

Appeal

Annual Catholic Appeal **Advisor**

September 17, 2024

ATTN: PARISH STAFF, ADVOCATES, PASTORS

Thank you! 2024 results continue to exceed last year at this time!

**2025 APPEAL
WEEKEND IS
MARCH 1-2**

**SEE NEXT PAGE FOR
THE FULL SCHEDULE**

Based on your responses to the Logistics Survey, we are working to facilitate two weekend options for the 2026 Appeal.

As of September 1, 2024, we have received **more than \$4 million in commitments** to the ACA from nearly **18,000 Catholic Households** throughout the Diocese.

Meet Sarah Clough!



Sarah is the new Associate Director of Development for The Catholic Foundation and one of her primary responsibilities is to support you in your work for the Annual Catholic Appeal.

Please reach out if you have any questions or need assistance with Appeal promotion or implementation. Sarah is looking forward to working together to support the social mission of the Church.

(916) 733-0129
sclough@scd.org

**Keep pledge envelopes
on display year-round.**

Many parishioners give at different times of the year. Providing easy access to envelopes can boost your results and the 25% share that comes back to your parish.

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



Assisting people in need

2025 APPEAL AT-A-GLANCE

By January 31	Parishes receive posters and Mass announcements
Week of February 3	Group conference calls: Parish Advocates & Parish Staff
Week of February 3	Parishioners receive mailer* Video posts online
By February 14	Parishes receive in-pew materials
February 15-16	Awareness Weekend #1
February 22-23	Awareness Weekend #2
<u>March 1-2</u>	<u>APPEAL COMMITMENT WEEKEND</u>
March 8-9	Follow-up Weekend #1
March 15-16	Follow-up Weekend #2
March 10	Appeal Weekend collections due
March 24	Follow-up collections due
May	Q1 checks and results mail to parishes Report results to parishioners (one week after results are received)
August	Q2 checks and results mail to parishes
November	Q3 checks and results mail to parishes <i>Report of Gratitude</i> is released
January 31, 2026	2025 Appeal concludes

*Mail is limited to parishioners in The Catholic Foundation database