

## **BISHOP'S SERVICES APPEAL TIMELINE**

<b>January 19<sup>th</sup></b>	<b>BISHOP'S SERVICES APPEAL (BSA) ANNUAL MEETING:</b> 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.
<b>January 28<sup>th</sup> – February 1<sup>st</sup></b>	<b>INITIAL MAIL SOLICITATION:</b> 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 is 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 <sup>th</sup> & 10 <sup>th</sup> ).
<b>February 2<sup>nd</sup> &amp; 3<sup>rd</sup></b>	<b>EDUCATION WEEKEND:</b> In all parishes at all masses the Pulpit Message is read. DVD (video) of the Bishop's Services Appeal message is played. Posters displayed, brochures and in-pew pledge cards are made readily available.
<b>February 9<sup>th</sup> &amp; 10<sup>th</sup></b>	<b>IN-PEW COMMITMENT WEEKEND:</b> Pulpit message is read, which allows the opportunity for parishioners to complete an in-pew pledge card during mass to be collected by ushers (volunteers) or mailed directly to Diocese of Lafayette in the return addressed/postage paid envelope. Parish office is to mail completed pledge cards to Office of Stewardship and Development for processing.
<b>March 6<sup>th</sup></b>	<b>Ash Wednesday</b>
<b>March 16<sup>th</sup> &amp; 17<sup>th</sup></b>	<b>BSA Second Collection Weekend</b>
<b>April 8<sup>th</sup> – 12<sup>th</sup></b>	<b>FOLLOW-UP MAIL SOLICITATION:</b> 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.
<b>April 13<sup>th</sup> &amp; 14<sup>th</sup></b>	<b>BSA Second Collection Weekend</b>
<b>April 18<sup>th</sup> – 20<sup>th</sup></b>	<b>Easter Triduum</b>
<b>April 21<sup>st</sup></b>	<b>Easter Sunday</b>
<b>May 18<sup>th</sup> &amp; 19<sup>th</sup></b>	<b>BSA Second Collection Weekend</b>
<b>June 15<sup>th</sup> &amp; 16<sup>th</sup></b>	<b>BSA Second Collection Weekend</b>
<b>July 13<sup>th</sup> &amp; 14<sup>th</sup></b>	<b>BSA Second Collection Weekend</b>
<b>August 17<sup>th</sup> &amp; 18<sup>th</sup></b>	<b>BSA Second Collection Weekend</b>
<b>TBD</b>	<b>FINAL MAIL SOLICITATION:</b> 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.
<b>September 14<sup>th</sup> &amp; 15<sup>th</sup></b>	<b>BSA Second Collection Weekend</b>
<b>October 12<sup>th</sup> &amp; 13<sup>th</sup></b>	<b>BSA Second Collection Weekend</b>
<b>November 23<sup>th</sup> &amp; 24<sup>th</sup></b>	<b>BSA Second Collection Weekend</b>
<b>December 14<sup>th</sup> &amp; 15<sup>th</sup></b>	<b>BSA Second Collection Weekend</b>
<b>December 31<sup>st</sup></b>	<b>BISHOP'S SERVICES APPEAL (BSA) CONCLUDES</b>