

THE ROMAN CATHOLIC
ARCHDIOCESE OF ATLANTA



Memo

Date: March 10, 2025

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—**New reporting** and other items

Thank you for a great start to the 2025 Archbishop's Annual Appeal.

We have seen many amazing materials in parish bulletins, pews, eblasts and social media for the 2025 Archbishop's Annual Appeal. Thank you for your efforts to offer your parishioners the opportunity to participate!

New and Important for 2025

- The Office of Mission Advancement is excited to provide easy, consistent reporting of your annual appeal data so you can manage your parish's participation to make and exceed your goal. **Reporting Xpress** was rolled out to all parishes last week and will replace Giving Trend. **Giving Trend will be phased out on March 14.**

Reporting Xpress Dashboard Access: Tracy Zelczak at tzelczak@archatl.com or 404-920-7606 or Grace Pasden at gpasden@archatl.com or 404-920-7605.

Report Use or Questions: Suzanne Fusco at sfusco@archatl.com or 404-920-7614 or Maria Betz at mbetz@archatl.com or 404- 920-7505.

- **In-pew collection mailing instructions were updated for 2025** and can be found online under [Parish Resources](#) or in the training manual. **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) and Grace Pasden (gpasden@archatl.com)

For questions about print materials: Francesca Lupinetti (flupinetti@archatl.com)

For bulletin, web, TV and social media materials: Francesca Lupinetti (flupinetti@archatl.com)

For report support: Maria Betz (mbetz@archatl.com)

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