

Love your NEIGHBOR

MARKETING CALENDAR

Tip: Click on the boxes below to pull up a template for each message.

	WEEK OF JAN. 31	ANNOUNCEMENT WEEKEND FEB. 13 - 14	COMMITMENT WEEKEND FEB. 20 - 21	WEEK OF FEB. 21	MONTHLY
WEBSITE					
Add Annual Appeal 2021 logos; key messaging to your website	†				
Add a link to Catholic Charities Annual Appeal donation page	†				
Share monthly updates on your parish's progress towards goal					†
EMAIL					
Utilize Annual Appeal templates from website		†	†		
BULLETIN & PRINT COMMUNICATIONS					
Utilize Annual Appeal messages from Parish Manual	†	†	†	†	†
SOCIAL MEDIA					
Use hashtag: #LoveYourNeighbor and #CCAppeal21 in all of your social media posts		†	†	†	
Share photos with "Love Your Neighbor" theme		†	†	†	
Share videos found on the Annual Appeal website		†	†	†	
Tag Catholic Community Foundation and Catholic Charities-Diocese of Cleveland		†	†	†	
Share posts from Catholic Community Foundation					
PULPIT ANNOUNCEMENTS					
Utilize Annual Appeal messages from Parish Manual	†	†	†	†	

