

Appeal

# Annual Catholic Appeal **Advisor**

February 8, 2021

ATTN: PARISH STAFF, ADVOCATES, PASTORS

Thank you! “Appeal Season” is under way

## THIS WEEK

Prepare the Pastor outreach letter for mailing next week. Include the in-pew envelope to offset low Mass attendance.

Start with messaging and live links in the “Letter from Pastor” download. Adapt it to your parish

Contact the Appeal office for more envelopes if needed. Or print your own pledge cards with the [Downloadable pledge card](#)

## **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.

## **Did you receive your shipment?**

Envelopes and processing materials should have arrived last week

Call **916.733.0266** if not received



## **Start posting on your website and social media**

Download the calendar of messages and images to choose from

**\$4.2 million commitments in 2020**  
**Advocates:** Quarterly checks and 2020 parish results mailed to your pastor last week.

## **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)