



# Memo

**Date:** February 23, 2026

**To:** Pastors, parish administrators, Archbishop's Annual Appeal managers and business managers

**From:** Bridgett Calia, director of operations, Office of Mission Advancement

**Re:** Archbishop's Annual Appeal 2026 – Important Announcements

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*Congratulations again on a successful 2025 Archbishop's Annual Appeal! 84 parishes reached or exceeded their goal.*

## **2026 Archbishop's Annual Appeal announcements:**

- We are seeing great responses to our 2026 Annual Appeal. Moore has processed gifts and pledges received through **2/16 totaling \$2.8 million.**
- Please continue using the **gift processing instructions and transmittal form (access them [here](#))** when sending your donations to Moore. Kindly include your **tracking information and envelope count.** Moore will send you a **confirmation email once your package is received,** provided you send the information to the addresses per the instructions.
- **The Georgia Bulletin collections**  
The archdiocese will **no longer** invoice parishes for The Georgia Bulletin since it is now part of the Annual Appeal. The Office of Mission Advancement prefers that you direct parishioners to make their donation to the Annual Appeal to help support The Georgia Bulletin and many programs and ministries of the archdiocese. **The correct account to send The Georgia Bulletin collection to is RCAA-Annual Apl.**
  - **If you do collect for GB outside of the appeal to have it count toward your AAA combined goal you must:**
  - Deposit The Georgia Bulletin donations in the parish operating bank account
  - Record the deposit in the new Parish SOFT Accounting GL account **2975.000.00.00.00P Georgia Bulletin Exchange**

- Send the payment to RCAA Archbishop's Annual Appeal through bill.com. **DO NOT** remit The Georgia Bulletin Checks to Moore for processing
  - These contributions will be credited **to the parish, not the individual donor, as anonymous donations to the Annual Appeal.**
  - **Do not** include The Georgia Bulletin and Archbishop's Annual Appeal collections **with your second collections or anything else** you are paying/forwarding to the archdiocese.
- Give Central experienced an **AWS outage on 2/15** that affected 300 donors who were unable to complete their donation. Both Give Central, our online platform partner, and the OMA team have reached out to affected donors to let them know **the issue has been resolved and they can resume their donations.**
  - You may view your parish's pledges and one-time gifts on the **Reporting Express dashboard (access instructions [here](#))**. This dashboard typically updates daily with the preceding days' gifts entered into Raiser's Edge.
  - To access **digital materials** to help promote the Annual Appeal, click [here](#).
  - We are running ads in **The Georgia Bulletin** each issue **through March** and posting on **the official Archdiocese of Atlanta social media platforms.**

Let us know if you need **any assistance** with additional materials or help with sending in your donations to Moore for processing; we are happy to help!

### **Your Appeal Team Contacts:**

***For questions about gift processing*** (including stock): Tracy Zelczak (tzelczak@archatl.com) and Sherri Dahlheim (sdahlheim@archatl.com)

***For questions about print materials:*** Francesca Lupinetti (flupinetti@archatl.com)

***For bulletin, web, TV and social media materials:*** Anna Fontaine (afontaine@archatl.com)

***For report support:*** Alexis Delgado (adelgado@archatl.com)

***For parish appeal support and strategies:*** Deacon Rick Medina ([rmedina@archatl.com](mailto:rmedina@archatl.com)) and Bridgett Calia ([bcalia@archatl.com](mailto:bcalia@archatl.com))

We look forward to partnering with you to inspire increased participation in the Archbishop's Annual Appeal. Let us know how we can help.