



Sample Lent Campaign Timeline

Stage 1 – October

- Pre-campaign Mass count (October counts)

Stage 2 -- November

- Information goes out to pastors, parish staff and volunteers
- Parish welcoming training (“Ministers of First Impression”)
- Parish fundraising / Special Event fundraising

Stage 3 – February ongoing

- Pre-campaign press release (one week before campaign start date)
- Catholics Come Home® television commercials air in the Diocesan TV market(s)
- Parishes provide a welcoming environment for returning Catholics
- Post campaign Mass counts (April, avoiding holidays and special events including school graduation, Mother’s Day, First Communion, Confirmation. Counts should be completed prior to May.)