

# September 2016

# UPCSA Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1 <b>ASK #1</b> "Gifts At Work" Newsletter drops in mail - All Households	2	3
4	5 Labor Day	6	7	8	9	10
11	12	13	14	15	16 UP Catholic Newspaper - UPCSA issue	17
18	19	20	21	22	23	24 <b>ASK #2</b> <b>UPCSA Weekend Bulletin Insert</b>
25 <b>ASK #2</b> <b>UPCSA Weekend Bulletin Insert</b>	26	27	28	29	30	1
2 <b>ASK #3</b> Follow-up	3	<b>NOTES</b> <b>AUGUST:</b> UPCSAs assembled & delivered to parishes. Contents: brochure, bulletin insert, pre-printed pledge cards. WEBSITE updates include Leadership Handbook, copies of all promotional materials & logos/graphics.				

## **MID-AUGUST**

### **Parish UPCSAs Boxes**

Brochures, bulletin inserts, pledge cards, etc. are delivered to each parish approximately 4-7 weeks prior to UPCSAs weekend, in time for pre-campaign activities such as volunteer coordination, direct mail preparation, and major gift phase.

## **SEPTEMBER 1 (ASK #1)**

### **“Gifts at Work” Newsletter**

This will be direct mailed to every household the first week of September. The 4-page newsletter highlights some of the ministries that are funded through the appeal.

**Like last year**, the newsletter will contain a personalized pledge card and reply envelope. Bishop Doerfler’s message on the cover of the newsletter invites people to use the card to make their gift commitment early to help their parish reach its UPCSAs goal. The pledge card will be pre-populated with parishioner name, address and parish code. The pledge card also contains a variable ask string, depending on the parishioner’s prior year pledge amount. The reply envelope instructs parishioners to return their pledge to their parish.

All parishioners who pledged \$300 or more to UPCSAs last year will receive a personalized letter from Bishop Doerfler along with their newsletter and pledge card. This letter invites people to continue their membership in the “Bishop’s Partners in Service” leadership giving society, or invites them to take a step in their pledge amount in order to join the “Bishop’s Partners in Service.”

## **SEPTEMBER 16**

### **The U.P. Catholic Newspaper**

A section in the September 16th issue of the newspaper will be devoted to the appeal. It will contain more information about the appeal and what it funds. Please encourage your parishioners to look at it. The newspaper can also be read online at [www.UPCatholic.org](http://www.UPCatholic.org).

## **SEPTEMBER 24-25 (ASK #2)**

### **UPCSAs Weekend**

Parishes should conduct the UPCSAs this weekend, and use the UPCSAs Bulletin Insert. If the parish has not yet used the UPCSAs brochure, it can be used this weekend.

## **OCTOBER (ASK #3)**

### **Parish Follow Up**

Parishes should conduct appeal follow up immediately following UPCSAs weekend, taking maximum advantage of the momentum that has built up during September.

Visit [www.dioceseofmarquette.org/upcsa](http://www.dioceseofmarquette.org/upcsa) for helpful information and the UPCSAs Leadership Handbook. Copies of current promotional materials can be found, as well as a list of parish goals, and quick links to downloadable appeal logos and graphics for use in parish bulletins and other parish appeal materials.

Don’t Forget! Online UPCSAs giving is available at [www.dioceseofmarquette.org/giving](http://www.dioceseofmarquette.org/giving). Safe, secure, flexible gift management.