

# *Rooted in Faith, Moving Forward with Hope*

## 2019 ACA Timeline

### **PRE-APPEAL ACTIVITIES**

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|---------------------|--|
| February 11         | Parish materials (posters, pledge envelopes) will be shipped to the Parish via UPS. Parishes take inventory of materials received and contact the Diocese with questions |
| Week of February 25 | Blackout. No parish or ministry donor solicitations, fundraising and capital campaign launches during this time period.  |

### **PROMOTION & DIRECT MAIL CAMPAIGN**

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| February 12-27    | Direct mailing: letters go out to all registered parishioners who have given to the ACA since 2010. |
| March 1– March 31 | Posters go up in high-visibility of high-traffic areas of parish.                                   |

### **ANNOUNCEMENT WEEKEND**

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| February 23-24 | ACA promoted at all Masses. Pastors give motivation talk and announce that households will receive a mailing from Bishop Thomas. First announcement in bulletin and from the pulpit are made about upcoming ACA in-pew weekend. A DVD can be played in parishes, if possible. |
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### **COMMITMENT WEEKEND**

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| March 2-3 | In-Pew weekend: Pastor promotes the ACA by giving a motivational message by using talking points and the DVD, and demonstrates filling out of pledge envelopes. |
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### **FOLLOW-UP ACTIVITIES**

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| Week of March 25 | Second bulletin insert available to parishes.   |
| April 6-7        | Follow-up in-pew weekend: A second appeal is made for contributions to the ACA during Mass.   |
| April 15         | Third bulletin insert available to Parishes. Please thank your parishioners for their generosity and provide an ACA update  |
| April 23– May 8  | Follow-up mailing by the Diocese to those who have given previous years.  |
| April 30         | End of Parish and Diocesan fundraising blackout   |
| June 1           | Fourth bulletin insert thanking parishioners for their support. Message includes appeal goal and statistics for overall appeal success. End of parish phase of campaign |
| December 31      | All payments must be in to the Diocesan Stewardship and Development office to count toward Parish refunds.  |