

# 2017 Annual Catholic Appeal

## Calendar

<b>PRE-APPEAL ACTIVITIES</b>	
Jan. 31 - Feb. 15	2017 Annual Catholic Appeal Regional gatherings for Major Donors, Pastors, Parish Staff or Lay Ministers.
Feb. 5 - Apr. 16	Blackout. No parish or ministry donor solicitations, fundraising and capital campaign launches during this time period.
Week of Feb. 6	Parish materials (posters, pledge envelopes) will be shipped to the Parish via UPS. Parishes take inventory of materials received and contact Catholic Foundation with questions or concerns.
<b>PROMOTION/DIRECT MAIL CAMPAIGN</b>	
Feb. 6 - 27	Posters go up in high-visibility, high-traffic areas of parish.
Week of Feb. 13	Direct mailing. Letter goes out to all registered parishioners who have given to the Appeal since 2008. All other parishioners receive a postcard announcement for the Appeal.
<b>ANNOUNCEMENT WEEKEND</b>	
Feb. 18 - 19	Appeal promoted during all Masses. Pastors give motivational talk and announce that household will receive a mailing from Bishop Thomas. First announcement in bulletin and from the pulpit are made about upcoming Annual Catholic Appeal In-Pew weekend. DVD can be played in parishes able to do so.
<b>COMMITMENT WEEKEND</b>	
Feb. 25 - 26	In-Pew Weekend. Pastor promotes the Annual Catholic Appeal by giving a motivational message, using the DVD and demonstrates filling out of pledge envelopes.
<b>FOLLOW-UP ACTIVITIES</b>	
Mar. 13	Second bulletin insert available to parishes via Nuntius.
Mar. 25 - 26	Follow-up In-Pew Weekend. A second appeal is made for contributions to the Annual Catholic Appeal during Mass.
Week of Mar. 27	Follow-up Mailing by the Catholic Foundation to those who have given previously to the Annual Catholic Appeal but not yet to the 2017 Appeal.
Apr. 12	Bulletin insert to parishes "Not too late"
Apr. 16	End of parish / diocesan fundraising blackout.
June 30	Bulletin insert thanking parishioners for the support, stating goal of Appeal and statistics to date for overall appeal and that of the Parish. End of parish phase of campaign.
Dec. 31, 2017	All payments must be in to the Catholic Foundation office to count toward Parish refunds.