



## 2020-21 Promotional Plan

### Important Dates

- Thank You Mailing to Prior Year Donors: August 1, 2020
- Accountability Report for FY20 Mailed to Prior Year Donors: August 10, 2020
- **First Request Mailing to Prior Year Donors: August 17, 2020**
- Materials Shipped to Parishes: August 24, 2020
- The 2020 Accountability Report, a Feature Article about the Annual Diocesan Appeal and a back cover ad will be included in *North Texas Catholic*: September/October issue
- **Announcement Weekend: September 12-13, 2020**
- **First Request Mailing to All Registered Parishioners Who Did Not Give to the Appeal in FY20: September 14**
- North Texas Giving Day: September 17, 2020
- **Commitment Weekend: September 19-20, 2020**
- **Follow Up Weekend: September 26-27, 2020**
- Monthly Thank You Mailings and Pledge Reminder Statements: October 5 and the first week of every month thereafter
- Second Solicitation Mailing (To Those Not Responding to First Request): November 15, 2020
- #iGiveCatholic on Giving Tuesday: December 1, 2020
- Information from Parishes Due for Third Solicitation Mailing: January 10, 2021 (you will receive information about this in December)
- 2020 Tax Statements Mailed to Donors (no later than January 30, 2021)
- Third Solicitation Mailing (Letter from Pastor) To Those Not Responding to First or Second Request): March 15, 2021
- Final Day to Make Donations to 2021 Annual Diocesan Appeal: **June 30, 2021**

### Parish Materials

- **Letter from Bishop Olson to Read at All Masses on September 12-13:** Will be mailed under separate cover to your pastor from Bishop Olson. The letter is also available in English, Spanish and Vietnamese at <https://www.advancementfoundation.org/annual-diocesan-appeal-parish-resources-grants>
- **Posters and Commitment Forms** Will be shipped to arrive in your parish between August 24 and September 4. Due to the current policy of not distributing paper materials, the quantities we ship to each parish will be greatly reduced from prior years. For clusters of two or more parishes, we will ship all materials to one address.

- The posters are bilingual (English/Spanish, English/Vietnamese). Please hang these upon arrival in all high-traffic locations of your parish and school and leave up through June 30, 2021.
- A small supply of commitment envelopes (3 versions: English, Spanish, Vietnamese) will be sent to you as office copies for new parishioners and those who comment that they did not receive information about the Annual Diocesan Appeal in the mail. When the policy is changed to allow for distribution of paper materials in the parishes once again, you may also place these in brochure/literature racks.
- **Tyvek Remittance Envelopes**
  - Your parish shipment will include several 9 x 12 Tyvek envelopes pre-addressed to the Advancement Foundation. Please send all commitment envelopes received at the parish to us using these envelopes. Please contact us if you need additional Tyvek envelopes throughout the year.
- **Online Resources** (in English, Spanish and Vietnamese) are available for download at <https://www.advancementfoundation.org/annual-diocesan-appeal-parish-resources-grants>.
  - General Intercessions
  - Letter from Bishop Olson
  - Bulletin Cover Designs
  - Web Banners
  - Ads
  - Facebook Page Covers
  - Social Media Posts
  - Logos
  - General Information About the Appeal
  - Commitment Weekend Procedures and Scripts
  - Ministries Receiving Funding
  - 2020 Accountability Report
- **Payroll Deduction Information for Parish Staff** – Employees may enroll for monthly or semi-monthly payroll deduction to make their gifts to the Annual Diocesan Appeal and credit their parish goal. Enrollment forms are available on ADP or at <https://www.advancementfoundation.org/annual-diocesan-appeal-parish-resources-grants> Please print the forms and distribute to all employees and new hires.
- **Donation Form on Your Website** To include a secure form to donate to the Annual Diocesan Appeal on your website, please see <https://www.advancementfoundation.org/annual-diocesan-appeal-parish-resources-grants> for a document with the JavaScript. If you want a custom form that only includes the option to credit your parish goal, please contact Renée Underwood.

### **Direct Mail Program**

*We only mail to registered parishioners. New and non-registered families **must** be reached through your year-round efforts at the parish.*

1. **Thank You Mailing (no solicitation)** (early August) Families that donated to the Annual Diocesan Appeal in 2019-20 will receive a thank you mailing noting the final amount of funds raised.
2. **2020 Accountability Report (no solicitation)** (August 10) Families that donated to the Annual Diocesan Appeal in 2019-20 will receive a 4-page report detailing the impact of the various ministries supported by the Annual Diocesan Appeal.

