



2021 Appeal at a Glance

To ensure the health and safety of our pastors, parish staff and parishioners, the Catholic Appeal launch in March will be paper free. Please sign up for a training to review our safe launch.

Parish Preparation	
January	Recruit or Renew Parish Volunteer Appeal Coordinator
	Sign up for a webinar to assist with your parish launch
	Review materials count (in-pew, bulletins etc) to ensure totals are correct. Goal sheet mailed to parishes January 8 th .
Pre-Launch	
February 1	Letter from Cardinal Seán mailed to parishioners asking for their early support.
February 13-14	Add Bulletin Announcements asking for early support.
February 17	Ash Wednesday
Launching Your Appeal	
February 27-28	ANNOUNCEMENT WEEKEND Play Video, Appeal bulletin insert, Witness Talk
March 6-7	COMMITMENT WEEKEND Conduct paper free in-pew presentation.
March 13-14	FOLLOW UP WEEKEND: For Pastors in collaboratives who would like to conduct the paper free in-pew at each parish. Or in case of inclement weather.
Keep the Appeal Going	
March 28 - April 3	*Holy Week/Paschal Triduum/Easter
April 6	Letter 2 from Cardinal Seán mailed to parishioners who have not given yet.

April 10-11	<i>Continue to add bulletin announcements to encourage, inform or thank parishioners.</i>
June 1	Letter 3 from <u>Pastor or Cardinal</u> mailed to parishioners who have not given yet.
June 5-6	IN PEW COMMITMENT WEEKEND Envelopes are distributed and collected. All parishioners are asked to participate.
June 21	Thank-a-thon: Volunteers call 1 st time donors to thank them for their support
Closing your Appeal	
August 17	<u>Final letter</u> from Cardinal Sean mailed to parishioners who have not given.
October 1	Review Donor list for unpaid Pledges. Add bulletin messaging encouraging parishioners to fulfil their pledge payments. Rebates are paid based on payments.
October 24 or November 7	Cardinal's Appreciation Mass and Reception for Appeal Coordinators and donors \$1,000+ Location TBD
October 13	1 st Rebate Payment to qualifying Parishes over assessment
November 12	Cardinal's Christmas Campaign mailing
December 5	Advent Mass and Reception
December 6	For Parishes below assessment, abatement request forms due to Chancellor
Into the New Year	
January 10, 2022	Tax receipt letters mailed to 2021 CA donors of \$250 or more.
January 31, 2022	2021 Catholic Appeal CLOSED.
February 2022	Final rebate distribution paid to qualifying parishes. Billbacks to parishes below assessment (March – June 2022)

All materials and parish resources can be found on the "FOR PARISHES" tab at www.bostoncatholicappeal.org

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