**SAMPLE # 1 GENERIC EMAIL TO PARISHIONERS**

**Keep the Faith**

Dear <<Name>>,

For many of us this year our Easter season is looking much different as we continue to navigate through all the challenges of COVID-19. How is this going for you?

In the Gospel of John we hear the story of Mary Magdalene weeping outside the tomb of Jesus. She fears someone took Him. However, she soon discovers He was right there with her just like He is walking with each of us today. How awesome is this!

It is through our faith we find peace, joy and love. During these unsettling times it is important for us to pray daily, check in on our friends and family and if able to do so, share our gifts with those in need.

Many of you who regularly give at Mass have begun to mail your check to us. Some have set up a credit card or electronic fund transfer to support our parish. More families are using our secure online giving page at <<website link>> to make their gifts. Please know how grateful I am for you and your generous support of our parish.

Just like Mary Magdalene had her hope restored at the tomb of Jesus, your gift helps restore hope to many people in our community. We are able to creatively continue to reach out to our youth to help them grow in our Catholic faith, provide the Sacraments and walk with grieving families.

Thank you for your prayers and generous support of <<name of parish>>. If you need anything, please call me at <<phone number>> or email me at <<email>>. I care about you and miss you.

Yours in Christ,

<<Priest Printed Name>>

**SAMPLE #1 “SEGMENT A” EMAIL TO PARISHIONERS**

**(Segment A: Active current donors)**

**Keep the Faith**

Dear <<Name>>,

For many of us this year our Easter season is looking much different as we continue to navigate through all the challenges of COVID-19. How is this going for you?

In the Gospel of John we hear the story of Mary Magdalene weeping outside the tomb of Jesus. She fears someone took Him. However, she soon discovers He was right there with her just like He is walking with each of us today. How awesome is this!

It is through our faith we find peace, joy and love. During these unsettling times it is important for us to pray daily, check in on our friends and family and if able to do so, share our gifts with those in need.

Thank you for sharing your gifts with <<Name of Parish>>. Please know how grateful I am for you and your generous support of our parish. Just like Mary Magdalene had her hope restored at the tomb of Jesus, your gift helps restore hope to many people in our community. We are able to creatively continue to reach out to our youth to help them grow in our Catholic faith, provide the Sacraments and walk with grieving families.

Again, thank you for your prayers and generous support of <<name of parish>>. If you need anything, please call me at <<phone number>> or email me at <<email>>. I care about you and miss you.

Yours in Christ,

<<Priest Printed Name>>

**SAMPLE #1 “SEGMENT B” EMAIL TO PARISHIONERS**

**(Segment B: Families who gave in 2019and/or early 2020 but no longer give (most likely those families give by envelope at Mass))**

**Keep the Faith**

Dear <<Name>>,

For many of us this year our Easter season is looking much different as we continue to navigate through all the challenges of COVID-19. How is this going for you?

In the Gospel of John we hear the story of Mary Magdalene weeping outside the tomb of Jesus. She fears someone took Him. However, she soon discovers He was right there with her just like He is walking with each of us today. How awesome is this!

It is through our faith we find peace, joy and love. During these unsettling times it is important for us to pray daily, check in on our friends and family and if able to do so, share our gifts with those in need.

Please prayerfully consider making your gift to <<Parish Name>>. Many of you who regularly give at Mass have begun to mail your check to us. Some have set up a credit card or electronic fund transfer to support our parish. More families are using our secure online giving page at <<website link>> to make their gifts. Please know how grateful I am for you and your generous support of our parish.

Just like Mary Magdalene had her hope restored at the tomb of Jesus, your gift helps restore hope to many people in our community. We are able to creatively continue to reach out to our youth to help them grow in our Catholic faith, provide the Sacraments and walk with grieving families.

Thank you for your prayers and generous support of <<name of parish>>. If you need anything, please call me at <<phone number>> or email me at <<email>>. I care about you and miss you.

Yours in Christ,

<<Priest Printed Name>>

**SAMPLE #1 “SEGMENT C” EMAIL TO PARISHIONERS**

**(Segment C: All other non-donors)**

**Keep the Faith**

Dear <<Name>>,

For many of us this year our Easter season is looking much different as we continue to navigate through all the challenges of COVID-19. How is this going for you?

In the Gospel of John we hear the story of Mary Magdalene weeping outside the tomb of Jesus. She fears someone took Him. However, she soon discovers He was right there with her just like He is walking with each of us today. How awesome is this!

It is through our faith we find peace, joy and love. During these unsettling times it is important for us to pray daily, check in on our friends and family and if able to do so, share our gifts with those in need.

Many of you who regularly give at Mass have begun to mail your check to us. Some have set up a credit card or electronic fund transfer to support our parish. More families are using our secure online giving page at <<website link>> to make their gifts. Please prayerfully consider making your gift today. Know how grateful I am for you and your generous support of our parish.

Just like Mary Magdalene had her hope restored at the tomb of Jesus, your gift helps restore hope to many people in our community. We are able to creatively continue to reach out to our youth to help them grow in our Catholic faith, provide the Sacraments and walk with grieving families.

Thank you for your prayers and generous support of <<name of parish>>. If you need anything, please call me at <<phone number>> or email me at <<email>>. I care about you and miss you.

Yours in Christ,

<<Priest Printed Name>>

**How to Segment Direct Mail Letters and Emails for Best Results**

1. **Who to segment**

 Segment A: Active current donors

 Segment B: Families who gave in 2019and/or early 2020 but no longer give (most likely those families give by envelope at Mass)

 Segment C: All other non-donors

2. **How to segment**

 Extract all parish families and their giving history to the parish for the last two years

 from Gabriel software. Make sure to extract not only giving history but names, addresses, and email addresses. Once this information is extracted to Excel you can

 sort via giving history to build your specific segments. If you have questions on how

 to do this, please contact the diocesan IT Help Desk at 920.272.8111 or via email

 at ithelpdesk@gbdioc.org.

3. **What segment gets what letter/email**

 Segment A: Active Current Donors get the personalized thank you letter/email

 Segment B: Gave in Past but No Longer Giving Donors get personalized letter/email with invitation to give to the parish

 Segment C: All non-donors receive letter/email with invitation to give to the parish