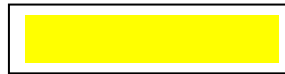


Key Dates for the 2017 Catholic Charity Appeal



Indicates Diocesan Involvement



Indicates Parish Involvement

Week of November 7	The database file for the first diocesan direct mail letters to prospects will be submitted to mail house
Week of December 26	The first diocesan direct mail letter, signed by Bishop Tobin with a pledge card enclosed, will be mailed to prospects
January 9 – January 27	All parish tool kits will be delivered to parishes
Weekend of January 14/15	Pastors are asked to mention the arrival of Bishop’s letter and that parishioners can respond directly to the mail or through in-pew
Wednesday, January 18	Catholic Charity Appeal Workshop - this workshop will begin at 6:00pm and end at 7:00pm
Monday, January 23	Catholic Charity Appeal Workshop - this workshop will begin at 4:00pm and end at 5:00pm
Week of January 23	Reminder letter, signed by the Bishop with a pledge card enclosed, will be mailed to all prospects
Friday, February 3	This is the deadline to submit a parish goal review request
Weekends of February 4/5, February 11/12, February 18/19	Parishes are asked to promote responses to the first diocesan direct mail letter as well as the upcoming In-pew weekends through bulletin and pulpit announcements
Friday, February 10	Sign up deadline for the 2017 Catholic Charity Appeal Parish Share Program
Wednesday, March 1	Ash Wednesday - this date marks the unofficial start of the 2017 Catholic Charity Appeal

Weekend of March 11/12	This is the first recommended In-pew Weekend (with a lay witness presentation) for soliciting gifts at your parish
Weekend of March 18/19	This is the second recommended In-pew Weekend for soliciting gifts at your parish
March 20 – April 17	During this time frame, your parish should concentrate on following up with those parishioners who have not responded to your primary method of solicitation
Sunday, April 16	Easter Sunday
Monday, April 17	All in-pew gifts should be submitted for processing

Week of May 1	Reminder letter, signed by the pastor with a pledge card enclosed, will be mailed to all prospects
Monday May 14 - Friday, June 2	Professional Telemarketing Campaign
Week of May 29	LYBUNT (Last Year But Not This Year) mailing sent to all prospects
Friday, June 30	Close of the 2017 Catholic Charity Appeal