

Parish Implementation Timeline for the Catholic Ministry Appeal

DATE	DAY OF THE WEEK	TASK DESCRIPTION	COMPLETED (✓)
9/23-24/21	Thursday-Friday	EXTRAORDINARY EFFORT TASK:	
		Contact your envelope provider to include a Catholic Ministry Appeal envelope with your monthly parish envelopes starting in February.	
10/4-8/21	Monday-Friday	Establish Catholic Ministry Appeal leadership team for parish responsible for planning and implementation. Includes: <ul style="list-style-type: none"> - Pastor - Members of Stewardship Council - Lay Team Leader - Key staff and volunteers 	
		Set parish planning meeting #1 date in October to discuss Catholic Ministry Appeal and set tasks and events on parish calendar.	
		Set parish planning meeting #2 date the first week of December to make an individual parish plan to achieve participation goal. Incorporate each step of the timeline, review participation results of APA 2021 and set participation goal with leadership team, discuss financial goal and complete Pastor Letter of support.	
		Set parish planning meeting #3 date the last week of January to walk through each step for In-pew/Commitment Weekend #1 and #2 with all those involved in the execution of steps (pastor, sacristan, ushers, etc.).	
10/25-29/21	Monday-Friday	Parish Planning meeting #1: Using training materials and resources provided at the 9/22 training meeting, the parish leadership team will have an <i>overview/discussion about the Catholic Ministry Appeal (FAQ and Case Summary)</i> , and set tasks and events on parish calendar for: <ul style="list-style-type: none"> - Using the Communication Worksheet, collect all submission dates, contacts and submission methods for the bulletin, pulpit announcements, general intercessions, social media and web. - Using the Parish Leadership Responsibility Worksheet, assign team members to specific tasks. - Set Parish Planning meeting #2 date the week of 11/29-12/3/2021. - Schedule time for Pastor/staff/leadership Training on January 19, 2022. - Set Parish Planning meeting #3 for the last week of January. 	
		EXTRAORDINARY EFFORT TASKS:	
		<ul style="list-style-type: none"> - Set <i>Lay testimonial presentation</i> date/training date/who will complete training. - Set date to <i>host a Catholic Ministry Appeal reception or town hall discussion</i> mid-January for your past appeal donors and all 	

		<p>interested parishioners to talk through differences between the Annual Pastoral Appeal and the Catholic Ministry Appeal. Assign who will chair this event.</p> <ul style="list-style-type: none"> - Assign a team member to <i>create a personalized parish video</i> for the Catholic Ministry Appeal, sharing examples of how the appeal directly affects the parish and surrounding communities. The video will be shown on education weekend #1 or #2, posted on the website and pushed out through social media. - Assign a team member to <i>organize a Visitation Team of volunteers to pick up homebound parishioner's commitment cards</i> and complete a visit with the household. Recruit members first week of January and set a training date for visitation volunteers for mid-January. - Assign a team member to organize <i>presentations by shared ministry representatives (parish or diocesan)</i> to share their story throughout the year keeping parishioners informed about the good works the appeal supports. Set specific dates on the parish calendar beginning in <u>May</u>. 	
11/29-12/3/21	Monday-Friday	<p>Parish Planning meeting #2:</p> <ul style="list-style-type: none"> - Review participation results of APA 2021 and <i>set participation goal</i> with parish leadership team. - <i>Discuss financial goal</i> which will be communicated to all pastors 11/1/21. Goals will be based on 14% of reported assessable revenue for the prior fiscal year completed (parish offertory plus donations minus school support). - <i>Complete Pastor Letter of support with leadership team</i>, return to Stewardship & Development Office (stewardship@dosp.org). This is a personalized letter of support and endorsement sent after Bishop sends appeal materials to every household. <p>EXTRAORDINARY EFFORT TASKS:</p> <ul style="list-style-type: none"> - <i>Complete Pastor Letter of support with leadership team</i>. Assign a team member to work with appropriate staff to <i>create a personalized mail merge on parish letterhead</i> and signed by pastor which will be mailed from the parish the third week of January. - <i>Identify local recipients of diocesan ministry assistance</i> using the Catholic Ministry Appeal Case Summary. Assign team member to meet with them the third week of January to discuss their answers to the Lay Testimonial Worksheet and create a social media post, bulletin article and/or web news post with appropriate image. - Assign a team member to meet with the music minister to discuss <i>songs that can be incorporated into the Masses</i> for kick off, education and In-pew/Commitment weekends. Set meeting for the second week in January. 	

