

Annual Appeal Stats

Arch/Diocese	Goal 2019	Goal 2020	Pledge 2019	Pledge 2020	Paid 2019	Paid 2020	% Goal Pledged 2019	% Goal Pledged 2020	% Goal Paid 2019	% Goal Paid 2020	Households 2019	Households 2020	Gifts/ Donors 2019	Gifts/ Donors 2020	Part. 2019	Part. 2020
Arlington	\$18,850,000	\$18,850,000	\$17,453,850	\$17,511,231	\$11,775,349	\$12,085,098	93%	93%	62%	64%	115,000	115,000	37,740	36,807	33%	32%
Atlanta	\$8,500,000	\$8,700,000	\$9,900,000	\$9,400,000	\$5,150,000	\$5,100,000	116%	108%	61%	59%	157,300	160,000	29,000	27,500	18%	17%
Baltimore	\$9,200,000	\$9,000,000	\$9,148,431	\$7,283,684	\$8,702,997	\$3,707,820	81%	81%	95%	41%			24,819	22,009		
Charleston	n/a	n/a														
Charlotte	\$6,080,000	\$6,200,000	\$5,348,230	\$5,084,610	\$3,915,473	\$3,698,469	88%	82%	64%	60%	67,141	66,445	14,581	12,768	22%	19%
Miami	\$12,092,319	\$12,259,461	\$11,640,000	\$11,636,787	\$7,120,000	\$7,222,881	96%	95%	59%	59%	180,000	180,000	22,208	20,803	12%	12%
Orlando	\$15,000,000	\$15,450,000	\$14,774,600	\$13,935,970	\$10,114,004	\$9,871,512	98%	90%	67%	64%	160,542	160,513	36,588	31,906	23%	20%
Palm Beach	\$8,709,000	\$8,724,000	\$7,712,221	\$6,984,970	\$6,324,249	\$5,566,463	89%	80%	73%	64%	80,000	80,000	17,420	13,960	22%	17%
Pensacola-Tallahassee	\$2,836,803	\$2,841,241	\$3,237,373	\$3,011,617	\$2,319,450	\$2,244,079	114%	106%	82%	79%	26,195	26,000	7,530	6,455	29%	25%
Raleigh	\$7,035,960	\$7,035,960	\$7,047,000	\$6,877,000	\$5,578,000	\$5,962,000	100%	98%	79%	85%	229,420	237,281	21,400	20,855	9%	9%
Richmond	\$3,262,690	\$3,730,310	\$4,351,286	\$3,282,498	\$4,012,847	\$2,594,174	133%	88%	123%	70%	119,987	32,253	14,613	11,497	12%	36%
Savannah	\$2,700,000	\$2,600,000	\$1,709,075	\$1,939,286	\$1,341,128	\$1,504,172	63%	75%	50%	58%	26,453	24,990	4,579	4,984	17%	20%
St. Augustine	\$5,000,000	\$5,000,000	\$4,619,457	\$4,071,074	\$4,503,182	\$3,226,230	92%	81%	90%	65%		61,203	13,610	12,498		20%
St. Petersburg	\$12,000,000	\$12,100,000	\$7,500,000	\$6,700,000	\$5,750,000	\$5,350,000	63%	55%	48%	44%	118,176	117,589	21,079	18,660	18%	16%
Venice	\$13,313,000	\$13,757,000	\$14,759,007	\$8,466,256	\$14,680,518	\$7,475,298	111%	62%	110%	54%	102,479	104,112	27,629	16,782	27%	16%
Washington	\$14,300,000	\$14,300,000	\$8,923,490	\$8,945,788	\$5,554,773	\$5,564,783	62%	63%	39%	39%	180,000	180,000	23,536	24,473	13%	14%
Wheeling-Charleston	\$2,000,000	\$2,000,000	\$2,124,771	\$36,834	\$2,012,400	\$29,467	106%	2%	101%	1%	30,131	36,222	3,705	102	12%	0%

Annual Appeal schedule

Arch/Diocese	March - Original Schedule	March - Modified Schedule	April - Original Schedule	April - Modified Schedule	May - Original Schedule	May - Modified Schedule	June - Original Schedule	June - Modified Schedule	July - Original Schedule	July - Modified Schedule
Arlington	No planned mailing		BLA ask Mailing #2	Change to cultivation/pastoral message from Bishop w/prayer to Jesus for guidance and healing. No P&F involvement Moved to June	BLA ask Mailing #3	Mailed appeal letter #2, no letter #3 to be mailed in spring	No planned activity		No planned activity	
Atlanta			DM2-ltr from Archbishop					DM2-ltr from Archbishop		
Baltimore	March 25-3rd Direct Mailing/2nd	No change	Late April-launch appeal for vocations	Focus on online offertory support;	Letter from Pastors to parishioners;	Postponed indefinitely; no change to	E-blast to prospects promoting	Message tweak possible; no change	Phone solicitation	TBD; possible letter to pastors
Charleston	In Pew promotion of BAA	Sent things through E-Blasts			2 nd Mailing for BAA	Moved to June		2 nd Mailing for BAA		
Charlotte			April 13 – solicitation letter	April 27 – solicitation letter	May 18 – solicitation letter	Moved to June		June 8 – solicitation letter		
Miami					Spring Sybunt Campaign	Moved to June		Spring Sybunt Campaign		
Orlando	Pre-appeal mailing	Pre-appeal mailing			1 st Follow-Up mailing	Moved to June		1 st Follow-Up mailing		
Palm Beach	DSA Letter 2, All Registered	Moved to June						DSA Letter 2, Ly/Sybunt Only (17,300)		
Pensacola-Tallahassee	1st follow-up letter	No change	2nd follow-up letter	Moved to June	In-pew	Cancelled		2nd follow-up letter		
Raleigh	74,000 household mailing	25,000 household mailing			60,000 household mailing	Mailing cancelled. 36 pastors are mailing individualized appeal letters	4 part email blitz weekly to 40,000 households	Mini campaign cancelled		
Richmond	In-Pew Solicitation Process		Solicitation Mailing Letter #2	No Solicitation Letter	Solicitation Mailing Letter #3	No Solicitation Letter		Prayer Intentions Letter (Non-Solicitation)		
Savannah	2 nd Ask mailed	No change, in homes before closing	Bishop's letter to major donors	Postponed until August	Priest's letters to donors	Postponed until September				
St. Augustine			2 nd letter from Bishop	Added reference to virus to letter			3 rd letter from Bishop(LYBUNT)	Moved to Fall		
St. Petersburg	In-Pew Solicitation Process	Contact with parishes to support communication with parishioners/	Mailing #2 - LYBUNT	Pastoral postcard to all registered households with info on connecting		Contact with parishes to support communication with parishioners/	Mid-year meeting	Meeting not held; Mailing #2- LYBUNT		Offertory Recovery Program begins, Mailing #3 - LYBUNT
Venice	Parishes do follow up	Moved to the summer	2nd mailing	Moved to June			2nd mailing			Targeted mailing from pastor instead of bishop
Washington	In-pew Processing/Stewardship	Additional Stewardship outreach for	Spring Outreach (#2)	Substituted a Special Outreach to	Summer Outreach (#3)	Late Spring Outreach (#2, modified)	Summer Outreach continued	Late Spring Outreach continued	Summer Outreach finish	Summer Outreach Launch (early
Wheeling-Charleston	Mailing #1 Letter from Bishop	Cancelled	Mailing #2 Letter from pastor	Cancelled	Mailing #3 Case Highlight	Cancelled				