

BISHOP'S SERVICES APPEAL (BSA) TIMELINE

January 20th	BISHOP'S SERVICES APPEAL (BSA) ANNUAL MEETING: 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.
February* 3rd & 4th	EDUCATION WEEKEND*: In all parishes at all masses: Pulpit Message is read. DVD or CD version of the Bishop's Services Appeal message is played. Posters displayed, brochures and in-pew pledge cards are readily available.
February* 5th – 9th	INITIAL MAIL SOLICITATION*: Letters are mailed to current donors asking for their participation in the appeal. Pledge cards are included. Pledge cards are to be completed and returned by mail, or placed in offertory collection the following weekend – In-pew Commitment Weekend.
February* 10th & 11th	IN-PEW COMMITMENT WEEKEND*: Pulpit message is read, and allows the opportunity for parishioners to complete an in-pew pledge card during mass; to be collected by ushers (volunteers). Parish office is to mail completed pledge cards to Office of Stewardship and Development for processing.
February 26th – March 2nd	MAIL SOLICITATION: Letters are mailed to lapsed donors and non-donors asking for their participation in the appeal.
March 17th & 18th	BSA Second Collection Weekend
April 2nd – 6th	FOLLOW-UP/FINAL MAIL SOLICITATION: Letters are mailed to non-renewed donors asking for their participation in the appeal. Pledge cards are included.
April 14th & 15th	BSA Second Collection Weekend
May 19th & 20th	BSA Second Collection Weekend
June 16th & 17th	BSA Second Collection Weekend
July 14th & 15th	BSA Second Collection Weekend
August 18th & 19th	BSA Second Collection Weekend
September 15th & 16th	BSA Second Collection Weekend
October 13th & 14th	BSA Second Collection Weekend
November 10th & 11th	BSA Second Collection Weekend
November 30th	BISHOP'S SERVICES APPEAL (BSA) CONCLUDES
December 15th & 16th	BSA Second Collection Weekend

*Bishop Deshotel has approved moving the commencement of the Bishop's Services Appeal (BSA) from an October start date to February, beginning in 2018.

