

Timeline & Plan of Action for the Catholic Ministry Appeal

Dates for Consideration:

- Epiphany: *Saturday, January 6, 2024 - Sunday, January 7, 2024*
- Martin Luther King Day: *Monday, January 15, 2024*
- Presidents’ Day: *Monday, February 19, 2024*
- Ash Wednesday: *Wednesday, February 14, 2024*
- Easter: *Sunday, March 31, 2024*

Catholic Ministry Appeal Meeting Dates:

- New Pastor Appeal Orientation Meeting: *Monday, September 25, 2023 – Pastoral Center*
- Parish Business Managers and Bookkeepers Appeal Orientation Meeting: *Tuesday, September 26, 2023 – Pastoral Center*
- Roll Out/Training Webinar: *Monday, November 6, 2023 – Zoom Webinar*
- Appeal Workshop: *Wednesday, December 6, 2023 – Zoom Webinar*

DATE	ACTION ITEM/DESCRIPTION	TO BE COMPLETED BY
9/25/2023 – 9am Pastoral Center	New Pastor Appeal Orientation Meeting <ul style="list-style-type: none"> • History of Catholic Ministry Appeal • Financials (Goals, Funding, Cathedraticum) • Timeline, Plan of Action and “Best Effort” for Implementation • Gift Acceptance • Navigating the Resource Page • Q & A time 	Diocese & Parishes
9/26/2023 9am Pastoral Center	Parish Business Managers and Bookkeepers Appeal Orientation Meeting <ul style="list-style-type: none"> • History of Catholic Ministry Appeal • Financials (Goals, Funding, Cathedraticum) • Timeline and Plan of Action (Best Effort) • Gift Acceptance • Navigating the Resource Page • Q & A time 	Diocese & Parishes
11/6/2023 – 10:30am	Roll Out/Training Webinar <ul style="list-style-type: none"> • Share new materials • “Best Effort” for Implementation • Review of upcoming activity • Tips for engaging parishioners • Q & A time 	Diocese & Parishes
11/6/2023	Parish financial goals communicated.	Diocese
11/13/2023	Mailing #1 Pre-ask for 2023 donors: Invite special groups to make their commitment before all others to kick off 2024 appeal.	Diocese
11/19/2023	<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
12/1/2023	Pastor letter of support returned to Stewardship and Development Office with noted edits and/or approval.	Pastors

12/6/2023 Active Phase January - March, 2024	Appeal Workshop Social Media Carousel and Videos “Ministry Champion” testimonial videos are shared on diocesan and parish social media channels and websites.	Diocese & Parishes
ETA Week of 1/8/2024	Mailing #2 Direct Mail from Bishop Parkes to all households.	Diocese
ETA Week of 1/9/2024	Parish in pew materials arrive.	Parishes
1/6-7/2024	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
1/8/2024	Pastor letter of support to all parish households. <i>Drop date 1/8 in households week of 1/15</i>	Pastor (letter draft) & Diocese (mailing)
1/13-14/2024	Catholic Ministry Appeal Education Weekend #1: 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
1/16/2024	Thank you’s for donors begin. Appreciation program continues weekly through June, monthly through December.	Diocese
1/20-21/2024	Catholic Ministry Appeal Education Weekend #2: 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
1/27-28/2024	In-pew/Commitment Weekend #1: <ul style="list-style-type: none"> Place diocesan-provided pledge cards and pencils/in the pews where people sit or pass them out during Mass. 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). Ushers collect the completed pledge forms from the pews (rather than asking them to mail them in or drop them off after Mass). 	Parishes
1/28-2/3/2024	Catholic schools week: Tie to Catholic Ministry Appeal as appropriate, share information about how appeal supports Catholic education.	Parishes
2/1/2024	<i>Mater Dei</i> Giving Society Easter Mailing: Invite this special group to submit prayer intentions for Lent.	Diocese
2/3-4/2024	In-pew/Commitment Weekend #2: <ul style="list-style-type: none"> Place diocesan-provided pledge cards and pencils/in the pews where people sit or pass them out during Mass. 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). 	Parishes

	<ul style="list-style-type: none"> Ushers collect the completed pledge forms from the pews (rather than asking them to mail them in or drop them off after Mass). 	
2/10-11/2024	Follow-up Weekend #1	Parishes
2/17-18/2024	Follow-up Weekend #2	Parishes
2/28/2024	Reminder statements begin for donors. Remittance program continues the first week of the month through end of the year.	Diocese
3/29/2024	Follow-up mailing to non-responding historical donors.	Diocese
8/12/2024	Follow up mailing #2 to non-responding historical donors.	Diocese