

Appeal

# Annual Catholic Appeal **Advisor**

January 24, 2022

ATTN: PARISH STAFF, ADVOCATES, PASTORS

2022 materials are posted. **KICK OFF VIDEO CALL NEXT WEDNESDAY**

## Advocates and Parish staff:

Please join us!

## **2022 Kick-off video calls**

**Wednesday February 2**  
**10 am & 1 pm**

RSVP to [aca@scd.org](mailto:aca@scd.org)

Log-in info will be emailed to rsvp'd and published in next week's Advisor

## Materials arriving

**By now** most parishes should have received posters and announcements via US mail

**By Wednesday, February 16**

Videos, envelopes, pencils and processing instructions coming via UPS

*Plan to inspect your shipments as soon as received.*

Pastoral messaging is included in 2022 digital assets



Download digital assets and suggested messaging to start promoting the Appeal on your website and social media sites.

## **2022 videos are posted** Get acquainted with 2022 messaging

- Full videos for Appeal Weekend
- Short videos accessible by QR code
  - Tenant/Landlord story
  - An immigrant's story
  - Pastoral messages from Bishop Soto and parish leaders

***QR codes can be downloaded for use on your website and other parish communications***

## 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)