



**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**

**October 2019**

***Week of October 7***

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

***Week of October 21***

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

**October 2019**

***Week of October 28***

- Request letters and brochures mailed to all parishioners

***Weekend of October 26 & 27***

- Bulletin & Pulpit announcements

**November 2019**

***Weekend of November 2 & 3***

- Bulletin announcements
- Prayer of the Faithful

***Weekend of November 9 & 10***

- Bulletin announcements
- Prayer of the Faithful

***Weekend of November 16 & 17***

- 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.