

General Timeline for Catholic Ministry Appeal

DATE	ITEM AND DESCRIPTION	COMPLETED BY
10/29/24	<p>2025 Roll Out Zoom meeting for pastors, key parish staff and appeal volunteers to share 2025 materials and detailed parish implementation timeline for “Best Effort.” Register at https://us02web.zoom.us/webinar/register/WN_7z4kC2bjQ3CdtPct-TABsg#/registration</p>	Diocese Pastors Key Parish Staff Appeal Volunteers
10/30/24	<p>Parish Goals Each pastor is emailed and mailed individual 2025 parish goals.</p>	Diocese
11/1/24	<p>Parish Resource Page Planning materials and resources are made available at dosp.org/catholicministryappeal/2025parishresources/.</p>	Diocese
11/1/24	<p>“Pastor Letter of Support” Draft Draft of the “Pastor Letter of Support” emailed to all pastors for review and personalization (return to stewardship@dosp.org by 12/2/24).</p>	Diocese
Arrives in homes week of 11/12/24	<p>Advanced Mailing to Historical Donors Mailing from Bishop Parkes to donors of the three most recent Catholic Ministry Appeals (approximately 30,000 households).</p> <p>Mailing includes: - Personalized letter from Bishop - Appeal brochure - Pledge card - Return Envelope</p>	Diocese
12/2/24	<p>“Pastor Letter of Support” approval or edits due to stewardship@dosp.org</p>	Pastors
12/2/24 - 1/13/25	<p>Parish Appeal Active Phase Planning and Preparation Pastors and parish appeal teams begin using resources provided to plan for a “Best Effort” for the 2025 Catholic Ministry Appeal.</p>	Parishes
Arrives in homes week of 1/14/25	<p>General Mailing to Donors Mailing from Bishop Parkes to donors of the five most recent Catholic Ministry Appeals not included in Advanced Mailing to Historical Donors in November.</p> <p>Mailing includes: - Personalized letter from Bishop - Appeal brochure - Pledge card - Return Envelope</p>	Diocese
Arrives in homes week of 1/14/25	<p>Non-donor Postcard Mailing Sent to households that have not given to the appeal in the past 5 years (approximately 80,000 households).</p> <p>Mailing includes: - 8.5 X 5.5 full color postcard - Invitation to engage with the Diocese through “Walking in His Light” blog/video social media to be authored by current seminarians</p>	Diocese

Arrives in homes week of 1/21/25	Pastor Letter of Support Personalized letter from pastor sent to all registered households (approximately 125,000 households).	Diocese
1/18 – 1/19/25	Kick-off <ul style="list-style-type: none"> - Posters up - Pray using prayer cards before/at specified time during Mass - Pulpit announcement made and appeal insert included in bulletin - Appeal added to prayer intentions - Posts (web, social media, etc.) - Deliver appropriate messages to explain the <i>Catholic Ministry Appeal</i> - Show Bishop’s video 	Parishes
1/25 – 1/26/25	Education Weekend #1 <ul style="list-style-type: none"> - Continuation of posters, prayer before/at specified time, pulpit announcement, appeal bulletin insert, appeal added to prayer intentions, and posts (web, social media, etc.) - In-pew brochure in place - Deliver appropriate messages to explain the <i>Catholic Ministry Appeal</i> - Show Ministry video #1 	Parishes
2/1 – 2/2/25	Education Weekend #2 <ul style="list-style-type: none"> - Continuation of posters, prayer before/at specified time, pulpit announcement, appeal bulletin insert, appeal added to prayer intentions, and posts (web, social media, etc.) - In-pew brochure in place - Lay speaker/appropriate messages to explain the <i>Catholic Ministry Appeal</i> - Show Ministry video #2 	
2/8 - 2/9/25	Commitment Weekend #1 <ul style="list-style-type: none"> - Continuation of posters, prayer before/at specified time, pulpit announcement, appeal bulletin insert, appeal added to prayer intentions, and posts (web, social media, etc.) - QR give today card in place - Complete robust in-pew solicitation for <i>Catholic Ministry Appeal</i>, pastor personally endorses the appeal and invites everyone to participate and fill out a pledge card, dedicating about 5 minutes to walk through the process while inviting parishioners fill out the cards in the pews. 	Parishes
2/15 – 2/16/25	Commitment Weekend #2 <ul style="list-style-type: none"> - Continuation of posters, prayer before/at specified time, pulpit announcement, appeal bulletin insert, appeal added to prayer intentions, posts (web, social media, etc.), and QR give today card in place - Complete robust in-pew solicitation for <i>Catholic Ministry Appeal</i>, pastor personally endorses the appeal and invites everyone to participate and fill out a pledge card, dedicating about 5 minutes to walk through the process while inviting parishioners fill out the cards in the pews. 	Parishes
2/22 – 2/23/25	Follow-up Weekend <ul style="list-style-type: none"> - Continuation of posters, prayer before/at specified time, pulpit announcement, appeal bulletin insert, appeal added to prayer intentions, posts (web, social media, etc.), and QR give today card in place - Homilist updates parishioners, endorses the appeal and invites everyone to participate and fill out a pledge card/envelope. 	Parishes