

APA 2016 Calendar of Success

Now-January 9/10

APA 2015 – Thank You Bulletin Insert Weekends - OPTIONAL -

General **Thank You** parish bulletin insert – with or without donor names.

January 4

Materials for Commitment Weekend shipped to/digitally shared with all parishes

Resource manuals

- Prayer cards
- Posters (5)
- Brochures
- In-pew envelopes
- Videos

January 16/17

APA Prayer & Education Weekend

Parishioner witnesses, ministry representatives, or lay leaders speak about their personal experiences and their affiliation with the ministry, program and/or service funded through the APA and pledge their own support. Continue bulletin and pulpit announcements, and begin Prayers of the Faithful intersessions.

- **Prayer cards may be distributed at Mass**
Please recite this APA Prayer before Mass begins, during the parish announcements or before the final blessing
- **Show the 2016 APA Video**
Use this opportunity to show how giving to APA demonstrates the mercy we give to others as a Church united
- **Remind parishioners that the weekend of January 30 /31 is Commitment Weekend at all Masses**

January 14

1st Request letter delivered to Post Office

Letter packet sent to all Catholic households in the Diocese of St. Petersburg

Includes: **personalized letter from each pastor**, personalized 6" x 9.5" mailing envelope, brochure, personalized intent/gift card (donor and non-donor version) and return envelope.

January 23/24

APA Pastor Support Weekend

Pastors and parish priests are encouraged to give witness to the positive impact the ministry, programs and services supported through the APA have on the parish and our diocese. If you have not shown the video, or the vignettes, or used any of the Snap Shots, this would be a good time to do so. Continue bulletin and pulpit announcements, and Prayers of the Faithful intersessions. **Prepare parishioners for an in-pew gift solicitation at all Masses on Commitment Weekend.** Parishioners may return pledge cards received at home or the in-pew envelope.

January 30/31

Commitment Weekend

Encourage all parishioners to participate in the Annual Pastoral Appeal in-pew gift solicitation and collection of envelopes. **The authenticity in which the APA is explained and this exercise is done will determine the response of each parishioner.**

February 6/7

Follow-up Weekend

Gratitude should be expressed to those who have made a pledge or gift by this date and a request should be made to those who have not yet responded to the Appeal.

February 10

Ash Wednesday – Lent begins

During this Holy time of renewal, please continue to ask for prayers for the success of the APA in your Prayers of the Faithful intersessions.

March 20

Palm Sunday – Prayer

March 27

Easter Sunday – Prayer

April 4

2nd Request letter delivered to Post Office

This follow-up is a personal request letter from Bishop Lynch

Includes: #10 personalized mailing envelope, personalized intent/gift card (donor and non-donor version) and return envelope. This is sent to all non-respondents.