

BISHOP'S SERVICES APPEAL (BSA) TIMELINE

January 19th	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.
January 28th – February 1st	INITIAL MAIL SOLICITATION: Letters (letter 1, drop 1) are mailed to donors. Current, lapsed, and non-donors (on record with the Office of Stewardship & Development) are to receive a letter from Bishop Deshotel asking for their participation in the appeal. A brochure and pledge card are included with each letter. Pledge cards are to be completed and returned by mail, or placed in offertory collection on In-pew Commitment Weekend (February 9 th & 10 th).
February* 2nd & 3rd	EDUCATION WEEKEND*: In all parishes at all masses: Pulpit Message is read. DVD (video) of the Bishop's Services Appeal message is played. Posters displayed, brochures and in-pew pledge cards are readily available.
February* 9th & 10th	IN-PEW COMMITMENT WEEKEND*: Pulpit message is read, and allows the opportunity for parishioners to complete an in-pew pledge card during mass; to be collected by ushers (volunteers). Parish office is to mail (envelopes provided with materials) completed pledge cards to Office of Stewardship and Development for processing.
March 6th	Ash Wednesday
March 16th & 17th	BSA Second Collection Weekend
April 8th – 12th	FOLLOW-UP MAIL SOLICITATION: Letters (letter 2, drop 2) are mailed to current, lapsed, and non-donors (on record with the Office of Stewardship & Development) who have not responded to initial mail solicitation. Pledge cards are included in mailing.
April 13th & 14th	BSA Second Collection Weekend
April 18th – 20th	Easter Triduum
April 21st	Easter Sunday
May 18th & 19th	BSA Second Collection Weekend
June 15th & 16th	BSA Second Collection Weekend
July 13th & 14th	BSA Second Collection Weekend
August 17th & 18th	BSA Second Collection Weekend
TBD	FINAL MAIL SOLICITATION: Letters (letter 3, drop 3) are mailed to current, lapsed, and non-donors (on record with the Office of Stewardship & Development) who have not responded to initial and follow-up mail solicitations. Pledge cards are included in mailing.
September 14th & 15th	BSA Second Collection Weekend
October 12th & 13th	BSA Second Collection Weekend
November 23th & 24th	BSA Second Collection Weekend
December 14th & 15th	BSA Second Collection Weekend
December 31st	BISHOP'S SERVICES APPEAL (BSA) CONCLUDES

*Bishop Deshotel approved moving the commencement of the Bishop's Services Appeal (BSA) from an October start date to February, beginning in 2018.

