

# 2024 Catholic Appeal Timeline

<b>Parish Preparation</b>	
January 15	Parish materials mailed: Goal Sheet, Posters, in-pew envelopes
January 30, February 6 or 10	Bishop Mark to host Kick Off Event for Pastors, Appeal Coordinators, Parish Staff
February 1	Letter from Cardinal Seán mailed to parishioners asking for their early support
February 9	<b><i>Prepare your parish: Hang Posters, add video to parish website. Recruit team to assist with launch: Ushers, greeters, speakers, video</i></b>
February 14	<b><i>Ash Wednesday</i></b>
February 17-18, 24-25	Add Bulletin Announcements asking for early support.
<b>Launch your Campaign</b>	
<b><i>March 2-3</i></b>	<b>Announcement Weekend</b> Play video, Bulletin Insert, Witness talk
<b><i>March 9-10</i></b>	<b>COMMITMENT WEEKEND:</b> Pastor conducts in-pew presentation. Our goal for 2024 is full participation.
<b><i>March 16-17</i></b>	<b>FOLLOW UP WEEKEND:</b> For Pastors with multiple worship sites who would like to conduct the in-pew at each parish or in case of inclement weather.
<b><i>March 19</i></b>	<b>Pastor Email:</b> Pastors to forward a “ready to send” email to parish leaders, staff, volunteers, parishioners, and religious education families with a link to our Catholic Appeal video and donation button.
March 24 - 31	*Holy Week/Paschal Triduum/Easter
<b>Mid Campaign</b>	
April 2	Letter from Bishop Mark ask for support to prior donors.
April 22-23	<i>Continue to add bulletin announcements to encourage, inform or thank parishioners.</i>
<b>June 8-9</b>	<b>Mid Appeal Parish Campaign:</b> Close your campaign with Bulletin message, announcement at Mass, provide in-pew envelopes
June 14	Your Pastor letter mailed to parishioners who have not given yet.

<b>Closing our campaign</b>	
September 30	1 <sup>st</sup> Installment of Rebate calculated. Payment deposited early October
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 1	“Help Close our Campaign” Letter mailed to lapsed parishioners.
October TBD	Catholic Appreciation Mass and Reception with Cardinal Sean
November 4	Thank Parishioners: Add bulletin message, make announcement at mass
December 2	For Parishes below assessment, abatement request forms due to Chancellor
<b>Into the New Year</b>	
January 10, 2025	Tax receipt letters mailed to 2023 CA donors of \$250 or more.
January 31, 2025	<b><i>2024 Catholic Appeal CLOSED.</i></b>
February 2025	Final rebate distribution paid to qualifying parishes. Billbacks to parishes below assessment (March – June 2025)

All materials and parish resources can be found on our website:  
[www.bostoncatholicappeal.org/forparishes](http://www.bostoncatholicappeal.org/forparishes)

For questions email: [Catholic\\_Appeal@rcab.org](mailto:Catholic_Appeal@rcab.org)  
Thank you