

2021 Calendar of Activity

- December 3, 2020** **APA 2021 Preview Meeting (Virtual)**
2pm
- January 6** ***Materials for APA 2021 Commitment Weekend shipped to/digitally shared with all parishes***
- January 13** ***1st Request letter delivered to Post Office***
- ✓ Letter packet sent via bulk mail to previous donors in the Diocese of St. Petersburg. Includes: personalized letter from Bishop, brochure, personalized intent/gift card and return envelope
 - ✓ Non-Donors will receive personalized letter from Bishop Parkes with attached giving opportunity and modified ministry information
 - ✓ *Estimated "in home" delivery date is January 20-22*
- January 23/24** **APA 2021 Kickoff/ 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 30/31** **APA 2021 Clergy Support/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 a diocesan ministry, program or service
 - ✓ Show the APA 2021 main video highlighting a few of the ministries/ programs/services funded by APA
 - ✓ Utilize the video vignettes and/or bulletin inserts
 - ✓ Start bulletin articles, pulpit announcements, prayer of the faithful intercessions, and using the APA prayer to pray for success.
 - ✓ Utilize web sliders and graphics, along with prepared social media graphics
 - ✓ **Remind parishioners at all Masses that the weekend of February 6/7 is Commitment Weekend, and to come prepared to participate with the intent card they received at home**
- February 6/7** **APA 2021 Commitment Weekend**
Solicitation exercise completed in pew.
- ✓ Pastor, parish priest or deacon leads in-pew commitment exercise with personal testimony through homily or reflection and filling out pledge/gift card with assembly.

- ✓ Invite all parishioners at each Mass to participate by using the intent cards they have brought with them or the pledge envelopes they have completed at Mass.
- ✓ Continue:
 - Video vignettes
 - Web sliders and graphics
 - Social media graphics
 - Bulletin articles and inserts
 - Pulpit announcements
 - Prayer of the faithful intercessions
 - APA prayer

February 13/14

APA 2021 Follow-Up Weekend

- ✓ Thank 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
- ✓ Remind all that continued information will be provided in the bulletin, at the pulpit, and in the prayer of the faithful intercessions
- ✓ Request their continued 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 17

Ash Wednesday – Lent begins

Continue utilizing provided resources as appropriate for encouraging APA participation.

April 4

Easter Sunday

April 14

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 provided for promotion, such as:

- ✓ Bulletin articles and inserts, 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 participate
- ✓ 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.

August 2

EOY Success

This mini-appeal can be organized and modified specifically for your parish to reach your APA goal. It may be started anytime before the end of the year, and will include various new resources, on a more condensed schedule.

August 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 one of the previous two years but have not given yet this year.

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