**Sample # 1 Generic Parish Offertory Letter**

 DATE

Dear Brothers and Sisters in Christ,

 For many of us our Easter season is looking very different as we continue to navigate through all the challenges of COVID-19. We may be feeling sorrowful, anxious and like something is missing from our lives especially since we are unable to gather in person for Mass at <<Parish Name>>.

 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!

 Now more than ever the world needs our Catholic faith. 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 you are 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.

 Through your offertory giving we are able to help families in need of spiritual and other support. 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.

 Just like Mary Magdalene had her hope restored at the tomb of Jesus, your gift helps restore hope to many people in our parish and community. 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. I look forward to when we will be able to gather is person for Mass and other parish activities. Until then, I keep you and your loved ones in my prayers. Please keep me in yours.

 Yours in Christ,

 <<Priest Signature>>

 <<Priest Printed Name>>

**Sample # 1 “Segment A” Parish Offertory Letter**

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

 DATE

Dear <<Name>>,

 For many of us our Easter season is looking very different as we continue to navigate through all the challenges of COVID-19. We may be feeling sorrowful, anxious and like something is missing from our lives especially since we are unable to gather in person for Mass at <<Parish Name>>.

 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!

 Now more than ever the world needs our Catholic faith. 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 are able to do so, share our gifts with those in need.

 Thank you for sharing your gifts by remembering <<Parish Name>>. Please know how grateful I am for you and your generous support of our parish. Through your offertory giving we are able to help families in need of spiritual and other support. 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.

 Just like Mary Magdalene had her hope restored at the tomb of Jesus, your gift helps restore hope to many people in our parish and community. 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. I look forward to when we will be able to gather is person for Mass and other parish activities. Until then, I keep you and your loved ones in my prayers. Please keep me in yours.

 Yours in Christ,

 <<Priest Signature>>

 <<Priest Printed Name>>

**Sample # 1 “Segment B” Parish Offertory Letter**

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

 DATE

Dear <<Name>>,

 For many of us our Easter season is looking very different as we continue to navigate through all the challenges of COVID-19. We may be feeling sorrowful, anxious and like something is missing from our lives especially since we are unable to gather in person for Mass at <<Parish Name>>.

 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!

 Now more than ever the world needs our Catholic faith. 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 you are able to do so, share our gifts with those in need.

 Please prayerfully consider making your gift to <<Name of Parish>>. 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. I am grateful for you and your generous support of our parish.

 Through your offertory giving we are able to help families in need of spiritual and other support. 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.

 Just like Mary Magdalene had her hope restored at the tomb of Jesus, your gift helps restore hope to many people in our parish and community. 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. I look forward to when we will be able to gather is person for Mass and other parish activities. Until then, I keep you and your loved ones in my prayers. Please keep me in yours.

 Yours in Christ,

 <<Priest Signature>>

 <<Priest Printed Name>>

**Sample # 1 “Segment C” Parish Offertory Letter**

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

 DATE

Dear <<Name>>,

 For many of us our Easter season is looking very different as we continue to navigate through all the challenges of COVID-19. We may be feeling sorrowful, anxious and like something is missing from our lives especially since we are unable to gather in person for Mass at <<Parish Name>>.

 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!

 Now more than ever the world needs our Catholic faith. 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 you are 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 to <<Parish Name>>. I am grateful for you and your generous support of our parish.

 Through your offertory giving we are able to help families in need of spiritual and other support. 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.

 Just like Mary Magdalene had her hope restored at the tomb of Jesus, your gift helps restore hope to many people in our parish and community. 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. I look forward to when we will be able to gather is person for Mass and other parish activities. Until then, I keep you and your loved ones in my prayers. Please keep me in yours.

 Yours in Christ,

 <<Priest Signature>>

 <<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