



2019 Diocesan Annual Appeal Timeline

August 16

The online Resources Page for the 2019 Diocesan Annual Appeal is now LIVE on the cdlex.org website. (An email with the direct link to the Resources Page will be sent by Bobbi Silver to Priests and Parish Life Directors.) Please share this information with those in your parish who need it. The Resources Page includes:

- Timeline with dates to remember
- Staff Campaign information
- Bulletin Insert (English and Spanish)
- Catholic Schools implementation information
- Sample homily written by Bishop John
- Link to this year's Diocesan Annual Appeal VIDEO in both English and Spanish (coming soon)
- Parish fundraising targets

September 1-30

This year we are embracing a new component for the Diocesan Annual Appeal, our Staff Campaign! Staff Campaign, which includes our Priests, will occur in advance of the Annual Appeal request to our parishioners. It makes a powerful statement if we can say 100% of our staff give to the Diocesan Annual Appeal and collectively walk alongside those who need assistance. You can make a donation via check, credit card or new for this year – payroll deduction. All amounts are encouraged as it all makes a difference!

September 6

Diocesan Annual Appeal mailing will drop in the mail to ensure receipt by parishioners and donors prior to Kickoff Weekend.

September 16-20

In-pew response envelopes and posters will be delivered to every parish. (Available in both Spanish and English)

September 28 & 29 Kickoff Weekend

- Bulletin Inserts (use both the English and Spanish versions)
- Give Diocesan Annual Appeal Homily – invitation to join us in this work to provide for all, transform lives by walking alongside each other, One in Christ
- Lead the in-pew process (explain how to give, walk through the giving envelope, ask for prayer intentions, please fill out all information clearly). Please don't underestimate how helpful this simple step is. It gets everyone thinking of giving at the same time!
- For Masses offered in Spanish: please relay to our Hispanic community that they do not have to fill out the information on the envelope if they are uncomfortable. However, please put their donation in the envelope and write the parish name on it for goal tracking.
- THANK YOU! Please thank your parishioners on behalf of all who work throughout the diocese to minister to all who call upon us.

October Special editions of both the Cross Roads Magazine and El Peregrino Spanish newsletter will focus on the Diocesan Annual Appeal. Giving envelopes will be included with each publication.

October 12 & 13 Second Ask Weekend

- Bulletin Inserts (use both the English and Spanish versions)
- Tie readings and homily to mission work in the diocese.
- If possible, show the VIDEO before or after Mass, linked on the Resources Page (Contact Bobbi Silver if you need help to show the video)
- Remind parishioners of opportunity to join us in prayer and offering of gifts.

October 25 & 26 Last Weekend

- Bulletin Inserts (use both the English and Spanish versions)
- Remind parishioners about the opportunity to support the Diocesan Annual Appeal and to make their donations this weekend
- THANK YOU! Thank the parishioners for hearing the call to care for all and encourage them to get more involved by contacting parish leaders or the Chancery office

Donations and Pledge Envelopes – Please remember that all Diocesan Annual Appeal donations should be mailed to the Chancery office to be processed. Do not process DAA donations at the parish. Send donations one time per week, as you collect them, to:

Bobbi Silver
Office of Development
Diocese of Lexington
1310 W. Main St.
Lexington, KY 40508

Online Donations – Donors can give to the Annual Appeal through each parish website. If they go to the cdlex.org site and click on the Donate block, then Mission and Ministry (with the Annual Appeal logo), each parish is linked at the bottom of the page.

Please call or email if you need anything at all! The Office of Development is a service to you.

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