



Annual Catholic Appeal **Advisor**

January 11, 2021

ATTN: PARISH STAFF, ADVOCATES, PASTORS

Materials coming soon. **Appeal Weekend is February 20-21**
Plans include outreach during COVID restricted Mass attendance

Informational conference calls

Wednesday, January 20: 10 am & 1 pm

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'll attend. Or simply call in.

Call-in number: **888-721-8686**

Enter this Code when prompted:
9781865

Parish materials arrive at parish offices in two shipments

By Friday, January 22

Posters and announcements via US mail

By Wednesday, February 10

Videos, envelopes, pencils and processing instructions via UPS

Plan to inspect your shipments as soon as received.

Downloadable video

By January 22

English video posts

By January 29

Spanish video posts

WATCH FOR THE EXPANDED VIDEO LIBRARY

This year, there will be the traditional long format video in English and Spanish as well as shorter videos featuring single stories. Parishioners will be invited to watch the short videos through QR codes featured in printed materials. Parishes will have access to all videos for posting on websites and linking to social media.

A BIG THANK YOU!

The 2020 Appeal has reached \$4.1 million in commitments. Overall final results will be announced in February.

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