

# EMAIL TEMPLATES

## 2021 Annual Catholic Appeal

To reach all your parishioners, please use the email template below as a guide to ensure that everyone understands all the giving options. Please be sure to personalize it as appropriate for your parish and your parishioners' emotional and spiritual needs.

### ANNOUNCEMENT WEEKEND: JANUARY 30–31

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Dear [Name],

I hope this message finds you and your loved ones healthy and well.

In light of the current coronavirus pandemic, our primary concern is the spiritual and physical health and welfare of the faithful and all those who serve our parishes. We also recognize that we have a duty to care for those among us who are most vulnerable.

These dual concerns reflect everyone's need for safety, while at the same time supporting those who need it most. While the financial circumstances of many families in our parish are uncertain, for those who are able we ask for your support of our Church. The Annual Catholic Appeal will launch next weekend and since our services are limited in the number who gather in person, there is an online giving option at [annualcatholicappeal.com](https://annualcatholicappeal.com) and a text-to-give option by texting the word "ACA2021" to [insert text-to-give phone number].

While challenging days remain, we also recognize this opportunity to be truly present to one another and care for those who are struggling. May we continue to pray for all those affected by COVID-19, those who are caring for the sick and for each other.

Yours in Christ,

[Pastor Name]

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## COMMITMENT WEEKEND: FEBRUARY 6–7

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Dear [Name],

Sacred Scripture teaches us “if we love one another, God remains in us and his love is brought to perfection in us” (cf. 1 John 4:12).

Supporting the Annual Catholic Appeal unites us as a faith community in demonstrating love of neighbor through the good works we are able to provide together. The Appeal drives the holy mission of our archdiocese to teach, to serve and to sanctify, allowing us to carry out the work of Christ. I hope, as a parish, we can join together during this time of uncertainty to continue to carry out these works.

If you would like to sign up for monthly parish giving, you can do so at [annualcatholicappeal.com](https://annualcatholicappeal.com), or if you would like to make a gift via the text-to-give option, please text the word “ACA2021” to [insert text-to-give phone number] to access the secure giving website.

Please know of my deepest gratitude for your participation!

Yours in Christ,

[Pastor Name]

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## FOLLOW-UP WEEKEND: FEBRUARY 13–14

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Dear [Name],

Now more than ever, the Church needs your steadfast support. Your participation in our parish's weekly offertory and in the Annual Catholic Appeal is essential to maintaining the financial well-being of the Church over the next few weeks and months.

Although we are not able to gather in-person as a whole parish during this time, please consider signing up for online giving to the parish offertory and to the Appeal. Just as we rely on your spiritual support, the Church continues to rely on your financial support to continue its work of sanctification and evangelization.

If you would like to sign up for monthly parish giving, you can do so at [annualcatholicappeal.com](https://annualcatholicappeal.com) or if you would like to make a gift via text message, please text “ACA2021” to [insert text-to-give phone number].

Please know of my deepest gratitude for your participation!

Yours in Christ,

[Pastor Name]

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