

Appeal

# Annual Catholic Appeal **Advisor**

January 25, 2021

ATTN: PARISH STAFF, ADVOCATES, PASTORS

## PLANS FOR OUTREACH DURING COVID-19 ARE MAILED AND AVAILABLE NOW FOR DOWNLOAD

Get acquainted now with the  
COVID-19 plan and tools.

Recommended outreach starts  
week of February 7

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 live links to videos  
and online giving

**Start promoting next week  
on your web and social**

Download messages and images

### **Materials arriving**

*Plan to inspect as soon as received.*

**Mailed to parish office on January 19**

Posters, announcements and materials for  
outreach during COVID-19 restrictions

*If not received by January 29, please call  
916.733.0266 or email [aca@scd.org](mailto:aca@scd.org)*

**By Wednesday, February 10**

Video DVDs, envelopes, pencils and  
processing instructions via UPS

**DOWNLOADABLE VIDEOS  
ARE POSTED.  
PLAN TO VIEW THIS WEEK.**

Many parishioners will be invited to watch  
short videos through QR codes featured in  
printed materials arriving in homes this week.

*Spanish videos post this coming Friday*

**Parish instructions and digital assets 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)