











SEPTEMBER

-  **CREATE YOUR PLAN, PREPARE YOUR ANNUAL REPORT**
Review all materials from Catholic Social Media, plan your year-end strategy, and begin working on the parish's annual report
-  **SEND THE PASTOR FINANCIAL UPDATE LETTER**
Lay the groundwork for the stewardship plan and year-end giving promotion
-  **REACH OUT TO TOP DONORS**
Call your top donors and secure a matching gift you can use in December
-  **HOST PARISH STEWARDSHIP FAIR**
Host your annual stewardship fair at the usual time. Consider incorporating a lay testimonial at this time.

OCTOBER

-  **HOST A PARISH ROSARY PROCESSION**
Build community among your parishioners with this great outdoor activity
-  **SEND THE ANNUAL REPORT**
Print and send the report by mail to active donors only
-  **PROMOTE THE ANNUAL REPORT**
Use the graphics provided to promote your annual report to all parishioners through social media and email (*continue promoting through January 2022*)
-  **SEND IRA GIVING POSTCARD**
Mail the postcard to all parishioners aged 70 and older

NOVEMBER

-  **HOST COMMUNITY-BUILDING EVENTS**
Gather your families for the autumn night of reflection and/or a cemetery clean-up day
-  **SEND THE PASTOR YEAR-END GIVING LETTER**
Make sure to segment your letter and insert the year-end-giving buck slip

NOVEMBER CONT.

-  **SEND YEAR-END GIVING EMAIL**
Send the follow-up email exactly one week after parishioners receive the pastor letter
-  **BEGIN PROMOTING THE 15 FAMILY ACTIVITIES FOR ADVENT**
Use the social media content provided and share 3 activities per week through the Christmas octave
-  **SEND THE CHRISTMAS MASS TIMES POSTCARD**
Send to all parishioners in your database

DECEMBER

-  **HOST A VOLUNTEER APPRECIATION NIGHT**
Invite all active volunteers, have a lot of fun, and show them how much you appreciate them
-  **SEND THE LAY TESTIMONIAL LETTER**
Mail to all families (if possible) or at least active donors
-  **PLACE YEAR-END-GIVING MATERIALS IN PEWS**
Place the year-end giving and IRA cards in the pews, start placing stickers on bulletins
-  **GIVE FAMILIES THE CHRISTMAS OCTAVE COLORING BOOK (DEC. 24-25)**
Share the coloring book with families. Consider emailing a link to a pdf so families can print at home.
-  **SEND THE YEAR-END GIVING POSTCARD**
Mail this postcard to every active donor in your parish database
-  **PROMOTE YEAR-END GIVING ON SOCIAL MEDIA**
Use the year-end giving graphics; post frequently during the final two weeks of the year
-  **SEND MATCHING GIFT EMAILS**
If you're running a matching gift program, send these emails on Dec 26, 27 and 31

JANUARY

-  **SEND THE HEARTFELT TAX STATEMENT LETTER**
Use this as a friendly alternative to the usual businesslike letter