**What’s new this year, ABA 36 (2022-2023)**

We are not able to host the two Annual Bishop’s Appeal Dinners this year.

**Plan for this year**We would like each family to receive at least three asks for this year’s appeal. Our past appeal history shows that when a family receives at least three invitations to give, they are much more likely to give.

(Main Three Invitations)

Letter from Bishop – Will also include a personalized pledge card, brochure, and return envelope
Letter from Pastor – Can include any of the ABA materials but contents are determined by parish
In Pew Ask – Suggested pledge Sunday 9-25-22 (parishes can adjust this date based on their own parish calendars)

(Supplemental Asks or nudges to give)
Bulletin, Website, Email Reminders, Pulpit Reminders, Social Media Messages, Follow Up Letter for those who haven’t responded.

**Timing**We will send Bishop’s letter to all households, as we did last year. This mailing will go to over 40,000 households. The schedule is for early (“lake”) parishes to be mailed out on or about 7-8-22, and the remaining parishes will mail on or about 9-15-22.

We invite you to conduct your in-pew solicitation the weekend of September 25, 2022.

Parishes should send a follow up letter from the pastor in the second half of October to families that have not given. Your parishioners who have not yet given may be found in your Parish Master Report, which you can run in ParishSoft. We can help you identify your current list of non-givers if needed.

Bishop will also send a follow up letter to your major donors: those who gave $500 and up to last year’s appeal and who have not yet given the first week of November.

All gifts need to be submitted to the Diocesan Business Office by **November 14, 2022.** You may have a few gifts trickle in after November, this is normal and expected. Please be timely in submitting your pledges to the Business Office as they come in. Do not wait and send in one batch, as this is a hardship for the Business Office and can cause double work in processing deposits and tax letters. You also risk not getting these pledges entered in time for your monthly donors to receive their first and second statements. It also affects EFT and Credit Card pledges, which can be set up for either 10 or 12 months, and if these are not submitted in a timely fashion, the pledge can overlap two appeals.

Bishop will send a thank-you letter to each ABA donor this year, as their gifts are received. So again, **please do not let gifts sit longer than 2 weeks (maximum)** before submitting to the Diocesan Business Office. We also encourage you to send a thank-you letter from the pastor.

**Pledge Cards**

Pledge cards have been updated this year, so please do not use old pledge cards. We changed the wording to PLEASE DO NOT TURN IN A PLEDGE CARD IF YOU ARE PAYING ONLINE. There are donors who give online and also fill out a pledge card, which can create a duplicate pledge in the system. If you receive a pledge card that says the donor is giving online, please do not submit it to the Business Office as a pledge, as it will create a duplicate pledge.

We know that many of you utilize unique calendars and timing with regard to the appeal based on your particular parish activities. Please let us know if your plan differs from the schedule listed above, so we can work with you to ensure success for your parish.

Office of Stewardship and Development

Jeff Boetticher, jboetticher@diocesefwsb.org

Claire Klinedinst cklinedinst@diocesefwsb.org