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## OVERVIEW

The Diocesan Annual Appeal (DAA) is the Diocese’s campaign that funds vital ministries and services that benefit all 73 parishes in the Diocese of Sioux City.

As we approach the 2018-2019 DAA, we would like to express our sincere gratitude and appreciation to all pastors, parish staff and all who assist in making our DAA possible.

This manual serves as a guide to conduct the 2018-2019 DAA for your parish. It is also available on the Diocesan Website at <http://scdiocese.org/daamaterials/> under “Parish Communication”, so feel free to copy or cut and paste as needed.

This year, we will be mailing to over 27,000 households in the Diocese. The **In-Pew Solicitation Method**, in this manual, gives parishes an effective way to reach all those who attend mass, but may not be registered, or simply have not yet responded to the mailing they received for the Appeal. **This is a very successful way of receiving additional gifts immediately.**

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