

Appeal

Annual Catholic Appeal **Advisor**

January 13, 2025

ATTN: PARISH STAFF, ADVOCATES, PASTORS

Materials posting soon. **Appeal Weekend is March 1-2**

Advocates and Parish staff:
Please join us!

2025 Kick-off video calls

Thursday, February 6
10 am & 2 pm

RSVP to aca@scd.org
Log-in credentials to come

Download the 2025 video early!

English and Spanish videos post
by February 7

**Materials coming to your parish
office in two shipments**

By Friday, January 31
Posters and announcements via US mail

By Friday, February 14
DVDs, envelopes, pencils and processing
instructions via UPS

Inspect your shipments when they arrive

THANK YOU!

2024 APPEAL NEARLY \$4.6 MILLION
Thanks to year-round efforts, more than
18,000 Catholics participated in 2024.
Final results to come in February.

**2024 APPEAL WEEKEND
IS MARCH 1-2**

Start promoting by February 15



***Review the attached At-a-Glance
calendar below for more important dates***

Parish instructions and digital assets will be 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

2025 APPEAL AT-A-GLANCE

By January 31	Parishes receive posters and Mass announcements
Week of February 3	Group conference calls: Parish Advocates & Parish Staff
Week of February 3	Parishioners receive mailer* Video posts online
By February 14	Parishes receive in-pew materials
February 15-16	Awareness Weekend #1
February 22-23	Awareness Weekend #2
<u>March 1-2</u>	<u>APPEAL COMMITMENT WEEKEND</u>
March 8-9	Follow-up Weekend #1
March 15-16	Follow-up Weekend #2
March 10	Appeal Weekend collections due
March 24	Follow-up collections due
May	Q1 checks and results mail to parishes Report results to parishioners (one week after results are received)
August	Q2 checks and results mail to parishes
November	Q3 checks and results mail to parishes <i>Report of Gratitude</i> is released
January 31, 2026	2025 Appeal concludes

*Mail is limited to parishioners in The Catholic Foundation database