

2023-24 Archbishop's Annual Appeal Timeline

Timeline	Dates	Task
Preparation Phase	August 17	Priest Luncheon w/ +GL
	August 24	Rural Kick-off Event at Midtown Event Center, Norfolk
	Week of August 28	Materials begin to arrive from archdiocese to parishes/parish resources full updated on ArchO Website
	August 31	Urban Kick-off Event at St. Robert Bellarmine
	September 8	All parishes receive materials for Appeal
	September 11	Parish Link sent to alert of upcoming Annual Appeal Launch
	September 15	ArchO Updates of Appeal with video posted
	September 16-17	Annual Appeal Launch! Announce to parishioners the arrival of the Archbishop's Annual Appeal mailing and invite support. Play AAA video during Mass or send email/posts to social media with the video linked.
Active Phase – The Invitation	Week of September 18	First mailings arrive
	Week of September 19	ArchO Updates launch
	September 23-24	Invite a Lay Witness from your parish to speaker or sign-up to have a member of the Curia or Archbishop's Committee for Development visit your parish
	September 30-October 1	Invite a Lay Witness from your parish to speaker or sign-up to have a member of the Curia or Archbishop's Committee for Development visit your parish
	October	Email drip campaign
	October 7-8	Invite a Lay Witness from your parish to speaker or sign-up to have a member of the Curia or Archbishop's Committee for Development visit your parish

	October 14-15	Commitment Weekend - Conduct in-pew and virtual participation invitation
	October 18-19	Annual Appeal Fall Phone-a-thon
	October 23	Parish Leader led follow-up: Participation phone calls, letters and emails from Pastor and/or Parish Leader and gratitude phone calls, letters and emails from Pastor and/or Parish Leader
	October 30	Parish Leader led follow-up: Participation phone calls, letters and emails from Pastor and/or Parish Leader and gratitude phone calls, letters and emails from Pastor and/or Parish Leader
	November 6	Parish Leader led follow-up: Participation phone calls, letters and emails from Pastor and/or Parish Leader and gratitude phone calls, letters and emails from Pastor and/or Parish Leader
	Mid-November	Mailing #2 arrives in mailboxes with end of calendar year/tax giving information
Follow-up Phase – Engagement/Securing Commitment	Winter/Spring 2023-2024	Stewardship & Development Office follow-up, Parish Leader follow-up (as needed)
	June 30, 2024	Archbishop's Annual Appeal ends