

Appendix A – Sample Pastor’s Letters

Sample Endorsement Letter

September __, 2018

<< Formal Salutation>>

<< Address>>

<< Address>>

Dear <<Personalized Salutation>>,

We often think of the Archdiocese as an administrative structure and yet archdiocesan ministries and programs serve thousands of individuals and families each year. In fact, there is probably no other private organization in our state that offers the scope of spiritual and human services as those provided through our archdiocesan agencies and organizations.

The Archdiocese also provides key support for our parish. I would like to share with you just one example of how <<insert parish name>> benefits from these archdiocesan services.

<<insert a brief personalized parish story>>

Whether responding to human needs, promoting vocations, providing ministry training, evangelizing, or assisting parishes, archdiocesan ministries and services reach beyond the ability of our parish or any other parish to do this work. It is the work that Christ has entrusted to his Church. It is work that we are called to support through our baptism. Through our gifts to the annual Catholic Services Appeal, we are partnering in the work Christ has given to the Church.

Our parish goal for the 2018 Catholic Services Appeal is \$<<insert target>> and <<insert target>> households participating. You will soon receive a letter from Archbishop Kurtz inviting you to make a gift to this year’s Appeal. I will be making a personal gift, and I hope you will join me with a generous gift of your own. Your support will mean so much to the people, parishes (including our own), and schools who rely on the ministries and services of the Archdiocese.

In gratitude for all that you do for << insert parish name>>,

Sincerely yours in Christ,

<<Pastor’s Name>>

<<Title>>

Sample Follow-up Letter

November __, 2018

<< Formal Salutation>>

<<address 1>>

<<address 2>>

Dear <<Personalized Salutation>>,

It is appropriate at this time of Thanksgiving that we reflect on the many blessings we have received throughout this year. As part of our reflection, we should also think about the ways we can answer God's call to share those blessings with others.

Last month, we began the 2018 Catholic Services Appeal. This Appeal is the annual invitation to all Catholic households in our area to support the ministries and services provided through our Archdiocese. Our parish goal for the 2018 Catholic Services Appeal is <<\$ insert parish target>>. To date, we have received gifts and pledges totaling <<insert current \$ total>>, through the support of <<insert participation total>> households.

If you have already made a gift to the Appeal, please accept my sincere thanks for your support. If not, I hope that you will respond today with a gift or pledge to this year's Appeal. Your gift can be made by picking up an Appeal envelope at the parish office, or you can make a secure gift online at www.ArchLou.org/CSA.

A gift to the Catholic Services Appeal is a wonderful way to share our blessings with others and demonstrate our gratitude to God for all He has given.

Wishing you and your loved ones a blessed Thanksgiving and Advent season.

Sincerely yours in Christ,

<<Pastor's Name>>

<<Title>>