

2023, ABA 37	Action
Friday, July 1, 2023	ABA Parish Toolkit updated
Friday, July 1, 2023	ABA 35 website goes live
Sunday, September 10	Volunteer recruitment in parishes (if applicable)
Sunday, September 17	"Kick Off" Sunday – Lay presenter at parish
9/7/23	ABA packet mailed to early (lake ) parishes
9/15/23	ABA packet mailed to all households, sent by the Stewardship & Development Office. Includes a letter from Bishop, ABA brochure, pledge card, and return envelope. Packets are mailed in Spanish by request.
Beginning 9-1-23	Thank-you letters mailed from Bishop for all donors. Stewardship & Development sends these.
<b>Sunday, September 24, 2023</b>	<b>Pledge Sunday</b> – Show the DVD and do in-pew solicitation
Sunday, October 1, 2023	Parishes: Appeal thank you and reminder from pulpit and bulletin.
Sunday, October 8	Parishes: Thank you and follow up Sunday. In-Pew follow up. Begin sending Pastor's thank you letter.
Sunday, October 15	Second thank you and follow-up Sunday at parishes
Week of October 16th	Parishes send Pastor's follow-up letter to non-respondents. (Parish extracts information using Parish Master Report, in ParishSoft)
First week of November 2023	Stewardship & Development Office sends a follow-up letter to major donors who have not yet given (returns mailed to FW)
Sunday, November 12	Final ABA Sunday (All follow-up efforts should be completed) Thank parishioners for their generosity – from pulpit, in bulletin and letter.
Wednesday, November 15	All pledges are due in the Diocesan Business Office Data Processing so that the first statements can be mailed to donors in early December.