

Timeline

OBJECTIVES	MAY	JUNE	JULY	AUG	SEP	OCT	NOV
PREP/SILENT PHASE							
Annual appeal							
Recruit chairs/volunteers							
Evaluate households							
Finalize goals							
Initial communication							
Major gift cultivation							
Major gift appeals							
Leader/clergy appeals							
Parish orientation							
Parish training							
APPEAL PHASE							
Appeal mailings							
Campaign kickoff events							
Parish appeals							
Ongoing communication							
FOLLOW-UP APPEALS¹							
Commitment weekend							
Mail-electronic appeals							

