

Giving with Faith, Hope, & Love

2018 Appeal Timeline

PRE-APPEAL ACTIVITIES

Week of January 22	Blackout. No parish of ministry donor solicitations, fundraising and capital campaign launches during this time period.
January 24	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.

PROMOTION & DIRECT MAIL CAMPAIGN

February 1- February 28	Posters go up in high-visibility of high-traffic areas of parish.
Week of February 5	Direct mailing: letters go out to all registered parishioners who have given to the ACA since 2010.

ANNOUNCEMENT WEEKEND

February 3- February 4	Appeal promoted during all Masses. Pastors give motivation talk and announce that household will receive a mailing from Bishop Thomas. First announcement in bulletin and from the pulp are made about upcoming ACA In-Pew weekend. A DVD can be played in parishes, if possible.
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COMMITMENT WEEKEND

February 10- February 11	In-Pew weekend: Pastor promotes the ACA by giving a motivational message by using the DVD and demonstrates filling out of pledge envelopes.
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FOLLOW-UP ACTIVITIES

Week of March 5	Second bulletin insert available to parishes.
March 17- March 18	Follow-up In-Pew weekend: A second appeal is made for contributions to the ACA during Mass.
March 26	Bulletin insert to parishes stating "Not too late."
Week of April 2	Follow-up mailing by Catholic Foundation to those who have given previously to the ACA.
April 9	End of parish and 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.
December 31	All payments must be in to the Catholic Foundation office to count toward Parish re-funds.