

# Digital Resource Guide

APA 2021

The *Digital Resource Guide* provides an organized listing and description of all materials, resources and tools created and made available on the 2021 Annual Pastoral Appeal (APA) Parish Resource Page at [www.dosp.org/stewardship/apa/2021-materials/](http://www.dosp.org/stewardship/apa/2021-materials/).

If you have questions concerning the materials and resources provided, or need assistance, please contact the Office of Stewardship and Development by email at [stewardship@dosp.org](mailto:stewardship@dosp.org) or phone at 727-344-1611.

## NEW! Fall In-Pew (Go for the Goal)

File Name	Description
2021 Go for the Goal Prayers of the Faithful 2021 Go for the Goal Pulpit and Posts 2021 Go for the Goal Schedule 2021 Impact Inserts - #1 and #2 2021 Update and Prayer Insert 2021 Update and Form Insert	- Suggested inserts and posts for fall in-pew, or Go for the Goal effort - Word file - Available in English and Spanish

## IRA & PLANNED GIVING RESOURCES

File Name	Description
2021 Planned Giving and Alternative Giving Bulletin and Website Posts	- Suggested planned giving text to use for developing parish bulletin announcements and web posts. - Word file
2021 IRA Sample Letter of Instruction for APA	- Suggested IRA sample letter of instruction for APA. - Word file
2021 IRA Sample Letter of Instruction for Diocesan Ministry, Outreach, Service	- Suggested IRA sample letter of instruction for diocesan ministry, outreach, service. - Word file
2021 IRA Sample Letter of instruction for Parish use	- Suggested IRA sample letter of instruction text. - Word file

## PLANNING & EXECUTION

File Name	Description
2021 Preparing for Success	- Checklist to begin planning parish efforts - PDF file
2021 Calendar of Activity	- Schedule of recommended parish activities to support APA success by date. - PDF file
2020 Fiscal Year Actuals	- Updated budget/spending by category and diocesan office for the last full fiscal year - PDF file
2021 APA Gift Remittance Process	- Procedures to remit APA donations received at the parish - PDF file
APA Reports through ParishSoft	- Directions on how to download and access summary and detail donor reports for parish communications - PDF file
2021 In-Pew Solicitation	- Step by step instructions for successful in-pew solicitation and sample outline and presentation - Word and PDF file
2021 Ways to Give	- Current methods parishioners can use to support APA

	- PDF file
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## DATABASE UPDATES & PROTOCOL

File Name	Description
Campaign Processing Contact List	- Updated contact information and description of responsibilities for processing staff - PDF file
Database Protocol-Parish Mailing List Updates	- Fields, information and processes needed to mail to your parishioners effectively and efficiently - PDF file
Database Protocol-ParishSoft Family Groups and Status Interaction	- Tips for relationship between Family Groups and Status within ParishSoft - PDF file

## 2021 MATERIALS

File Name	Description
2021 Ministry Mini Videos - Conferencia Hispana para Hombres 2021 Promo - Focus on Hispanic Ministry – English/Spanish - Focus on Campus Ministry - Focus on Courageous Youth Ministry - Focus on Catholic Charities - Focus on Catholic Schools - Focus on Communications - Focus on Religious Education & Formation - Focus on Vocations - Focus on Good Samaritan Project	- All Ministry Mini videos are approximately 3 minutes in length. - Available to view or download via Vimeo.
2021 APA Teaser Video (formatted for use on social media)	
2021 APA Video – English	- The APA video is available English and Spanish and approximately 4 minutes in length
2021 APA Video – Spanish	- If your parish requires a DVD in order to utilize the video, please request by email at <a href="mailto:stewardship@dosp.org">stewardship@dosp.org</a> .
2021 Prayer Card	-Bilingual <i>Courageously Living the Gospel</i> Prayer with 2021 APA theme utilized -PDF file
2021 Brochure	-Bilingual brochure produced for direct mail to all households with a giving history in the past 5 years -PDF file
2021 Prayers of the Faithful-English	- Prepared intentions for use throughout 2021
2021 Prayers of the Faithful-Spanish	- English and Spanish - Word files
2021 Pulpit and Text-English	- Suggested pulpit announcements and text to use for developing parish bulletin announcements and web post.
2021 Pulpit and Text-Spanish	- English and Spanish - Word files

