **July 8-9, 2023: Annual Black Bag Collection**

The Society of St. Vincent de Paul will be holding their Annual Black Bag Collection the weekend of **July 8-9, 2023**. Our parish needs your help to support one of the oldest Catholic organizations serving the Archdiocese of Galveston-Houston.

There are more than 1.7 million Catholics in our Archdiocese. With your help, we can strengthen our network of charity programs that provide food, clothing, and financial assistance to the struggling working-poor in our area. Donate or learn more about the Black Bag collection at: www.svdphouston.org/blackbag.

Email # 2 - Send around July 6, 2023

Subject Line: **July 8-9, 2023: Support the Society of SVDP**

The Society of St. Vincent de Paul's Annual Black Bag Collection is the organization's single, largest fundraiser. The funds raised are used towards program support and general operations support to keep the programs running.

Please consider making a gift this weekend **July 8-9, 2023**, in support of the Society. Last year, your support helped over 49,000 people! Learn more about the Society of St. Vincent de Paul's community impact at www.svdphouston.org/blackbag.

JULY 22-23 COLLECTION WEEKEND

Email # 1 - Send around July 13, 2023

Subject Line: **July 22-23, 2023: Annual Black Bag Collection**

The Society of St. Vincent de Paul will be holding their Annual Black Bag Collection the weekend of **July 22-23, 2023**. Our parish needs your help to support one of the oldest Catholic organizations serving the Archdiocese of Galveston-Houston.

There are more than 1.7 million Catholics in our Archdiocese. With your help, we can strengthen our network of charity programs that provide food, clothing, and financial assistance to the struggling working-poor in our area. Donate or learn more about the Black Bag collection at: www.svdphouston.org/blackbag.

Email # 2 - Send around July 20, 2023

Subject Line: **July 22-23 2023: Support the Society of SVDP**

The Society of St. Vincent de Paul's Annual Black Bag Collection is the organization's single, largest fundraiser. The funds raised are used towards program support and general operations support to keep the programs running.

Please consider making a gift this weekend **July 22-23, 2023**, in support of the Society. Last year, your support helped over 49,000 people! Learn more about the Society of St. Vincent de Paul's community impact at www.svdphouston.org/blackbag.

SOCIAL MEDIA POSTS

The parish social media coordinator can use these posts to help the Society of St. Vincent de Paul spread the word about the Black Bag Collection. Please make sure to tag the Society of St. Vincent de Paul in your social media posts! Find us on social media using the accounts below or look for us under Society of St. Vincent de Paul Archdiocese of Galveston-Houston. If you cannot find us, please use #SVDPHouston.



FACEBOOK
[@svdphouston.org](https://www.facebook.com/svdphouston.org)



INSTAGRAM
[@svdph.agh](https://www.instagram.com/svdph.agh)



TIKTOK
[@svdphxtthrift](https://www.tiktok.com/@svdphxtthrift)



TWITTER
[@svdphouston](https://twitter.com/svdphouston)

JULY 8-9 COLLECTION WEEKEND

POST #1 - PUBLISH THE WEEK OF JUNE 12, 2023

Mark your calendar! JULY 8-9, 2023. Join your fellow parishioners in donating to the Annual Black Bag Collection of the Society of St. Vincent de Paul Archdiocese of Galveston-Houston.

Unlike many of our local Catholic organizations, the Society of St. Vincent de Paul does not receive DSF Funding. Your generosity will help their programs serve people in our community with food, financial assistance, and other much needed basic needs. Visit their website for more information: www.svdphouston.org/blackbag #BB2023 #SVDPHouston

POST #2 - PUBLISH THE WEEK OF JUNE 19, 2023

Join your fellow parishioners next month (JULY 8-9, 2023) in supporting the Society of St. Vincent de Paul, one of Houston's oldest Catholic organizations serving the needs of the poor through their unique Home Visit Ministry.

In 2022, the Society helped 6,300 households with rental assistance. The average assistance provided was \$435 per household. Check out their 2022 Impact Report to learn more about their services: www.svdphouston.org/blackbag. #BB2023 #SVDPHouston

JULY 22-23 COLLECTION WEEKEND

POST #1 - PUBLISH THE WEEK OF JUNE 26, 2023

Mark your calendar! JULY 22-23, 2023. Join your fellow parishioners in donating to the Annual Black Bag Collection of the Society of St. Vincent de Paul Archdiocese of Galveston-Houston.

Unlike many of our local Catholic organizations, the Society of St. Vincent de Paul does not receive DSF Funding. Your generosity will help their programs serve people in our community with food, financial assistance, and other much needed basic needs. Visit their website for more information: www.svdphouston.org/blackbag #BB2023 #SVDPHouston

POST #2 - PUBLISH THE WEEK OF JULY 3, 2023

Join your fellow parishioners next month (JULY 22-23, 2023) in supporting the Society of St. Vincent de Paul, one of Houston's oldest Catholic organizations serving the needs of the poor through their unique Home Visit Ministry.

In 2022, the Society helped 6,300 households with rental assistance. The average assistance provided was \$435 per household. Check out their 2022 Impact Report to learn more about their services: www.svdphouston.org/blackbag. #BB2023 #SVDPHouston

POST #3 - PUBLISH THE WEEK OF JUNE 26, 2023

Please consider donating to the Society's Annual Black Bag Collection next weekend, JULY 8-9, 2023, to continue fueling the services provided by the Society of St. Vincent de Paul.

Last year, volunteers of the Society of St. Vincent de Paul spent 140,000 hours serving our friends and neighbors living in the Greater Houston Area. Our communities are stronger because of these amazing volunteers. Their contributions are a critical component of the Society's core mission of providing person-to-person service to all in need. #BB2023 #SVDPHouston

POST #4 - PUBLISH THE WEEK OF JULY 3, 2023

The Society of St. Vincent de Paul's Annual Black Bag Collection will be active between JULY 8-9, 2023. Please be generous in your giving during this weekend's special collection. Thank you for all your support in ensuring the success of the Society's largest fundraiser of the year. #BB2023 #SVDPHouston

POST #3 - PUBLISH THE WEEK OF JULY 10, 2023

Please consider donating to the Society's Annual Black Bag Collection next weekend, JULY 22-23, 2023, to continue fueling the services provided by the Society of St. Vincent de Paul.

Last year, volunteers of the Society of St. Vincent de Paul spent 140,000 hours serving our friends and neighbors living in the Greater Houston Area. Our communities are stronger because of these amazing volunteers. Their contributions are a critical component of the Society's core mission of providing person-to-person service to all in need. #BB2023 #SVDPHouston

POST #4 - PUBLISH THE WEEK OF JULY 17, 2023

The Society of St. Vincent de Paul's Annual Black Bag Collection will be active between JULY 22-23, 2023. Please be generous in your giving during this weekend's special collection. Thank you for all your support in ensuring the success of the Society's largest fundraiser of the year. #BB2023 #SVDPHouston