

Appeal

Annual Catholic Appeal **Advisor**

July 10, 2023

ATTN: PARISH STAFF, ADVOCATES, PASTORS

Thank you! 2023 results have exceeded last year at this time.

2024 APPEAL IS DURING LENT

**PARISHES CAN CHOOSE EITHER
FEBRUARY 17-18 OR 24-25**

We understand parishes have important events at that time, therefore parishes can choose the first or second weekend in Lent.

Materials will arrive in time
for the earlier date.

**SEE NEXT PAGE FOR
THE FULL SCHEDULE**

While it is too soon to predict final results, the 2023 Appeal is off to a good start. More than \$3 million collected from 17,000 households.

**Social Media posts are
highly encouraged year-round.**

This post is suggested for July.
See the *Parish Social Media Plan* posted in the parish instructions for the full suite of images and messaging. **Choose the message that works best for your parish.**



Together as Catholics, we can help families overcome having to choose between food and providing care for a life-threatening illness. We can also support our parish outreach to neighbors in need. Please give generously to the Annual Catholic Appeal. 25% comes back to our parish. Give online: www.scd.org/acagive

**Keep pledge envelopes
on display year-round.**

Many parishioners give at different times of the year. Providing easy access to envelopes can boost your results and the 25% share that comes back to the parish.

Parish instructions and digital assets posted at:

www.scd.org/catholic-foundation/parish-and-advocate-resources

Questions? We're here to help.

Call The Catholic Foundation: 916.733.0266 email aca@scd.org



Assisting people in need

2024 APPEAL AT-A-GLANCE

By January 26	Parishes receive posters and Mass announcements
Week of January 29	Group conference calls: Parish Advocates & Parish Staff
Week of January 29	Parishioners receive mailer*
By February 2	Parishes receive in-pew materials

Option 1 (*first weekend of Lent*)

February 3-4	Awareness Weekend #1
February 10-11	Awareness Weekend #2
<u>February 17-18</u>	<u>APPEAL WEEKEND</u>
February 24-25	Follow-up Weekend #1
March 2-3	Follow-up Weekend #2
March 11	Appeal Weekend collections due
March 18	Follow-up collections due

Option 2 (*second weekend of Lent*)

February 10-11	Awareness Weekend #1
February 17-18	Awareness Weekend #2
<u>February 24-25</u>	<u>APPEAL WEEKEND</u>
March 2-3	Follow-up Weekend #1
March 9-10	Follow-up Weekend #2
March 18	Appeal Weekend collections due
April 8**	Follow-up collections due

May	Q1 checks and results mail to parishes Parishes report results to parishioners
August	Q2 checks and results mail to parishes
November	Q3 checks and results mail to parishes <i>Report of Gratitude</i> + materials release
January 31, 2025	2024 Appeal concludes

*Mail is limited to parishioners in Diocese database ** avoids Palm Sunday and Easter Sunday