



Memo

Date: June 17, 2024
To: Pastors, parish administrators and annual appeal parish contacts
From: Bridgett Calia, director of operations, Office of Mission Advancement
Re: Archbishop's Annual Appeal 2024 and second collections updates

The Office of Mission Advancement would like to share some new announcements regarding our **Archbishop's Annual Appeal** and **second collections**.

Annual Appeal Announcements:

- We have received **65 percent** of our goal for the first four months of our annual appeal! [Here](#) are some additional mid-year promotional materials for bulletin announcements. We will also have an advertisement in the June edition of The Georgia Bulletin.
- Thank you to everyone who participated in the AAA 2024 feedback survey. Your insight is truly appreciated as we work to strengthen our 2025 campaign. AAA 24 survey results and actions may be found [here](#).
- To serve you better, Moore has updated the package notification email address that is required when sending packages for processing to Moore:

RMG_RCAA_EST@moorermg.com

Please use the new email address and cc the gift processing team at **annualappeal@archatl.com** when shipping your **package and tracking** information to Moore:

You will find an updated transmittal form and gift-processing instructions [here](#).

Second Collections Announcements:

- There has been a date change to our **2025 Second Collections Calendar**. Our local **November Archdiocesan Seminarians** collection has been moved to **November 9, 2025**. You may find the updated 2025 Second Collection calendar [here](#).

Let us know how we can help.

God bless,

Office of Mission Advancement Team