

2019 Catholic Appeal at a Glance

Phase 1 - Advance Phase	
December 1	Verify Parish Selection Form information Select Catholic Appeal Coordinator/s (lay volunteer)
January – February	Pastors, Appeal Coordinators and staff attend Appeal training session/webinar
January 18	2019 Catholic Appeal website is launched; online gifts can be made for parish credit
January 31	1st Request letter mailed to prior donors
February 9-10	Bulletin and Mass announcement reminding parishioners to respond to first request letter
February 18	Parish donor reports are available on the Appeal website. Reports will be updated every Monday (Lybunt reports available beginning April 12)
February 16	1st and only request letter mailed to lapsed donors (donors who have not pledged support in 3+ years)
Week of February 11	Appeal materials sent to parishes Email Catholic Appeal video to parish leaders, staff, volunteers, parishioners and religious education families Included video on parish website and social media platforms
Phase 2 - Parish Launch	
February 23-24: Announcement Weekend	Appeal bulletin insert Appeal witness talk at Mass
March 1	2nd Request letter mailed to prior donors
March 2-3 Commitment Weekend	Conduct in-pew presentation
March 6	Ash Wednesday
March 9-10	Place leftover pledge forms at Church exits and remind parishioners if they have yet to make a pledge they can do so by taking one of the forms (return to Church or rectory)

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Phase 3 - Closeout	
April 14-21	Holy Week/Paschal Triduum/Easter
May 1	3rd and final request letter mailed to prior donors
June 8-9/ June 15-16 <i>Mid-Appeal Weekends</i>	Mid-Appeal update, follow-up in-pew if needed
June 5-6	Catholic Appeal Thank-a-thon
Week of July 8	1 st rebate distribution
October 6	Cardinal's Appreciation Mass and Reception for Appeal Coordinators and donors \$1,000+
Week of October 10	2 nd rebate distribution
November 13	Cardinal's Christmas Campaign mailing
December 8	Advent Mass and Reception
December 27	Catholic Appeal abatement request forms due to Chancellor
Week of February 10 (2020)	3 rd and final rebate distribution

The following materials can be found online at bostoncatholicappeal.org under Parish Resources.

- *Solicitation letters*
- *Bulletin Announcements and Prayers of the Faithful*
- *Bulletin Insert (Translated into multiple languages)*
- *Procedural guide*