

2019 Calendar of Activity

Now-January 12/13 **Thank you Bulletin Insert Weekends (APA 2018)**

Bulletin inserts are available with or without tear off gift form. Please note, the Office of Stewardship and Development can assist in redesigning this insert to include donor names.

January 7

Materials for APA 2019 Commitment Weekend shipped to/digitally shared with all parishes

January 14

1st Request letter from Bishop Parkes delivered to Post Office

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

Includes: personalized letter from Bishop, brochure, personalized intent/gift card and return envelope.

January 26/27

APA 2019 Prayer Weekend

The 2019 APA prayer is the same as the diocesan Courageously Living the Gospel prayer. Our mutually-shared vision will be woven into all ministries, programs and services offered throughout our diocese. United in one purpose to proclaim the Good News and invite all people to encounter the love and mercy of Jesus Christ.

- ✓ Begin new bulletin articles, pulpit announcements and prayers of the faithful petitions
- ✓ Distribute prayer cards at each Mass and inform parishioners that with this dually used prayer we are not only praying for the success of the vision initiative for our diocese, but also for all that we do to serve the people of God through the APA
- ✓ Recite this prayer this specific weekend before Mass, during the announcements or before the final blessing, and each weekend thereafter

February 2/3

APA 2019 Education Weekend

Pastors, parish priests, deacons, ministry or lay leaders are encouraged to give witness to the positive impact the ministries, programs and services supported through the APA have on your parish and our diocese.

- ✓ Witness talk should convey a positive message with perspective of building on an affiliation and impact with APA funded ministry, program or service
- ✓ Show the 2019 APA Video – The *BE COURAGEOUS Live the Gospel through the Annual Pastoral Appeal* video focuses on diocesan wide Faith in action and the mission of our growing Church through the ministries/programs/services funded by APA
- ✓ Utilize the video vignettes and Snap Shots on specific ministries promoting the good works done for those in need throughout our diocese
- ✓ Continue bulletin articles, pulpit announcements, prayers of the faithful petitions, and use the dual-purpose prayer to pray for courage to live as disciples standing firm in our Catholic faith
- ✓ Remind parishioners at all Masses that the weekend of February 16/17 is 2019 APA Commitment Weekend, and ask them to come prepared to participate with the intent card they received at home

February 9/10

APA 2019 Clergy Support Weekend

Pastors, parish priests, deacons, ministry or lay leaders are encouraged to give witness to the positive impact the ministries, programs and services supported through the APA have on your parish and our diocese.

- ✓ Witness talk should convey a positive message with perspective of building on an affiliation and impact with APA funded ministry, program or service
- ✓ Show the 2019 APA Video – The *BE COURAGEOUS Live the Gospel through the Annual Pastoral Appeal* video focuses on diocesan wide Faith in action and the mission of our growing Church through the ministries/programs/services funded by APA
- ✓ Utilize the video vignettes and Snap Shots on specific ministries promoting the good works done for those in need throughout our diocese
- ✓ Continue bulletin articles, pulpit announcements, prayers of the faithful petitions, and use the dual-purpose prayer to pray for courage to live as disciples standing firm in our Catholic faith
- ✓ **Remind parishioners at all Masses that NEXT weekend, February 16/17 is 2019 APA Commitment Weekend, and ask them to come prepared to participate with the intent card they received at home**

February 16/17

APA 2019 Commitment Weekend

The authenticity in which the APA is explained and associated with your parish activity and how this solicitation exercise is done will determine the response of each parishioner!

