



# Memo

**Date:** May 6, 2024

**To:** Pastors, parish administrators and annual appeal parish contacts

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

**Re:** Reminder: Archbishop's Annual Appeal 2024 – Feedback Survey deadline extended

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**We have heard from half of our parishes regarding our Archbishop's Annual Appeal 2024 feedback survey. Kindly complete the survey below by Tuesday, May 7, as we work together to run a successful Archbishop's Annual Appeal.**

Thank you for all your hard work to make the first quarter of the **2024 Archbishop's Annual Appeal a success**. We have had a record number of online giving transactions and are pleased to see an uptick in participation, but our work is just getting started.

We will be posting additional social media and bulletin blurbs for your use in May ([here soon](#)) and placing advertisements in The Georgia Bulletin to continue to generate participation and interest.

To date, the **2024 Archbishop's Annual Appeal:**

- Has more than 22,000 participants.
- Parishioners have pledged **96 percent of the \$9.4 million goal**.
- Has **collected almost \$5 million** in gifts.
- Has **37 parishes with pledges and receivables exceeding their goals. If all pledges are collected these 37 parishes will receive a rebate of \$1.29M.**
- More than **7,100 donors** have **increased their pledges by \$2M** compared to their gifts last year.
- Has more than **6,500 new donors and previously lapsed donors** who **have pledged or given a total of \$1.32M.**

It is unbelievable, but our team is already gathering information for the 2025 campaign, and we need your help to better understand your material and promotional needs to help your parish be successful.

We will use this information to improve our processes, select materials and provide support made available to you throughout the campaign year.

[SURVEY LINK](#) - **Kindly complete the survey by Tuesday, May 7.**

We appreciate your time.

God bless,  
Office of Mission Advancement Team