



**DIOCESE OF ALLENTOWN**  
**SECRETARIAT FOR STEWARDSHIP & DEVELOPMENT**

Post Office Box F  
Allentown, Pennsylvania 18105-1538  
Office 610-871-5200 • Fax 610-871-5211

**CHOSEN, BLESSED, SHARED**

*The Annual Fund to Support the Endowment for the Care of Retired and Infirm Priests*

**Campaign Elements**

- A poster to be displayed in every parish highlighting the Endowment and Campaign
- A bulletin insert describing the Endowment and Campaign
- A request letter and brochure to be mailed to all recent BAA donors (past 3-5 years)
- Brochures with giving envelopes inside to be placed in the narthex of every parish (for those who do not respond to the mailing campaign or who are not BAA donors – to enable them to support the Endowment)

**Timeline of Activities**

**September 2017**

***Week of September 4***

- An e-mail or fax to all parishes which will include the timeline, bulletin and pulpit announcements and prayers of the faithful

***Week of September 25***

- Campaign materials shipped to parishes (posters, brochures, giving envelopes, business reply envelopes)

**October 2017**

***Weekend of October 14 & October 15***

- Appeal\* from pulpit and bulletin announcements

***Week of October 16***

- Request letters and brochures mailed to all parishioners

***Weekend of October 21 & 22***

- Pulpit and bulletin announcements
- Prayer of the Faithful

***Weekend of October 28 & 29***

- Bulletin announcements
- Prayer of the Faithful

**November 2017**

***Weekend of November 4 & 5***

- Bulletin announcements

**Ongoing:** Continue to return gifts to the Endowment for the Care of Retired Priests to the Office of Stewardship & Development in the large white return envelopes.

*\*The pulpit Appeal can be handled by the pastor or a member of the community who would make the presentation. We are very sensitive to how our priests might feel about this solicitation on their behalf.*