

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

DATE	ACTION ITEM/DESCRIPTION	TO BE COMPLETED BY
11/1/2022	Parish financial goals communicated.	Diocese
11/16/2022 – 10am	<b>Roll Out Webinar:</b> <ul style="list-style-type: none"> <li>Share new materials</li> <li>“Best Effort” for Implementation</li> <li>Q &amp; A time</li> </ul>	Diocese & Parishes
11/20/2022	<i>Mater Dei</i> Giving Society Prayer Service at the Cathedral of St. Jude: 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.	Diocese
11/21/2022	Pre-ask for 2022 donors: Invite special groups to make their commitment before all others to kick off 2023 appeal.	Diocese
12/12/2022	Pastor letter of support returned to Stewardship and Development Office with noted edits and/or approval.	Pastors
January - March, 2023	Parish Champion videos: Parish Champion testimonial videos are shared on diocesan and parish social media channels and websites.	Diocese & Parishes
1/9/2023	Parish in pew materials arrive.	Parishes
1/9/2023	Direct Mail from Bishop Parkes to all households.	Diocese
1/14-15/2023	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
Week of January 9, 2023 10:30am	<b>Pastor &amp; Parish Training Webinar:</b> <ul style="list-style-type: none"> <li>Review of upcoming activity &amp; best effort</li> <li>Tips for engaging parishioners</li> </ul>	Diocese & Parishes
1/16/2023	Thank you’s for donors begin. Appreciation program continues weekly through June, monthly through December.	Diocese
1/16/2023	Pastor letter of support to all parish households.	Pastor (letter draft) & Diocese (mailing)
1/21-22/2023	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
1/28-29/2023	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
1/30-2/3/2023	Catholic schools week: Tie to Catholic Ministry Appeal as appropriate, share information about how appeal supports Catholic education.	Parishes
2/1/2023	Reminder statements begin for donors. Remittance program continues the first week of the month through end of the year.	Diocese

2/4-5/2023	<p>In-pew/Commitment Weekend #1:</p> <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 4-5 and February 11-12).</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
2/11-12/2023	<p>In-pew/Commitment Weekend #2:</p> <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 4-5 and February 11-12).</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
2/18-19/2023	Follow-up Weekend	Parishes
2/25-26/2023	Follow-up Weekend	Parishes
3/27/2023	<p><i>Mater Dei</i> Giving Society Easter Mailing: Invite this special group to submit prayer intentions for Lent.</p>	Diocese
4/10/2023	Follow-up mailing to non-responding historical donors.	Diocese
8/21/2023	Follow up mailing #2 to non-responding historical donors.	Diocese