

Marketing Calendar

	Week of Jan. 24	Announcement weekend Feb. 7-8	Commitment weekend Feb. 14-15	Week of Feb. 16	Monthly
WEBSITE					
Add Appeal 2026 logos; key messaging to your website	†				
Add a link to Catholic Charities Appeal donation page	†				
Share monthly updates on your parish's progress towards goal					†
EMAIL					
Utilize Appeal templates from website		†	†		
BULLETIN & PRINT COMMUNICATIONS					
Utilize Appeal messages from Parish Manual	†	†	†	†	†
SOCIAL MEDIA					
Use hashtag: #Yoursarethehands and #CCAppeal26 in all of your social media posts		†	†	†	
Share photos with "Yours are the hands with which He blesses all the world" theme		†	†	†	
Share videos found on the Appeal website		†	†	†	
Tag Catholic Community Foundation and Catholic Charities-Diocese of Cleveland		†	†	†	
Share posts from Catholic Community Foundation	†	†	†	†	
PULPIT ANNOUNCEMENTS					
Utilize Appeal messages from Parish Manual	†	†	†	†	