

2024 DMA ACTIVITY CALENDAR

JANUARY
2-26

Materials for 2024 DMA Intention Weekend shipped to all parishes.

JANUARY 8

1st Mailing Request to All Active Households delivered to Post Office

Letter packet sent to identified registered parishioners inviting them to donate. Includes: brochure, Giving Circles bookmark, letter from Bishop, intent/donation card and return envelope.

JANUARY
6-28

2024 Appeal Thank You Bulletin Insert Weekends

A 'Thank You' goes a long way. Please include a personal parish impact story and thank you Bulletin message on these weekends leading up to the new appeal launch.

FEBRUARY 3/4 Video Weekend

Pastors, parish priests and deacons are encouraged to give witness to the **positive** impact the ministries, programs and services supported through the DMA Appeal. Highlight how the appeal directly supports the parishes' ministries and programs.

- People who feel *inspired* to give to a cause tend to give as much as they can.
- People who feel *obligated* to give tend to give the minimum expected.

People are more likely to offer financial support to something that they believe in, knowing that their gift will make a difference and help others. We cannot assume that people across the Diocese of Colorado Springs are aware of the variety of services that are provided through the ministries and programs supported by the Diocesan Ministry Appeal.

- ✓ Begin new DMA Bulletin and Pulpit Announcements and Prayers of the Faithful Intercessions.
- ✓ Place DMA Banner on your website, include logo and link to online giving in all communications to parishioners.
- ✓ Show the 2024 DMA Video. Mention Appeal in Homily and letter coming from Bishop in the mail.
- ✓ Utilize the 2024 DMA Bulletin Inserts, Pulpit Announcements and Prayers of the Faithful Intercessions, QR codes, in-pew and poster.
- ✓ Recycle all old DMA materials.

2024 DMA ACTIVITY CALENDAR (Cont.)

Intention/Commitment Weekend

**FEBRUARY
10/11**

The authenticity in which the DMA is explained and associated with your parish activity and how this solicitation exercise is done will determine the response of each parishioner. *Remember, you set the attitude by your words and inflections.*

- ✓ Pastor, parish priest or deacon leads this commitment with his own testimony through homily or reflection and filling out pledge card with assembly.
- ✓ Invite all parishioners at each Mass to participate with you in the Diocesan Ministry Appeal in-pew solicitation and collection of envelopes they have prepared to bring to Mass.
- ✓ Continue Bulletin Articles, Pulpit Announcements, Prayers of the Faithful Intercessions and QR code mentioning.

Every month until parish goal is met Follow-Up, Update & Give Thanks Weekends

**FEBRUARY
18/19**

- ✓ Saying ‘**Thank You**’ is never over-used or understated. Gratitude with successful detail should be expressed to those who have made a pledge or gift.
- ✓ Request those who have not yet responded to prayerfully consider participating.
- ✓ Ask that they pray for the success of the Appeal and the mission of our Church.

MAY 3 2ND Request Mailing delivered to Post Office

This follow-up is a request letter of support from the Bishop sent to previous Appeal donors who have not yet donated.

OCT. 3RD Mailing- For Vocations Appeal

11 In place of the 3rd mailing, the Office of Stewardship & Development will be sending a Vocations Appeal letter to parishioners who have not yet donated to the 2024 DMA Appeal, but have donated in years past (Last Year But Not This Year) (Some Years But Not This Year). **This mailing will be processed and paid for by the S&D office, at no cost to your parish.**