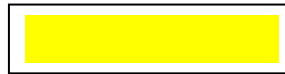


## Key Dates for the 2017 Catholic Charity Appeal



**Indicates Diocesan Involvement**



**Indicates Parish Involvement**

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

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

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