

Key Dates for the 2015 Catholic Charity Appeal

 Indicates Diocesan Involvement

 Indicates Parish Involvement

Week of December 29	The database file for the Bishop's Partnership in Charity letter to prospects will be submitted to mail house
Week of December 29	The database file for the first diocesan direct mail letters to prospects will be submitted to mail house
Week of January 5	All parish tool kits will be prepared for distribution
Week of January 12	The Bishop's Partnership in Charity direct mail letter, signed by Bishop Tobin with a pledge card enclosed, will be mailed to prospects
Week of January 12	The first diocesan direct mail letter, signed by Bishop Tobin with a pledge card enclosed, will be mailed to prospects
Monday, January 12	Catholic Charity Appeal Workshop - this workshop will begin at 4:00pm and end at 5:00pm
Wednesday, January 14	Catholic Charity Appeal Workshop - this workshop will begin at 6:00pm and end at 7:00pm
Friday, January 23	This is the deadline to submit a parish goal review request
Weekend of January 24/25	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, February 4	All clergy will be invited to attend a Catholic Charity Appeal luncheon
Friday, February 6	Sign up deadline for the 2015 Catholic Charity Appeal Parish Share Program
Weekends of February 7/8, 14/15, and 21/22	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

Wednesday, February 18	Ash Wednesday - this date marks the unofficial start of the 2014 Catholic Charity Appeal
Weekend of February 28/ March 1	This is the first recommended In-pew Weekend (with a lay witness presentation) for soliciting gifts at your parish
Weekend of March 7/8	This is the second recommended In-pew Weekend for soliciting gifts at your parish
March 9 – 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
Monday, March 30	Parishes will be provided with a LYBUNT Report (parishioners who gave last year but not this year) - this report will be helpful in contacting donors who have yet to make a gift to the 2015 Appeal
Week of March 30	The database file for the second diocesan direct mail letter to prospects will be submitted to mail house
Sunday, April 5	Easter Sunday
Friday, April 17	All in-pew gifts should be submitted for processing

Week of May 11	The second diocesan direct mail letter, signed by Bishop Tobin with a pledge card enclosed, will be mailed to prospects, including BPC prospects
Monday, June 15 - Friday, July 17	Professional Telemarketing Campaign
Friday, July 24	This date marks the deadline for returns to be credited to the 2015 Catholic Charity Appeal. Gifts received after this date will be applied to your parish total next year