



# Memo

**Date:** January 17, 2024

**To:** Pastors, parish administrators, parish secretaries and business managers

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

**Re:** Archbishop's Annual Appeal 2024 – important dates and announcements

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Archbishop's Annual Appeal 2024

In His presence... all things are made new.

Thank you for your partnership on the 2023 campaign. The Office of Mission Advancement has been busy preparing for the **2024 Archbishop's Annual Appeal Campaign**. This year's theme is ***In His Presence-All Things Are Made New***.

**Parish Resources have been updated!** Click [here](#) to see the **new** Archbishop's Annual Appeal promotional marketing materials.

## **2024 Significant Dates:**

**January 8:** You should have received your parish kit by now. If not, kindly contact Francesca Lupinetti ([flupinetti@archatl.com](mailto:flupinetti@archatl.com))

**January 11:** Direct mail letters have been mailed to prior year participants (33,000)

**January 18:** Webinar sign up [here](#) – important information about all the **new changes for 2024**

**January 27 & 28: Announcement Weekend** with Archbishop Gregory J. Hartmayer's homily – available in English, Spanish and Vietnamese

**February 3 & 4: Commitment/Collection Weekend** In-pew process. **In-pew collection instructions have changed.** **New** in-pew instructions may be found

[here](#) under the **Documents** section.

### **New for 2024**

- **DO NOT USE OLD 2023 Envelopes!** Please destroy all old 2023 envelopes with PO Box Atlanta.
- Our new PO Box is:  
**Archdiocese of Atlanta**  
**PO Box 96657**  
**Washington DC 20090-6657**
- You will notice a **new PO Box address** as we have partnered with Moore RMG to automate our gift processing and to provide accurate and timely capture, recording and reporting of gifts. Once received by Moore, gifts and pledges are processed and recorded in about 48-72 hours instead of weeks and months.
- The **reply cards for both direct mail and in pew have been reconstructed** based on best practices for ease of use and consistent record capture. We have also added a scanline for faster and more accurate processing. In pew reply cards now have **your parish ID code** in the scanline.
- **In-pew collection instructions have changed. Please discard the instructions from your kits** and use these updated instructions and form from our [online resources](#). Please follow them 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**. You will no longer be mailing pledges to the Chancery. This again improves the accuracy and timely capture of gifts so you can thank your parishioners for their participation.

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

### **Your 2024 Appeal Team Contacts:**

***For questions about gift processing*** (including stock): Tracy Zelczak ([tzelczak@archatl.com](mailto:tzelczak@archatl.com)) and Julieta Sanchez ([jsanchez@archatl.com](mailto:jsanchez@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))

***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))