- ✓ Pastor, parish priest or deacon leads this commitment with his own testimony through homily or reflection and filling out pledge/gift card with assembly. If you have prepared your parishioners for this weekend the enthusiasm will be contagious, and results will show support of our united mission
- ✓ Invite all parishioners at each Mass to participate with you in the Annual Pastoral Appeal in-pew solicitation and collection by using the intent cards they have brought with them or the pledge envelopes they have completed at Mass
- ✓ Continue bulletin articles, pulpit announcements, prayers of the faithful petitions, and use the dual-purpose prayer to pray for courage to live as disciples standing firm in our Catholic faith

February 23/24

APA 2019 Follow-Up Weekend

- ✓ Thank you is never over used or understated. Gratitude with successful detail should be expressed to those who have made a pledge or gift to the Annual Pastoral Appeal as of this date.
- ✓ Request consideration from those who have not yet responded
- ✓ Request special consideration from those who have never given, ask them to invest in the mission of our local Church in which your parish is a participant
- ✓ A reminder should be made to all, that continual information will be in the bulletin, at the pulpit, and in the prayer of the faithful petitions, as well request their continual personal prayer of success for your parish and all parishes throughout the diocese for the overall appeal goal and the good works we do as Church

March 2/3

APA 2019 Follow-Up Weekend #2

- ✓ Continue any education that is associated with your parish/mission and APA. Utilize available resources to promote APA in ministries, programs and services your parish can relate to
- ✓ Thank you is never over used or understated. Gratitude with successful detail should be expressed to those who have made a pledge or gift to the Annual Pastoral Appeal as of this date
- ✓ Request consideration from those who have not yet responded
- ✓ Request special consideration from those who have never given, ask them to invest in the mission of our local Church in which your parish is a participant
- ✓ A reminder should be made to all, that continual information will be in the bulletin, at the pulpit, and in the prayer of the faithful petitions, as well request their continual personal prayer of success for your parish and all parishes throughout the diocese for the overall appeal goal and the good works we do as Church

March 6

Ash Wednesday – Lent begins

- ✓ 40 days of Prayer, Fasting and Almsgiving
- ✓ Create a Lenten mission that partners with a ministry funded by the APA, this will build a better understanding of what is done and who is served outside of your parish
- ✓ All parishioners should be asked to keep your parish needs at the forefront of their Lenten offerings
- ✓ Continue bulletin articles, pulpit announcements, prayer of the faithful petitions, and using the dual-purpose prayer to pray for our diocesan success

April 14

Palm Sunday- Easter Triduum

April 21

Easter Sunday

April 29

2nd Request letter delivered to Post Office

This follow-up is a personal request letter of support from the pastor, sent to previous APA donors who have not responded to date.

Includes: personalized letter from the pastor, personalized intent/gift card and return envelope

May-September

Ongoing Activity

Until your parish APA goal is met, we recommend using any and all resources created within your parish and/or the materials the Office of Stewardship and Development has made available to you online for promotion, such as:

- ✓ Continue bulletin articles, pulpit announcements, prayer of the faithful petitions, and using the dual-purpose prayer to pray for courage to live as disciples standing firm in our Catholic faith
- ✓ Report the progress of APA to your parishioners each week
- ✓ Ask those that have not given to give
- ✓ Pray. Guide all expectation and action through prayer
- ✓ Encourage Lay Witness. Personal testimony will engage parishioners and prompt them to give
- ✓ Evangelize. Your parish/mission ministries and outreach and all diocesan ministries, programs, and services are part of the Church's mission of helping those in need. Building that awareness and the triumph of bringing souls closer to God is what APA is all about. Share the good news through stories of success.

September 9

3rd Request letter: LYBUNT/SYBUNT – (Last or Some Year But Unfortunately Not This year)

This letter is sent to parishioners who gave in the last year or the previous two years and have not given yet this year.

Includes: personalized letter from the pastor, personalized intent/gift card and return envelope

October 1

All Souls Mailing

This letter is a *Thank you* from the Bishop sent to all APA donors who gave \$365 (a dollar a day) or more, which includes a request for prayer intentions for loved ones who have passed away. These prayer intentions are collected and placed in the Chapel of the Pastoral Center and prayed for at each Mass during the month of November.

EOY Success

Go For the Goal

This mini-appeal can be organized and modified specifically for your parish to reach your APA goal. It may be started July through September, and will include all elements of the APA, on a more condensed schedule