## BULLETIN RESOURCES

<b>File Name</b>	<b>Description</b>
2021 Insert 1 KickOff - English 2021 Insert 2 Impact - English 2021 Insert 3 Giving - English  2021 Insert 1 KickOff - Spanish 2021 Insert 2 Impact - Spanish 2021 Insert 3 Giving - Spanish	- Bulletin inserts in both English and Spanish focus on general information, education and promotion of the Appeal. They should be timed for use as the direct mail request packets are sent to parishioners in January through Commitment Weekend. - PDF and PNG files
2021 Bulletin half page template 2021 Bulletin quarter page template 2021 Insert template	- Layouts utilizing themed graphics for various size bulletin articles and/or to create your own APA full page insert for 2021 - Word files

## **SOCIAL MEDIA**

<b>File Name</b>	<b>Description</b>
- 2021 Social Media Graphic-Campus Ministry - 2021 Social Media Graphic-CCdosp - 2021 Social Media Graphic-Communications - 2021 Social Media Graphic-Hispanic Ministry - 2021 Social Media Graphic-Stewardship - 2021 Social Media Graphic-Vocations - 2021 Social Media Graphic-Y&YA	- Download any or all of the five ministry options to utilize on Facebook and/or Instagram. - PNG files

## **DOWNLOADABLE GRAPHICS**

<b>File Name</b>	<b>Description</b>
2021 English 20" by 30" thermometer poster 2021 English and Spanish 11" by 17" Legal size poster 2021 banner diocesan roll down 2021 banner 3' by 1.6' 2021 banner 4' by 2'	- Download various size banners for special order through parish vendor at parish cost - Office Depot pricing for 3 by 1.6 full color = \$14.99 - Office Depot pricing for 4 by 2 full color = \$24.99 - PDF, PNG and JPG files
English logo with white text English logo with blue text Spanish logo with white text Spanish logo with blue text	- Download APA 2021 logo in English and/or Spanish for use in providing your parishioners a link to diocesan online giving - PNG files
2021 Give Now Graphic-English  2021 Give Now Graphic-Spanish	- Download a "Give Now" for use in providing your parishioners a link to diocesan online giving - JPG and PNG file
Plan Preview Results Know the Facts Ask	- Download the graphics used in the preview meeting for use in parish design - PNG files

Pray Give Thanks	
2021 Web Header 1 2021 Web Header 2 2021 Web Header 3	- Three options for parish to develop information pages for APA 2021 - PNG files
2021 Web Slider 1 2021 Web Slider 2 2021 Web Slider 3	- Three options for parish to develop information pages for APA 2021 - PNG files
Eagle Isolated Eagle Isolated-gold Eagle Isolated-blue Eagle Isolated-white	- Download graphic element for use in parish design - PNG files
Poster Image  RGB to use for print CMYK to use to web	- Sky/cloud image used for 2021 materials with no words - JPG file
St Petersburg 2021 APA Eagle logo	-Bilingual theme image -JPG file
Hope in the Lord – - Blue theme English - Blue theme Spanish - White theme English - White theme Spanish - White theme with background image - English - White theme with background image - Spanish	- Download theme as graphic element for use in parish design - PNG and JPG files

### SPECIAL REQUEST RESOURCES

- ✓ *Direct Mail Packets* – If a member of your parish notifies you that they did not receive a packet, please contact the Office of Stewardship and Development by email at [stewardship@dosp.org](mailto:stewardship@dosp.org) to request a personalized mailing for the parishioner. It will include: letter, brochure, pledge card, and return envelope.
- ✓ *Diocesan Speaker* – Each year, we recruit diocesan directors to speak at Masses over the course of a weekend on behalf of their office(s)/ministry(s)/program(s) about how gifts to the appeal fund that particular outreach. The main purpose is to put a face on diocesan ministry and educate parishioners about the work we do and how we are able to do it. please contact the Office of Stewardship and Development by email at [stewardship@dosp.org](mailto:stewardship@dosp.org) to request a speaker.
- ✓ *DVD of Video* – We can provide a DVD of the APA video by request. Please contact the Office of Stewardship and Development by email at [stewardship@dosp.org](mailto:stewardship@dosp.org).

### SHIPPED TO PARISHES - 1/6/2020

- ✓ *Posters*
- ✓ *In-pew pledge envelopes*
- ✓ *Extra brochures*
- ✓ *Prayer Cards*