**SAMPLE # 3 GENERIC EMAIL MESSAGE**

**God Is With Us Always**

Dear <<Parishioner Name>>,

 For many of us this spring has been a challenge. Some of us may have experienced reduced hours or job loss, an illness of a loved one related to COVID-19 or anxiety from home schooling children. All of this may have really tested our faith.

 In Acts we hear the story of Saul’s dramatic conversion on the road to Damascus. Saul had been going his own way for a long time. He did not have faith. This is when God touched Saul’s heart. He believed in Christ’s resurrection and sharing in His suffering. Today, as we share in this suffering, we too, must remember God is walking with us every step of the way.

 Now more than ever we must cling to our Catholic faith and remain filled with hope. It is through faith we find peace, comfort and healing. During these turbulent 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.

 ***<<OPTIONAL PARAGRAPH>>***Praying isone way we can comfort each other and share the love of Jesus here at <<Parish Name>>. For the next month please remember <<Name of Family>> in your prayers. Know a parish family will also be praying for your family. Together, we will remain connected through prayer. This is a beautiful gift.

 Many of you who regularly give at Mass have mailed your check to us and for this I am grateful. More families are also using our secure online giving page at <<website link>> to make their gifts. Thank you for your continued generous support of our parish. With your support we have been able to maintain \_\_\_\_ percent of our offertory. What a wonderful blessing!

 Just like Saul may each of us say “Yes!” to God’s will and continue to reach out to one another with helping hands and the love of Jesus. Keep the faith alive! Please call me at <<phone number>> or email me at <<email>> if you need anything. I am praying for you.

 Yours in Christ,

 <<Priest Printed Name>>

**SAMPLE # 3 “SEGMENT A” EMAIL MESSAGE**

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

**God Is With Us Always**

Dear <<Name>>,

 For many of us this spring has been a challenge. Some of us may have experienced reduced hours or job loss, an illness of a loved one related to COVID-19 or anxiety from home schooling children. All of this may have really tested our faith.

 In Acts we hear the story of Saul’s dramatic conversion on the road to Damascus. Saul had been going his own way for a long time. He did not have faith. This is when God touched Saul’s heart. He believed in Christ’s resurrection and sharing in His suffering. Today, as we share in this suffering, we too, must remember God is walking with us every step of the way.

 Now more than ever we must cling to our Catholic faith and remain filled with hope. It is through faith we find peace, comfort and healing. During these turbulent 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.

 <<OPTIONAL PARAGRAPH>>Praying is one way we can comfort each other and share the love of Jesus here at <<Parish Name>>. For the next month please remember <<Name of Family>> in your prayers. Know a parish family will also be praying for your family. Together, we will remain connected through prayer. This is a beautiful gift.

 Thank you for continuing to generously support <<Parish Name>>. I am grateful for you and your gifts. With your support we have been able to maintain \_\_\_\_ percent of our offertory. What a wonderful blessing!

 Just like Saul may each of us say “Yes!” to God’s will and continue to reach out to one another with helping hands and the love of Jesus. Keep the faith alive! Please call me at <<phone number>> or email me at <<email>> if you need anything. I am praying for you.

 Yours in Christ,

 <<Priest Printed Name>>

**SAMPLE # 3 “SEGMENT B” EMAIL MESSAGE**

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

**God Is With Us Always**

Dear <<Name>>,

 For many of us this spring has been a challenge. Some of us may have experienced reduced hours or job loss, an illness of a loved one related to COVID-19 or anxiety from home schooling children. All of this may have really tested our faith.

 In Acts we hear the story of Saul’s dramatic conversion on the road to Damascus. Saul had been going his own way for a long time. He did not have faith. This is when God touched Saul’s heart. He believed in Christ’s resurrection and sharing in His suffering. Today, as we share in this suffering, we too, must remember God is walking with us every step of the way.

 Now more than ever we must cling to our Catholic faith and remain filled with hope. It is through faith we find peace, comfort and healing. During these turbulent 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.

 <<OPTIONAL PARAGRAPH>>Praying is one way we can comfort each other and share the love of Jesus here at <<Parish Name>>. For the next month please remember <<Name of Family>> in your prayers. Know a parish family will also be praying for your family. Together, we will remain connected through prayer. This is a beautiful gift.

 Many of you who regularly give at Mass have mailed your check to us and for this I am grateful. More families are also using our secure online giving page at <<website link>> to make their gifts. Please prayerfully consider making your gift today! Thank you for your continued generous support of our parish. With your support we have been able to maintain \_\_\_\_ percent of our offertory. What a wonderful blessing!

 Just like Saul may each of us say “Yes!” to God’s will and continue to reach out to one another with helping hands and the love of Jesus. Keep the faith alive! Please call me at <<phone number>> or email me at <<email>> if you need anything. I am praying for you.

 Yours in Christ,

 <<Priest Printed Name>>

**SAMPLE # 3 “SEGMENT C” EMAIL MESSAGE**

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

**God Is With Us Always**

Dear <<Name>>,

 For many of us this spring has been a challenge. Some of us may have experienced reduced hours or job loss, an illness of a loved one related to COVID-19 or anxiety from home schooling children. All of this may have really tested our faith.

 In Acts we hear the story of Saul’s dramatic conversion on the road to Damascus. Saul had been going his own way for a long time. He did not have faith. This is when God touched Saul’s heart. He believed in Christ’s resurrection and sharing in His suffering. Today, as we share in this suffering, we too, must remember God is walking with us every step of the way.

 Now more than ever we must cling to our Catholic faith and remain filled with hope. It is through faith we find peace, comfort and healing. During these turbulent 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.

 <<OPTIONAL PARAGRAPH>>Praying is one way we can comfort each other and share the love of Jesus here at <<Parish Name>>. For the next month please remember <<Name of Family>> in your prayers. Know a parish family will also be praying for your family. Together, we will remain connected through prayer. This is a beautiful gift.

 Many of you who regularly give at Mass have mailed your check to us and for this I am grateful. More families are also using our secure online giving page at <<website link>> to make their gifts. Please prayerfully consider making your gift today!

 Just like Saul may each of us say “Yes!” to God’s will and continue to reach out to one another with helping hands and the love of Jesus. Keep the faith alive! Please call me at <<phone number>> or email me at <<email>> if you need anything. I am praying for 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