



BISHOP'S SERVICES APPEAL TIMELINE

September 17th	BISHOP'S SERVICES APPEAL (BSA) ANNUAL MEETING: An introduction and review of materials, explanation of how resources are to be utilized to conduct a successful Appeal, and distribution of parish Appeal materials.
October 8th & 9th	EDUCATION WEEKEND: In all parishes at all Masses: Pulpit Message is read. DVD or CD version of the Bishop's Services Appeal message is played. Posters displayed, in-pew pledge envelopes are readily available.
October 10th – 14th	INITIAL MAIL SOLICITATION: Letters are mailed to donors asking them to participate in the Appeal. Pledge cards are included. Pledge cards are to be completed and returned by mail, or placed in offertory collection the following weekend – Commitment Weekend.
October 15th & 16th	COMMITMENT WEEKEND: Pledge cards and in-pew pledge envelopes are received in second collection and submitted to the Office of Stewardship and Development. BSA Second Collection Weekend.
November 12th & 13th	BSA Second Collection Weekend
November 21st	FOLLOW-UP MAIL SOLICITATION: Letters are mailed to non-renewed donors asking them to participate in the Appeal. Pledge cards are included.
December 3rd & 4th	FOLLOW-UP WEEKEND: In all parishes at all Masses: Pulpit Message is read as an update from Bishop Deshotel about the BSA. The message also serves as a follow-up to those who have not yet responded.
December 17th & 18th	BSA Second Collection Weekend
January 7th & 8th	BSA Second Collection Weekend
February 4th & 5th	BSA Second Collection Weekend
March 11th & 12th	BSA Second Collection Weekend
April 22nd & 23rd	BSA Second Collection Weekend
April 24th – 28th	FINAL MAIL SOLICITATION: Letters are mailed to non-donors/lapsed donors asking them to participate in the Appeal. Pledge cards are included.
May 20th & 21st	BSA Second Collection Weekend
June 17th & 18th	BSA Second Collection Weekend
July 15th & 16th	BSA Second Collection Weekend
August 12th & 13th	BSA Second Collection Weekend
August 31st	BISHOP'S SERVICES APPEAL CONCLUDES

