

January 2020

Dear Pastor and Parish ACA Campaign Coordinator,

This year's Annual Catholic Appeal video helps to tell the story of how we all come together as one Catholic family to both spiritually and financially support many important ministries that benefit all of our brothers and sisters in Christ throughout the year. Parishes have found great success in sharing campaign videos by embedding it in their website, displaying it and linking to it as part of their email newsletters, mentioning it in the bulletin and providing the diocesan website link (sdcatholic.org/aca), showing it on big screens in the church and in the hall, and also by sharing the video directly on their parish social media accounts.

When it comes to social media, you'll find the best response when you UPLOAD the video file directly to your social account, rather than simply sharing a web page or video link. You see, when you upload the video FILE to the service directly, a social media service (like Facebook) "appreciates" that you are providing the content, and in return, it's far more likely to be seen by the people who follow your network(s).

The English-language video and the Spanish-language video files are both available to download From:

https://drive.google.com/drive/folders/1VQUC07stcZ4x2KfD5J_FhBs9KYzfatA - and we ask that you please do not edit them.

When you upload a video file to social media, it's also critical to NAME the video, using words that are of interest to your parishioners, enough to peak their interest. You'll also be given the opportunity to type a BRIEF description. This is where you should (in just a few short lines) encourage your parishioners to CLICK HERE TO VIEW THE VIDEO and provide the link to DONATE NOW. We encourage your message to be as upbeat and positive as possible and offer the link: giving.sdcatholic.org

For example: St. James-St. Leo Catholic Community — please click giving.sdcatholic.org and help us reach our parish goal of \$90,000 for this year's diocese-wide Annual Catholic Appeal — Thank you for generously supporting our retired priests, seminarians, faith formation, young adults and many others!

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<https://drive.google.com/drive/folders/1xnmVgHvYJS6SrDu3MavM6VleTKCyDzBa>

and we ask that you please do not edit them.

You can embed the videos in your website using this HTML Embed Code:

English:

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<iframe width="700" height="394" src="https://www.youtube.com/embed/ykFUmp7x92o"
frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture"
allowfullscreen></iframe>
```

It's perfectly okay to use the video more than once, and often. It's okay to mention it a few times over the course of 4-6 weeks / emails / bulletins, social posts. It's okay to enjoy using these great tools at your disposal: brochures, posters, videos, signage, etc. And it's absolutely okay to exceed your financial goals!

We are thankful for your support of this campaign that truly benefits all of the people in our diocese.

Spanish:

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<iframe width="700" height="394" src="https://www.youtube.com/embed/0stndIU1VSg"
frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture"
allowfullscreen></iframe>
```

Thank you for demonstrating your "Gratitude in Action"