

# Appeal

## Annual Catholic Appeal **Advisor**

March 1, 2021

ATTN: PARISH STAFF, ADVOCATES, PASTORS

To those who have completed Appeal Weekend, thank you!

### DATES TO REMEMBER

Appeal Weekend  
Collection due: Mar 8

Follow up weekends  
Collection due: Mar 29

Send your collection when ready.  
No need to wait for the deadline.  
Collections are processed and donors are  
thanked in the order received.

### APPEAL SEASON

#### OUTREACH MATERIALS CAN BE USED ANY TIME

Messaging and live links  
to video and online donation  
are effective year-round.

Look for these resources  
at the link below and adapt  
to your parish:

- Pastor letter and email
- Ministry leader letter and email
- Scripts for text and phone messaging
- QR codes to short videos and online donation
- Social media images and messaging



Use digital assets and messaging at any time

**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)