



Archdiocese of St. Louis – Priest Post – March 2016

CAMPAIGN UPDATE

With the success of the many families across the Archdiocese of St. Louis, over \$45.8 million has been raised toward the \$100 million+ *Beyond Sunday* campaign goal. Archbishop Carlson, clergy, Foundation board members, parish campaign leaders and other advocates for *Beyond Sunday* are working diligently to convey that an investment in our system of Archdiocesan education is not only a “good investment” but it is essential for the future of our local Church and parish communities. We are grateful to those who have contributed to this important initiative and to those who will contribute in the near future.

I. Parish Campaign Update

Block 2 which consists of 59 parishes is underway. In the early weeks of Block 2, parishes raised over \$3.3 million. Campaign advocates have partnered with pastors to contact parish families to convey the importance of *Beyond Sunday* and to seek their support. Parish efforts will continue over the next 4 months and in fact run concurrently with the Annual Catholic Appeal.

Beginning April 3 and concluding May 15, Block 2 parishes will reduce the number of campaign solicitations and communications regarding *Beyond Sunday* to accommodate the Annual Catholic Appeal. We are confident that these two important efforts can co-exist successfully.

As we prepare to finalize Block 1 parish campaign efforts, a mailing was sent to Block 1 families who have not made a gift decision. Follow-up telephone calls were completed the week of March 28 thanking families for their continued support of the Archdiocese of St. Louis, seeking support of *Beyond Sunday* and answering questions. Block 1 parishes have collectively raised over \$27 million which represents 67% of the overall Block 1 aggregate target. We remain grateful to those who have given generously of their time and financial resources. Their support will greatly impact our parishes and school communities for generations.

II. Marketing

Please join us by staying abreast of *Beyond Sunday* campaign activities by connecting via Facebook, Twitter, and Instagram and reviewing the Roman Catholic Foundation 2016 First Quarter Newsletter at <http://rcfstl.org/about-the-rcf/news/building-relationships-2/>.

Please refer to the *Beyond Sunday* website, www.beyondsundaystl.org for additional information, and refer any questions to Shawn Trahan, Campaign Director, at 314.918.2892 or at shawn.trahan@rcfstl.org.

Thank you!

Thank you again for your help in making this a successful campaign! Please keep the *Beyond Sunday* campaign and all the good it will do for our parishes and schools in your prayers.

