

## Timeline & Plan of Action for the Catholic Ministry Appeal

DATE	ACTION ITEM/DESCRIPTION	TO BE COMPLETED BY
8/10/2021	Launch Webinar: <ul style="list-style-type: none"> <li>• Share how decision for change was made, what is different and what it means</li> <li>• Timeline roll out</li> <li>• “Best Effort” for Implementation</li> <li>• Q &amp; A time</li> </ul>	Bishop & Diocese
8/11/2021	Historical donor survey: <ul style="list-style-type: none"> <li>• Introduce change to long-time donors</li> <li>• Ask for their input for planning new Catholic Ministry Appeal</li> <li>• Promotion for survey through radio message on Spirit FM, social media, diocesan news channels</li> <li>• Online and mail in option</li> </ul>	Diocese
9/22/2021	Parish Training Webinar: Share new materials, logo, images , survey results and Parish Champions identified through survey.	Diocese
9/30/2021	Survey reporting to historical donors: Offer appreciation, share survey results and logo design.	Diocese
10/24/2021	Mater Dei Giving Society Prayer Service: Invite donors giving 10 years or more to APA, significantly supporting diocesan ministry in the last year or making legacy gifts to prayer service with Bishop Parkes, reception to follow. Address Catholic Ministry Appeal/changes coming.	Diocese
11/1/2021	Parish financial goals communicated. Goals will be based on 14% of reported assessable revenue for the prior fiscal year completed (parish offertory + donations – school support).	Diocese
11/15/2021	Pre-ask for historical donors and e-givers: Invite special groups to make their commitment before all others to kick off this new effort successfully.	Diocese
1/1/2022	Parish Champion videos: Parish Champion testimonial videos are shared on diocesan and parish social media channels and websites.	Diocese & Parishes
1/8-9/2022	Catholic Ministry Appeal kicks off: Deliver appropriate messages to explain the Catholic Ministry Appeal and to communicate the expectation that each family or individual participate by filling out and returning a commitment card.	Parishes
1/10/2022	Direct Mail from Bishop Parkes to all households.	Diocese
1/12/2022	Pastor & Parish Training Webinar: <ul style="list-style-type: none"> <li>• Review of upcoming activity &amp; best effort</li> <li>• Tips for engaging parishioners</li> </ul>	Diocese & Parishes
1/15-16/2022	Catholic Ministry Appeal education: Deliver appropriate messages to explain the Catholic Ministry Appeal and to communicate the expectation that each family or individual participate by returning a commitment card.	Parishes
1/17/2022	Thank yous for donors begin. Appreciation program continues weekly through June, monthly through December.	Diocese

1/17/2022	Pastor letter of support to all parish households.	Pastor (letter draft) & Diocese (mailing)
1/22-23/2022	Catholic Ministry Appeal education: Deliver appropriate messages to explain the Catholic Ministry Appeal and to communicate the expectation that each family or individual participate by returning a commitment card.	Parishes
1/29-2/6/2022	Catholic schools week: Tie to Catholic Ministry Appeal as appropriate, share information about how appeal supports Catholic education.	Parishes
2/1/2022	Reminder statements begin for donors. Remittance program continues the first week of the month through end of the year.	Diocese
2/5-6/2022	In-pew/Commitment Weekend #1: <ul style="list-style-type: none"> <li>Place diocesan-provided pledge cards and pencils/ in the pews where people sit or pass them out during Mass.</li> <li>The pastor personally endorses the appeal and invites everyone to participate and fill out a pledge card, dedicating about 5 minutes to walk through the process while inviting parishioners fill out the cards in the pews during Mass during In-Pew/Commitment Weekends (February 5 &amp; 6, 2022 and February 12 &amp; 13, 2022).</li> <li>Ushers collect the completed pledge forms from the pews (rather than asking them to mail them in or drop them off after Mass).</li> </ul>	Parishes
2/12-13/2022	In-pew/Commitment Weekend #2: <ul style="list-style-type: none"> <li>Place diocesan-provided pledge cards and pencils/ in the pews where people sit or pass them out during Mass.</li> <li>The pastor personally endorses the appeal and invites everyone to participate and fill out a pledge card, dedicating about 5 minutes to walk through the process while inviting parishioners fill out the cards in the pews during Mass during In-Pew/Commitment Weekends (February 5 &amp; 6, 2022 and February 12 &amp; 13, 2022).</li> <li>Ushers collect the completed pledge forms from the pews (rather than asking them to mail them in or drop them off after Mass).</li> </ul>	Parishes
2/19-20/2022	Follow-up Weekend	Parishes
2/26-27/2022	Follow-up Weekend	Parishes
4/1/2022	Follow-up mailing to non-responding historical donors	Diocese
4/5/2022	Mater Dei Giving Society Easter Mailing: Invite this special group to submit prayer intentions for Lent.	Diocese
8/24/2022	Follow up mailing #2 to non-responding historical donors.	Diocese