

## Parish Implementation Timeline for the Catholic Ministry Appeal

DATE	DAY OF THE WEEK	TASK DESCRIPTION	COMPLETED <i>(check/date)</i>
Last two weeks of November	Monday-Friday	<b>Establish Catholic Ministry Appeal leadership team</b> for parish responsible for planning and implementation. Includes: <ul style="list-style-type: none"> <li>- Pastor</li> <li>- Members of Stewardship Council</li> <li>- Lay Team Leader</li> <li>- Key staff and volunteers</li> </ul>	
		<b>Set parish planning meeting #1 date for first or second week of December</b> to discuss Catholic Ministry Appeal and set tasks and events on parish calendar. Discuss parish plan to achieve participation goal and assign roles and responsibilities for implementing the recommended steps in the timeline.	
		<b>Plan to complete and return the Pastor Letter of support on or before 12/12/2022.</b>	
		<b>Set parish planning meeting #3 date the last week of January</b> 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.).	
First or second week of December	Monday-Friday	<b>Parish Planning meeting #1:</b> Using training materials and resources provided at the Preview Webinar, 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"> <li>- Review participation results of 2022 Catholic Ministry Appeal and set participation goal with parish leadership team.</li> <li>- <i>Discuss financial goal</i> which was communicated to pastors on 11/9/2022. Goals are based on 14% of reported assessable revenue for the prior fiscal year completed (parish offertory plus donations minus school support).</li> <li>- Using the <b>Communication Worksheet</b>, collect all submission dates, contacts and submission methods for the bulletin, pulpit announcements, general intercessions, social media and web.</li> <li>- Using the <b>Parish Leadership Responsibility Worksheet</b>, assign team members to specific tasks.</li> <li>- Set Parish Planning meeting #2 date the first week of January.</li> <li>- Schedule time for Pastor/staff/leadership Training on January 9, 2023.</li> <li>- Set Parish Planning meeting #3 for the last week of January.</li> </ul>	

		<ul style="list-style-type: none"> <li>- Complete <b>Pastor Letter</b> of support with leadership team, return to Stewardship &amp; Development Office (<a href="mailto:stewardship@dosp.org">stewardship@dosp.org</a>). This is a personalized letter of support and endorsement sent after Bishop sends appeal materials to every household.</li> </ul>	
		<b>EXTRAORDINARY EFFORT TASKS:</b>	
		<ul style="list-style-type: none"> <li>- Set <i>Lay testimonial presentation date/training date/who will complete training.</i></li> <li>- Set date to <i>host a Catholic Ministry Appeal reception or town hall discussion</i> mid-January for your past appeal donors and all interested parishioners to talk through differences between the Annual Pastoral Appeal and the Catholic Ministry Appeal. Assign who will chair this event.</li> <li>- Assign a team member to <i>create a personalized parish video</i> for the <i>Catholic Ministry Appeal</i>, 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.</li> <li>- 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.</li> <li>- Assign a team member to <i>organize 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>.</li> </ul>	
1/2-6/23	Monday-Friday	<p><b>Parish Planning meeting #2:</b></p> <ul style="list-style-type: none"> <li>- Review communication assignments, deadlines and submission dates for the bulletin, pulpit announcements, general intercessions, social media, and web.</li> <li>- Using the <b>Parish Leadership Responsibility Worksheet</b>, assign any remaining tasks to complete the recommended activities in the timeline.</li> </ul>	
		<b>EXTRAORDINARY EFFORT TASKS:</b>	
		<ul style="list-style-type: none"> <li>- Complete <b>Pastor Letter</b> of support with leadership team. 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.</li> <li>- <i>Identify local recipients of diocesan ministry assistance</i> using the Catholic Ministry Appeal <b>Case Summary</b>. Assign team member to meet with them the third week of January to discuss their answers</li> </ul>	

