**Offertory Calendar**

Work backwards from when parishioners start their giving. The table below is a suggested list of activities to be performed based on a January 1 giving date start.

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| **Recommended Completion** | **Date of Completion** | **Activity** | **Person Responsible** |
| January 1st |  | Parishioners begin new giving level |  |
| Minus 1 ½ to 2 weeks |  | Send a letter reminding parishioners of new giving level and date to begin |  |
| Minus 2 weeks |  | Create social media/email reminders |  |
| Minus 4 weeks |  | Send a thank you letter to anyone giving during in-pew process |  |
| Minus 5 weeks |  | Conduct in-pew process |  |
| Minus 6 weeks |  | Create social media/email reminders |  |
| Minus ? weeks |  | Conducting events? Fit them into the calendar |  |
| Minus 8 weeks |  | Modify/create and print in-pew process materials |  |
| Minus 8 weeks |  | Identify a parishioner to give a lay witness talk at all Masses |  |
| Minus 9 weeks |  | Send thank you to anyone giving during direct mail phase |  |
| Minus 9 weeks |  | “Close” direct mail phase by determining how many parishioners still have not participated |  |
| Minus 10 weeks |  | Create social media/email reminders |  |
| Minus 11 weeks |  | Send direct mail envelope to any parishioners who have not given through face-to-face asks |  |
| Minus ? weeks |  | Conducting events? Fit them into the calendar |  |
| Minus 12 weeks |  | Finish face-to-face questions and create a mailing list of who to send direct mail envelopes to. |  |
| Minus 15 weeks |  | Begin face-to-face asks |  |
| Minus 16 weeks |  | Create list of face-to-face asks with amounts determined |  |
| Minus 17 weeks |  | Enlist volunteers to assist with face-to-face asks |  |
| Minus 19 weeks |  | Create a video to assist with “telling the story” of the parish |  |
| Minus 19 weeks |  | Create materials needed for all phases of the program |  |
| Minus 19 weeks |  | Create calendar of to-do activities |  |
| Minus 19 weeks |  | Identify lead person orchestrating the program |  |
| Minus 20+ weeks |  | Conduct training with the Diocesan Office of Stewardship and Development |  |