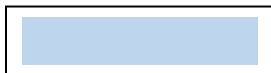
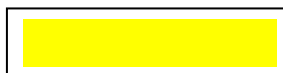


# Key Dates for the 2018 Catholic Charity Appeal

## Capital Campaign Block 2 and 4 Parishes Only



Indicates Diocesan Involvement



Indicates Parish Involvement

<b>Week of November 20</b>	The database file for the first diocesan direct mail letters to prospects will be submitted to mail house
<b>Monday, January 8</b>	The first diocesan direct mail letter, signed by Bishop Tobin with a pledge card enclosed, will be mailed to prospects
<b>January 8 – January 26</b>	All parish tool kits will be delivered to parishes
<b>Weekend of January 13/14</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 17</b>	Catholic Charity Appeal Workshop - this workshop will begin at 4:00pm and end at 5:00pm
<b>Monday, January 22</b>	Catholic Charity Appeal Workshop - this workshop will begin at 6:00pm and end at 7:00pm
<b>Friday, January 26</b>	Sign up deadline for the 2018 Catholic Charity Appeal Parish Share Program
<b>Friday, February 2</b>	This is the deadline to submit a parish goal review request
<b>Week of February 5</b>	Reminder letter, signed by the Bishop with a pledge card enclosed, will be mailed to all prospects
<b>Weekends of February 3/4, February 10/11, February 17/18</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>Wednesday, February 14</b>	Ash Wednesday - this date marks the unofficial start of the 2018 Catholic Charity Appeal

<b>Weekend of February 24/25</b>	This is the first recommended In-pew Weekend (with a lay witness presentation) for soliciting gifts at your parish
<b>Weekend of March 3/4</b>	This is the second recommended In-pew Weekend for soliciting gifts at your parish
<b>March 5 – April 2</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 1</b>	Easter Sunday
<b>Monday, April 2</b>	All in-pew gifts should be submitted for processing

<b>Week of April 23</b>	Reminder letter, signed by the pastor with a pledge card enclosed, will be mailed to all prospects
<b>Week of May 21</b>	First two-year lapsed mailing to prospects
<b>Week of June 11</b>	Second two-year lapsed mailing to prospects
<b>Friday, June 29</b>	Close of the 2018 Catholic Charity Appeal