		<p>to the <b>Lay Testimonial Worksheet</b> and create a social media post, bulletin article and/or web news post with appropriate image.</p> <ul style="list-style-type: none"> <li>- 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.</li> </ul>	
1/2/23	Monday	<b>Submit</b> bulletin, pulpit announcement, general intercession, social media post, web posts for Catholic Ministry Appeal kick-off to appropriate parish staff/volunteers.	
1/9/23	Monday	<b>Participate in the Pastor &amp; Parish Training Webinar</b>	
1/9/23	Monday	<p><b>Place general branded posters</b> provided in entry way of key parish buildings (Church, School, Parish Hall, Youth room, Maintenance Building).</p> <p><b>Place prayer cards</b> in the pews for parishioners to pray together before/at specific time at all Masses.</p> <p><b>EXTRAORDINARY EFFORT TASKS:</b></p> <ul style="list-style-type: none"> <li>- <b>Download and print general branded posters and specific ministry 11 X 17 posters</b> 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).</li> <li>- <b>Prepare and mail invites</b> for Catholic Ministry Appeal reception or town hall discussion.</li> <li>- <b>Recruit Visitation Team members.</b> Invite to training the third week of January.</li> </ul>	
1/14-15/23	Saturday - Sunday	<p><b>Catholic Ministry Appeal Kick Off:</b></p> <ul style="list-style-type: none"> <li>- Pray using prayer cards before/at specified time during Mass</li> <li>- Pulpit announcement made</li> <li>- Bulletin insert</li> <li>- Prayer intentions</li> <li>- Web posts</li> <li>- Social media posts</li> <li>- Deliver appropriate messages to explain the new <i>Catholic Ministry Appeal</i>, and that they will be receiving more information over the next few weeks.</li> </ul>	
1/16/23	Monday	<p><b>Submit</b> bulletin, pulpit announcement, general intercession, social media post, web posts for Catholic Ministry Appeal education to appropriate parish staff/volunteers.</p> <p><b>Restock prayer cards</b> in the pews for parishioners to pray together before/at specific time at all Masses.</p>	
1/16-20/23	Monday - Friday	<p><b>EXTRAORDINARY EFFORT TASKS:</b></p> <ul style="list-style-type: none"> <li>- <b>Meet with music minister</b> to select songs for kick-off, education and the In-pew #1 and #2 weekend liturgies to compliment or speak about doing ministry.</li> </ul>	

1/21-22/23	Saturday-Sunday	<b>Education Weekend #1:</b> <ul style="list-style-type: none"> <li>- Pray using prayer cards before/at specified time during Mass</li> <li>- Pulpit announcement made</li> <li>- Bulletin insert</li> <li>- Prayer intentions</li> <li>- Web posts</li> <li>- Social media posts</li> <li>- 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.</li> <li>- Show video</li> </ul>	
1/23/23	Monday	<b>Submit</b> bulletin, pulpit announcement, general intercession, social media post, web posts for Catholic Ministry Appeal education to appropriate parish staff/volunteers.  <b>Restock prayer cards</b> in the pews for parishioners to pray together before/at specific time at all Masses.	
1/23-27/23	Monday - Friday	<b>EXTRAORDINARY EFFORT TASKS:</b> <ul style="list-style-type: none"> <li>- <b>Host Catholic Ministry Appeal reception or town hall discussion.</b></li> <li>- <b>Meet with the Visitation Team.</b></li> <li>- <b>Meet with lay speaker</b> to review talking points for upcoming education weekends, and the testimonial the lay speaker will give on the assigned weekend.</li> <li>- <b>Meet with local shared services recipient</b> to create social media post, web post, etc.</li> <li>- <b>Print/address reminder post cards</b> asking parishioners to participate in the appeal for mailing the fourth week of January.</li> </ul>	
1/28-29/23	Saturday-Sunday	<b>Education Weekend #2:</b> <ul style="list-style-type: none"> <li>- Pray using prayer cards before/at specified time during Mass</li> <li>- Pulpit announcement made</li> <li>- Bulletin insert</li> <li>- Prayer intentions</li> <li>- Web posts</li> <li>- Social media posts</li> <li>- 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.</li> <li>- Show video (if not shown prior weekend).</li> </ul>	
1/30/23	Monday	<b>EXTRAORDINARY EFFORT TASKS:</b> <ul style="list-style-type: none"> <li>- <b>Lay speaker delivers testimonial.</b></li> <li>- <b>Music for the weekend</b> compliments or speaks about doing ministry.</li> <li>- <b>Show parish video.</b></li> </ul>	

