**SAMPLE # 2 GENERIC EMAIL FOR PARISHIONERS**

 **A Time for Reflection**

Dear Parishioners,

With less hustle and bustle in our lives, we now have more time to reflect on what is really important to us. Are you finding more time for prayer, family bonding and rest?

In Leviticus we hear how the Lord told Moses to let people farm the land for six years but on the seventh year they needed to take a break. The land needed to rest. Have you ever reflected on how God creates everything and provides for all our needs? We just have to believe in Him and trust His plans for our lives.

Part of His plan for us is being good stewards of the gifts he gives us. One way you can do this is through your weekly or monthly support of our parish. Your gifts make it possible for us to care for families and individuals in need and carry out the ministries of <<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.

Thank you for generously sharing your gifts with all of us here at <<Name of Parish>>. We are God’s fellow workers in the vineyard. Everything we do to help our brothers and sisters in need brings glory to Him.

God is giving us the opportunity to rest. Stay close to Him through prayer as He will see us through these uncertain times. Please reach out to me if you need anything.

Yours in Christ,

<<Priest Name>>

**SAMPLE # 2 “SEGMENT A” EMAIL FOR PARISHIONERS**

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

 **A Time for Reflection**

Dear <<Name>>,

With less hustle and bustle in our lives, we now have more time to reflect on what is really important to us. Are you finding more time for prayer, family bonding and rest?

In Leviticus we hear how the Lord told Moses to let people farm the land for six years but on the seventh year they needed to take a break. The land needed to rest. Have you ever reflected on how God creates everything and provides for all our needs? We just have to believe in Him and trust His plans for our lives.

Part of His plan for us is being good stewards of the gifts he gives us. Thank you for remembering <<Parish Name>>. Your gifts make it possible for us to care for families and individuals in need and carry out the ministries of <<Parish Name>>.

Again, thank you for generously sharing your gifts with all of us here at <<Name of Parish>>. We are God’s fellow workers in the vineyard. Everything we do to help our brothers and sisters in need brings glory to Him.

God is giving us the opportunity to rest. Stay close to Him through prayer as He will see us through these uncertain times. Please reach out to me if you need anything.

Yours in Christ,

<<Priest Name>>

**SAMPLE # 2 “SEGMENT B” EMAIL FOR PARISHIONERS**

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

 **A Time for Reflection**

Dear <<Name>>,

With less hustle and bustle in our lives, we now have more time to reflect on what is really important to us. Are you finding more time for prayer, family bonding and rest?

In Leviticus we hear how the Lord told Moses to let people farm the land for six years but on the seventh year they needed to take a break. The land needed to rest. Have you ever reflected on how God creates everything and provides for all our needs? We just have to believe in Him and trust His plans for our lives.

Part of His plan for us is being good stewards of the gifts he gives us. One way you can do this is through your weekly or monthly support of our parish. Please prayerfully consider making your gift today! Your gifts make it possible for us to care for families and individuals in need and carry out the ministries of <<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.

Thank you for generously sharing your gifts with all of us here at <<Name of Parish>>. We are God’s fellow workers in the vineyard. Everything we do to help our brothers and sisters in need brings glory to Him.

God is giving us the opportunity to rest. Stay close to Him through prayer as He will see us through these uncertain times. Please reach out to me if you need anything.

Yours in Christ,

<<Priest Name>>

**SAMPLE # 2 “SEGMENT C” EMAIL FOR PARISHIONERS**

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

 **A Time for Reflection**

Dear <<Name>>,

With less hustle and bustle in our lives, we now have more time to reflect on what is really important to us. Are you finding more time for prayer, family bonding and rest?

In Leviticus we hear how the Lord told Moses to let people farm the land for six years but on the seventh year they needed to take a break. The land needed to rest. Have you ever reflected on how God creates everything and provides for all our needs? We just have to believe in Him and trust His plans for our lives.

Part of His plan for us is being good stewards of the gifts he gives us. One way you can do this is through your weekly or monthly support of our parish. Your gifts make it possible for us to care for families and individuals in need and carry out the ministries of <<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 prayerfully consider making your gift today!

Thank you for generously sharing your gifts with all of us here at <<Name of Parish>>. We are God’s fellow workers in the vineyard. Everything we do to help our brothers and sisters in need brings glory to Him.

God is giving us the opportunity to rest. Stay close to Him through prayer as He will see us through these uncertain times. Please reach out to me if you need anything.

Yours in Christ,

<<Priest 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