



# Memo

**Date:** November 25, 2024

**To:** Pastors, parish administrators, Archbishop's Annual Appeal managers and business managers

**From:** Bridgett Calia, director of operations, Office of Mission advancement

**Re:** Archbishop's Annual Appeal 2025, important dates and announcements

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***"...For as is one body we have many parts, and all parts do not have the same function, so we, though many are one body in Christ..."***

As we enter the Thanksgiving season, we would like to **thank you for your partnership with the 2024 Archbishop's Annual Appeal**. There is still work to do and we need your help to secure all 2024 donations. Please mail your donations by using the transmittal form and instructions [here](#). You can find year end bulletin and social media graphics [here](#). Please contact our team if you need additional brochures, envelopes or reply cards for your year-end push.

## **Stock Donations**

We have seen some parish websites with outdated stock donation procedures. The updated procedures are on the Ways to Give page [here](#). Contact Tracy Zelczak with any questions regarding stock donations.

## **AAA 2025**

The Office of Mission Advancement has been busy preparing for the **2025 Archbishop's Annual Appeal**. Next year's theme is ***We are One Body in Christ***. Thank you to the 86 parishes who have placed their materials order and registered for the AAA 2025 Webinar Feb. 3 or Feb. 5. You may still register via these links: Monday, February 3, 10 a.m.: [Register](#); Wednesday, February 5, 2 p.m.: [Register](#). Materials ordering is now closed. If you need assistance, please contact Francesca Lupinetti at [flupinetti@archatl.com](mailto:flupinetti@archatl.com).

## **2025 Significant Dates:**

**February 3 or February 5:** Webinar with important information for 2025 Appeal success.

**February 7:** Materials arrive in parishes (some online resources available now—all resources including video will be available Feb. 2).

**February 12:** Direct mail letter mailed to prior year and lapsed participants (37,000)

**February 22 and 23: Announcement Weekend** Archbishop Gregory J. Hartmayer’s appeal impact video—available in English, Spanish and Vietnamese.

**March 1-2: Commitment/Collection Weekend** In-pew process

### **New for 2025**

- Your material kit will include an **instruction manual** with important information for a successful campaign. You may find an electronic copy of the manual under Parish Resources soon.
- Appeal **impact video** showcasing the many people and ministries that benefit from the Archbishop’s Annual Appeal. These are excerpts from our variable brochure curated by deanery to highlight some of the stories of each region. These 20 plus stories will be available in January on the Office of Mission Advancement’s [lifeofthechurch.com](http://lifeofthechurch.com).
- **In-pew collection instructions have been updated** and are included in your materials box and online under [Parish Resources](#). Please follow the instructions to ensure the timely and accurate capture of all annual appeal gifts. Most notable is a simple envelope count, remittance sheet and email notification prior to shipping to Moore RMG for processing. **You will receive an email back when your gifts are received for processing.**

### **Your Appeal Team Contacts:**

**For questions about gift processing** (including stock): Tracy Zelczak ([tzelczak@archatl.com](mailto:tzelczak@archatl.com)) and Grace Pasden ([gpasden@archatl.com](mailto:gpasden@archatl.com))

**For questions about print materials:** Francesca Lupinetti ([flupinetti@archatl.com](mailto:flupinetti@archatl.com))

**For bulletin, web, TV and social media materials:** Krysten Maranville ([kmaranville@archatl.com](mailto:kmaranville@archatl.com)) or Francesca Lupinetti ([flupinetti@archatl.com](mailto:flupinetti@archatl.com))

**For report support:** Maria Betz ([mbetz@archatl.com](mailto:mbetz@archatl.com))

**For parish appeal support and strategies:** Deacon Rick Medina ([rmedina@archatl.com](mailto:rmedina@archatl.com)), Bridgett Calia ([bcalia@archatl.com](mailto:bcalia@archatl.com)) and Suzanne Fusco ([sfusco@archatl.com](mailto:sfusco@archatl.com))

We look forward to partnering with you to inspire increased participation in the Archbishop’s Annual Appeal. Let us know how we can help.