

Appeal

# Annual Catholic Appeal **Advisor**

January 17, 2022

ATTN: PARISH STAFF, ADVOCATES, PASTORS

Materials posting soon. **Appeal Weekend is February 26-27**

**Advocates and Parish staff:**  
**Please join us!**

## **2022 Kick-off video calls**

**Wednesday February 2**

**10 am & 1 pm**

RSVP to [aca@scd.org](mailto:aca@scd.org)  
Log-in credentials to come

## **Downloadable video**

**By January 21**

English and Spanish videos post

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

**By Friday, January 21**

Posters and announcements via US mail

**By Wednesday, February 16**

Videos, envelopes, pencils and processing instructions via UPS

*Inspect your shipments upon arrival*

## **A BIG THANK YOU!**

The 2021 Appeal has surpassed \$4 million in commitments. Overall final results will be announced in February.

## **Start social posts as early as January 27**



Digital images and calendar of suggested content will be online by January 21. Links to three short videos, including how rental assistance kept vulnerable families in their homes during the worst of COVID-19 economic impacts, are included.

## **Parish instructions and digital assets will be posted at:**

[www.scd.org/catholic-foundation/parish-and-advocate-resources](http://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](mailto:aca@scd.org)