

# 2024 CDA Promotion Calendar

Date	Activity
Fri Nov 17, 2023	Solicitation #1, brochure and letter mailing
December/January	Begin reviewing Dashboards for CDA24 results
Mon Jan 8, 2024	Solicitation, Clergy Mailing
Jan 8-12, 2024	In-Pew Materials Delivered to parishes All Materials posted on Parish Resources webpage
Tues Jan 16, 2024	Solicitation, Recurring Donor Mailing
Wed Jan 17, 2024	CDA Training - Sacred Heart, Prescott (12—3 pm)
Thurs Jan 18, 2024	CDA Training - St. Margaret Mary, Bullhead City (12—3 pm)
Tues Jan 23, 2024	CDA Training - Our Lady of Lourdes, Sun City West (12—3 pm)
Wed Jan 24, 2024	CDA Training - St. Patrick's, Scottsdale (12—3 pm)
By end of January	Tax Statements Mailed to Donors
Mon Jan 29, 2024	Solicitation #2, Mega Mailing
Jan 27-28, 2024	Announcement Weekend: pulpit and bulletin announcements begin
Feb 3-4, 2024	Kickoff Weekend: Pastor Message, Video, Email and Social Media
Feb 10-11, 2024	Wknd 2: Witness Speaker, Announcements, collect commitment cards, Email and Social Media
Feb 17-18, 2024	Wknd 3: Continue announcements, collect commitment cards, email and social media
Feb 24-25, 2024	Wknd 4: Continue updates
Wed Mar 13, 2024	Solicitation #3: Pastor CDA Mailing (alt—Debbie DiCarlo)

\* all dates subject to change