



## 2021 Catholic Appeal June Re-Launch

When the 2021 Catholic Appeal launched in March, it was with the expectation that many parishes would not be able to fully engage their parishioners at that time. June was flagged as a time for parishes to re-launch their parish campaign and hopefully close their appeal before summer starts.

Below are tips to help coordinate and relaunch your campaign.

1. **Pick a Weekend:** June 5-6 is suggested, but any weekend in June would work.
2. **Meet with your team:** Appeal Coordinator's and parish staff can help divvy up the tasks
3. **Create a Plan:** In the two weekends before your launch date schedule bulletin announcements, email blasts, social media posts and / or Mass announcements
4. **Check for resources:** Do you need in-pew envelopes? Fliers for your bulletin? Messaging for email or Mass announcements? FedEx to mail donations?
  - a. In-pew envelopes in Spanish, Portuguese, Vietnamese and Haitian Creole will be automatically mailed to parishes.
5. **Launch your Campaign:** Make an announcement at Mass and ask parishioners for their careful consideration of the Catholic Appeal. They can respond using an in-pew envelope, through direct mail or on-line giving.

All resources can be found on the "For Parishes" tab on our website:

[www.bostoncatholicappeal.org](http://www.bostoncatholicappeal.org)

For questions or concerns, please contact Arlene Dubrowski:

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***Thank you!!***