



Annual Appeal 2022

STRATEGIC CAMPAIGN PLAN

Together We Serve Mission

To invite Catholics and others in the Archdiocese of Edmonton to give joyfully and generously to Catholic organizations that **serve** those in need at home, in Canada, and abroad, as **we** work **together** to advance the Mission of the Catholic Church

2022 Campaign Purpose

To re-establish and refresh the **Together We Serve Annual Appeal** in CAEDM parishes, after two years of disruption caused by the pandemic response – including significant reductions in regular parish giving and TWS donations, and continuing uncertainty about the long-term impact on parish membership.

Overall Goal: \$1,500,000

Objectives:

1. To increase the number of parishes that achieve 100% of their Parish Target, compared to pre-pandemic results.
2. To rebuild the TWS donor base and/or increase the number of new donors for TWS.
3. To establish a solid foundation for future development and growth of TWS.

Schedule:

Month	Event or Activity
PRE-CAMPAIGN	
January	<ul style="list-style-type: none"> • Advisory Committee meeting to review and finalize Campaign Plan.
February	<ul style="list-style-type: none"> • Archbishop's Announcement of changes to <i>Together We Serve</i> Annual Appeal and report on 2020/21 results.
March	<ul style="list-style-type: none"> • ASH WEDNESDAY – March 2 • FEAST OF ST. JOSEPH – March 19 • Development and Peace Share Lent campaign in parishes • TWS webpage is "live," offering <i>Resources for Parishes, Information for Donors</i>, and direct donation link
April	<ul style="list-style-type: none"> • HOLY WEEK & EASTER TRIDUUM – April 10-17 • Share Lent Collection, April 3 (Fifth Sunday of Lent – "Solidarity Sunday") • Good Friday Collection, April 15: Together We Serve/Needs of the Church in the Holy Land Collection

Month	Event or Activity
	<ul style="list-style-type: none"> • TWS Tools & Tips email to parishes • Article in the <i>Window</i> • Parish Share workshops for parishes
May	<ul style="list-style-type: none"> • TWS Tools & Tips email to parishes • Article in the <i>Window</i>
June	<ul style="list-style-type: none"> • PENTECOST – June 5 • TWS Tools & Tips email to parishes • Article in the <i>Window</i>
July-August	
FALL CAMPAIGN	
September	<ul style="list-style-type: none"> • Catholic Social Services Sign of Hope – September-December • Together We Serve Campaign Launch • Additional resources for parishes on TWS webpage, e.g. posters, bulletin messages, social media messages, etc. • Additional information for donors on TWS webpage, e.g. Archbishop’s message (video), stories/testimonials from beneficiaries, etc. • TWS Tools & Tips email to parishes • Article in the <i>Window</i>
October	<ul style="list-style-type: none"> • THANKSGIVING – October 10 • Archbishop’s Dinner (TBD) • TWS Tools & Tips email to parishes • Progress reported on TWS webpage
November	<ul style="list-style-type: none"> • CATHOLIC EDUCATION SUNDAY – November 6 • WORLD DAY OF THE POOR – November 13 • FIRST SUNDAY OF ADVENT – November 27 • Foundation of SJS & NTC Fall Mailer Campaign • TWS Tools & Tips email to parishes • Progress reported on TWS webpage
December	<ul style="list-style-type: none"> • St. Joseph College Christmas Campaign • Together We Serve Campaign Wrap-up