



Annual Catholic Appeal **Advisor**

January 8, 2018

ATTN: PARISH STAFF, ADVOCATES, PASTORS

2018 has arrived! Appeal Weekend is just weeks away.

- **2018 Parish Instructions now online**
Tab 1 2018 Theme: The Heart of Mercy in Northern California
Page 3.2 Tips for parish goal-setting
Page 3.7 Associated Sound video equipment packages
Page 4.1 A list of social media and web assets available
Tab 7 Improved processing instructions
- **Watch your mail for posters and a customized worksheet for goal-setting.** Your parish will receive 2017 results and how to use your results for goal-setting in 2018. Display posters starting January 27-28.
- **Parish envelopes, video and processing materials** arrive via UPS January 18-24. Inspect your shipment and watch the video early. Audio will arrive by January 31.

- **Informational conference calls:**

Wednesday, January 17: 10:00 a.m. and 1:30 p.m. Let us know if you plan to join! **RSVP to aca@scd.org with questions you'd like us to address and which session you plan to attend.** Call-in details will be provided in next week's Appeal Advisor and by email to Appeal Advocates.

Questions? Need help?

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

2018 Instructions www.scd.org/catholic-foundation/parish-and-advocate-resources