



Annual Catholic Appeal **Advisor**

February 1, 2021

ATTN: PARISH STAFF, ADVOCATES, PASTORS

OUTREACH DURING COVID-19 IS THE KEY COMPONENT FOR 2021

THIS WEEK

Prepare the outbound Pastor email for sending out next week.

Download the simple plan and turn-key templates for "Appeal Season"

Emails/ letters/ social/ website/ texts/ posts to myParish App/ phone calls/ instructions for livestream Mass are all available with messaging suggestions and live links to videos and online giving.

Start your posters, announcements + outreach next week

Your parish office should have received materials by US mail.

Call 916.733.0266 if not received.

Envelopes, pencils, processing materials coming by Feb 10

Inspect your shipment upon arrival.

Plan to mail envelopes to parishioners

Outreach during COVID includes mailing envelopes to parishioners the week of February 14. Please contact the Appeal office for more envelopes if needed. Or use the **Downloadable pledge card** now available at the parish resources link below.

Goal-setting worksheets available on request

Should your parish wish to receive a worksheet with your 2020 results to date, a projection of your potential parish share and a format for setting a goal for 2021, please contact the Appeal office.

WATCH VIDEOS VIA QR CODES



Many parishioners can watch stories via QR codes in mailers sent to their homes.

TRY IT! Hover your Smartphone camera over the code and click the link that pops up.

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