

2020 Annual Appeal Calendar

January 6 **Initial Outreach Mail Released**
2020 Annual Appeal Website Live (appeal.adw.org)

January 11-16 **Annual Appeal Preparation Workshops**
If you are new to leading the Appeal and missed a workshop, please contact Dave Cook at (301) 853-4574 or cookd@adw.org to arrange a time to review this Manual.

Saturday, January 11, 2020 - 10:00 a.m.
Archdiocese of Washington Pastoral Center (Hyattsville)

Tuesday, January 14, 2020 - 7:00 p.m.
Our Lady Help of Christians (Waldorf)

Thursday, January 16, 2020 - 7:00 p.m.
St. Andrew the Apostle (Silver Spring)

January 20/27 (*weeks of*) **Announcement, Commitment and Follow-Up Weekend Supplies Delivered**
Please contact Darlene Cruz at (301) 853-4575 or cruzd@adw.org if you need more supplies or do not receive the package by January 31st.

February 1 **Lenten Companion Mailed to Past Annual Appeal Donors**

Parish In-Pew Process

February 8-9 **Announcement Weekend (See Pg. 6)**

- Bulletin announcement & prayer included in Prayers of the Faithful
- Brochures and FAQs placed in pews for parishioners
- Posters displayed prominently in church
- Celebrant/lay speaker remarks *-and/or-* pulpit announcement

February 15-16 **Commitment Weekend (See Pg. 8)**

- Bulletin announcement & prayer included in Prayers of the Faithful
- Volunteers/ushers prepare envelopes to be distributed/placed in pews
- Archbishop's Homily: Video/audio recording or read script
- Pastor leads in-pew process
- Ushers collect envelopes

February 18 (*week of*) **Collect and Mail All Gifts and Envelopes in Provided Mailers (See Pg. 15)**

February 22-23 **Follow-Up Weekend (See Pg. 12)**

- Bulletin announcement & prayer included in Prayers of the Faithful
- Celebrant/lay leader to lead abbreviated in-pew process

February 24 (*week of*) **Collect and Mail All Gifts and Envelopes in Provided Mailers (See Pg. 15)**

2020 Annual Appeal Calendar *(continued)*

March 20	Easter Stewardship Mail Release (No solicitation made, Easter Companion included)
April 13	Spring Outreach Mail Release (2020 donors and declines excluded) <i>Following 3 weeks: Spring Outreach follow-up calls and emails</i>
May 18	Summer Outreach Mail Release (2020 donors and declines excluded) <i>Following 3 weeks: Summer Outreach follow-up calls and emails</i>
August 17	Fall Outreach Mail Release (2020 donors and declines excluded) <i>Following 3 weeks: Fall Outreach follow-up calls and emails</i>
November 9	Thanksgiving Stewardship Mail Release (No solicitation made, Advent Companion included)
November 16	End-of-Year Mail Release <i>Following 3 weeks: End-of-Year follow-up calls and emails</i>
Nov. 16 - Dec. 1	#GivingTuesday Appeal through #iGiveCatholic
January 8, 2021	2020 Appeal Closes
January 13, 2021	2021 Appeal Begins
January 27, 2021	2020 Annual Appeal Progress Report Mailed to Parishes

Note: In the second half of 2020 we will begin hosting Giving Society receptions and other events for major gift (\$1,500 and above) donors to the Annual Appeal.

