



Memo

Date: January 17, 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—Thank you, important dates and announcements

We Did It!

Thank you for your partnership with the 2024 Archbishop's Annual Appeal.

We are happy to announce that we **have exceeded our goal of \$9.4 million! More than \$2.1 million will be going back to the parishes to help with their short- and long-term needs.**

Thank you again for your work this past year. Please recycle any 2024 campaign materials.

AAA 2025

The Office of Mission Advancement has been busy preparing for the **2025 Archbishop's Annual Appeal**. This year's theme is ***We are One Body in Christ***.

Thank you for completing your parish kit order form (98 percent of parishes) and webinar registration (82 parishes!)

You may still register for the webinar 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.

2025 Significant Dates:

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

February 7: Materials arrive in parishes (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 Homily video—available in English, Spanish and Vietnamese.

March 1 and 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 [here](#).
- Appeal **impact video** showcasing the many people and ministries that benefit from the Archbishop's Annual Appeal. These are excerpts from our variable brochure created by deanery to highlight some of the stories of each region. These 20-plus stories are available to read [here](#).
- **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) 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.