

2020 Calendar of Activity

- December 3** **APA 2020 Preview Meeting**
- Dec. 1-Jan. 5, 2020** **Thank you Bulletin Insert Weekends (APA 2019)**
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 6** ***Materials for APA 2020 Commitment Weekend shipped to/digitally shared with all parishes***
- January 13** ***1st Request letter delivered to Post Office***
- ✓ Letter packet sent to previous donors in the Diocese of St. Petersburg, Includes: personalized letter from Bishop, brochure, prayer card, personalized intent/gift card and return envelope
 - ✓ Non-Donors will receive personalized letter from Bishop Parkes with attached giving opportunity and modified brochure
 - ✓ Pastors/Parish Priests will received personalized letter from Bishop Parkes, brochure, prayer card, personalized intent/gift card and return envelope
- January 18/19** **APA 2020 Prayer Weekend**
Begin new bulletin articles, pulpit announcements and prayer of the faithful intercessions.
- ✓ Distribute prayer cards at each Mass
 - ✓ Recite the APA prayer this specific weekend before Mass, during the announcements or before the final blessing, and each weekend thereafter
- January 25/26** **APA 2020 Education Weekend**
Pastors, parish priests and Deacons 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.
- ✓ Lay witness could also be offered with the same perspective building on their affiliation with said ministry, program or service
 - ✓ Show the APA 2020 Video – The WE ARE SALT & LIGHT video focuses on diocesan wide Faith in action and the mission of our growing Church. It highlights a few of 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, prayer of the faithful intercessions, and using the APA prayer to pray for success
 - ✓ Remind parishioners at all Masses that the weekend of February 8/9 is APA 2020 Commitment Weekend, and to come prepared to participate with the intent card they received at home
- February 1/2** **APA 2020 Clergy Support Weekend**
Pastors, parish priests and Deacons 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.
- ✓ Lay witness could also be offered with the same perspective building on their affiliation with said ministry, program or service

- ✓ Show the APA 2020 Video – The WE ARE SALT & LIGHT video focuses on diocesan wide Faith in action and the mission of our growing Church. It highlights a few of 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, prayer of the faithful intercessions, and using the APA prayer to pray for success
- ✓ **Remind parishioners at all Masses that the weekend of February 8/9 is APA 2020 Commitment Weekend, and to come prepared to participate with the intent card they received at home**

February 8/9

APA 2020 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, prayer of the faithful intercessions, and using the APA prayer to pray for success

February 22/23

APA 2020 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 intercessions, 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 mission of our Church

February 26

Ash Wednesday – Lent begins

40 days of Prayer, Fasting and Almsgiving

- ✓ 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 intercessions, and using the APA prayer to pray for success

April 5

Palm Sunday- Holy Week begins

April 9

Easter Triduum

April 12

Easter Sunday

April 20

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 have made available to you online for promotion, such as:

- ✓ Continue bulletin articles, pulpit announcements, prayer of the faithful intercessions, and using the APA prayer to pray for success
- ✓ 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 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 7

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.