		<p><b>Submit</b> bulletin, pulpit announcement, general intercession, web and social media posts for Catholic Ministry Appeal focused on Catholic education for Catholic Schools week.</p> <p><b>Restock prayer cards</b> in the pews for parishioners to pray together before/at specific time at all Masses.</p> <p><b>Place materials for In-pew/Commitment Weekend #1</b> in agreed upon location. Pre-set pledge envelopes and pencils in the pews for Saturday Mass.</p> <p><b>EXTRAORDINARY EFFORT TASK:</b></p> <p><b>Mail reminder postcard</b> asking parishioners to bring their commitment card with them to Mass for In-pew/Commitment Weekend.</p>	
1/29-2/4/23	Sunday-Saturday	<ul style="list-style-type: none"> <li>- <b>Catholic Schools Week activities</b> are completed.</li> <li>- <b>Parish Planning meeting #3</b> to review logistics with all those involved in execution of In-pew/Commitment Weekend #1 and #2.</li> </ul>	
2/4-5/23	Saturday-Sunday	<p><b>In-pew/Commitment Weekend #1:</b></p> <ul style="list-style-type: none"> <li>- Pray using prayer cards before/at specified time during Mass</li> <li>- Pulpit announcement made</li> <li>- Bulletin insert</li> <li>- Prayer intentions</li> <li>- Web posts</li> <li>- Social media posts</li> <li>- After each Mass, restock/place diocesan-provided pledge envelopes and pencils in the pews where people sit or pass them out during Mass.</li> <li>- 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) <b>To live out a Christian way of life</b> (<i>the basis of stewardship</i>).</li> <li>- 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.</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> <p><b>EXTRAORDINARY EFFORT TASKS:</b></p> <ul style="list-style-type: none"> <li>- <b>Pastor shares participation in Catholic Ministry Appeal in his bulletin message.</b></li> <li>- <b>Lay speaker delivers testimonial.</b></li> <li>- <b>Music for the weekend</b> compliments or speaks about doing ministry.</li> </ul>	
2/6/23	Monday	<ul style="list-style-type: none"> <li>- Cash counters <b>count the total number of commitments</b> returned to allow a report back to the parishioners the next weekend.</li> <li>- <b>Commitments delivered/mailed</b> to Pastoral Center Campaign Processing Office (see <b>2023 Gift Remittance Process</b> handout).</li> </ul>	

		<ul style="list-style-type: none"> <li>- <b>Submit</b> bulletin, pulpit announcement, general intercession, web and social media posts for Catholic Ministry Appeal for In-pew/Commitment Weekend #2.</li> <li>- <b>Restock prayer cards</b> in the pews for parishioners to pray together before/at specific time at all Masses.</li> </ul>	
		<b>EXTRAORDINARY EFFORT TASK:</b>	
		<b>Visitation Team begins outreach to homebound.</b> Completes visits throughout the week.	
2/11-12/23	Saturday-Sunday	<p><b>In-pew/Commitment Weekend #2:</b></p> <ul style="list-style-type: none"> <li>- Pray using prayer cards before/at specified time during Mass</li> <li>- Pulpit announcement made</li> <li>- Bulletin insert</li> <li>- Prayer intentions</li> <li>- Web posts</li> <li>- Social media posts</li> <li>- After each Mass, restock/place diocesan-provided pledge envelopes and pencils in the pews where people sit or pass them out during Mass.</li> <li>- 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) <b>To live out a Christian way of life (the basis of stewardship).</b></li> <li>- 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.</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>	
		<b>EXTRAORDINARY EFFORT TASK:</b>	
		<ul style="list-style-type: none"> <li>- <b>Pastor letter in the bulletin includes participation in Catholic Ministry Appeal in his bulletin message.</b></li> <li>- <b>Lay speaker delivers testimonial.</b></li> <li>- <b>Music for the weekend</b> complements or speaks about doing ministry.</li> </ul>	
2/13/23	Monday	<ul style="list-style-type: none"> <li>- Cash counters <b>count the total number of commitments</b> returned to allow a report back to the parishioners the next weekend.</li> <li>- <b>Commitments delivered/mailed</b> to Pastoral Center Campaign Processing Office (see <b>2023 Gift Remittance Process</b> handout).</li> <li>- <b>Submit</b> bulletin, pulpit announcement, general intercession, web and social media posts for Catholic Ministry Appeal for Follow-up Weekend #1.</li> <li>- <b>Restock prayer cards</b> in the pews for parishioners to pray together before/at specific time at all Masses.</li> </ul>	

