



Annual Catholic Appeal **Advisor**

January 15, 2024

ATTN: PARISH STAFF, ADVOCATES, PASTORS

Materials posting soon. **Appeal Weekends are February 17-18 or 24-25**

Advocates and Parish staff:
Please join us!

2024 Kick-off video calls

Tuesday, January 30
10 am & 2 pm

RSVP to aca@scd.org
Log-in credentials to come

Download the 2024 video

English and Spanish videos post
by January 19

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

By Friday, January 26
Posters and announcements via US mail

By Friday, February 2
DVDs, envelopes, pencils and processing
instructions via UPS

Inspect your shipments when it arrives

THANK YOU!

2023 APPEAL NEARLY \$4.5 MILLION
Thanks to year-round efforts, more than
21,000 Catholics participated in 2023.
Final results to come in February.

2024 APPEAL WEEKEND **IS DURING LENT**

Because Appeal Weekend occurs during
Lent, parishes may choose either
February 17-18 or 24-25. See next page
for scheduling details.

Start promoting by February 3



Parish instructions and digital assets will be 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



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
<u>February 17-18</u>	<u>APPEAL WEEKEND</u>
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
<u>February 24-25</u>	<u>APPEAL WEEKEND</u>
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