12/27/21	Monday	Submit bulletin, pulpit announcement, general intercession, social media post, web posts for Catholic Ministry Appeal kick-off to appropriate parish staff/volunteers.	
1/3/22	Monday	Place general branded posters provided in entry way of key parish buildings (Church, School, Parish Hall, Youth room, Maintenance Building).	
		Place prayer cards in the pews for parishioners to pray together before/at specific time at all Masses.	
		EXTRAORDINARY EFFORT TASKS:	
		<ul style="list-style-type: none"> - Download and print general branded posters and specific ministry 11 X 17 posters from the Catholic Ministry Appeal parish resource website. Place in each entry way of key parish buildings (Church, School, Parish Hall, Youth room, Maintenance Building and every room (meeting and classroom). - Prepare and mail invites for Catholic Ministry Appeal reception or town hall discussion. - Recruit Visitation Team members. Invite to training the third week of January. 	
1/8-9/22	Saturday - Sunday	Catholic Ministry Appeal Kick Off: <ul style="list-style-type: none"> - Pray using prayer cards before/at specified time during Mass - Pulpit announcement made - Bulletin insert - Prayer intentions - Web posts - Social media posts - Deliver appropriate messages to explain the new Catholic Ministry Appeal, and that they will be receiving more information over the next few weeks. 	
1/10/22	Monday	Submit bulletin, pulpit announcement, general intercession, social media post, web posts for Catholic Ministry Appeal education to appropriate parish staff/volunteers. Restock prayer cards in the pews for parishioners to pray together before/at specific time at all Masses.	
1/10—14/22	Monday - Friday	EXTRAORDINARY EFFORT TASKS:	
		<ul style="list-style-type: none"> - Prepare personalized Pastor Letter of support on parish letterhead so it can be mailed the third week of January. - Meet with music minister to select songs for kick-off, education and the In-pew #1 and #2 weekend liturgies to compliment or speak about doing ministry. 	

