

## 2020 Appeal at a Glance

<b>Parish Preparation</b>	
February 1	Letter from Cardinal Sean is mailed to parishioners asking for their early support.
February 1	Catholic Appeal NEW website is launched <a href="http://www.bostoncatholicappeal.org">www.bostoncatholicappeal.org</a> . Check out the <b>For Parishes</b> tab
February 17	Parish launch packets mailed to parishes: Includes In-pew envelopes, posters, DVD
February 22-23	Display Posters, Add Bulletin Announcements / prayers of the faithful asking for early support.
February 26	Ash Wednesday
February 29-March 1	Add Bulletin Announcements. (All parish resources can be found on the " <b>For Parishes</b> " tab at <a href="http://www.bostoncatholicappeal.org">www.bostoncatholicappeal.org</a> )
<b>Launching Your Appeal</b>	
<b>March 7-8</b>	<b>ANNOUNCEMENT WEEKEND:</b> Play Video, Appeal bulletin insert, Witness Talk
<b>March 14-15</b>	<b>COMMITMENT WEEKEND</b> Conduct in-pew presentation
<b>March 21-28</b>	<b>FOLLOW UP WEEKEND:</b> For Pastors in Collaboratives who would like to conduct the in-pew at each parish. Or in case of inclement weather.
<b>Keep the Appeal Going</b>	
April 5-12	*Holy Week/Paschal Triduum/Easter
April 14	Letter 2 from Cardinal Sean mailed to parishioners who have not given yet.
April 18-19	<i>Continue to add bulletin announcements to encourage, inform or thank parishioners.</i>
May 20	Letter 3 from <u>Pastor or Cardinal</u> mailed to parishioners who have not given yet.
June 6-7 or 13-14	Mid Appeal Campaign: Parishes below assessment should use this opportunity to promote the Catholic Appeal at Mass. Resources and Materials will be available.
June 17	Thank-a-thon: Volunteers call 1 <sup>st</sup> time donors to thank them for their support

<b>Closing your Appeal</b>	
August 1	<u>Final letter</u> from Cardinal Sean mailed to parishioners who have not given.
September	Review Donor list for unpaid Pledges. Add bulletin messaging encouraging parishioners to fulfil their pledge payments. Rebates are paid based on payments.
October 25	Cardinal's Appreciation Mass and Reception for Appeal Coordinators and donors \$1,000+ Location TBD
October 13	1 <sup>st</sup> Rebate Payment to qualifying Parishes
November 1	Review parish donor report. Send updates (deceased, moved etc) to Catholic Appeal Office.
November 17	Cardinal's Christmas Campaign mailing
December 6	Advent Mass and Reception
December 1	For Parishes below assessment, abatement request forms due to Chancellor
<b>Into the New Year</b>	
January 10, 2021	Tax receipt letters mailed to 2020 CA donors of \$250 or more.
January 31, 2021	2020 Catholic Appeal CLOSED.
February 2021	Final rebate distribution paid to qualifying parishes. Billbacks to parishes below assessment (March – June 2021)

All materials and parish resources can be found on the "FOR PARISHES" tab at [www.bostoncatholicappeal.org](http://www.bostoncatholicappeal.org)  
Updated Parish reporting will be available March 1<sup>st</sup>. No change to your current parish username / password.

For questions or comments, please contact: Arlene Dubrowski  
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Thank you for your continued support of the Catholic Appeal.

