

## Go for the Goal

Through the Annual Pastoral Appeal (APA), the People of God in the Diocese of St. Petersburg support over 50 ministries, programs and services to thousands across our 5-county area. Our appeal is an opportunity for every Catholic household to help further the mission of Christ and become a part of the everyday miracles we experience through sharing our gifts as good stewards.

At this time, we have reached \$8.6 million in pledges and gifts from 21,417 households. 18 parishes have reached or exceeded goal, which means 61 parishes will have a balance on the final assessment at the conclusion of the 2021 campaign. To assist these parishes in achieving goal, the Office of Stewardship and Development has prepared a final mailing for those historical donors who have not yet participated as well as a recommended **“Go for the Goal”** plan of action below.

Additional resources have been prepared including:

- ✓ mini-videos
- ✓ bulletin inserts
- ✓ social media posts
- ✓ web and pulpit posts
- ✓ articles

To download, please visit [www.dosp.org/stewardship/apa/2021parishresources](http://www.dosp.org/stewardship/apa/2021parishresources)

### Recommended Plan of Action

**August 9**                      **Follow-up Mailing**

**October 9-10**                **Prayer & Thank you**  
APA Prayer recited at all Masses  
Prayers of the Faithful  
Impact Bulletin Insert #4  
Social Media impact post  
Web post – impact focus

**October 16-17**              **Education & Witness Weekend**  
Lay Witness, APA Funded Speaker and/or Ministry Mini video at all Masses  
APA Prayer recited at all Masses  
Prayers of the Faithful  
Impact Bulletin Insert #5  
Social Media impact post  
Web post – impact focus

**October 23-24**              **Clergy Support & Parishioner Participation**  
Clergy affirms APA and its purpose and/or Ministry Mini video at all Masses  
In-pew Solicitation for those who haven't made a commitment  
APA Prayer recited at all Masses  
Prayers of the Faithful

Participation Bulletin Insert #6A or 6B (commitment form or prayer)  
Social Media make a gift post  
Web post – participation focus