1/12/22	Wednesday	Pastor and staff attend the Catholic Ministry Appeal Pastor and Staff Training on January 12, 2022.	
1/15-16/22	Saturday-Sunday	Education Weekend #1: <ul style="list-style-type: none"> - Pray using prayer cards before/at specified time during Mass - Pulpit announcement made - Bulletin insert - Prayer intentions - Web posts - Social media posts - 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. - Show video 	
1/17/22	Monday	Submit bulletin, pulpit announcement, general intercession, social media post, web posts for Catholic Ministry Appeal education to appropriate parish staff/volunteers. Restock prayer cards in the pews for parishioners to pray together before/at specific time at all Masses.	
1/17/22	Monday	EXTRAORDINARY EFFORT TASK: Mail Pastor Letter of support from parish on parish letterhead.	
1/17—21/22	Monday - Friday	EXTRAORDINARY EFFORT TASKS: <ul style="list-style-type: none"> - Host Catholic Ministry Appeal reception or town hall discussion. - Meet with the Visitation Team. - Meet with lay speaker to review talking points for upcoming education weekends, and the testimonial the lay speaker will give on the assigned weekend. - Meet with local shared services recipient to create social media post, web post, etc. - Print/address reminder post cards asking parishioners to participate in the appeal for mailing the fourth week of January. 	
1/22-23/22	Saturday-Sunday	Education Weekend #2: <ul style="list-style-type: none"> - Pray using prayer cards before/at specified time during Mass - Pulpit announcement made - Bulletin insert - Prayer intentions - Web posts - Social media posts - 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. - 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. Show video (if not shown prior weekend).	
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		EXTRAORDINARY EFFORT TASKS:	
		<ul style="list-style-type: none"> - Lay speaker delivers testimonial. - Music for the weekend compliments or speaks about doing ministry. - Show parish video. 	
1/24/22	Monday	<p>Submit bulletin, pulpit announcement, general intercession, web and social media posts for Catholic Ministry Appeal focused on Catholic education for Catholic Schools week.</p> <p>Restock prayer cards in the pews for parishioners to pray together before/at specific time at all Masses.</p>	
		EXTRAORDINARY EFFORT TASK:	
		Mail reminder postcard asking parishioners to bring their commitment card with them to Mass 2/5-6/22.	
1/29-2/5/22	Saturday-Saturday	<ul style="list-style-type: none"> - Catholic Schools Week activities are completed. - Parish Planning meeting #3 to review logistics with all those involved in execution of In-pew/Commitment Weekend #1 and #2. - Place materials for In-pew/Commitment Weekend #1 in agreed upon location. Pre-set pledge envelopes and pencils in the pews for Saturday Mass. 	
1/31/22	Monday	<p>Submit bulletin, pulpit announcement, general intercession, web and social media posts for Catholic Ministry Appeal for In-pew/Commitment Weekend #1.</p> <p>Restock prayer cards in the pews for parishioners to pray together before/at specific time at all Masses.</p>	
2/5-6/22	Saturday-Sunday	<p>In-pew/Commitment Weekend #1:</p> <ul style="list-style-type: none"> - Pray using prayer cards before/at specified time during Mass - Pulpit announcement made - Bulletin insert - Prayer intentions - Web posts - Social media posts - After each Mass, restock/place diocesan-provided pledge envelopes and pencils in the pews where people sit or pass them out during Mass. - Homilist incorporates the joy of giving into homily/spiritual reflection, tied to the possible reasons for giving: 1) To meet recognized needs; 2) To meet moral or legal obligations; 3) To live out a Christian way of life (<i>the basis of stewardship</i>). - The pastor conducts a robust in-pew appeal, 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. - Ushers collect the completed pledge forms from the pews (rather than asking them to mail them in or drop them off after Mass). 	

		EXTRAORDINARY EFFORT TASK:	
		<ul style="list-style-type: none"> - Pastor shares participation in Catholic Ministry Appeal in his bulletin message. - Lay speaker delivers testimonial. - Music for the weekend compliments or speaks about doing ministry. 	
2/7/22	Monday	<ul style="list-style-type: none"> - Cash counters count the total number of commitments returned to allow a report back to the parishioners the next weekend. - Commitments delivered/mailed to Pastoral Center Campaign Processing Office. - Submit bulletin, pulpit announcement, general intercession, web and social media posts for Catholic Ministry Appeal for In-pew/Commitment Weekend #2. - Restock prayer cards in the pews for parishioners to pray together before/at specific time at all Masses. 	
		EXTRAORDINARY EFFORT TASK:	
		Visitation Team begins outreach to homebound. Completes visits throughout the week.	
2/12-13/22	Saturday-Sunday	<p>In-pew/Commitment Weekend #2:</p> <ul style="list-style-type: none"> - Pray using prayer cards before/at specified time during Mass - Pulpit announcement made - Bulletin insert - Prayer intentions - Web posts - Social media posts - After each Mass, restock/place diocesan-provided pledge envelopes and pencils in the pews where people sit or pass them out during Mass. - Homilist incorporates the joy of giving into homily/spiritual reflection, tied to the possible reasons for giving: 1) To assist the Church in carrying out its God-given mission; 2) To fulfill our moral responsibility to aiding the poor and bringing others (and ourselves) closer to Christ; 3) To live out a Christian way of life (the basis of stewardship). - The pastor conducts a robust in-pew appeal, 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 to fill out the cards in the pews. - Ushers collect the completed pledge forms from the pews (rather than asking them to mail them in or drop them off after Mass). 	

