

# Love your NEIGHBOR



2021 ANNUAL APPEAL

## MARKETING CALENDAR

|  | WEEK OF<br>JAN. 31 | ANNOUNCEMENT<br>WEEKEND<br>FEB. 13 - 14 | COMMITMENT<br>WEEKEND<br>FEB. 20 - 21 | WEEK OF<br>FEB. 21 | MONTHLY |
|--|--------------------|---|---------------------------------------|--------------------|---------|
| <b>WEBSITE</b>   |                    |   |                                       |                    |         |
| 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                     |                    |   |                                       |                    | †       |
| <b>EMAIL</b>   |                    |   |                                       |                    |         |
| Utilize Annual Appeal templates from website                                     |                    | †                                       | †                                     |                    |         |
| <b>BULLETIN &amp; PRINT COMMUNICATIONS</b>                                       |                    |   |                                       |                    |         |
| Utilize Annual Appeal messages from Parish Manual                                | †                  | †                                       | †                                     | †                  | †       |
| <b>SOCIAL MEDIA</b>  |                    |   |                                       |                    |         |
| 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                                   |                    |   |                                       |                    |         |
| <b>PULPIT ANNOUNCEMENTS</b>  |                    |   |                                       |                    |         |
| Utilize Annual Appeal messages from Parish Manual                                | †                  | †                                       | †                                     | †                  |         |

