**Best Practices:**

* Promote the ABA on your website, via your parish app, and in your bulletin
* Promote stewardship as a way of life (pastor sermons, bulletins, and parish website)
* Communicate how any overage will be used at your parish (100% of overage is returned to the parish)
* Feature a lay presenter the week prior to Pledge Sunday
* Show the ABA video and do an in-pew solicitation on Pledge Sunday
* Promote online giving in your bulletin and on your website and/or parish app
* Use posters in key traffic areas
* Have a prayer petition for the appeal
* Send a follow-up letter from pastor for those who have not yet donated
* Thank-you letter from pastor for each donor