**Archbishop’s Annual Appeal**

Best Practices Virtual Checklist

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| **Project** | **Recommended Dates** | **Person Responsible** | **Support Page in Manual** | **Completed Y/N** |
| Appoint an Appeal Chair Person | Prior to Start | Pastor |  |  |
| Send out an email blast with the 2023 AAA website. Announcing Pledges and One-Time Gifts can be made early in January. | January | Pastor/Chair/ or Business Manager |  |  |
| Send mail or email blast of Appeal solicitation mailing (DM1, Archbishop’s Letter) before and after the mailing date Feb. 1 – Use Pre-appeal letter. | Beginning week of January 23 | Pastor/Chair/  Business Manager | Page 17 |  |
| Use Appeal Bulletin/Pulpit Announcements – send out via email blast and post on all social media. | January 28 - 29  February 4 - 5  February 11 - 12  February 18 - 19  February 25 - 26  March 4 – 5  March 11 - 12 | Chair/Bulletin Editor | Page 12-15 |  |
| Pastor Speaks about Campaign/Read Sample Homily, Announcement Weekend via streaming. Highlight were to go online to make a pledge or one-time gift. | February 12-13 | Pastor/Presider | Page 18 |  |
| Send and play Homily Video on Commitment Wknd at all Masses. | February 18 – 19 and  February 25 - 26 | Pastor/Presider |  |  |
| Conduct Follow-Up Weekend In-Pew Process virtually. Highlight areas to go to make a pledge online. | February 25 -26 | Pastor/Presider |  |  |
| Follow up with all non-responders by mail and email. | Throughout the year | Pastor/Chair/  Committee |  |  |

Your parishioners may pledge or secure gifts online at www.archatl.com/appeal.

The Gift will be credited to your parish. **\*If you need help with email blasts or any other information, please call Nancy Stoehr at 404-920-7614.**