3. **First Solicitation to Prior Year Donors** (August 17) Letter from Bishop Olson mailed to all families that donated to the Annual Diocesan Appeal.
4. **First Solicitation to Registered Parishioners Who Did Not Support the Appeal in FY20** (mid-September) Commitment envelopes that normally would have been distributed during Mass will be mailed to all registered households not mailed in mid-August.
5. **Second Solicitation** (mid-November) Mailed to all registered parishioners who have not yet made a commitment.
6. **Third Solicitation** (In home date mid-March) Letter from pastor on parish letterhead to those families that have not yet responded. Lenten Almsgiving Theme. All expense for mailing handled by Advancement Foundation. In early January, parishes will be asked to submit digital files of parish letterhead, pastor signature and color photograph of pastor, as well as to review/approve a draft of the letter. These letters will be uniquely personalized to your parish.
7. **Phone Solicitation (April)** donors to the Annual Diocesan Appeal in the previous three years who have not yet responded will be called to invite their participation.

### **Giving Societies**

Donors of \$500 or more to the Annual Diocesan Appeal are recognized as members in one of five giving societies.

- **St. Stanislaus Society** — \$5,000 and more
- **St. Alice Society** — \$2,500 to \$4,999
- **St. William Society** — \$1,500 to \$2,499
- **San Patricio Society** — \$1,000 to \$1,499
- **St. John Society** — \$500 to \$999

Donors at these levels receive a hand-signed thank you letter from Bishop Olson and bookmark with an image and prayer of the particular patron saint for each society. More information (and a list of 2020 giving society donors) is available at <https://www.advancementfoundation.org/annual-diocesan-appeal-giving-societies>.

### **New Donor Welcome Kit**

First time donors to the Annual Diocesan Appeal will receive a thank you letter from Bishop Olson, a copy of the 2020 Accountability Report and a bookmark with the Annual Diocesan Appeal Theme, Scripture and Prayer.

### **St. Francis Circle**

Donors who give continuously through monthly bank draft or credit card are part of the St. Francis Circle. These donors' gifts continue from month to month and year to year. Information is available at <https://www.advancementfoundation.org/annual-diocesan-appeal-saint-francis-circle>. Parish and school employees who sign up for semi-monthly payroll deduction are also members of the St. Francis Circle. St. Francis Circle members do not have to complete new commitment forms each year, nor do they receive solicitation mailings, only thank you mailings and year-end tax statements.

## Prayer Intentions

This year, we are inviting prayer intentions on all reply envelopes. Families may list their personal prayer intentions on the lines provided for that purpose. The Discalced Carmelite Nuns cloistered in the Monastery of the Most Holy Trinity in Arlington TX will pray for their intentions throughout the year. Additionally, these intentions will be remembered by Bishop Olson during a special Mass at St. Patrick Cathedral next spring. We will announce the date of the Intentions Mass in your parish bulletin, in our social media and on our website [www.advancementfoundation.org](http://www.advancementfoundation.org).

## Monthly Promotional Themes

Following the initial kickoff in September, a different ministry that receives funding from the Annual Diocesan Appeal will be featured each month in General Intercessions, Bulletin/Pulpit Announcements and Social Media/Web/Bulletin Ads. These materials are available at <https://www.advancementfoundation.org/annual-diocesan-appeal-parish-resources-grants> on the following schedule:

Date Materials Available	Promotional Dates	Theme
August 17	September (and throughout the year)	<ul style="list-style-type: none"><li>• General Appeal Theme (no dates)</li><li>• North Texas Giving Day is September 17</li><li>• Commitment Weekend (September 20)</li><li>• It's Not Too Late to Make a Commitment</li><li>• Online Giving (<a href="http://bit.ly/ADADonate">bit.ly/ADADonate</a>)</li><li>• St. Francis Circle</li></ul>
September 15	October	Deacon Formation
October 15	November	Priest Care Fund/Respect Life
November 15	December	#iGiveCatholic/End of Year Giving/Catholic Charities
December 15	January	Catholic Schools Tuition Assistance and Operating Grants
January 15	February	Campus Ministry/Marriage and Family Life
February 15	March	Lenten Almsgiving/Operating Grants for Our Rural and Needy Parishes
March 15	April	Jail Ministry
April 15	May	Seminarians
May 15	June	Campaign Ends June 30

## Online Information for Your Parishioners

Please include these online links to your parish website:

- Annual Diocesan Appeal General Information, including the 2020 Accountability Report, letters from Bishop Olson, information about the ministries supported and various ways to give (stocks, employer matching funds, qualified charitable distributions from a retirement plan): <https://bit.ly/AnnualDiocesanAppeal>
- Secure link to make a donation to the Annual Diocesan Appeal: <https://bit.ly/ADADonate>

- Secure link to support the Annual Diocesan Appeal through Recurring Monthly Giving (St. Francis Circle): <https://bit.ly/StFrancisADA>

We welcome your comments and suggestions at any time throughout the year at 817-945-9441 or [runderwood@advancementfoundation.org](mailto:runderwood@advancementfoundation.org).