



KEY DATES FOR 2017 IDAHO CATHOLIC APPEAL

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TIMEFRAME	ACTIVITY
February	<ul style="list-style-type: none"> • <u>ICA Special Section</u>, nested in Feb. 17 issue of <i>Idaho Catholic Register (ICR)</i>, is delivered to subscribers. This issue includes editorial on ICA support and lists of parish goals. • Parishes begin downloading and printing <u>Parish Bulletin Inserts</u> from website for each weekend (6 weekends): Feb. 18-19, Feb. 25-26, Mar. 4-5, Mar. 11-12, Mar. 18-19, and Mar. 25-26. • <u>Feb. 25-26 - First Announcement Weekend</u>: Pastors/PLDs announce that appeal will take place and they will receive a letter with a brochure and envelope and should start considering their pledge to this diocesan-wide effort.
March	<ul style="list-style-type: none"> • <u>Diocese mails 1st appeal letter</u> from Bishop with brochure, prayer card, pledge form, and envelope to all households so that it arrives by March 1st. • ICR prints regular <u>articles on “Your ICA Gifts at Work”</u> throughout active phase of appeal. • Development Office begins sending <u>weekly parish reports</u> and <u>monthly pledge reminders</u> to donors. • <u>March 4-5 - Second Announcement Weekend</u>: Show video where possible or read Bishop’s letter and pastors asked to give homily on the topic of the Appeal—see sample Talking Points and Scriptural References to Giving found in online ICA Manual & Resources. Make pledge envelopes, brochures, and pencils available in pews. • <u>March 11-12- Appeal Weekend</u>: If not done already, show video. Lay presenter talks about why he/she supports the ICA and the diocesan ministries—see sample Lay Presenter Outline and Talks in Making the Case section of online ICA Manual & Resources. Pastor asks parishioners who have not already given to complete their pledge envelopes and place in collection basket or mail to diocese. Make extra envelopes, brochures, and pencils available in pews. • <u>March 18-19 - First Follow-up Weekend</u>: Pastors talk about the status of the Appeal overall and their individual parish’s contributions. Thank those who have given and ask those that have not already pledged to do so. Make pledge envelopes and pencils available in pews. • <u>March 25-26 - Second Follow-up Weekend</u>: Pastors provide update on the appeal and thank those who have given. Let parishioners know they will be contacted by phone and/or mail if they have not yet returned an envelope. Make pledge envelopes and pencils available in pews. • <i>Idaho Catholic Register</i> continues <u>regular articles and updates on ICA</u>.
April	<ul style="list-style-type: none"> • Development Office continues to provide <u>weekly reports</u> to parishes. • Use sample <u>bulletin/pulpit announcements</u> provided in resource manual to update parishioners and encourage them to participate throughout month. • <u>April 1-2 - Wrap-up Weekend</u>: Pastors report on appeal results to date and thank parishioners who have given. Remind those who have not given that it is not too late to make a pledge. Encourage them to use pledge envelopes and pencils available in pews. • <u>Diocese mails 2nd appeal letter</u> from Bishop with pledge form and envelope to non-donors so that it arrives by April 14th. • April 16 - <u>Easter Sunday</u> • <u>Parishes follow-up</u> with those who have not yet responded to the appeal: Phone calling campaign and/or pastor mailing to households who have not responded—see sample phone campaign and letters in Follow-up section of ICA Manual & Resources available online. • ICR continues regular articles, updates and publishes results to-date.
May	<ul style="list-style-type: none"> • If necessary, parishes continue with follow up efforts with those who still have not responded—see ideas in Follow-up Efforts section of online ICA Manual & Resources or contact the Development Office for assistance. • Parishes encouraged to <u>mail 3rd appeal letter to *LYBNT/SYBNT donors</u> so that it arrives by early May. • Parishes in resort areas asked to plan and conduct second or extended campaigns in summer when tourists are in their communities.
June	<ul style="list-style-type: none"> • Parishes that exceed 110% of goal receive <u>rebates</u> and active appeal campaign is concluded.

*LYBNT/SYBNT=Last Year But Not This/Some Years But Not This