

“BLESSED ARE THE MERCIFUL,
FOR THEY SHALL OBTAIN MERCY.”



How to Roll Out Your TIA Campaign Material

Prior to Campaign Kick - Off

- The 2017 TIA Campaign begins the first weekend after Ash Wednesday. That means, the campaign begins the weekend of March 4 / 5, 2017.
- Prior to this, mail your brochure packages or have them ready to insert in your bulletins on March 4/5.
- The parish material delivery is the week of February 13 and the parishioner mail house mail-out is the week of February 20.
- Display two posters (if ordered): Campaign and Thermometer.

Weekend 1 – March 4 / 5 - Kick-Off

- Pastor speaks about Together in Action during Mass or designates a parishioner to do so.
- Play launch TIA Bishop Promotional Video (available on website week of February 27) or anytime during the campaign.
- Use **Bulletin Insert #1** to highlight where TIA funds are distributed.
- All bulletin inserts will be available on website the week of February 27 (tia.calgarydiocese.ca).

Weekend 2 - March 11 / 12

- Use Bulletin Insert #2 to highlight where TIA funds are distributed.
- You can book a speaker by contacting the Diocese TIA Coordinator.

Weekend 3 - March 18 / 19

- Use Bulletin Insert #3 to highlight where TIA funds are distributed.
- You can book a speaker by contacting the Diocese TIA Coordinator.

Weekend 4 - March 25 / 26

- Use Bulletin Insert #4 to highlight where TIA funds are distributed.
- Switch out the Campaign Poster with a Quarterly Poster (available on TIA website tia.calgarydiocese.ca).
- All quarterly posters will be available on website the week of February 27 (tia.calgarydiocese.ca).
- You can book a speaker by contacting the Diocese TIA Coordinator.

Weekend 5 - April 1 / 2

- Use Bulletin Insert #5 to highlight where TIA funds are used.
- You can book a speaker by contacting the Diocese TIA Coordinator.



How to Roll Out Your Materials – cont'd

Weekend 6 - April 8 / 9

- Use Bulletin Insert #6 to highlight where TIA funds are distributed.
- You can book a speaker by contacting the Diocese TIA Coordinator.

May 2017

- Change out the Quarterly Poster to a new one from the website.
- You can book a speaker by contacting the Diocese TIA Coordinator.

August 2017

- Change out the Quarterly Poster to a new one from the website.
- You can book a speaker by contacting the Diocese TIA Coordinator.

November 2017

- Change out the Quarterly Poster to a new one from the website.
- You can book a speaker by contacting the Diocese TIA Coordinator.

Our Stories

- Anytime you want to do a campaign push, download one of the *Our Stories* documents available on the website to use as a bulletin insert.
- You can book a speaker by contacting the Diocese TIA Coordinator.
- For any additional information please contact your TIA Staff

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