



Pastor's Guide to a Successful CASA Appeal 2021

The pastor's support will lead to more parishioners supporting CASA, which is why your involvement is critical. The goal is 100 percent participation.

- The Catholic Arkansas Sharing Appeal (CASA) kickoff is Feb. 6-7.
- CASA envelopes will be mailed the week of Jan. 11 and Bishop Taylor's recorded message will be included. (audio and video)
- The weekend of Jan. 30-31 please announce that the appeal will take place the next weekend using the pulpit and bulletin announcements.
- Have the gift/pledge envelopes and pens/pencils in the pews or distributed by the ushers. If there is snow or ice this weekend, please have the appeal the following weekend of Feb. 13 -14.
- Play Bishop Taylor's recorded message immediately before the in-pew solicitation for which an outline is provided (See [CASA In-Pew Solicitation Guide](#)).
- Leave the CASA envelopes in the pews for the month of February.
- The week of May 9, Bishop Taylor will send a letter to donors who gave in past years but have not yet given for 2021.
- As you are able, we ask that you remind your parishioners who have not given, to please do so.

Thank you for your leadership with the CASA appeal in your parish(es). Our office will be glad to assist you in any way that we can. For more information, please contact Dianne Brady, diocesan director of stewardship and development, at dbrady@dolr.org or call her (501) 664-0340.