



THE 2020 CATHOLIC SERVICES APPEAL Calendar

January 9	Thursday	Bulletin announcements, Prayers of the Faithful, and Pulpit Announcements emailed to parishes
January 15	Wednesday	Pre-Ask Letters mailed to Deo Gratias donors above \$5,000
January 22	Wednesday	2019 Tax Substantiation Letters mailed
January 24	Friday	2020 CSAF materials shipped to all parishes and Additional Pastor Supplement Sent
January 31	Friday	Ask letters mailed to all previous donors
February 15/16	Weekend	CSAF ANNOUNCEMENT WEEKEND: CSA bulletin inserts in the bulletins
February 22/23	Weekend	CSAF COMMITMENT WEEKEND: Video to be shown and Pastor's homily on the 2020 CSA; in-pew invitation to participate - script should be followed
February 27/28	Thur/Fri	1 st Transmittal due in the CSAF Office
March 7/8	Weekend	APPEAL FOLLOW UP WEEKEND: Parishes should utilize in-pew ask – someone other than the pastor should do this.
March 12/13	Thur/Fri	2nd Transmittal due in the CSAF Office
March 16 – April 17		Parish follow-up should begin utilizing the CSAF dashboard to parishioners who have not given to the 2020 CSA
March 28/29	Thur/Fri	3rd Transmittal due at the CSAF Office
April 13	Monday	1 st Reminders Mailed
April 17	Friday	Parishes must have all pledges, refusals, deletions to Appeal office.
April 21	Friday	2 nd Ask letter mailed to 2020 non-respondents
May - December		Follow-up to non-responders