		EXTRAORDINARY EFFORT TASK:	
		<ul style="list-style-type: none"> - Pastor letter in the bulletin includes participation in Catholic Ministry Appeal in his bulletin message. - Lay speaker delivers testimonial. - Music for the weekend complements or speaks about doing ministry. 	
2/14/22	Monday	<ul style="list-style-type: none"> - Cash counters count the total number of commitments returned to allow a report back to the parishioners the next weekend. - Commitments delivered/mailed to Pastoral Center Campaign Processing Office. - Submit bulletin, pulpit announcement, general intercession, web and social media posts for Catholic Ministry Appeal for Follow-up Weekend #1. - Restock prayer cards in the pews for parishioners to pray together before/at specific time at all Masses. 	
		EXTRAORDINARY EFFORT TASK:	
		<ul style="list-style-type: none"> - Visitation Team continues outreach to homebound. Completes visits throughout the week. 	
2/19-20/22	Saturday-Sunday	<p>Follow-up Weekend #1:</p> <ul style="list-style-type: none"> - Pray using prayer cards before/at specified time during Mass - Pulpit announcement made - Bulletin insert - Prayer intentions - Web posts - Social media posts - After each Mass, restock/place diocesan-provided pledge envelopes and pencils in prearranged location. - Homilist updates parishioners, personally endorses the appeal and invites everyone to participate and fill out a pledge card. 	
		EXTRAORDINARY EFFORT TASK:	
		<ul style="list-style-type: none"> - Pastor letter in the bulletin includes participation in Catholic Ministry Appeal. - Music for the weekend complements or speaks about doing ministry. 	
2/21/22	Monday	<ul style="list-style-type: none"> - Cash counters count the total number of commitments returned to allow a report back to the parishioners the next weekend. - Commitments delivered/mailed to Pastoral Center Campaign Processing Office. - Submit bulletin, pulpit announcement, general intercession, web and social media posts for Catholic Ministry Appeal Report. 	

		<ul style="list-style-type: none"> - Restock prayer cards in the pews for parishioners to pray together before/at specific time at all Masses. 	
		EXTRAORDINARY EFFORT TASKS:	
		<ul style="list-style-type: none"> - Visitation Team continues outreach to homebound. Completes visits throughout the week. - Mail a thank-you letter or card from the pastor to parishioners who have returned a commitment card. 	
2/26-27/22	Saturday-Sunday	<p>Follow-up Weekend #2:</p> <ul style="list-style-type: none"> - Pray using prayer cards before/at specified time during Mass - Pulpit announcement made - Bulletin insert - Prayer intentions - Web posts - Social media posts - After each Mass, restock/place diocesan-provided pledge envelopes and pencils in prearranged location. - Homilist updates parishioners, personally endorses the appeal and invites everyone to participate and fill out a pledge card. 	
		EXTRAORDINARY EFFORT TASK:	
		<ul style="list-style-type: none"> - Pastor letter in the bulletin includes participation in Catholic Ministry Appeal. - Music for the weekend complements or speaks about doing ministry. 	
2/28/22	Monday	<ul style="list-style-type: none"> - Cash counters count the total number of commitments returned to allow a report back to the parishioners the next weekend. - Commitments delivered/mailed to Pastoral Center Campaign Processing Office. - Submit bulletin, pulpit announcement, general intercession, web and social media posts for Catholic Ministry Appeal Report. 	
		EXTRAORDINARY EFFORT TASKS:	
		<ul style="list-style-type: none"> - Visitation Team continues outreach to homebound. Completes visits throughout the week. - Mail a thank-you letter or card from the pastor to parishioners who have returned a commitment card. 	
3/5-6/22	Saturday-Sunday	<p>Update on progress, request for participation:</p> <ul style="list-style-type: none"> - Pray using prayer cards before/at specified time during Mass - Pulpit announcement made - Bulletin insert - Prayer intentions - Web posts - Social media posts 	
4/4/22	Monday	<ul style="list-style-type: none"> - Submit bulletin, pulpit announcement, general intercession, web and social media posts for Catholic Ministry Appeal Report. 	

		EXTRAORDINARY EFFORT TASK:	
		- Mail a thank-you letter or card from the pastor to parishioners who have returned a commitment card.	
4/9-10/22	Saturday-Sunday	Update on progress, final request for participation: <ul style="list-style-type: none"> - Pray using prayer cards before/at specified time during Mass - Pulpit announcement made - Bulletin insert - Prayer intentions - Web posts - Social media posts 	
4/25/22	Monday	EXTRAORDINARY EFFORT TASK:	
		Mail a thank-you letter or card from the pastor to parishioners who have returned a commitment card.	