



# Annual Catholic Appeal **Advisor**

November 6, 2023

ATTN: PARISH STAFF, ADVOCATES, PASTORS

**Thank you! 2023 donations are still arriving.  
Watch for Report of Gratitude Materials for Thanksgiving Weekend.**

## **Two options for 2024 Appeal Weekend**

Appeal weekend falls during Lent in 2024.  
We know parish calendars are busy at that  
time and have created two options:

*First weekend of Lent*

**February 17-18**

*Second weekend of Lent*

**February 24-25**

See next page for details

## **Nearly \$4.2 million from 18,000 Catholic households so far**

Gifts are still coming in for the 2023  
Appeal. Continue to promote the Appeal in  
your parish. Updated parish results will be  
included with your next check.

## **Keep your website and social media going with Report of Gratitude messaging**



Images and suggested thank you  
messaging will be available for download  
by Friday, November 10.

## **Display regionalized thank you posters through January**

Posters with regionalized results  
and Mass announcements arriving at  
your parish by Nov. 13



**Questions? We're here to help.**

Call The Catholic Foundation: 916.733.0266 or email [aca@scd.org](mailto:aca@scd.org)

2021 Downloads [www.scd.org/catholic-foundation/parish-and-advocate-resources](http://www.scd.org/catholic-foundation/parish-and-advocate-resources)



Assisting people in need

## 2024 APPEAL AT-A-GLANCE

By January 26	Parishes receive posters and Mass announcements
Week of January 29	Group conference calls: Parish Advocates & Parish Staff
Week of January 29	Parishioners receive mailer*
By February 2	Parishes receive in-pew materials

### Option 1 (*first weekend of Lent*)

February 3-4	Awareness Weekend #1
February 10-11	Awareness Weekend #2
<b><u>February 17-18</u></b>	<b><u>APPEAL WEEKEND</u></b>
February 24-25	Follow-up Weekend #1
March 2-3	Follow-up Weekend #2
March 11	Appeal Weekend collections due
March 18	Follow-up collections due

### Option 2 (*second weekend of Lent*)

February 10-11	Awareness Weekend #1
February 17-18	Awareness Weekend #2
<b><u>February 24-25</u></b>	<b><u>APPEAL WEEKEND</u></b>
March 2-3	Follow-up Weekend #1
March 9-10	Follow-up Weekend #2
March 18	Appeal Weekend collections due
April 8**	Follow-up collections due

May	Q1 checks and results mail to parishes Parishes report results to parishioners
August	Q2 checks and results mail to parishes
November	Q3 checks and results mail to parishes <i>Report of Gratitude</i> + materials release
January 31, 2025	2024 Appeal concludes

\*Mail is limited to parishioners in Diocese database \*\* avoids Palm Sunday and Easter Sunday