



THE 2017 CATHOLIC SERVICES APPEAL Calendar

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| December 16 | Friday | Bulletin announcements emailed to parishes |
| January 3 | Tuesday | "Did You Know" and "Your CSAF Dollars at Work" testimonial sent to parishes for next 16 weeks |
| January 20 | Friday | Additional Pastor Supplement Sent |
| January 23-27 | | 2017 CSAF materials shipped to all parishes |
| January 27 | Friday | Ask letters mailed to all previous donors |
| February 5 | Sunday | Kickoff at 11:30am Mass at Basilica – Archbishop/Bishop and 17 ministries |
| February 4/5 or February 11/12 | Weekend | CSAF ANNOUNCEMENT WEEKEND: Video presentation to be shown and CSA bulletin insert in the bulletins |
| February 18/19 | Weekend | CSAF COMMITMENT WEEKEND: Pastor's homily on the 2017 CSA and then the in-pew invitation to participate script should be followed |
| February 23/24 | Thur/Fri | 1 st Transmittal due in the CSAF Office |
| February 25/26 | Weekend | APPEAL FOLLOW UP WEEKEND: Parishes should utilize in-pew ask – someone other than the pastor should do this. |
| March 3 | Friday | Weekly update from Jen to Pastors and Business Administrators begin |
| March 9/10 | Thur/Fri | 2nd Transmittal due in the CSAF Office |
| March 23/24 | Thurs./Fri. | 3rd Transmittal due at the CSAF Office |
| March 27-April 17 | Weekly | Parishes should do follow-up with their parishioners who have not given to the 2017 CSA |
| April 10 | Monday | 1 st Reminders Mailed |
| April 20 | Thursday | Parishes must have all pledges, refusals, deletions to Appeal office. Appeal begins preparation for telemarketing campaign. |
| April 21 | Friday | Update sent to Pastors with Lybunt lists |
| May 9 | Tuesday | Second Ask letter sent to 2017 non respondents |
| June 1 - August 31 | | Phone follow up to non-responders |
| September 12 | Monday | Third Ask letter sent to 2017 non respondents |