

Appeal

Annual Catholic Appeal **Advisor**

February 17, 2025

ATTN: PARISH STAFF, ADVOCATES, PASTORS

APPEAL WEEKEND IS ALMOST HERE

THIS WEEK'S CHECKLIST:

- Posters Displayed
- Awareness-weekend Mass Announcements in place
- Locate DVDs (download video), processing materials and in-pew envelopes shipped to your parish office
- Call 916.733.0266 if you have not received your shipment

**More than \$4.6 million given
in 2024**

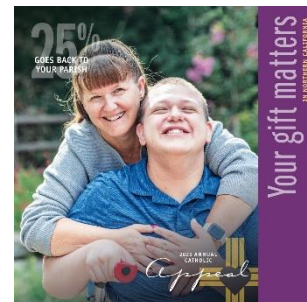
We are so grateful for your efforts!
More than 18,000 Catholics
participated in the Appeal last year.

This weekend
Awareness Weekend No 2

Next weekend
Appeal Weekend

Highly recommended
Invite a Charity speaker

Now or any time during the year, promote the Appeal by inviting a speaker to share what their charity does. See "Contacts" document in the downloadable materials.



Post to website and social media
Download calendar of messages and images.

**Download & Print NEW Donate
Now Cards**

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 or 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