

Catholic Diocese: Digital Marketing

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CATHOLIC DIOCESE OF DALLAS



2018 BISHOP'S ANNUAL APPEAL

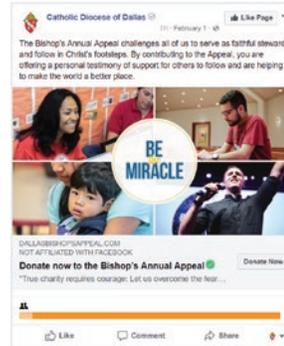
We believe God is present throughout the Diocese of Dallas and miracles are happening every day, so it's only fitting that this year's theme for the [Bishop's Annual Appeal](#) is, "Be the Miracle." Bound by a common mission, our Diocese demonstrates love for one another by helping transform lives through our various diocesan ministries and programs supported each year by the Bishop's Annual Appeal.

We encourage you to take a moment and watch Sydney's story to see how our Diocese demonstrates love for one another by coming together and helping people in a time of need.



Please consider making a gift to the [Bishop's Annual Appeal](#) during Commitment Weekend or click on the button below to make your online donation today. Through your generous support, we are able to serve thousands of families and individuals throughout the Diocese of Dallas. Thank you!

[Be the Miracle and Donate Now!](#)



Catholic Diocese of Dallas

February 1

The Bishop's Annual Appeal challenges all of us to serve as faithful stewards and follow in Christ's footsteps. By contributing to the Appeal, you are offering a personal testimony of support for others to follow and are helping to make the world a better place.

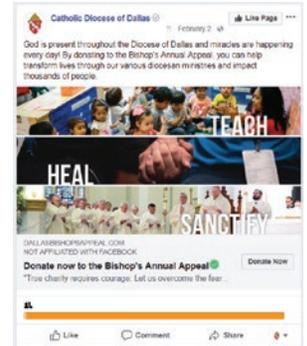
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Donate now to the Bishop's Annual Appeal

Donate Now

*True charity requires courage. Let us overcome the fear...

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Catholic Diocese of Dallas

February 2

God is present throughout the Diocese of Dallas and miracles are happening every day! By donating to the Bishop's Annual Appeal, you can help transform lives through our various diocesan ministries and impact thousands of people.

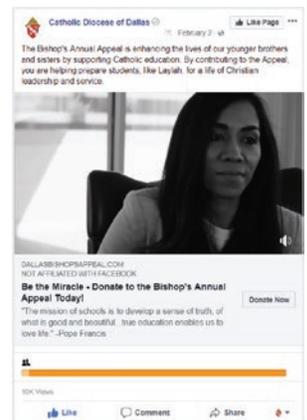
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Catholic Diocese of Dallas

February 2

The Bishop's Annual Appeal is enhancing the lives of our younger brothers and sisters by supporting Catholic education. By contributing to the Appeal, you are helping prepare students, like Laylah, for a life of Christian leadership and service.

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Be the Miracle - Donate to the Bishop's Annual Appeal Today!

"The mission of schools is to develop a sense of truth, of what is good and beautiful. True education enables us to love life." -Pope Francis

50K Views

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Cooksey Communications has had a long-standing relationship with the Catholic Diocese of Dallas and has provided public relations and marketing services over the last several years for the Bishop's Annual Appeal for Catholic Ministries. Up until 2018, the Bishop's Annual Appeal was a weekend-long fundraising effort designed to raise enough resources for the entire year to support various programs and ministries throughout North Texas.

In addition to creating the campaign materials, including a new logo, brochure and pledge card, Cooksey developed a strategic digital campaign to transform the Diocese's efforts into a year-long fundraising campaign. By sharing custom videos through targeted audiences on social media and embedded into eblasts, the Diocese expanded its digital presence making it easier for donors not only to donate online, but also to contribute throughout the year.

These combined efforts have allowed the Catholic Diocese of Dallas to extend the Bishop's Annual Appeal to be an ongoing, successful fundraising program.