		<b>EXTRAORDINARY EFFORT TASK:</b>	
		<b>Visitation Team continues outreach to homebound.</b> Completes visits throughout the week.	
2/18-19/23	Saturday-Sunday	<b>Follow-up Weekend #1:</b> <ul style="list-style-type: none"> <li>- Pray using prayer cards before/at specified time during Mass</li> <li>- Pulpit announcement made</li> <li>- Bulletin insert</li> <li>- Prayer intentions</li> <li>- Web posts</li> <li>- Social media posts</li> <li>- After each Mass, restock/place diocesan-provided pledge envelopes and pencils in prearranged location.</li> <li>- Homilist updates parishioners, personally endorses the appeal and invites everyone to participate and fill out a pledge card.</li> </ul>	
		<b>EXTRAORDINARY EFFORT TASK:</b>	
		<ul style="list-style-type: none"> <li>- <b>Pastor letter in the bulletin includes participation in Catholic Ministry Appeal.</b></li> <li>- <b>Music for the weekend</b> complements or speaks about doing ministry.</li> </ul>	
2/20/23	Monday	<ul style="list-style-type: none"> <li>- Cash counters <b>count the total number of commitments</b> returned to allow a report back to the parishioners the next weekend.</li> <li>- <b>Commitments delivered/mailed</b> to Pastoral Center Campaign Processing Office. (see <b>2023 Gift Remittance Process</b> handout).</li> <li>- <b>Submit</b> bulletin, pulpit announcement, general intercession, web and social media posts for Catholic Ministry Appeal Report.</li> <li>- <b>Restock prayer cards</b> in the pews for parishioners to pray together before/at specific time at all Masses.</li> </ul>	
		<b>EXTRAORDINARY EFFORT TASKS:</b>	
		<ul style="list-style-type: none"> <li>- <b>Visitation Team continues outreach to homebound.</b> Completes visits throughout the week.</li> <li>- <b>Mail a thank-you letter or card from the pastor</b> to parishioners who have returned a commitment card.</li> </ul>	
2/25-26/23	Saturday-Sunday	<b>Follow-up Weekend #2:</b> <ul style="list-style-type: none"> <li>- Pray using prayer cards before/at specified time during Mass</li> <li>- Pulpit announcement made</li> <li>- Bulletin insert</li> <li>- Prayer intentions</li> <li>- Web posts</li> <li>- Social media posts</li> <li>- After each Mass, restock/place diocesan-provided pledge envelopes and pencils in prearranged location.</li> <li>- Homilist updates parishioners, personally endorses the appeal and invites everyone to participate and fill out a pledge card.</li> </ul>	
		<b>EXTRAORDINARY EFFORT TASK:</b>	

		<ul style="list-style-type: none"> <li>- <b>Pastor letter in the bulletin includes participation in Catholic Ministry Appeal.</b></li> <li>- <b>Music for the weekend</b> complements or speaks about doing ministry.</li> </ul>	
2/27/23	Monday	<ul style="list-style-type: none"> <li>- Cash counters <b>count the total number of commitments</b> returned to allow a report back to the parishioners the next weekend.</li> <li>- <b>Commitments delivered/mailed</b> to Pastoral Center Campaign Processing Office (see <b>2023 Gift Remittance Process</b> handout).</li> <li>- <b>Submit</b> bulletin, pulpit announcement, general intercession, web and social media posts for Catholic Ministry Appeal Report.</li> </ul>	
<b>EXTRAORDINARY EFFORT TASKS:</b>			
		<ul style="list-style-type: none"> <li>- <b>Visitation Team continues outreach to homebound.</b> Completes visits throughout the week.</li> <li>- <b>Mail a thank-you letter or card from the pastor</b> to parishioners who have returned a commitment card.</li> </ul>	
3/4-5/23	Saturday-Sunday	<p>Update on progress, request for participation:</p> <ul style="list-style-type: none"> <li>- Pray using prayer cards before/at specified time during Mass</li> <li>- Pulpit announcement made</li> <li>- Bulletin insert</li> <li>- Prayer intentions</li> <li>- Web posts</li> <li>- Social media posts</li> </ul>	
3/27/23	Monday	<b>Submit</b> bulletin, pulpit announcement, general intercession, web and social media posts for Catholic Ministry Appeal Report.	
<b>EXTRAORDINARY EFFORT TASK:</b>			
		<b>Mail a thank-you letter or card from the pastor</b> to parishioners who have returned a commitment card.	
4/1-2/23	Saturday-Sunday	<p>Update on progress, final request for participation:</p> <ul style="list-style-type: none"> <li>- Pray using prayer cards before/at specified time during Mass</li> <li>- Pulpit announcement made</li> <li>- Bulletin insert</li> <li>- Prayer intentions</li> <li>- Web posts</li> <li>- Social media posts</li> </ul>	
4/24/23	Monday	<b>EXTRAORDINARY EFFORT TASK:</b>	
		<b>Mail a thank-you letter or card from the pastor</b> to parishioners who have returned a commitment card.	